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Impact of Green Market on Consumer Buying Behavior: A Case of K & N's

HAMID MEHMOOD
MS Scholar; Department of Management Sciences
COMSATS Institute of Information Technology Sahiwal, Pakistan
E-mail: hamidisin@yahoo.com
Tel: +92-300-9697414
Tel: +92-312-6002586

SYED IFTIKHAR-UL-HASSAN
MS Scholar; Department of Management Sciences
COMSATS Institute of Information Technology Sahiwal, Pakistan
E-mail: syediftikhar.hassan@yahoo.com
Tel: +92-300-3490760

Abstract

This study aims to give insight into the effect of green marketing on customers purchasing behaviors. For this purpose, environment and environmental issues which are the solid grounds for emergence of green marketing will be discussed. Too much Literature is not available in Pakistan on this topic because there is very little social awareness among public on this topic. Moreover there are limited ISO certified industries in Pakistan taking environment friendly initiatives. A structured questionnaire will be used for data collection from industry experts, managers, consumers and various public. Multiple ways are there for green marketing by the companies taking environment friendly initiatives. These ways are adopted in all marketing mix operations of companies like Product, pricing, promotion and distributions. Few important dimensions of green marketing will be treated as independent variables and their effect on consumer purchase behavior will be studied. These are Eco friendly life style of consumers and green product features.

Key Words: *Green Marketing, Environment, Marketing Mix, Eco Friendly Life Style, Consumer Purchase Behaviour.*

Introduction

Green advertising for the most part expects to advance ecologically well-disposed items and a sheltered domain where individuals could remain. At present green showcasing is broadly turning into a wonder all through the world as worries on our surroundings have started to raise in the previous couple of decades. Consistently, the number of inhabitants in individuals who are turning towards green brands or natural well-disposed items are expanding, in this manner, amplifying the marvel exponentially (Noamesi, 2012).

The achievement, nonetheless, of any green showcasing methodology is intensely dependent on the purchasers it might want to target. For example, ecological well-disposed infant items have turned into a major hit in the United States because of the colossal mindfulness and worry of folks about the risky impacts of non-green items on their kids. At last, this mindfulness and concern have permitted the business

of green child items to blast inside of the nation offering ascend to the gainfulness of organizations who convey items, for example, without bpa nourishing containers, Hostile to Colic Products, Cloth Diapers and the sky is the limit from there. 1980s and mid-1990s.

Green showcasing is becoming quickly and shoppers are willing to pay a considerable measure for green item. There have been little investigation of the effect of this new market on the buyers and the earth in this way. Green advertising influences all territories of our economy, it doesn't simply prompt natural security yet it additionally make new market and openings for work. Organizations that are natural stewards stand a possibility of increasing numerous fulfilled and steadfast clients. (Rashad, 2011).

In the most recent decade, shoppers have turned out to be more illuminated on ecological issues. Green promoting alludes to offering item or rendering administrations taking into account natural advantage. It appeared in late (Afzaal, 2011).

The American Marketing Association (AMA) held the principal workshop on environmental promoting in 1975 was the first run through green showcasing appeared. AMA characterizes green promoting as the showcasing of items that are attempted to be earth safe, it joins a few exercises, for example, item alteration, changes to generation procedures and bundling, publicizing systems furthermore builds mindfulness on consistence advertising amongst commercial ventures. Business Dictionary characterizes green showcasing as limited time exercises went for exploiting changing customer state of mind towards a brand. These progressions are progressively being impacted by an association's approaches and practices that influence the nature of the earth and mirror the level of its sympathy toward the group. It can likewise be seen as the advancement of ecologically protected or gainful items (Rashad, 2011).

The key test for organizations and clients today is to save and secure the earth common habitat and limited assets. Creation and utilization of products everywhere throughout the world has prompted the development of an extensive number of ecological issues. Therefore, organizations are concentrating on green showcasing and are creating eco-accommodating or green items that have less unsafe consequences for nature, than the ordinary items. Besides, customers are turning out to be increasingly mindful of the ecological issues and are effectively attempting to decrease their effect on the earth by buying green items and moving towards a greener way of life. The expression "green" has turned into the significant component driving a great many purchasers all through the world, to discover how they carry on with an all the more earth neighborly life.

The requirements of the customers are developing and brand steadfastness is by and large consistently reclassified. Organizations these days need to incorporate suitable green methodologies into their operational exercises, item improvement procedures, and advertising exercises to accomplish an upper hand in the soaked markets. Hence, we see that both the advertisers and the customers are these days concentrating on green items and administrations. Despite the fact that in the short run an organization might think that it’s costly to move towards the 'green" methodology, over the long haul it will turn out to be beneficial for the organization, as far as cost moreover (Faizan, 2014).

Green promoting attempted by organizations these days alludes to the procedure of offering items and/or administrations on the premise of their natural and environmental advantages. Such an item or administration might itself be an ecologically benevolent item or administration, or it might be delivered and/or bundled in a way which is thought to be naturally cordial. We can expect that buyers will see the "greenness" of an item or administration's as an advantage thus their purchasing choices will be founded on this viewpoint. Nonetheless, the shoppers may not will to pay more for green items when contrasted with the less green option items. The shoppers are for the most part incredulous of the green cases of the organizations.

In the event that the green cases are turned out to be false or if the organizations make over overstated cases, the picture and brand name of the organizations are in question. Along these lines an instance of green washing emerges when an organization claims its item or administration to be green and after that the case is turned out to be to be false (Sarumathi, 2014).

Background of the Study

For as far back as decades, ecological concerns have gotten much consideration wherein it imitates the rising open concern and the familiarity with individuals on natural issues. Government organizations and a few weight assembles all around the globe have been crusading overwhelmingly for the earth; furthermore, the media giving an account of natural issues has expanded significantly. These battles have pushed towards plans created inside political choice making, for example, a few laws and regulations to secure nature. For example, through the Earth Summit in Rio de Janeiro in 1992 and the subsequent summits in Berlin in 1995 and in New York in 1997, targets for worldwide coordinated effort and activity has been distinguished (Keating, 1993), in this way adding to the level of mindfulness raised towards natural issues. Because of this expanded level of ecological mindfulness, a positive change inside of the conduct of buyers towards natural items is pervasive these days.

These progressions add to the begin of a green transformation that means to ruin further mischief to nature. In spite of such advances towards ecological concerns and the ascent of green advertising, the build of green promoting has been confused and misconstrued in its history. As indicated by (Polanski, 1994).

"Lamentably, a larger part of individuals trust that green showcasing alludes exclusively to the advancement or publicizing of items with natural attributes. Terms like Phosphate Free, Green, Eco-friendly, Ozone Friendly, and Environmentally Friendly are a ratio of the things shoppers frequently connect with green advertising. While these terms are green showcasing claims, by and large green promoting is a much more wide idea, one that can be connected to shopper merchandise, mechanical products and even administrations. For example, the world over there are resorts that are starting to advance themselves as "eco-traveler" offices, i.e., offices that "practice" in encountering nature or employed in a design that minimizes their ecological effect." All things considered, it is critical to note regardless of whether a specific populace has comprehended green promoting and has seen in it appropriate parameters to accordingly decide its prosperity and inside of any given area.

Green advertising, all in all, is the advancement of various sorts of products and administrations that are thought to be naturally safe. These items, are by and large outlined utilizing common or reused assets, and are said to have little to zero negative impact on the biological system of the planet. Products that meet these criteria are regularly alluded to as biodegradable, which means they renew the planet. Likewise, eco-brands, eco-names, and ecological commercials are included green advertising outfits that will permit the simpler discernment and attention to green items elements and traits that will subsequently manage purchasers to items that are naturally amicable. Countless organizations that advances their items as green has persistently developed. (Adinyra, 2012).

Problem Statement

Research problem is to study the influence of green marketing programs on customer purchase behavior of green products.

Research Objectives

Research objectives of the study are:

- To discuss the effects of Eco friendly life style of consumers, green product features and green product advertisements on the purchasing behavior of consumers.
- To investigate the effectiveness of environment friendly programs and policies and their impact on consumer behavior.

Research Questions

1. What is investigate relationship between green product feature and customer purchase behavior?
2. What is identification relationship between green product promotion and customer purchase behavior?
3. To verify relationship between eco life style and customer purchase behavior?

Significance of Study

The impartial of this study, by discovery the impact of, green product features, green product advertisement and consumer's eco-friendly life style on purchasing behaviors of consumers, is to define whether there is a significant relationship between them and hence to give advices and future instructions to companies producing environment-friendly products. So, this research will be beneficial for both society in general and companies in particular.

Literature Review

The chief purpose of this education is to know the attitude of ecological consumers and their intention to purchase organic food. The education purpose to control the factors influencing consumer attitude towards organic food. Data collect through face to face, questionnaire, with closed-ended questions. In total, 463 people contributed in the examination. It was decided to use many multivariate analyses like multiple regressions, factor analysis and cluster analysis with large sample size (Justin, 2012).

Belief of the training is an ignored part of customer research and a potentially behavior precious study area to help to simplify the conditions under which they tell to actual role models. Describes results of qualitative research as part of a large study of UK reader's ethics consumer magazine, which used focus groups to discover issues major alarm for ethical consumer's ± such as fair trade and ± elicitation love with larger sample to know nature of the factors influencing their beliefs about it. (Deirdre, 1999).

The purpose of this file is to identify distinct market sections based on some environmental variables. Given the difficulty and range of variables that can regulate the characterization of these groups, as has been proved in the literature, it was decided to focus this research mainly on the analysis of environmental and demographic criteria (Maria, 2009).

Catering companies can increase their market portion and Growth rates by growing their brand loyal customers. It's a more cost operative approach other marketing activities such as price cuts or promotional programs. As a mature industry, Hospitality must continue market share gains rather than gains market growth. Acquisition new customers is expensive because of advertising, promotion, and start operating expenses. Moreover, it is inexpensive to serve current customers. this paper meets the factors contribute to brand loyalty marketing literature and provides Strategies for Home Managers to increase brand loyal customers (Tepeci, 1999).

This study aimed to determine the impact of green marketing on the purchasing behavior of consumers in major supermarkets in Nairobi County, Kenya. In terms of methodology, the study adopted a descriptive cross-sectional survey. The target population for this study consisted of 10 large supermarkets in the county of Nairobi, Kenya. Primary data was collected through semi-structured questionnaires with questions both

close-ended and open. Respondents in the study were selected from the consumers of 10 large supermarkets operating in the county of Nairobi. Descriptive statistics were used to analyze the data collected from all 10 supermarkets. The study also adopted a multiple linear regression and Pearson correlation analysis to establish the relationship between the variables of interest.

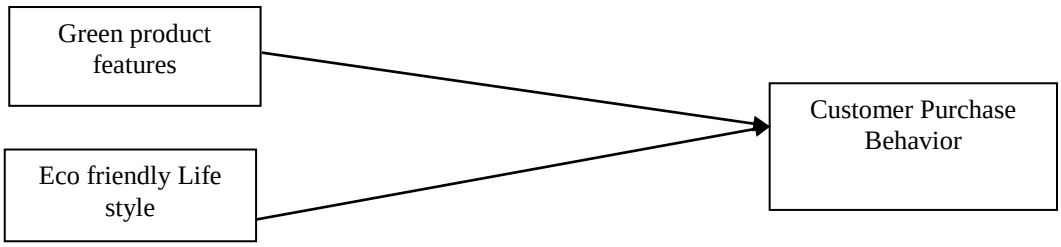
The data collected was analyzed and presented in tables using frequencies, percentages, mean scores and standard deviation. The results indicate that supermarkets are seeking a competitive advantage over their competitors in the dynamic business environment by using different marketing strategies that influence consumers to buy environmentally friendly products and services. Green marketing strategy is one of the key strategies that cannot be ignored by competitive organizations. Social responsibility has become the player of any successful organization in the world market. It can be concluded that the product strategy, pricing strategy, promotion and distribution of any business strategy should focus on green marketing practices (Maiywa, 2013).

The purpose of this article is to raise a debate among marketers the question of relationship between marketing and sustainability (Peter, 2008). This education purpose to regulator whether the residential background of consumer's variant effect on their purchasing decisions. A survey of 1090 urban and rural defendants was accepted from which 523 were in rural areas and 567 were in urban areas. The data composed was analyzed including by smearing, percentages, and means of analysis of variance. Rural people found the packing is more useful in the purchase that refining the package contains a better product and they are not prejudiced by the ease of storage of a packet as their urban complements. Ease of transport, package weight, simplicity, transparency and the parallel of packaging have relatively less effect on the purchasing decisions of rural consumer's urban areas. However, rural shoppers are more critical on the packages as they strongly believe it contributes to the ambiguous buyers and also a danger to the environment (Kundu, 2007).

This study discovers the relationship between selected elements of the marketing mix and the creation of brand value .The authors propose a conceptual framework marketing elements are linked to the brand dimensions equity, which is , perceived quality , brand loyalty , and brand associations combined with brand awareness . These dimensions are then related to brand equity. The empirical tests using a structural equation model support research hypotheses. The results show that the frequent price promotions, such as price offers, are linked to a low mark equity, while the high advertising costs, higher price, good image of the store, and high intensity distribution are linked high brand value (Boonghee, 2000).

Despite research studies indicating strong support for labeling information, uncertainty remains as to how labels affect consumers. This article attempts to empirically study how consumers differ in terms of environmentalism meet Tags (Clare, 2006).

Conceptual Framework



Consumers are often assumed to be more heavily involved in choosing "green" as "conventional " , but adding a " green " attribute actually do so difference to how consumers make choices ? Does it change the way consumers make decisions when buying Are grocery or simply develop another simple choice

heuristics? Based on observation and consumer follow-up interviews cold milk counter in the supermarket, we conclude that, rather than changing the way consumers are decisions when grocery shopping, "green" attributes seem to lead to the development of new, simple heuristics choice or adaptation of proven tactics of choice, such as habit (John, 2013)

Hypotheses

H1: There is a significant relationship between Green Product Features and purchasing behavior of green product.
H2: There is significant relationship between consumer eco-friendly life style and purchasing behavior of green products.

Research Methodology

In this research paper, if we talk about research design, so; descriptive research design is use. Which means this paper elaborate the past studies and researches undergone with these very same variables. Population for this research study is the customers of K & N of different area in district Okara. And for sample size a set of 200 customers is selected through probability, simple random sampling. For the purpose of collection of data, quantitative questionnaire is used, and responses are collected through survey method. For data analysis techniques, regression and correlation are implemented, and SPSS is used to testify variables.

Findings

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.990	16

The reliability of green product feature and eco-friendly life style on customer purchase behavior is .990. The value of Cronbach Alpha shows that the variables are reliable.

Correlation

Correlations

		cpb	eco	Gpf
CPB	Pearson Correlation	1	.987**	.982**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Eco	Pearson Correlation	.987**	1	.994**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
GPF	Pearson Correlation	.982**	.994**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

This table shows that green product feature and eco-friendly life style on customer purchase behavior is the value 0.000 significant related with the intentions to use the internet for purchasing which is less than 0.05.

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.987	.975	.974	.19247

a. Predictors: (Constant), gpf, eco

The model shows that the correlation between the independent and dependent variables represented as R is 0.987. The coefficient of determination that show how the variables are deviated from the straight line which has the value of 0.975 represented as R Square. The adjusted R square value is 0.974.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	139.018	2	69.509	1876.288	.000[b]
	Residual	3.593	97	.037		
	Total	142.611	99			

a. Dependent Variable: cpb
b. Predictors: (Constant), gpf, eco

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.006	.032		-.193	.847
	Eco	1.280	.198	.968	6.478	.000
	GPF	.026	.199	.019	.129	.898

a. Dependent Variable: cpb

The table shows that eco-friendly life style have significant related with customer purchase behavior at the value .000 accepted which is less than 0.05. And the other independent variable green product feature with value .898 is rejected which is greater than 0.05. According to this table H2 is accepted and H1 is rejected. The results are justified.

Conclusion

The impact of Green Practices on buying habits of consumers in Food sector of Pakistan" I have chosen this topic because pollution is increasing consequently and environment is getting worst day by day. In this I have taken Green product feature and eco-friendly environment as independent variables and consumer purchase behavior as dependent variable. . In this research Quantitative technique has been used by circulating questionnaires among people of Okara district at different geographical area. There were 100 respondents out of which 60% were female respondents. One variable eco-friendly life style is accepted and other variable green product feature is rejected.

Limitations and Recommendations

Here are some of the recommendations which can be used by the future researchers in their research. Sample size chosen is small .Future research should increase the sample size. The results of these variables should be checked in other sectors as well; suggested industries are electronics and automobile.

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