



BUSINESS SUSTAINABILITY: GREEN CONSUMER BEHAVIOR AND ITS IMPLICATIONS ON MARKETING STRATEGIES

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Abstract:

The current pollution and potential depletion of the earth's natural resources, together with the growing awareness about choosing healthier and ecologically friendly food and other items, has resulted in the creation of a new method of consumption, known as Green Consumption. Green customers are a new type of people that wish to participate in sustainable living. As a result, numerous businesses have recognized this as a growth and resurgence opportunity in an existing market. Consumers' preferences and interest in environmental issues and responsible consumption have developed in the post-pandemic period. As a result of the widespread adoption of sustainable development goals, consumers are attempting to make environmentally friendly decisions when selecting and consuming products. As a result, Green Consumer Behavior is seen as a positive driver toward business sustainability and environmental protection. The goal of this study is to provide a paradigm for green consumer behavior and its impact on marketing tactics in the post-pandemic period.

Key words: Green Consumer Behavior, Green Products, Sustainability, Marketing Strategies, Environmental concern.

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Introduction:

Environmental awareness has now evolved into a global concern as well as a challenging topic for academic research. Since the 1970s, the green problem has influenced consumer behavior in a good way (Linda F. Alwitt,1996). This shift has caused a considerable shift in consumers' perceptions, with a growing concern for environmental preservation and the prevention of additional harm.

Green marketing, on the other hand, is an endeavor to lessen these negative effects on our environment by implementing a new green concept in product design, production, packaging, labeling, and consumption.

Many businesses are pursuing green strategies in the market to obtain a competitive advantage by repositioning existing or future customers' attitudes and perceptions through innovations in green products and services.

Green marketing has only been utilized in recent years to bring corporate sustainability through emphasizing product packaging and labeling, as well as incentive techniques. In order to understand how different organizations are putting their efforts in green activities as a positive market driver in maintaining and developing green consumer behavior in the post-Covid Period, an assessment must be conducted. The purpose

of this study is to investigate customer perceptions of green values established by promoters' green marketing activities, as well as their impact on their purchasing behavior of environmentally friendly sustainable products in the post-Covid period.

This study also underlines marketers' major efforts in developing green brand awareness in the minds of consumers in comparison to non-green items, which influences the consumer's green behavior in the post-Covid period.

Objectives of the Study:

1. To study the How Green Consumer Behavior as a Positive Driver for Business Sustainability.
2. To Study the green marketing mix for green consumer's behavior.
3. To study the Impact on Marketing Strategies in Post Pandemic Period.

Practical Implication of the Study:

Implications for Practice: This paper is relevant for all modern company enterprises since they must adhere to environmental rules, and customers are becoming more aware of green methods used by businesses. That is why everyone is turning green, from McDonald's to Coca-Cola.

Research Methodology:

The research is both descriptive and conceptual. To make the conclusion, various standard references are used to grasp different aspects of the study. The research approach is essentially qualitative, and it is based on secondary data. The study is extremely relevant in today's post-Covid-19 scenario for understanding green customer behavior in order to drive company sustainability.

Discussion:

(i) Green Consumer Behavior:

A green consumer is someone who practices ecologically friendly habits and prefers to buy green items over traditional ones. Green consumers are more self-controlling because they believe that a single

consumer can make a difference in the environment. As a result, they believe that environmental protection should not be just the responsibility of government, business, environmentalists, and scientists, but that customers may also play a role in corporate sustainability. They're also less dogmatic about new items and ideas, and more open-minded or accepting of them. Their open-mindedness makes it easier for them to adopt green products, and as a result, they behave more naturally.

(ii) Green items:

Using ecologically friendly products and utilizing eco-friendly cleaning procedures, such as minimizing water usage, are examples of green products.

It's also about employing items to promote environmentally friendly company operations.

Green is an umbrella phrase that relates to organic, sustainable, and environmentally friendly products and behaviors.

A product is considered green if it meets the following criteria:

- i. conserves water and energy resources for long-term sustainability.
- ii. Prevents contributions to pollution reduction in the air, water, and land
- iii. Maintains a high level of indoor air quality in the atmosphere.
- iv. Makes use of renewable-source materials in order to be more environmentally conscious.
- v. Has a negligible environmental impact.
- vi. Is a manufacturing activity that promotes environmental awareness.
- vii. public knowledge of the plastic ban.

iii) The Green Consumer Behavior Marketing Mix:

Every business has its own preferred marketing mix. Some marketing mixes contain four Ps, while others have seven. The four P's of green marketing are the same as in traditional marketing, but the challenge for marketers is to employ the four P's in new ways.

a. Product: The ecological goals of product planning are to reduce resource consumption and pollution while increasing resource conservation.

b. Price: In the green marketing mix, price is a crucial and important aspect.

Most customers will only pay more if they believe the product has more value.

This added value could be in the form of better performance, function, design, aesthetic appeal, or taste.

All of these factors should be considered when charging a premium for green marketing.

c. Promotion: There are three forms of green advertising: -ads that address a product/interaction service's with the biophysical environment; -ads that encourage a green lifestyle by promoting a product or service; and -ads that offer a corporate image of environmental responsibility.

d. Location: The location and timing of a product's availability will have a big impact on customers.

Customers are unlikely to go out of their way to purchase green products..

(iv). Consumer Green Behavior and Business Sustainability:

There are significant developments afoot in the field of business sustainability in terms of managing responsibilities to the environment and society. New green business strategies that aim not just for short-term profit but also for long-term profitability and environmentally friendly sustainability have begun to emerge as company agendas for promoting green consumer behavior.

Green is the corporate ethics code of the twenty-first century. Profit-making firms' "always me, always me" mindset is no longer effective. Of doubt, profit is a company's fundamental goal, but organizations that are solely focused on profit will find it difficult to achieve long-term viability.

Companies, much like clients, owners, and employees,

should be conscious of their duties to the environment and society. Climate change, environmental difficulties, and social issues will put future leaders under pressure to make effective and comprehensive judgments. Business people's priorities should be focused on the principle of environmental protection rather than the profitability of the company when making these decisions.

(v) Green Consumer Behavior as a Positive Driver for Post-COVID Business Sustainability:

Humans are creatures who stick to their routines. Many human actions are part of our daily routines, such as how we commute to work, what we buy, what we eat, and how we dispose of products and packaging. Breaking poor habits and then encouraging healthy ones is often the key to spreading sustainable consumer behaviors. Cues found in familiar environments trigger habits. Disposable coffee cups, for example, may be a response to cues such as the barista's default cup and a trash container with a cup illustration, both of which are prevalent in coffee shops.

In the post-covid period, companies began to employ design characteristics to eliminate harmful habits and replace them with positive ones among consumers. Making sustainable green behavior the default option is the simplest and most likely effective way. In residential buildings, for example, green electricity was made the default option. Plastic straws are no longer provided with beverages at full-service restaurants; customers must expressly request one for the same, usage of public transportation, and so on.

Using cues, providing feedback, and even supplying incentives are three subtle strategies that might help build positive habits. Prompts could be SMS messages that remind people to engage in desired behaviors like cycling, exercising, or commuting to work in an environmentally responsible way. Prompts are most effective when they are simple to comprehend and receive in the location where the action will occur, and

when people are motivated to participate in green conduct.

People are given feedback on how they fared on their own and on how they performed in comparison to others. Household energy bills that compare consumers' usage to their neighbors' can encourage energy conservation. One of the advantages of encouraging customers to build good habits is that it can lead to positive spillover: people prefer consistency, so if they adopt one long-term behavior, they are more likely to make additional beneficial adjustments in the future. Purchasing LED light bulbs, for example, may lead to wearing warmer clothes and lowering the thermostat, as well as replacing curtains and blinds to reduce heat loss, insulating doors and windows, and purchasing energy-efficient equipment.

(vi) Impact of Pandemic Period on Marketing Strategies:

1. The Emotional Attraction:

In the aftermath of a pandemic, emotional appeal is crucial in creating marketing strategy. When people get great sentiments from doing something green, they are more likely to do it. This fundamental principle is sometimes neglected when it comes to corporate sustainability in the aftermath of a pandemic, when advertising campaigns are likely to stress green marketing methods.

In the post-pandemic phase, hope and pride are particularly beneficial in motivating long-term green consumption. Bacardi and Lonely Whale utilize the hashtag #thefuturedoesntsuck to promote events and appeal for consumer action as part of their effort to eradicate one billion single-use plastic straws. And when participants in one research were publicly commended for their energy-saving efforts every week.

2. Making Sustainability Resonate:

Despite the growing popularity of sustainable business practices, companies continue to strive to

communicate their brands' sustainability to consumers in ways that increase brand relevance, market share, and encourage a shift toward a green buying culture of sustainable living.

3. Using Green Marketing basics:

Using marketing fundamentals to connect green consumer behavior with a branding objective, demonstrating green benefits over and above conventional options, and making sustainability alluring are important difficulties for post-pandemic green business strategies.

Because business sustainability is the top priority for marketers in a post-pandemic situation, adopting marketing core fundamentals has demonstrated that businesses may become smart businesses through innovation and various adaptive marketing methods..

4. Environmental Advertising:

Environmental advertising will help people understand the traits and characteristics of green products. As a result, consumers will be more likely to buy ecologically friendly products. Applying these policy measures is critical for modifying marketing strategies and shifting consumer green purchasing behavior to choose environmentally friendly items, hence lowering the negative environmental impact of synthetic products.

Most organizations have selected environmental marketing in the media or newspapers as a technique of introducing their products to environmentally conscious consumers as a result of growing green movements throughout the world and increased public awareness of environmental issues.

The goal of green advertising was to influence consumer behavior by encouraging them to buy environmentally friendly items and drawing their attention to the positive repercussions of their purchases.

Findings:

1. Environmental concern and product functional features identified as the two most important predictors of green purchase behavior among consumers.
2. Green products necessitate the use of costlier renewable and recyclable materials.
3. Requires a technology, which necessitates a significant expenditure in research and development.
4. Water treatment technology is prohibitively expensive.
5. The majority of consumers are unaware of green products and their applications.
6. The majority of consumers are unwilling to pay a premium for environmentally friendly products.

Conclusions:

According to the findings, marketers must come up with new and creative approaches to improve consumers' perceptions of green marketing. For example, in terms of price, green products should be made available to consumers at a considerably lower cost in order to attract a larger customer base. We must use various awareness programs to encourage customers to engage in green marketing and provide knowledge about green products and their environmental benefits. The principle that underpins green marketing should be communicated to a large number of people. Furthermore, in order for green marketing to be effective, marketers must retain three characteristics: being authentic, educating clients about green products, and allowing them to participate in their social obligation to save the environment.

When it comes to green marketing, eco-labeling and packaging should take precedence over environmentally friendly features and information. Aside from that, an international standard should be created to remove consumers' doubts.

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