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Green Marketing: The impact of green products on health and environment

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Abstract

Green marketing has emerged as a powerful tool in promoting sustainable practices and raising awareness about the impact of human activities on the environment. In India, where rapid industrialization and population growth have led to significant environmental challenges, the role of green marketing in promoting a healthier and more sustainable future cannot be overstated. Green products play a crucial role in achieving sustainability. This article aims to analyse the consumers perception towards impact of green products on both health and the environment in India. The data was collected from Indian consumers, analysed using percentage method and chi-square test, and the findings demonstrated a significant impact of green products on both health and the environment in India. This is attributed to the shifting awareness and increased concern among individuals regarding their health and the environment, with green marketing being the ideal means to address these concerns.

Keywords: Green marketing, health, environment, sustainability

Introduction

India, with its vast population and diverse ecosystems, faces numerous environmental issues such as air pollution, water scarcity, deforestation, and waste management. These problems have severe implications for both human health and the environment. Green marketing plays an important role in addressing these challenges by promoting green products, practices, and lifestyles. Green marketing encourages the use of organic and chemical-free products, reducing exposure to harmful toxins and pollutants. By promoting sustainable agriculture and organic farming practices, green marketing helps protect the health of consumers, and the overall ecosystem. It also creates awareness about the benefits of consuming locally sourced and seasonal produce, leading to improved nutrition and overall well-being. Additionally, green marketing promotes the use of renewable energy sources such as solar and wind power, which significantly reduces air pollution and the risk of respiratory diseases. By advocating for cleaner transportation options like electric vehicles, green marketing contributes to reducing air pollution in congested cities, improving the respiratory health of the population.

Green marketing encourages responsible consumption and production patterns, focusing on reducing waste and carbon emissions. By promoting the concept of the circular economy, where materials are recycled and reused, green marketing helps conserve resources and minimize environmental degradation. It also raises awareness about the importance of proper waste management and recycling, reducing the burden on landfills and preventing pollution of water bodies. Furthermore, green marketing encourages companies to adopt sustainable manufacturing practices, such as using energy-efficient technologies and reducing greenhouse gas emissions. By promoting eco-friendly alternatives and sustainable packaging, green marketing contributes to reducing the carbon footprint of products and minimizing environmental pollution throughout the product lifecycle.

The current global environment has caused consumers to consider changing their decision-making process when it comes to products and services. Green products, which are seen as healthy and capable of improving people's lives and livelihoods, have become increasingly important. These products are defined as goods that are of higher quality, provide nutrition, and are produced in accordance with sustainable development principles (Charter & Tischner, 2017) [2].

In a marketplace that is becoming more focused on eco-consciousness, consumers and marketers are striving to differentiate themselves. The need for the production and consumption of green products is even more urgent and necessary due to the long-term effects of climate change and global warming (Jeevan, 2017) ^[7]. Green marketing is a strategy that addresses the promotion and preservation of the natural environment, benefiting both firms and consumers (Singh & Vashist, 2020) ^[14].

Objectives of research

1. To evaluate the consumers perception towards green products impact on health.
2. To assess the consumer perception towards impact of green products on environment.

Literature Review

Green Products and Health

Green products, often made from natural and organic materials, have a positive impact on health. Unlike conventional products, they are free from harmful chemicals, reducing the risk of allergies and skin irritations. By using green cleaning products, for example, individuals can minimize exposure to toxic substances commonly found in regular cleaning agents, ultimately improving indoor air quality and reducing respiratory problems. Furthermore, green products like organic food and personal care items have gained popularity due to their health benefits. Organic food, grown without synthetic pesticides and fertilizers, offers higher nutritional value, while natural personal care products are gentler on the skin. By opting for these green alternatives, individuals can safeguard their health and well-being. Health consciousness refers to the extent to which individuals incorporate health concerns into their daily routines (Jayanti & Burns, 1998) ^[6]. This reflects their readiness to engage in health-related behaviours (Becker *et al.*, 1977) ^[1]. When purchasing green products, consumers primarily seek information about nutritional value, chemical residues, and the impact on personal health, the environment, or the economy (Tsakiridou *et al.*, 2008) ^[17]. Suh *et al.*, 2012 ^[16] proposed that consumers' positive attitude towards organic food stems from the belief that it is beneficial for health, allowing them to consume it without fear or hesitation. The efficacy of green products inspires consumers to maintain a healthy lifestyle, motivating them to choose and use such products appropriately. Consumer attitudes towards products consumption evolve and improve with age. A survey of consumers revealed that they believe green products are healthier, tastier, and of higher quality, with no harmful effects compared to conventional food (Dipeolu *et al.*, 2009) ^[3].

Yadav & Pathak (2016) ^[19] and Haytko & Matulich (2008) ^[5] discovered that the issue of environmental problems and their impact on human health has become significant for governments and organizations. These environmental impacts have increased consumer concern for the environment, leading to a greater awareness of the destruction of natural resources (Pino *et al.*, 2012; Prakash & Pathak, 2017) ^[12, 13]. Individuals who prioritize their health tend to hold positive attitudes towards purchasing organic products, as they are commonly perceived as a healthier alternative to conventionally grown food options (Lee, 2005) ^[21].

Green Products and Environment

India, with its diverse ecosystems and rich biodiversity, is facing severe environmental challenges. Rapid deforestation, air and water pollution, and climate change are just a few of the issues plaguing the country. Environmental concerns have been identified as a significant factor that influences the decision to purchase green products (Esmailpour & Bahmiary, 2017; Newton *et al.*, 2015) ^[4, 10]. Green products play a crucial role in addressing these concerns by adopting sustainable practices that minimize their impact on the environment. These products are often made from renewable resources and manufactured using energy-efficient processes. By choosing these alternatives, individuals can contribute to the conservation of natural resources and reduce carbon emissions. Organizations are increasingly targeting green consumers, who prioritize environmental protection and their own health (Pavan & Payal, 2012) ^[11]. Stone *et al.* (1995) ^[15] defined a concept called environmental responsibility, wherein individuals express their intention to address environmental problems not solely as consumers driven by personal economic interests, but as citizens concerned about societal-environmental well-being. Green marketing, as described by Mohsin *et al.* (2019) ^[9], is a movement that significantly impacts and transforms consumer behaviour, as it highlights the importance of environmental preservation, protection, and sustainability. One major aspect of this movement is green consumption and production, which encourages individuals to adopt a simpler and environmentally friendly lifestyle (Ullah *et al.*, 2021; Yue *et al.*, 2021) ^[18, 20].

Research Methodology

The research conducted involved the collection of primary and secondary data. Secondary data was acquired from a range of sources including research articles, books, journals, magazines, and various websites on the internet. On the contrary, primary data was directly collected from Indian consumers through well-designed questionnaires. The consumers were chosen through a convenience sampling method. The research encompassed a sample size of 300 Indian consumers who actively use or consume green products. The collected data was analysed using a percentage method and chi-square test.

Results and Discussion

Consumer perception towards health benefits of green products

Table 1: Consumers perception towards green products are beneficial for health

	Frequency	Percent	Cumulative Percent
Yes	290	96.7	96.7
No	10	3.3	100.0
Total	300	100.0	

Table 1 presents the viewpoints of consumers regarding the health advantages of green products. The data in the table shows that a significant majority of consumers (96.7%) hold the belief that green products offer substantial health benefits, whereas a small proportion (3.3%) have a different perspective. This implies that as time progresses, consumers are placing greater importance on their health.

Table 2: Health factors that influence the purchase of green products

	Frequency	Percent	Cumulative Percent
Combats health conditions and diseases	59	19.7	19.7
Not made of harmful material	84	28.0	47.7
Safe to use	123	41.0	88.7
Superior product class	34	11.3	100.0
Total	300	100.0	

Table 2 shows how health factors affect consumers' purchasing decisions regarding green products. The COVID-19 pandemic has heightened individuals' awareness of their health. Most consumers (41%) are motivated to buy green products because they perceive them as safe for use, while 28% of consumers are influenced by the absence of harmful materials. Additionally, 20% of consumers opt for green products to address health conditions and combat diseases. Increasingly, consumers are turning to green products to boost their immunity and counter the effects of illnesses like COVID-19.

Table 3: How much of green products beneficial for health

	Frequency	Percent	Cumulative Percent
Not beneficial	4	1.3	1.3
Least beneficial	7	2.3	3.7
Somewhat beneficial	54	18.0	21.7
Beneficial	167	55.7	77.3
Highly beneficial	68	22.7	100.0
Total	300	100.0	

Table 3 depicts that most individuals have a positive perception regarding the safety and health benefits of green products. A notable 55.7% of consumers believe that green products contribute to improved health, while an additional

22.7% hold the belief that these products offer significant health advantages. It is worth noting that only a minority of respondents expressed a negative view of green products, considering them to have limited or no health benefits.

Table 4: Consumer perceptions towards impact of green products on Health

	Frequency	Percent	Cumulative Percent
No impact	39	13.0	13.0
Low impact	9	3.0	16.0
Moderate impact	31	10.3	26.3
High impact	144	48.0	74.3
Very high impact	77	25.7	100.0
Total	300	100.0	

The data in Table 4 shows consumer perceptions of the impact of green products on the health. The majority of consumers believe that green products have a significant impact on the health. Conversely, only a small number of consumers believe that green products have no impact on the health.

H0₁: There is no significant relationship between consumer perceptions towards the impact of green products on health and demographic variables.

Table 5: Chi-Square Test

Variable	Value	DF	Significant Value	Null Hypothesis
Gender	7.696	4	0.103	Accepted
Age	19.323	12	0.081	Accepted
Occupation	10.470	12	0.575	Accepted
Education Level	23.598	12	0.023	Rejected
Income Level	25.833	16	0.056	Accepted

Table 5 demonstrates that the demographic variables of consumers, except for education level, do not affect their perceptions towards the impact of green products on health. The null hypothesis was rejected as its P value was lower than the significant level of 0.05. Therefore, it can be

concluded that education level influences consumer perceptions towards impact of green products on the health.

Consumer perception towards environmental benefits of green products

Table 6: Do you think green products are beneficial for the environment

	Frequency	Percent	Cumulative Percent
Yes	297	99.0	99.0
No	3	1.0	100.0
Total	300	100.0	

Table 6 shows the viewpoints of the participants concerning green products and their influence on the environment. The prevailing belief among most participants is that the utilization and consumption of green products yield a

favourable impact on the environment. Nevertheless, a minority of participants expressed dissenting opinions, asserting that green products do not offer any environmental benefits.

Table 7: Environmental factors that influence the purchase of green products

	Frequency	Percent	Cumulative Percent
Eco-friendly processes and practices	23	7.7	7.7
Environment-friendly nature	130	43.3	51.0
Preserve the natural resources	36	12.0	63.0
Sustainable development	53	17.7	80.7
To save my planet	58	19.3	100.0
Total	300	100.0	

Table 7 depicts that the environmentally friendly aspect greatly impacts the buying decision for green products, accounting for 43.3%. The inclination to protect the planet also plays decisive role to purchase green products, amounting to 19.3%. Moreover, consumers are motivated to buy green products because of their contribution to the preservation of natural resources and the promotion of sustainable development. Similarly, the influence of eco-friendly processes and practices is comparatively low, with only 7.7% of consumers being affected.

Table 8: How much green products are beneficial for the environment

	Frequency	Percent	Cumulative Percent
Not beneficial	4	1.3	1.3
Least beneficial	4	1.3	2.7
Somewhat beneficial	38	12.7	15.3
Beneficial	145	48.3	63.7
Highly beneficial	109	36.3	100.0
Total	300	100.0	

Table 8 presents the highest percentage of respondents (48.3%) who maintain the belief that green products have a favourable effect on the environment. Furthermore, 36.3% of participants perceive green products as highly advantageous for the environment. Green products are

produced using environmentally conscious methods, which aid in conserving natural resources and promoting sustainable growth. Importantly, only a limited number of respondents expressed the perspective that green products lack environmental benefits or have minimal impact.

Table 9: Consumer perceptions towards impact of green products on the environment

	Frequency	Percent	Cumulative Percent
No impact	14	4.7	4.7
Low impact	25	8.3	13.0
Moderate impact	82	27.3	40.3
High impact	137	45.7	86.0
Very high impact	42	14.0	100.0
Total	300	100.0	

Table 9 illustrates how consumer perceptions of the impact of green products on the environment. The majority consumers believe that green products have a significant impact on the environment. Conversely, only a small number of consumers believe that green products have no impact on the environment.

H0₂: There is no significant relationship between consumer perceptions towards impact of green products on environment and demographic variables.

Table-10: Chi-Square Test

Variable	Value	DF	Significant Value	Null Hypothesis
Gender	1.721	4	0.787	Accepted
Age	26.810	12	0.008	Rejected
Occupation	25.033	12	0.015	Rejected
Education Level	22.851	12	0.029	Rejected
Income Level	27.520	16	0.036	Rejected

Table 10 indicates that consumer perceptions of the environmental impact of green products are influenced by demographic variables, with the exception of gender. The null hypotheses were rejected for all demographic variables, except gender, as their p-values were below the significant level 0.05. Therefore, it can be inferred that all demographic variables, except gender, affect consumer perceptions of the environmental impact of green products.

Table 11: Are you willing to pay high prices for green products for health and to protect the environment

	Frequency	Percent	Cumulative Percent
Yes	187	62.3	62.3
No	113	37.7	100.0
Total	300	100.0	

In Table 11, it is shown that 62.3% of individuals are willing to pay a higher price for the sake of their well-being and to safeguard the environment. Conversely, 37.7% are not inclined to do so. These findings suggest an increasing

consciousness among consumers regarding the significance of environmental preservation and the health advantages associated with green products.

Conclusion

The outcomes of this study revealed that green marketing is a powerful tool to promote green products, which have a significant impact on both health and the environment in India. The increasing adoption of green products in India is undoubtedly a positive step towards a healthier and more sustainable future. The study further revealed that the majority of Indian consumers are ready to buy green products on higher price for sake of their health and environmental protection. By choosing green alternatives, individuals can protect both their health and the environment. The impact of green products extends beyond personal benefits, as it contributes to a cleaner and greener India. The results of this study can serve as guidance for green marketing, the health benefits of green products and protection for the environment. Marketers can utilise these

findings to enhance their marketing strategies, while government agencies can promote the advantages of green products and provide guidance to consumers regarding health, and environmental protection. However, addressing challenges such as consumer awareness and greenwashing is crucial for its long-term success. Green marketing paves the way for a greener, healthier India.

Limitation and Future Outlook

Acknowledging the limitations despite the methodological accuracy of the research is crucial. The selected sample strategy was non-probabilistic, utilising a convenience sampling technique. It is important to note that the study solely focuses on major categories of green products, disregarding variations in consumer preferences for each specific green product based on its utility. Even though green marketing has made significant advancements in India, there are numerous challenges that need to be addressed for its widespread adoption. One such challenge is that consumers are not completely aware of or understand the associated benefits of green products. Bridging this gap and encouraging consumers to make sustainable choices requires the implementation and implementation of educational initiatives and effective communication strategies. Another challenge involves the necessity for stricter regulations and enforcement to prevent green washing, where companies falsely claim their products or practises are environmentally friendly. The establishment of clear guidelines and certifications plays a crucial role in ensuring transparency and credibility in green marketing endeavours. Green marketing holds immense potential in India to drive positive change in both health and the environment. Achieving this requires collaboration among businesses, government bodies, and consumers to foster a more sustainable and eco-conscious society. Consequently, future studies should delve into the intricate characteristics that encompass these essential components, including product quality, perceived value, and customer confidence in purchasing green products due to their demonstrated benefits.

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