

Chapter 6: Findings, Discussion, Limitations and Conclusions

Findings & Discussion

The primary aim of this paper was to investigate the impact of green marketing on the environment and companies, focusing on sustainability, tools, and the marketing mix employed in green marketing. Additionally, the paper delves into consumer behaviour and branding strategies aimed at attracting a larger consumer base. This research is crucial as Earth's resources are depleting, and pollution is on the rise. Green marketing emerges as a win-win strategy benefiting both the environment and companies. Implementing green marketing allows firms to cut costs and foster a positive image among consumers. A company's reputation, proven to be advantageous, plays a pivotal role. Green marketing not only aids companies but also serves as a vital strategy in environmental preservation. Hence, irrespective of industry, every company should contemplate integrating sustainability into its marketing approach. Such companies stand to gain recognition for their efforts. However, it's essential to note that green marketing alone is not a panacea for increasing sales, and companies should recognize the absence of a one-size-fits-all green marketing strategy.

The respondent demographic breakdown indicates that there are 51 participants in the 18-25 age category, constituting 10.2% of the total. The 25-35 age group comprises 132 participants, making up 26.4%, while the 35-45 age range includes 133 participants, accounting for 26.6%. Additionally, there are 34 participants in the 45-60 age range, representing 6.8%. In terms of occupation, 17 participants are classified as self-employed, constituting 3.4%, while 117 participants are engaged in business, making up 23.4%. Furthermore, 83 participants identify as self-employed (16.6%), 68 participants are involved in agriculture (13.6%), and 65 participants are students (13.0%).

Examining income distribution, 34 individuals report an income of less than 10000, comprising 6.8%, and an equal number report an income in the range of 10000-20000, also at 6.8%. There are 66 participants with an income between 20000-30000, making up 13.2%, while 83 participants fall within the 30000-40000 income bracket,

representing 16.6%. Additionally, 67 participants report an income of 40000-50000, accounting for 13.4%, and an equal number have an income exceeding 50000, constituting 13.2%.

Gender distribution shows that 268 participants are male, comprising 53.6%, while 82 participants are female, representing 16.4% of the total respondents.

According to our research, in the cities of South Gujarat, 84 individuals, accounting for 16.85%, are residents of Surat, while Vapi is home to 116 people, representing 23.2%. Additionally, 83 individuals from Navsari make up 16.6% of the participants, and Valsad has 67 residents, constituting 13.4%.

Our study also indicates that 218 respondents, equivalent to 43.6%, expressed awareness of green products, affirming with a **Yes**. In contrast, 132 individuals, comprising 26.4%, indicated a lack of awareness, responding with a **No**

According to our research, findings indicate that 101 individuals, constituting 20.2%, rarely purchase green products. Additionally, 84 people, accounting for 16.8%, make green purchases once a month, while 99 individuals, representing 19.8%, engage in buying green products twice a month. Furthermore, 49 people, or 9.8%, opt for green shopping once a quarter, and 17 people, comprising 3.4%, reported not shopping for green products at all.

Regarding the question about obtaining information to choose green products, our research reveals that 49 participants, making up 9.8%, rely on family and friends for information. Additionally, 50 individuals, accounting for 10.0%, obtain information from door posters, while 34 people, or 6.8%, acquire information from TV advertisements. Internet searches contribute to the decision-making process for 66 respondents, constituting 13.2%, and 67 individuals, representing 13.4%, obtain information from newspapers or magazines. Furthermore, 50 people, or 10.0%, rely

on their peer groups for information, and 34 individuals, accounting for 6.8%, turn to social groups for guidance.

Our research outcomes indicate that, in response to the question on whether advertisements can influence perception, 251 individuals, constituting 50.2%, answered affirmatively with **Yes**, while 99 people, representing 19.8%, responded negatively with **No**.

Regarding the question about factors influencing the decision to purchase a product, our findings show that 100 individuals, or 20.0%, prioritize price. Additionally, 67 people, accounting for 13.4%, consider advertisements, 33 individuals, representing 6.6%, factor in product features, 66 people, constituting 13.2%, take packaging into account, and 84 individuals, comprising 16.8%, prioritize the brand when making their purchase decisions.

According to our research, responses to the question regarding factors motivating the purchasing process indicate that 84 individuals, constituting 16.8%, are motivated by discounts, while the same number of participants, 84, are influenced by the latest trends, also accounting for 16.8%. Furthermore, 83 people, representing 16.6%, find advertisements to be a motivating factor, 50 individuals, or 10.0%, consider the need for the product, and 49 people, comprising 9.8%, are motivated by the product's environmental friendliness.

In relation to the understanding of green advertisement as promoting eco-friendly products in a trustworthy manner, our research reveals that 116 individuals, accounting for 23.2%, strongly agree. Additionally, 133 people, representing 26.6%, agree, while 15 people, or 10.2%, hold a neutral stance. On the other hand, 50 individuals, constituting 10.0%, disagree with the concept of green advertising.

According to our research findings, responses to the question regarding encountering a new eco-friendly Fast-Moving Consumer Good (FMCG) reveal that 152 individuals, accounting for 30.4%, agree to purchase the product at least once and share their

opinion with friends and relatives. Additionally, 83 people, constituting 16.6%, opt to wait for some time, seeking opinions from others about the product's quality before making a purchase decision. Meanwhile, 115 individuals, representing 23.0%, prefer to stick to their old trusted brand instead of trying the new eco-friendly product.

According to our research findings, in response to the question Who should take the lead in addressing environmental problems? it is observed that 51 individuals, comprising 10.2%, believe that the government should take the lead. Additionally, 149 people, representing 29.8%, think that environmental groups should play a pivotal role. Furthermore, 67 individuals, accounting for 13.4%, suggest that businesses and industries should take the lead, while an equal number of respondents, 67 people or 13.4%, believe that individual citizens should assume a leading role in addressing environmental issues.

Our research findings reveal for question: All other things remaining same, how much extra are you willing to pay for environmentally friendly Fast-Moving Consumer Goods? It is found that 114 for Nothing Extra with 22.8%, 66 people 5% – 10% extra with 13.2%, 17 people More than 15% extra with 3.4%, 136 people Up to 5% extra with 27.2% and 17 people 10% - 15% extra with 3.4%.

Our research findings indicate responses to the question about changing products when they do not comply with ecological conditions or rules. It was observed that 67 individuals, representing 13.4%, cited an increase in profits as a motivating factor. Additionally, 75 people, comprising 15.0%, mentioned obtaining government benefits as a consideration. Furthermore, 69 respondents, accounting for 13.8%, indicated that maintaining reputation influenced their decision. Another 65 individuals, representing 13.0%, mentioned feeling obliged to adhere to ecological conditions. Lastly, 74 participants, or 14.8%, expressed that awareness of their impact on the environment played a role in their decision-making process.

Our research findings indicate responses to the question: Which of the following factors deter you from purchasing eco-friendly Fast-Moving Consumer Goods? It was discovered that 83 individuals, constituting 16.6%, identified the higher price of eco-

friendly products as a deterrent. Additionally, 134 people, representing 26.8%, cited the non-availability of eco-friendly products as a hindrance. Furthermore, 67 respondents, accounting for 13.4%, expressed concerns about the limited range of available eco-friendly products. Another 33 individuals, or 6.6%, mentioned being deterred by the confusing variety of eco-labels. Lastly, 33 participants, comprising 6.6%, expressed challenges in obtaining information regarding the eco-friendliness of the products as a factor preventing their purchase.

Our research findings indicate responses to the question: All other things remaining the same, how much extra are you willing to pay for environmentally friendly Fast-Moving Consumer Goods? It was discovered that 114 individuals, comprising 22.8%, expressed a willingness to pay nothing extra. Additionally, 55 people, representing 13.2%, were willing to pay an additional 5% to 10%. Furthermore, 17 respondents, accounting for 3.4%, were willing to pay more than 15% extra. Another 136 individuals, or 27.2%, were willing to pay up to 5% extra. Lastly, 117 participants, comprising 23.4%, were willing to pay 10% to 15% extra for environmentally friendly Fast-Moving Consumer Goods.

The answer to the question, Who do you think should take lead in addressing environmental problems? was discovered through our research. 51 individuals were discovered to be affiliated with the government (10.2%), 149 participants were thought to be members of environmental groups (29.8%), 67 were associated with business and industry (13.4%), individual citizens (13.4%), and 16 others (3.2%).

According to the results of our investigation, the following question was answered: If you discover a new environmentally friendly fast-moving consumer good? A total of 152 people have purchased that product at least once and shared their thoughts with friends and family (30.4%); 83 people have waited to purchase it until later, seeking feedback from others on its quality, etc. (16.6%); and 115 people have remained loyal to their tried-and-true brand (23.0%).

Green marketing companies ought to organise their endeavours to reduce the possibility of green washing. For example, there aren't many tactics available for

green marketing. Businesses use the marketing mix concept in green marketing, which helps them handle the 4Ps effectively. In order to create a product that is appropriate for the customers, businesses must first comprehend the demands and desires of their clients. Additionally, the cost of the goods is a crucial factor. The bulk of customers must be able to afford the price. Finally, the locations where green products are distributed need to be easily accessible to the customers. In the end, businesses who use green marketing as a strategy stand to gain from it.

Human demands have become more diverse as a result of industrialization, technological advancement, and development. The destruction and contamination of our planet's natural resources are a result of the growing diversity of wants. Pollution and environmental destruction are direct consequences of human usage of natural resources. Humans have been looking for ways to secure their destinies and continue to exist under suitable circumstances. Customers are starting to think about whether or not the things they buy are environmentally friendly ⁷³ in addition to the product's pricing and quality qualities, as they are becoming more aware of environmental issues like pollution and global warming. As people's awareness of the environment and environmental issues has grown, businesses have begun to adjust their production, product or service development, and marketing strategies in line with these changes. In an effort to introduce the notion of ⁵¹ **Green Marketing** to consumers, they have begun to manufacture environmentally friendly items. The purpose of this study is to ascertain whether there is a significant relationship between environmental awareness, green product features, green product prices, green product advertisements, and consumer demographics on consumer purchasing behaviours. If so, the study will reveal the direction and degree of this relationship and provide guidance to ⁸⁰ companies that produce environmentally friendly products. According to the study's findings, green purchasing behaviour rises in tandem with improvements in environmental consciousness, green product characteristics, green marketing, and green prices. The majority of research done up to this point has found a negative correlation between green pricing and consumer behaviour. However, our study's findings indicate that consumers are increasingly prepared to pay extra for environmentally friendly products in order to combat the pollution that comes with industrialization and growing technology and its threat to the environment.

When consumer demographics are looked at, green pricing, product characteristics, environment awareness, and green marketing all influence green purchasing for male consumers, while only green promotion has an impact on female customers. Furthermore, this outcome demonstrates that businesses should incorporate gender considerations into their green marketing plans. In addition to listing the products' qualities, pricing, and environmental friendliness, eco-friendly product commercials targeted towards women may also directly promote studies that will add appeal to the advertisement. Product features, pricing, and environmental friendliness might be emphasised in advertisements that air on programmes targeted towards men or those that promote environmentally friendly services.

According to our first hypothesis, South Gujarati consumers' purchasing decisions are impacted by green marketing. Multiple regression analysis was conducted for this. Overall, the model was determined to be significant ($F(5,344) = 1.468, p < .005$), with R and R^2 values of .145 and .021, respectively. The R^2 value indicates that the model explained 21% of the variance. Green marketing was found to be a significant predictor of consumer purchasing behaviours in terms of green product availability ($\beta = 3.24, p < .001$), green product brand ($\beta = 1.08, p < .001$), green product eco labels ($\beta = 3.06, p < .001$), and green advertising ($\beta = 2.13, p < .001$). Green product availability, green product price, green product brand, and green product eco labels all positively predicted consumer purchasing behaviour in our model.

Self-employment, business, self-employment, agriculture, and student occupations all have a strong correlation with consumer purchasing behaviour. Green Product Availability $F(3,346) = 3.496, p = .018$, Green Product Brand $F(3,346) = 2.844, p = .017$, Green Product Ecolabels $F(3,346) = 2.885, p = .029$, and Consumer buying green products scale $F(3,346) = 3.175, p = .013$ were all significant predictors of consumer buying behaviour overall. The model was also significant for Green Advertising $F(3,346) = 1.836, p < .05$, Green Price $F(3,346) = 2.162, p < .009$.

Income and consumer purchasing behaviour are closely correlated. Overall, the model demonstrated a significant correlation between consumer buying behaviour and green

advertising $F(3,346) = 3.294$, $p = .011$, green price $F(3,346) = .997$, $p = .009$, green product availability $F(3,346) = .961$, $p = .029$, green product brand $F(3,346) = .113$, $p = .036$, and consumer buying green products scale $F(3,346) = .478$, $p = .015$

In light of these results, strategies may also be implemented in the products targeted towards men or women. According to the study on marital status, for consumers who are single, only green promotion influences their green purchasing decisions; for those who are married and have children, only green product attributes influence their green purchasing decisions. This result indicates that promotions only have an impact on single consumers. Therefore, emphasis should be placed on promoting environmentally friendly products to single consumers. When creating advertisements, attention should be paid to the advertisement's charm rather than the product's features, price, or environmental friendliness. However, while producing goods for married customers, consideration should be paid to the product's cost; this should be emphasised in the marketing for items like furniture and appliances. Consumers who are married and have kids are more perceptive when it comes to product characteristics, thus it is important to run promotional campaigns that highlight this. When considering environmentally friendly product services, especially those targeted towards children, it is evident that customers with children pay more attention to product characteristics than do consumers who are single or married and do not have children. (e.g., that it is beneficial and does not impair health) and businesses ought to handle this matter delicately. In the age-related study, consumers in the 18–25 age group are influenced by environment awareness, green product features, and green promotion; consumers in the 25–35 age group are influenced by green price and green promotion; consumers 46 years of age and older are influenced by green promotion alone. Those in the 35–45 age range consider all factors, excluding price, when making green product purchases. Advertisements for green products that target this age range of buyers can highlight the product's characteristics and environmental friendliness without drawing attention to its price. However, assets that fall within the 35–45 age range should be prioritised. Only customers who are 45 years of age or older are impacted by the deal. Those with high retirement rates, both male and female, make up the majority of this group. TV ads may therefore be given priority.

51 In the education study, consumers' decisions to buy green products are influenced by environment awareness, green product features, and green promotion for graduates of undergraduate and graduate programmes, but only green promotion influences green purchasing for graduates of elementary schools. For high school graduates, green price and green product features influence green purchasing. These findings show that, in contrast to other groups, those with higher educational attainment had higher levels of environmental consciousness. Businesses organise and carry out their operations in accordance with consumer demand and requirements. Environmental benefits will progressively expand if consumers in this group continue to show their demands and purchases as a result of being environmentally conscious. Furthermore, because educated people are mindful of the environment, conferences and seminars on these topics may be held. Since this demographic is similarly impacted by promotion, billboard ads might be displayed on college campuses. According to the income study, consumers with incomes between 0-1000 TL are influenced by green promotion alone; consumers with incomes between 1001-2000 TL are influenced by environment awareness and green pricing; and consumers with incomes exceeding 2001 TL are influenced by both environment awareness and green promotion. This finding demonstrates that low-income consumers are impacted by promotional activities rather than prices as previously believed. The middle class, on the other hand, is more environmentally conscious and takes price into account for those making 2001 TL and above. On the other hand, environmental awareness and promotion are very important, so when creating environmentally friendly products that demand a high price, it is appropriate to emphasise the product's environmental features more. Given that low-income consumers are the only ones impacted by green marketing, businesses should focus their efforts on promoting the products they plan to produce to this demographic. In addition, they should engage in some public relations initiatives beyond TV commercials. (For example, a portion of the inexpensive goods that customers in the lower income bracket can purchase go towards protecting the environment.)

The findings also indicate that price differences for environmentally friendly items no longer constitute a deterrent for modern consumers, and that they instead place a premium on promotion. Businesses that take these factors into account and adjust their

marketing strategies in line with them are better able to meet the wants and desires of their target audience and respond to them in the most effective manner. As a result, the trend towards environmentally friendly products will gradually rise. Marketing managers should take into account demographic characteristics when dividing the target mass of consumers into different segments. In the sake of environmental protection, customers must be conscious of their surroundings, as mandated by governmental bodies, businesses, and private citizens. Additionally, businesses ought to focus particularly on promotion-related activities, step up their efforts in this area, and create new material. It is advisable to target product features, pricing, and promotion based on demographic characteristics.

The results of the study indicate that most consumers are not inclined to take the time to read the contents list on the packaging. Merely 15.2% of customers consistently review the ingredients list for every purchase. In their survey, Elshiewy and Boztug (2006) discovered that 52.5% of participants do not read the ingredient list of the product. Bryła's poll yielded identical results. The aforementioned studies used binary yes/no variables to investigate how frequently consumers read product ingredient lists. Our findings indicate that allergies are the primary factor influencing people's decision to read labels. This makes sense because government organisations like the FDA always tell people to check labels in case someone has an allergy. Female respondents read the product descriptions more frequently, though not considerably more, according to Bryła's (2001) research. Therefore, it may be concluded that the research sample is not distorted by a higher percentage of female respondents.

It could be beneficial for businesses to indicate that their products are palm oil-free on the packaging. When we examine the product package when we make a buy, we can observe numerous examples in action. In the majority of these instances, the product's name and brand are displayed on the box along with a statement indicating whether or not the product contains palm oil. This information may be very helpful to the consumer if they are attempting to eliminate palm oil as an ingredient and can save them time when shopping. Educating and informing customers is crucial to persuading them to purchase ecologically friendly goods. Professionals say that customers need to understand the value of sustainability and work towards sustainable development.

There is a disconnect between consumer behaviour and attitudes about sustainability, according to earlier studies. This can be explained by a lack of time, the product's cost, incomplete information, and misconceptions influencing the choice to buy.

It is hardly unexpected that just 4.9% of the customers knew which items contained palm oil, given that very few people really read the labels on the back of product packaging. Following the mention of the products, 57.5% of the respondents expressed astonishment at this finding. The pricing of the product was deemed very important by the majority of our customers (31.5%), while the product's ingredients (27.7%), eco-packaging (25.8%), and brand (22.6%) were deemed fairly essential.

When we first asked the respondents to our study if they would be willing to refuse to buy a product if they learned that it was harmful to the environment, 56.0% of them said they would definitely cease buying it. Various information regarding the detrimental effects of palm oil on the ecology and natural habitat was given to our respondents. With 4.9% stating they will not stop purchasing products based on palm oil, the percentage of respondents who would refuse to buy products containing palm oil jumped from 56.0% to 66.2%, as shown by the video, images, and statistics we presented. We concentrated on the consumers (501 consumers) who demonstrated a desire to modify their purchasing habits, as they were not persuaded to do so. In this group of respondents, 99% said they would stop purchasing their favourite products if they learned they included palm oil, and 39.9% said they would do the same if they could find a substitute for the product they were previously purchasing. The issue of deforestation and endangered animal species both had a significant impact on these customers' decision to alter their shopping habits and try to stay away from products made with palm oil. One of the factor analysis's subcategories was this consumer sector. Advertising products derived from palm oil can benefit from this information because it can sway the customer's opinion in a negative way. Our research validates the findings of Hashem et al. (2004), who claimed that shockvertising has a significant impact on customer behaviour. As per the findings of Thøgersen et al. (2001) and Grunert et al. (2004), shockvertising has the potential to persuade consumers that their purchase choices have the power to alter the surrounding environment. Our findings corroborate the findings of Lubowiecki-Vikuk et al.

(2016), who claimed that consumers who care about the environment are hesitant to buy goods that could harm their own or others' health, have a detrimental effect on the environment, or require a lot of energy and resources to produce. Nekomahmud and Fekete Farkas added that in an effort to lessen the influence of environmental factors on health-related problems, customers are particularly aware of green products.

The obtained results can be compared to the research findings of Belanova (2001), who claimed that the day of the boycott was the day we sent a message to the firms stating that we did not want their palm oil products. The boycott of 2016 took place in the Czech Republic. It was asked of those interested in the event if they would be prepared to no longer purchase products made using palm oil. 51.3% of respondents stated they would strive to avoid or minimise these purchases, 47.1% said they would support this movement and stop purchasing products made with palm oil, and only 1.7% of respondents indicated they would not refuse these products. While it is important to highlight that our questionnaire did not exclusively target customers who are interested in boycotting palm oil, a higher proportion of respondents in the original research stated that they do not intend to quit purchasing palm oil.

We can infer from the responses received that the greatest influential factor that led to a shift in consumer behaviour was the threat to some animal species. It is imperative to underscore that two other concerns, namely deforestation and the potential for air pollution, have demonstrated significant influence in altering consumer behaviour. These findings were contrasted with those of an earlier poll, in which 40.6% of respondents said they wouldn't purchase palm oil due to ethical concerns. 38.5% of customers said that palm oil had a detrimental effect on people's health. The remaining responders gave a mix of the previously mentioned explanations.

Knowing what ingredients are in a product is essential to getting rid of palm oil. 53.1% of respondents stated that, if given the opportunity, they would definitely read the ingredient list when shopping, compared to less than half who said they would be willing to spend additional time in stores reviewing the list of ingredients.

Most of the respondents said they would purchase the product without palm oil if given the choice between two options: one that contains palm oil derived from sustainable sources and another that does not. In summary, almost 75% of the participants found that purchasing a product free of palm oil was more significant than the product's price or brand name. Out of the participants, 58.7% expressed a readiness to pay a higher price for the goods provided there was no adverse environmental impact throughout the production process. It is not considered ethical by consumers who would not pay extra for an environmentally friendly product to charge more for products devoid of palm oil than those that do. We can conclude from the comments that the majority of consumers would be willing to pay more for items that don't include palm oil. We showcased a 1.50 € product that uses palm oil, which is derived from non-sustainable resources. Less than 5% of respondents said they would not pay more for palm oil-free products found in stores, while 21.1% said they would pay no more than 3 € for such products. This indicates that respondents would spend twice as much on the product if they were fully aware that the palm oil-free product's production process does not harm the environment. It's interesting to note that 19.4% of respondents said they would purchase the product without palm oil if it cost more than 3 euros. It's interesting to note that in our initial question, consumers ranked price as the most important factor (preferring price over brand, ingredients, and eco-friendly packaging). However, as the questions went on, a growing percentage of consumers indicated that they would be willing to pay more for products free of palm oil. This makes sense given the written material that buyers get, which emphasises the detrimental effects of the palm oil business.

The answers to the questions we posed at the start of the study have been provided, and they will undoubtedly be helpful to anyone interested in analysing this data. The study's findings can offer helpful information to any business that sells or wants to make products devoid of palm oil or that contain palm oil but are made from sustainable resources. The decision tree analysis's findings aid in the comprehension of consumer choices and the rational framework for making decisions. Concerns about ethics, environmental conservation, and health are major points of contention among consumers. The factor analysis supported this conclusion. There is statistical evidence to support the significance of decision-making. Our study's primary goal was not only

to deliver relevant data but also to create a survey questionnaire that would educate respondents about palm oil's usage and its production process. The detrimental effects of palm oil on the environment and natural habitats are what we wanted to draw attention to. We felt it was critical to distinguish between palm oil derived from non-sustainable resources and palm oil derived from sustainable resources because our intention was not to demonise the use of palm oil. For people who care about the environment or would like to purchase eco-friendly products but have not gotten enough education, this information may be helpful.

We must acknowledge the COVID-19 epidemic as a barrier to our study. In the spring of 2021, Slovakia began to recover from the economic shock brought on by the pandemic's second wave. Redundancies and wage cuts continued to afflict people, which decreased consumer spending. Prices are become a sensitive topic for consumers. They were less concerned about the environmental impact of their purchase and less aware of the product's contents. A further constraint is the absence of representativeness. We could not rely on this since the precise market position and customer count are unknown. We had no control over who was included because the questionnaire was sent to the respondents using the snowball method. Outliers were removed from the final sample, nevertheless. However, in the instance of the target group under investigation, the sample size was sufficient to produce statistically valid, verifiable associations. The interpretation of these findings is restricted due to their lack of representativeness.

New methods like artificial intelligence and neural networks may still be used in research. This would allow for the creation of a profile of a certain societal group, which in turn would allow for the identification of criteria that will aid in the determination of consumer preferences. We would like to expand the study and include additional nations. Our main goal is to gather data from Hungary, Czechia, and Poland as well because these nations are easily accessible and close by. However, prior research indicates that, despite their shared history, language, and culture, the citizens of these nations represent distinct identities. We do not rule out looking into consumers in other nations.

6.1.Suggestion

In addition to helping to conserve and balance the environment, green marketing educates the public about the importance of reusable products. However, the manufacturers overcharge for these goods and fail to promote or advertise them on appropriate channels. With increased marketing and consumption, the products should continue to be of high quality and at an affordable price. Therefore, in order to make things transparent for the general public, it is suggested that the producers reveal how much is divided up among the products they produce. The firm's operations are significantly impacted by the market competitions. Businesses are under increasing pressure from competitors to embrace green practices at every stage of the product life cycle, from selecting raw materials to the finish, as a result of novel concepts like green marketing. In this way, businesses gain a competitive edge in terms of economic standards, which helps them establish strong market leadership and encourages consumers to choose more health-conscious products.

Green marketing will contribute to a better future by increasing the production, sale, and awareness of the usage of green products, which will result in a happy tomorrow. We are a part of nature, not something separate from it. If modern society doesn't seriously examine its way of life, it won't be able to solve the ecological crisis. assurance of the usefulness and advantages of the eco-friendly products. demonstrating a spirit of competition in addressing environmental issues. The company may enhance its line of green items by requesting feedback from customers and honouring their preferences.

6.2.Research implications

It should be noted that the majority of respondents in this study held a tertiary qualification, even though they were mostly aware of green marketing and the way that the environment is going. Given that the majority of South Africans may not be aware of green marketing, this is inconsistent with the low education levels that characterise the country's general populace. As a result, marketers must increase the

general public's awareness of green marketing. The results show that there is no discernible relationship between age and the ability of green marketing to influence customers' purchasing decisions. This implies that marketers have the chance to influence customer perceptions of green marketing among a range of age groups. The respondents' favourable opinions of the quality, health, and environmental advantages of green products imply that the advantages of green marketing are well-known and would be well-received by the wider public. The majority of respondents showed price sensitivity towards green items and thought they were not reasonably priced.

Due to their lower sales volumes, green items will inevitably cost more than traditional ones. This gives marketers a chance to develop a value proposition for eco-friendly items that will persuade customers that paying more for eco-friendly goods is worthwhile. Long-term customer support for green products may result in increased sales, economies of scale, and ultimately cheaper costs. It became clear that the distribution of green products was a problem. Marketers must make sure that green products are more widely distributed geographically and are therefore easier for customers to access. The marketing of eco-friendly goods is comparable. The findings imply that although respondents thought there was insufficient promotion of green products, they are susceptible to being swayed by such ads. This gives marketers the chance to develop campaigns to promote green products through things like sales promotion and advertising. Since there was no discernible relationship between respondents' age and the price of green products and their decision to buy, the findings also imply that marketers of green products can appeal to a wide range of age groups. It also became clear how crucial product labelling and packaging are in influencing consumer behaviour when making purchases. At the moment of sale, marketers must make sure that product labelling is used to persuade customers to make a decision. The findings show that consumers are in favour of socially conscious retailers. Consequently, retailers seeking to draw in more business should think about adopting green practices, as this appeals to a market that is expanding quickly, makes the company appear more socially conscious and credible to customers, improves the company's reputation, and boosts sales and profits. The work has significance for future research because it is exploratory in nature. Due to the geographical limitations of this study, it is advised that it be repeated on a larger scale. Consideration might be

given to a larger geographic area, perhaps even national research. It became clear that price sensitivity was a problem for green products. More in-depth research might be done on the factors influencing this phenomenon. It is also advised to conduct research on psychographics and green marketing since this could provide guidance for decisions about segmentation and targeting.

6.3.Limitations of the study

1. Sampling Limitation

The study's capacity to fairly reflect the total population is impacted by the sample size's restriction to south Gujarat.

2. Data Collection Challenges

The study had trouble gathering complete and accurate data, which affected how reliable the conclusions were.

3. Limited control over Variables

Due to the fact that just a small number of factors was taken into account, it was difficult to control for every factor that can affect consumer behaviour.

4. Industry specific Factors:

The investigation is restricted to particular variables. It ignores elements unique to a given industry that might have an impact on how green marketing and consumer behaviour interact. Variations in industries and product kinds are not considered.

6.4.Conclusion

The purpose of this exploratory study was to find out how South African consumers' purchase decisions were affected by green marketing. The respondents showed a high degree of awareness regarding environmental degradation and green marketing. It was discovered that there was no meaningful correlation between gender and green product awareness. The results showed that respondents firmly believed that green marketing had an impact on their purchase decisions and that there was no discernible relationship between age and the ability of green marketing to persuade people to alter their consumption habits. The majority of respondents thought that green products were better than standard ones, healthier, and better for the environment. It became

13 A study on impact of Green Marketing on consumers buying behaviour in South Gujarat

clear that green products needed more promotion, were not widely available, and were not fairly priced. One major problem with green products was price sensitivity. There was no discernible relationship between respondents' age and price sensitivity to eco-friendly products. The advertising of eco-friendly items had an impact on the respondents, who also believed that product information, labelling, and packaging had a big impact on their decisions to buy. Socially conscious retailers enjoyed substantial backing. Future research directions have been provided, along with implications for marketers. The study is noteworthy because it is the first comprehensive examination of green marketing in South Gujarat, India, a developing nation. It aims to act as a catalyst for additional study in the field of green marketing, which has recently drawn a lot of attention from around the globe.

