

GREEN MARKETING ON CONSUMERS' ENVIRONMENTAL ATTITUDE, PURCHASE INTENTION, AND ACTION

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ABSTRACT

The main objective of the study was to determine the influence of green marketing on the consumers' environmental attitude, purchase intention, and actions in terms of the marketing mix: product, price, place, and promotion. It also determined the relationship between environmental attitude and purchase intention and purchase intention and action. After careful analysis of the gathered data, the researcher concluded that many consumers are now environmentally conscious, intended to purchase green products, and are actually buying green products. It was also concluded that a positive attitude can predict the intention to buy green products and purchase intention can also predict the actual purchase of these products.

Keywords: green marketing, green product, marketing mix, environmental attitude, purchase intention, and purchase action

1.0 INTRODUCTION

People and organizations engage in a vast number of activities called marketing. Good marketing has become increasingly vital for success. But what constitutes good marketing is constantly evolving and changing (Kotler & Keller, 2012). There are different developments in marketing concepts over the years. From just developing products that are reasonably priced, making promotional efforts, and satisfying the needs and wants of the consumers, to considering society's well-being.

Marketing is not only focused on producing the best products and offering them to the market but considering "all that matters" with marketing. The term marketing is moving towards "consumer satisfaction along with environment protection" through the promotional campaigns of almost every big business house across the globe.

Green marketing is a phenomenon that has developed particular importance in the modern market. Green marketing is a way to use the environmental benefits of a product or service to promote sales. Many consumers will choose products that do not damage the environment, even if they cost more. With green marketing, advertisers focus on environmental benefits to sell products such as recyclable diapers, energy-efficient light bulbs, and environmentally safe detergents. Green, environmental, and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective (Shukla & Mishra, 2015).

The principal factor that causes companies in different industries to incorporate green marketing in their operations is the growing public awareness of environmental degradation. Although in the short run, a company may find it expensive to shift towards the "green"

approach, in the long run, it will definitely prove to be advantageous for the company, in terms of cost also (Sen, 2014). This public awareness has changed the buying behavior of consumers to purchase products or avail services which they perceived to be environment friendly.

Most consumer products, which are considered environment-friendly, that are existing in the market are said to be organic and have eco-friendly packaging which is usually made of paper, less plastic, and made of recycled materials. The majority of these products are fast-moving consumer goods. There are also companies that are producing consumer durables that are energy-efficient, leading to less water usage, and less emission of toxic substances. There are also durable goods that are made of recyclable materials like clothing, furniture, consumer electronics, and sporting goods. Automobiles are now made fuel-efficient.

On one hand, companies are producing products to earn profit as well as to satisfy the needs and wants of consumers. On the other hand, consumers, without proper management of their consumption, contribute to environmental problems. The overuse of natural resources for human purposes and its long-term adverse impact made us recognize the human responsibility towards nature. One facet of this recognition is evidenced in the development of eco-friendly consumption patterns among consumers (Taufique, Siwar, et al., 2014).

There are different researches done in the past century to increase the awareness of consumers about environmental degradation and the green products or environment-friendly products that are existing in the market. Some consumers are environmentally conscious and willing to buy environment-friendly products but some are not. Those consumers that are willing to buy are not actually buying these green products. According to several studies as cited by Durif, Roy, and Boivin (2012), there are three main reasons why the actual consumption of green products is still far from widespread: (1) lack of credibility and confidence in the companies that market them; (2) the risks they perceive in terms of the quality, price, and lack of information, or uncertainty as to the place of green products in society; and (3) appears to have a green gap between pro-environmental attitude and green purchase behavior.

The attitude of consumers towards products is important to marketers because this is one of the factors that predict the intention of consumers to purchase. If they have a positive attitude, then there is a favorable percentage that they will intend to buy but if they have a negative attitude, therefore, they will likely have no intention to buy. In addition, a positive attitude and intention to purchase may also predict that consumers portray the possibility of actually buying the product.

In this study, the researcher attempted to describe the influence of green marketing on the environmental attitude, purchase intention, and actions of selected consumers of durables in Cavite, Philippines. This was measured by means of the green marketing mix. Attached to the green products that are offered in the market are their price, distribution or place, and promotion. According to Irfan, Sumangala, and D'Souza (2014), when the consumer buys a consumer-durable product, it is evident that the physical nature of the product influences the buying decision. Promotion creates awareness about the product but the buying pattern is primarily influenced by the tangible product followed by the place of availability and price of the product. This procedure is more evident in consumer durable goods.

In addition, it was determined if there is a relationship between the attitude and intention of the consumers to buy and a significant relationship between intention and actual consumption.

2.0 MATERIALS AND METHODS

2.1 Research Design

This research used descriptive correlation methodologies. It described the socio-demographic profile; and the environmental attitude, purchase intention, and actions of the participants. It determined the significant relationship between environmental attitude and purchase intention and purchase intention and action.

2.2 Sources of Data

The data were gathered from selected municipalities/cities in Cavite. The researcher developed a questionnaire that was administered to 450 participants who were employed. The researcher used convenience sampling. The employed participants were chosen conveniently during the data gathering.

2.3 Data Analysis

The survey questionnaire consisted of the socio-demographic profile of the participants, the awareness of participants to the consumer durables that are said to be environment-friendly; the purchase action, and the purchase intention. To describe the environmental attitude of the participants, they described their attitude by checking how strongly they disagree or agree with carefully constructed statements using a 6-point Likert scale.

2.4 Statistical Treatment

Descriptive statistics in the form of frequency counts and relative frequency were used in presenting the socio-demographic profile of the participants, the weighted mean is for describing the attitude of the participants and the standard deviation presented how close or far the participants' responses to the statements in the questionnaire.

Pearson chi-square test, which is at a 5 percent level of significance, was used to determine if there were significant relationships between the variables: the socio-demographic profile, environmental attitude and purchase intention, and purchase intention and action.

3.0 RESULTS AND DISCUSSION

1. Socio-demographic Profile. Table 1 presents the distribution of participants according to age, sex, civil status, and monthly income.

It shows that 127 or 28.2 percent of the participants were from the age bracket range of 26-33 years old and the lowest percentage which is 8.7 percent were 50 years old and above. The participants belonged to different age brackets which is a good source of information for analysis of age has a significant relationship to environmental attitude, purchase intention, and action. The maturity of the participants is an important variable in determining their perceived environmental attitude, intention, and action on green marketing.

According to Vani, G., Babu, M., and Panchanatham, N. (2011), people change the goods and services they buy over their lifetimes. Their preferences and likes change according to their age. Tastes in food, clothes, and furniture are mostly age-related. In the world of marketing, age is one of the most important variables that influence the whole product's marketing and

advertising strategy. When planning a positioning strategy for a product, marketers segment the target consumer group in relation to their age.

In terms of their sex, it reveals that 72.7 percent or 327 out of 450 of the participants are female while 27.3 percent or 123 participants are male. The majority of the participants in the survey were female who are more likely to be influenced in buying products because they tend to shop more than males.

Males and females have different viewpoints when buying products, such as color, pattern, and some else, therefore marketers improve their products' design and quality as well as advertising and define different strategies to attract men and women (Kotler et al., 2005 as cited by Vani, G., Babu, M. & Panchanatham, N., 2011). Men and women behave differently, they want different products and they are likely to have different ways of liking and obtaining these. The differences between men and women regarding expectation, want, need, and lifestyle reflect their consumption behaviors (Swarna, 2012 as cited by Vilčeková, L. & Sabo, M. 2013).

It also shows that 293 or 65.1 percent of the participants are married while 157 out of 450 participants or 34.9 percent are single. The majority of the participants are married and are most likely to change their attitude, intention, and action on durable goods. The environmental attitude, especially the purchase intention and action varies between single and married individuals.

The important variable that influences consumer behavior is marital status because people's consumption habits change with marriage. Therefore, marketers must analyze the target consumer group's marital status, before establishing a communication strategy for the product (Vani, G., Babu, M. & Panchanatham, N., 2011).

Lastly, the majority, or 65.3 percent of the participants earn 15,001 to 25,000 monthly income and the lowest percentage or 0.4 percent of the participants earn 50,001 and above. It reveals that the majority of the participants have purchasing power over durable goods and have an active type of consumer behavior. Consumers who earn more intend to spend more which may lead to spending money on consumer durables.

Table 1. Socio-demographic profile of participants

AGE	FREQUENCY	PERCENTAGE
18-25 years old	93	20.7
26-33 years old	127	28.2
34-41 years old	114	25.3
42-49 years old	77	17.1
50 and above	39	8.7
Total	450	100
SEX		
Male	123	27.3
Female	327	72.7

Total	450	100
CIVIL STATUS		
Single	157	34.9
Married	293	65.1
Total	450	100
MONTHLY INCOME		
5,000-15,000	121	26.9
15,001-25,000	294	65.3
25,001-35,000	25	5.6
35-001-50,000	8	1.8
50,001 and above	2	0.4
Total	450	100

2. Environmental Attitude. Table 2 presents the environmental attitude towards green marketing by means of the marketing mix elements: product, price, place, and promotion. The participants have positive environmental attitudes toward the product and promotion of green products but slightly positive attitudes toward the price and place of the product in the market. This means that the participants perceived that they have very good feelings and beliefs about the product and promotion and only good feelings and beliefs about price and place. This is because some of the participants perceived that the price of the product is expensive and unreasonable; a higher price may be a barrier to buying green products and green products do not provide higher value for money. The participants also have only good feelings and beliefs about the distribution of green products because of the availability and accessibility issues of the products.

Overall it is revealed, the environmental attitude of the participants towards green products is positive. It means that they perceived that they have very good feelings and believe in marketing green products specifically on consumer durables.

Compared to the study of Morel and Kwakye (2012), their participants have only a slightly positive attitude toward the product specifically the quality and the place of the products in the market. This means that their participants perceived that conventional products have higher quality than green products and they have a weak perception of the availability and accessibility of green products in the market.

Table 2. Environmental attitude towards green marketing

MARKETING MIX	MEAN	INTERPRETATION
Product	4.5773	Positive
Price	4.2324	Slightly Positive
Place	4.1769	Slightly Positive

Promotion	4.5440	Positive
OVER-ALL MEAN	4.38265	Positive

3. Purchase Intention. Table 3 presents the purchase intention of the participants. One-hundred fifty-seven out of 450 participants or 34.9 percent said that they might consider purchasing green products, 152 or 33.8 percent said that they will probably purchase and 139 participants, or 30.9 percent said that they will definitely purchase green products. The majority of the participants, if not definitely, has a chance of intending to purchase green products according to the rank of the participants' response. It is close to probably purchasing green products as shown in the table which is in the second rank. On the other hand, two of the participants said that they probably will not purchase any green products.

Chaniotakis et al. (2010) as cited by Jaafar, S. and Lalp, P. (n.d.) stated that the way of thinking influences consumers' purchase intention as well as perceived economic situation. Nowadays, purchase intention is more complicated and more significant for consumers than in the past. Customers are encompassed by reports, advertisements, articles, and direct mailings that provide large amounts of information. Moreover, different kinds of products, supplies, supermarkets, and shopping malls have complex and difficult decision-making (Madahi, A. & Sukati I., 2012). According to Gupta, S. (2013), green purchase intention is conceptualized as the probability and willingness of a person to give preference to products having eco-friendly features over other traditional products in their purchase considerations. According to Beckford et al., (2010) research study as cited by Gupta, S. (2013), green purchase intention is a significant predictor of green purchase behavior, which means that purchase intention is positively affecting the probability of a customer deciding that he/she will buy green products.

Table 3. Purchase intention of the participants

PURCHASE INTENTION	FREQUENCY	PERCENTAGE	RANK
I definitely will purchase	139	30.9	3
I probably will purchase	152	33.8	2
I might purchase	157	34.9	1
I probably will not purchase	2	0.4	4
TOTAL	450	100	

4. Purchase Action. Table 4 reveals that 63.6 percent or out of 450 participants, 286 of them said that they were purchasing green products. According to Irfan, Sumangala, and D'Souza (2014), when the consumer buys a consumer-durable product, it is evident that the physical nature of the product influences the buying decision. Promotion creates awareness about the product but the buying pattern is primarily influenced by the tangible product followed by the place of availability and price of the product.

The remaining 164 participants or 36.4 percent said that they were not purchasing any green products. The common reason is that they were not familiar or aware of the existence of green products specifically the consumer durables in the market. According to several studies as cited by Durif, Roy, and Boivin (2012), there are reasons why the actual consumption of green

products is still far from widespread. Two of these reasons are the lack of credibility and confidence in the companies that market them and the risks they perceive in terms of the quality, price, and lack of information, or uncertainty as to the place of green products in society. In another study, the researchers conclude that people who are concerned about the environment do not lead necessarily to purchasing eco-friendly products (Morel & Kwakye, 2012).

Table 4. Purchase action of participants

PURCHASE ACTION	FREQUENCY	PERCENTAGE
Yes	286	63.6
No	164	36.4
TOTAL	450	100.0

5. Environmental Attitude and Purchase Intention. Table 5 presents the relationship between environmental attitude and purchase intention. As shown in the table, all of the elements in the marketing mix have a significant relationship to the purchase intention based on its p-value. It means that a positive environmental attitude has a highly significant relationship to purchase intention, that is, higher level of positive attitude implies a higher level of purchase intention.

In the study of Morel and Kwakye (2012), they concluded that price and advertising have a significant relationship to purchase intention while product quality and place have no significant relationship. They discovered that a positive attitude towards green products can lead to purchase intention but it is not always true as they saw with the two marketing-mix elements: product quality and the place. The most significant factor that influences consumers' purchase intention toward private-label food products is the consumer attitude (Jaafar, S. & Lalp, P., n.d.).

Table 5. Relationship between environmental attitude and purchase intention

ENVIRONMENTAL ATTITUDE	CHI-SQUARE VALUE	P-VALUE	REMARKS
Product	4.500	.000	Significant
Price	4.500	.000	Significant
Place	4.500	.000	Significant
Promotion	4.500	.000	Significant

6. Purchase Intention and Purchase Action. Table 6 shows the relationship between purchase intention and purchase action. At a 5 percent level of significance, it was revealed that purchase intention has a significant relationship with purchase action. It means that the participants who have the intention to purchase actually lead to buying the green products; the higher the intention, the higher the purchase action.

According to the study by Wee, C. et al. (2014), which is focused on organic products, purchase intention was significantly related to actual purchase behavior. This indicates consumers who have intentions to buy the products will exhibit actual buying behavior of purchasing the products. According to the Theory of Planned Behavior (Ajzen, 2006), behavioral intentions are influenced by the attitude about the likelihood that the behavior will have the expected outcome and the subjective evaluation of the risks and benefits of that outcome. Behavioral intention refers to the motivational factors that influence a given behavior where the stronger the intention to perform the behavior, the more likely the behavior will be performed (Boston University School of Public Health, 2016).

Table 6. Relationship between purchase intention and purchase action

VARIABLES	CHI-SQUARE VALUE	P-VALUE	REMARKS
Purchase intention vs. Purchase action	16.937	.001	Significant

7. Relationship between Environmental Attitude, Purchase Intention, and Action when grouped according to Socio-Demographic Profile. Table 7 shows the relationship between environmental attitude, purchase intention, and action when grouped according to socio-demographic profile. As shown in the table, age has a significant relationship with environmental attitude and purchase intention. This means that the participants' age positively affects environmental attitude and purchase intention; while sex, civil status, and income have no significant relationship to the participants' environmental attitude and purchase intention. Finally, it also revealed that age and sex have a significant relationship to purchase action which means these two factors affect the participants in actually buying green products. Civil status and income have no significant relationship to purchase action.

Table 7. Relationship of environmental attitude, purchase intention, and action when grouped according to socio-demographic profile

PROFILE	ENVIRONMENTAL ATTITUDE	PURCHASE INTENTION	PURCHASE ACTION
Age	Significant	Significant	Significant
Sex	Not Significant	Not significant	Significant
Civil Status	Not Significant	Not significant	Not significant
Income	Not Significant	Not significant	Not significant

4.0 CONCLUSION

After the analysis of the results, it was found that the environmental attitude of the participants towards green products is positive. Specifically, the participants have positive environmental attitudes toward the product and promotion of green products but slightly positive attitudes toward the price and distribution of the product in the market.

On one hand, the majority of the participants, if not definitely, intend to purchase green products. On the other hand, two of the participants said that they probably will not purchase any green products. The majority of the participants said that they were purchasing green products.

Finally, all of the elements in the marketing mix have a significant relationship to the purchase intention. It means that a positive environmental attitude has a highly significant relationship to purchase intention, that is, a higher level of positive attitude implies a higher level of purchase intention. It was also revealed that purchase intention has a significant relationship with purchase action. It means that the participants who have the intention to purchase actually lead to buying the green products; the higher the intention, the higher the purchase action.

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