



## **GREEN MARKETING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOR**

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### **Abstract:**

*Environmental awareness is growing, as is consumers' interest in ecologically friendly products. As a result, businesses have adopted green marketing methods to fully use resources by decreasing waste, accomplishing organizational goals, and adhering to environmental regulations. This study aims to look at how green marketing and the marketing mix have evolved through time. Furthermore, this study focuses on consumers purchasing habits regarding green products. The primary goal of this questionnaire is to determine the impact of green marketing on consumers' awareness of the green product in Yemen. It's a descriptive-analytical approach to achieve the research objectives and the study tool is a questionnaire. The questionnaire is made up of twenty items. Within the participants it is found that the actuality of green marketing mix elements was high, with the green product element coming top, followed by green promotion, green pricing, green place, and finally green product. Furthermore, it's found that consumers' knowledge of green products is quite strong and that there is a statistically significant influence of green marketing mix elements on environmental consumer awareness, culture, directions, and behavior. The study is made in Yemen and this makes the study unique. It is offered a series of suggestions as a highlight of the study results, including the need for enterprises to provide numerous green options and satisfy consumers in Yemen.*

### **Keywords:**

Green Marketing, Green Marketing Mix, Green Environment, Consumer Behavior

### **JEL Classification:**

M30, M31, D24, D12, F64

## **1. Introduction**

Consumers are more aware that their purchasing decisions have a substantial environmental impact. According to Philip Kotler (2011), 5% of buyers prefer to purchase products and services from businesses that have clever environmental names. The technique of exchanging products or services based on their environmental advantages is known as green marketing. Some of these items or services may be ecologically friendly or manufactured and/or packaged responsibly. Green marketing is the promotion of items that are said to be environmentally friendly. Phosphate-free and recyclable are two examples. Some of the terms consumers associate with green marketing are refillable, Ozone-friendly, and ecologically friendly (Mishra and Sharma, 2014).

Environmental factors should be considered in every step of marketing, including new product creation, communication, and everything in between. Ecological/environmental marketing is another term for green marketing. Although consumer habits have gotten the greatest attention, research in this field has grown. Non-consumer and post-consumer actions such as energy-saving, effective waste disposal, and recycling are commonly linked with these consumers. Overall, it is acknowledged that consumers may have a substantial environmental influence. These behaviors are seldom cost-effective, need repeated effort, and can cause discomfort to green goods attempting to accomplish their jobs (Kotler and Gertner, 2002).

Consumers' abilities and resources, which include the requisite skills, knowledge, and time, have a big role in whether or not they can engage in certain acts such as ecological behavior. Beliefs and norms are important behavioral determinants that encompass a wide range of values and attitudes, as well as those particular to green consumer

behavior. Studies have indicated that the main hypothesis about these aspects is significant for household energy usage, conservation behavior, and the adoption of green products (Armstrong and Kotler, 2005). Despite its advantages, green marketing has several drawbacks that require additional research and improvement. One of the most serious concerns in green marketing, according to experts, is the use of deceptive promotions and false promises by some firms and organizations to gain consumers' trust. As a result, some consumers are hesitant to purchase green products. As a result, the study's purpose is to see how green marketing mix elements influence consumers' environmental behavior and direction (Hasan and Ali, 2015).

## 2. Evaluation of Green Marketing

The idea of green marketing has been around at a minimum starting around 1970. In the last part of the 1980s, green marketing arose. During the 1990s, advertising research demonstrated that numerous consumers were worried about the climate. Many firms reacted to this worry by changing their special missions. There is presently a developing revenue in green promoting and maintainable impetuses using greening techniques and environmental naming practices, particularly in Europe. Characterizing green marketing is certainly not a basic assignment. A greater part of individuals accepts that green displaying alludes only to the advancement or publicizing of items with ecological qualities. Many terms that are frequently connected with green marketing are recyclable, Ozone friendly, and harmless to the ecosystem (Peattie, 1999).

Green marketing is most often connected with the greening of the various parts of customary promotion. This largely includes the creation of "green" items available to be purchased by green consumers who are keen on reusing the loss from their utilization. Research in green purchaser conduct proposes that concerning the natural correspondence procedures to arrive at consumers, they should target defeating mental hindrances that keep the planned consumers from the genuine acquisition of green items. It is suggested that green advertising correspondences ought to be based on and redone to the various necessities of the consumer's change of conduct (Kotler and Gertner, 2002).

According to Peattie (1999), collaboration propensities all the more intimately with consumers practices and stay uncertain about their effect on the acquisition of high-inclusion green items. Whether or not individuals can participate in explicit activities like green conduct relies significantly upon their abilities and assets. Among these squares, measure the necessary abilities and information time accessible status cash, and proficiency. Qualities, convictions, and standards are key attitudinal elements that incorporate more broad qualities and perspectives close to those particular to specific green consumer practices.

A key hypothesis connecting these variables has been used in investigations and is seen as critical for family energy utilization protection conduct and green item use. Nonetheless, green marketing has progressed through a variety of periods. According to Peter Kangis (1992), there are three stages to the development of green marketing: The first stage was dubbed "Ecological" green advertising, and at this time, all marketing activities were focused on assisting natural difficulties and providing answers to environmental problems. The next level was "Environmental" green showcasing, with the focus shifting to clean innovation, which included detailed preparation of innovative new things that address pollution and waste concerns. Green advertising that was "Sustainable" was the third level. In the late 1990s and early 2000s, it became a force to be reckoned with.

## 3. Green Marketing Mix

Traditional marketing is used to create a green marketing mix. It usually has four P's in it. On the other hand, each company adapts its preferred marketing mix. As a result, the green marketing mix is not restricted to only four ingredients, but may also include additional successful variables. Bradley (2007), has introduced the notion of a green marketing mix. He initially presented this notion in the late 1980s, but he has changed it regularly since then. According to the author's knowledge, few studies have been undertaken on how organizations gather their marketing mix. Bradley has established himself as a key figure in this field. However, because Bradley's study is limited and is not considered a high-quality academic publication, more research into the green marketing mix is required. According to the authors, many academics feel that a thorough examination of the green marketing mix is necessary. The establishment of a strong marketing mix is seen as a significant problem for every business, and it is always important to a company's future growth. As a result of these facts, this is an essential topic to research and investigate (Polonsky, 2001).

Several viewpoints on how to integrate green marketing have been identified by other green marketing mix specialists. Prakash (2002), discusses how the product and price are greened, and shows how some researchers only address some topics and focus on other elements of their research. This is thought to be one of the most likely studies on the gap theory's existence. There isn't a single researcher who has figured out how to bring the green marketing mix together. Researchers provide an abstract to what other researchers have mentioned while examining different areas. Another reason for the theoretical gap is that experts always do and propose the greening of the marketing mix since consultants do not publish their work as academic studies (Prakash, 2002). Green product marketers, like traditional marketers, must contend with the following four marketing modes:

#### **4. Product**

Green product characteristics may be divided into two groups. To begin with, the social and environmental consequences of product and service experiences are obvious. Several organizations employ the concept of the "five Rs" in their plans to make safe post-use recycling of items easier. Repair, reconditioning, reuse, recycling, and re-manufacture are some of these options. The second set of characteristics is concerned with product development and the traits of a responsible business. (Tiwari and Jaya, 2004).

According to Mahmoud (2017), the product is at the heart of the green marketing mix, and green products encompass all aspects of the product, including the materials utilized, the production process, the product packaging, and so now. A green product is an ecologically sustainable product that promotes the protection of the natural ecosystem while reducing negative environmental consequences.

Eco-friendly items have grown in popularity in Yemen as green consciousness has grown, and Yemenis have worked to eliminate single-use plastic materials. Bamboo, glass, and steel have all been employed as sustainable materials. To reduce environmental strain, several beverage businesses and restaurants have begun to employ bagasse boxes instead of disposable and plastic items.

#### **5. Price**

In the green marketing mix, price is a critical component. Green items are generally more expensive than traditional products. The phrase "premium pricing" in the green context refers to the extra cost that buyers are ready to pay for ecologically friendly items. The green marketing strategy's pricing strategy is a blend of brevity and sensitivity. The most important factor influencing a consumer's decision to purchase a green product is the price (Fan and Zhang, 2011).

In industrialized nations, particularly in Europe, where three-quarters of consumers claim to be able to spend more for ecologically friendly items, the desire to pay more for green products is increasing. Consumers bear the environmental cost associated with less damaging items. Green goods at a fair and competitive price, so that existing green criteria may be met and enterprises can adopt more efficient production techniques (Tiwari and Jaya, 2004).

#### **6. Promotion**

According to Mahmoud (2017), stated that by delivering advertising, marketing materials, sales promotions, direct marketing, on-site promotions, films, and other promotional tactics, green promotion, which is a marketing concept does not harm the materialistic consumer interests. Green promotion is an effective promotion approach that piques consumers' attention while also satisfying them. The major goal of green advertising is to influence consumers purchasing behavior by raising awareness of the product's environmental benefits and encouraging them to utilize it. Green item advertisers utilize different advancement devices to sharpen their likely customers on the advantages of their items. Deals advancements, direct promoting, advertising, and publicizing are a portion of the method for passing on to the consumer the center message of greenness. The point of such missions ought to be to convince purchasers to alter their impression of green products. An essential issue in such a manner is the utilization of related terms that might be befuddling to shoppers. Organizations meaning to make their items engaging ought to foster methodologies that will assist expected consumers with appreciating the terms(Nandini , 2016).

## 7. Place

A product's location determines whether or not it is available for purchase. The term "green place" refers to the process of managing logistics to decrease transportation emissions and hence lower one's carbon footprint. Furthermore, the green place is an essential part of the green marketing mix since it focuses on giving consumers greener access to their products along the distribution process. Those participating in the distribution chain, including those who ship products from the manufacturer to the market, as well as those who distribute and convey products from stores to customers (Fan and Zeng, 2011).

Environmental factors influence the fuel utilized and materials generated for transportation because of the massive environmental implications of manufactured products. Carbon taxes will have a significant impact on how profits are distributed. It will strive to help firms replace production and distribution networks. (Nandini, 2016).

## 8. Green Marketing Concept

Green marketing means making, advancing, deciding costs, and circulating goods that make negligible or no damage to the regular biological system. Procedures incorporate changing the creation interaction, item alteration, or developing advancement strategies. The beginning of the idea traces back to the 1970s with the development of green marketing, which zeroed in on industrial facilities that seriously affected the climate. It was additionally during this time that expanding accentuation was put on corporate social obligation (CSR). The period starting in the mid-1990s was described by the rising mindfulness and interest in eco-accommodating items, prompting the development of the ideas of the green buyer. From that point forward, green marketing has drawn the consideration of researchers, earthy people, firms, and the general population (Zaharia and Zaharia, 2015).

As of now, green marketing keeps on getting expanding consideration as companies plan to improve their endurance, the elements that have prompted this example to incorporate the developing number of eco-touchy buyers, rising government pressures, and expanding hippie crusades toward a green economy (McClendon, 2010). In any case, the reception of green methods by firms stays low as they battle to offset ecological necessities with their monetary obligation. McClendon (2010), conducted a study associated with green marketing, they found that enterprises that fuse green methods of reasoning enjoy a few serious upper hands over their non-green counterparts. Investigators bunch these advantages into five classifications: opportunities or competitive advantage, corporate social responsibilities, those connected with government pressures, cost/benefit issues, and those related to competitive pressure.

## 9. Green Marketing Important

Green marketing is viewed as a critical entry point for consumer and environmental protection in the communities where consumers reside. The significance of green marketing may be divided into two categories: the first is related to the institution's reputation and abilities, and the second is associated with what green marketing achieves, which is associated with human and environmental protection. One of the most essential aspects of green marketing is meeting consumer wants and providing alternatives that do not damage or hurt the environment due to a lack of resources, which is based on the economic definition. A study of how humans use their limited resources to meet their seemingly endless desires (McTaggart, Findlay, and Parkin, 1992). As a result, solutions with limited resources must be found to meet these infinite demands for each sector and individual while being compatible with business aims.

Firms are currently concentrating on product development and strategies to link it with sustainability. The methods for manufacturing, distribution, usage, and recycling must have a minimal detrimental impact on the environment. It's crucial to look at the resources utilized in each step, as well as what resources are necessary throughout the product life cycle and whether the methods employed are ethical (Ottman, 2011). Firms in society have increasing responsibilities, and as a result, their active role is growing more significant. Firms must believe that their policies and activities are ethically committed to having a beneficial impact on the environment (Azzone, Giovanni, and Manzini, 1994). As a result, companies that employ green marketing techniques have a competitive edge over companies that do not engage in responsible activities. This present trend is increasing to better meet the demands of consumers (Polonsky, 2001).

## 10. Problem of The Study

Mid-twenty-first century, the social and natural results of the unquestioning quest for financial development have become progressively clear. Expanding levels of nursery gasses in the climate, an opening in the ozone layer, inescapable obliteration of the rainforests, and a developing rundown of jeopardized species and environments are only a couple of the pointers that everything isn't well. For promotion, the test is two-crease. For the time being, natural and social issues became fundamental outer impacts on partnerships and subsequently the business sectors among those they work with. Organizations are responding to changing consumers' needs, new guidelines, and another social soul, which reflects expanding worry about the socio-natural effects of business (Mullekyl and Akhil, 2016).

Most current company platforms believe green marketing to be a need since it represents the ideal path toward tackling rising environmental concerns and appropriate ways for preserving a pollution-free environment. In addition, rising efforts on environmental impacts have resulted in a rise in the dimensions and activities of their repercussions. Significant issues arose in the philosophical orientation of marketing theory, and the phrase "green marketing" was coined (Banyte et al., 2010).

Eco-friendly, safe, and clean things that do not pollute the environment are becoming increasingly popular among customers. Green marketing has an impact on two fronts, according to Yazdanifard and Mercy (2011), consumer satisfaction and environmental conservation. As a consequence, the research problem is simplified to a single main question: What impact does green marketing have on consumer attitudes regarding green products?

## 11. Research Goals

- To discover the consciousness of shoppers in regards to green items.
- To investigate the conduct and demeanor of buyers towards green items.
- To concentrate on the significance of green marketing in the advancement of future brands.
- To evaluate assuming consumers' support of ecological worries, familiarity with eco-accommodating items, and information on natural issues influence their purchasing of eco-accommodating items.
- To distinguish assuming that shoppers will pay something else for eco-accommodating items.

## 12. Research Method

The quantitative method is used in this study since it is the most common approach to this sort of research. The research is based on a questionnaire distributed to University of Sana'a academics and students by collecting the data from the study sample by using a questionnaire of 20 items. The data we've gathered will be evaluated, and our findings will be acquired using the Statistical Package for the Social Sciences (SPSS 22.0). Furthermore, the theoretical portion of the research was based on green marketing magazines, articles, theses, university publications, and books. The study's participants are students and academics from the University of Sana'a who were contacted via a paper questionnaire delivered between February 20th and March 10th, 2022. The researcher circulated 250 papers, and 200 acceptable answers were received. The acquired data were analyzed using the Statistical Program for Social Sciences (SPSS). To assess the results, the researcher utilized a variety of statistical methods to examine the study questionnaire questions, such as the mean and standard deviation of Cronbach's alpha. All Cronbach's Alpha coefficients are more than (0.9), with the overall Cronbach's Alpha coefficient of (0.96). This average is deemed quite high and relates to the stability and reliability of our questionnaire answers. The information was gathered by a questionnaire using the Likert Scale, which ranges from 1 to 5, with 1 indicating strong agree and 5 indicating strongly disagree. Green marketing was used to ask questions like: would you like green products, would you pay more for them, is your purchase choice influenced by green marketing, and so on.

## 13. Findings

This is the axis of the questionnaire and includes 20 questions. The objective of this section is to collect the opinions of the participants about green marketing and its impact on consumer buying behavior. And it is shown in Table 1.

**Table 1:Answers of Respondents (N=200)**

<b>R. No.</b>	<b>Item</b>	<b>trongly Disagree</b>	<b>is Agree</b>	<b>eutral</b>	<b>gree</b>	<b>trongly Agree</b>
	you desire green products.		3	8	9	4
	pay extra for green products		4	4	8	5
	your purchasing decision affected by green marketing	0	2	9	0	9
	I'm concerned about organizations polluting environment.		6	4	5	00
	Organizations should practice green marketing.		4	5	6	9
	Companies should abide by environmental laws.		2	6	7	00
	customers affected by green marketing while making purchasing decisions.		1	3	6	1
	Buyers prefer to repurchase such products which are green.	2	3	9	5	1
	I would describe myself as environmentally responsible.		2	0	9	4
0	Increase in greenhouse gases will affect the future of next generation.		5	5	0	7
1	I have convinced members of my family or friends not to buy products which are harmful to the environment.		7	4	5	9
2	There is no truth in to environmental problem issue.	0	8	7	3	2
3	Global warming is biggest threat for the degradation of environment.	2	7	9	2	0
4	Rapid industrialization is harming environment.		2	3	9	7
5	I am fully aware about the product promoting green are using environment friendly process.		5	2	7	8

6	Companies using green process are incurring extra cost for the production process.		5	7	3	7
7	I would not buy a product if the company which sells it is environmentally irresponsible	0	9	4	2	5
8	Companies do not use eco-friendly processes in manufacturing and packaging of their products	1	2	8	8	1
9	I would buy a toilet soap if it wrapped in recycle paper	4	0	2	3	1
0	I would buy products of those companies which are fulfilling their electricity need through renewable sources.		4	3	6	9

According to Table 1, 153 respondents desire green products. 133 respondents will pay extra for green products. 139 respondents purchasing decisions were affected by green marketing. 145 respondents feel concerned about organizations polluting the environment. 145 respondents said that organizations should practice green marketing. 147 respondents said that companies should abide by environmental laws. 127 respondents give their opinion that customers are affected by green marketing when making purchasing decisions. 136 buyers prefer to repurchase such products which are green. A total of 133 people say they are environmentally conscious. 147 people believe that rising greenhouse gas levels will have an impact on the next generation's future. 134 people attempted to persuade members of their family or friends not to buy environmentally damaging items. 125 people believe there is no reality to the environmental crisis. Global warming is the greatest danger to environmental deterioration, according to 142 respondents. The ecology is being harmed by increased industrialization, according to 146 respondents. 135 responders are completely aware of the product's green message and are employing environmentally beneficial methods. 140 respondents are aware that organizations that use green techniques face more expenses throughout the manufacturing process. 137 people said they would not buy a product if the company selling it was environmentally unfriendly. Companies do not employ eco-friendly techniques in the manufacture and packaging of their products, according to 129 respondents. If a toilet soap was packaged in recyclable paper, 124 people said they would buy it. 135 people are willing to buy items from firms that use renewable energy to meet their electrical demands.

#### 14. Challenge of Green Marketing

- Green goods necessitate the use of pricey renewable and recyclable resources.
- Requires a technological advancement that demands a considerable investment in R&D.
- Green products and their uses are mostly unknown to the general public.
- The majority of consumers are hesitant to pay a higher price for things that are ecologically beneficial.

#### 15. Conclusion and Recommendations

Because of its important role in environmental preservation and the capacity of businesses to maintain their social and financial status by minimizing waste and raw materials, green marketing is one of the most important concerns for business platforms. Companies nowadays work in a fast-paced, changing environment. As a result, it is critical to stay up with this transformation by continuously enhancing their performance via the development of goods and services that satisfy the changing wants of consumers. Furthermore, businesses aim to use green marketing elements to get a competitive advantage over their competitors, as well as to enhance manufacturing capabilities and improve marketing effectiveness.

This research has two limitations that will be discussed. To begin, this research looked at green marketing and its impact on consumer's purchasing behavior. It was distributed among 250 selected students and professors at the

University of Sana'a, making it impossible to reach all students and academics. Furthermore, the sample group must be larger to get a more scientifically representative result. More study is needed to evaluate consumer habits and lifestyle features to analyze more deliberate and behavioral aspects so that Yemeni consumers may engage in sustainable behavior. Second, the questionnaire's variables were limited and focused solely on the influence of green marketing, leaving the results ambiguous. More study is needed in the future to fully comprehend green marketing and its impact on consumer's purchasing behavior, particularly in Yemen.

Green marketing research is very new and significant, and more should be done in this field, particularly studies on the impact of green products on consumer loyalty. As well as studies on green culture among academics and students in Yemeni universities and how it relates to their environmental attitudes. The researcher also wants to undertake research on the parts of the green marketing mix and their link with customer loyalty. The researcher also examines the importance of enterprises in Yemen adopting green goods and their impact on consumers, as well as the level of environmental knowledge among students in Yemeni colleges and its link with green product loyalty. Furthermore, research links the impact of green marketing mix elements on consumer behavior in various groups, such as school teachers and personnel in health institutions.

## 16. Recommendations

- In Yemen and other nations, commercial organizations and corporations must implement various and satisfactory green alternatives to meet consumers demands.
- The importance of price-to-demand compatibility for green products, and so enterprises should research this relationship and implement appropriate pricing for green products.
- Place a high value on green products since they help to realize the notion of land development.
- Organizing programs, seminars, and conferences to emphasize the relevance of green goods in the context of environmental issues and natural resource concerns.
- The need for businesses and organizations to make an effort to publicize environmental culture. Through pricing processes, companies and business organizations must evaluate the predicted benefits of green products.
- Adoption is required of commercial groups and corporations.
- Companies and commercial groups must conduct magazines in order to promote green products.
- National firms must establish plans to create environmentally friendly areas, often known as green places.
- The government must keep track of green spaces and explain their value to customers.
- Raise Yemeni people's understanding of green culture, particularly among students in schools and universities.

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