

GREEN PROCESSES TOWARDS MANAGING DISRUPTION IN FUTURE OF ORGANISATION

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Abstract: This study helps in mapping the consumer's mind and predicting how 'Green Consumer Behaviour' depicts 'Marketing Mix' towards identifying major factors affecting green purchase behaviour. Various articles explored under the green purchase and various motives, facilitators and barriers affecting green product purchase decisions were reviewed. Concern, Collectivism, eco-literacy, perceived consumer effectiveness and social influence were identified as the major categories affecting the decision-making process. The outcome is a two-fold impact of green purchase behaviour towards designing marketing mix which reinforces consumer behaviour. The paper analysed various strategies towards predicting Green Consumer Behaviour. The paper elucidates the predictors of consumer's green purchase behaviour as a predecessor to Marketing Mix towards assisting managers and policymakers in designing strategies for managing disruptions in organisations.

Keywords: Green consumer behaviour, Marketing Mix, Social Media Marketing, Green strategies.

Introduction

According to Judy Strauss, we are not living in the age of the internet; we are living in the age of consumers.

Green Consumer Behaviour

Consumer behaviour can be defined as the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants. Green purchasing is vital as unplanned purchasing of goods can severely damage the environment. Previous researches indicate that consumers during their purchase behaviour, show a positive attitude towards environmental protection (Arvola et al., 2008; Ellen, Webb and Mohr, 2006; Liu et al., 2012; Vermeir and Verbeke, 2006). A consumer's purchasing behaviour is mostly influenced by cultural, social as well as personal factors.

Fundamental determinants of a person's wants and behaviours are exhibited by their *Cultural* factors. These include subcultures that provide more specific identification and socialization of the members comprising nationalities, religion, racial groups and geographic regions. While, consumers' *Social factors* include family, reference groups, social roles and status that influence, buying behaviour. The third influencer is a consumer's *Personal characteristics* that influence her buying decision, including age and stage in the life cycle, occupation and economic circumstances, the personality, self-concept, lifestyle and values.

Marketing Mix

Kotler's contribution to 'Marketing Mix' also known as the 4P's of marketing is a set of controllable variables that a firm uses to influence the buyer's response. With the rise of the internet and the advent of new concepts like social media, e-commerce, digital marketing, is the 4P's model of marketing is still the king. The 4P stands for:

Product: Goods or service offered by the organization

Price: Amount charged for a product or service

Place: Path through which the product reaches the consumer.

Promotion: How marketing communication is used to inform the audience about an organization and its products.

Online Social Media Marketing

The coming of Web 2.0 is one of the most significant developments in the history of commerce and the internet. Another buzzword *Social media* is a part of Web 2.0, where not only it encourages user-generated contents, but also share it among different networks(Lee 2013). Social media marketing is the utilization of social networking websites as a tool in internet marketing. It is a tool of direct marketing where the customers and consumers have the opportunity to participate in the process of exchange and the company's success in adopting network marketing will depend on the ways in which it can show them doing a beneficial act for the welfare of society while obviously buying, using and promoting their product usage for their immediate contacts and associates. Since network marketing implies using social networking, it can be a powerful tool if used appropriately for promoting green products.

Research about the interface of social media with sustainability issues is still scarce. The study aims to analyze the impact of green choices towards green e-marketing mix through social media.

The objective of the Study

The main objective of this study is the identification of major factors affecting consumer's green purchase decisions which can be used for designing effective green marketing mix strategies towards managing disruption in future.

Scope of the Study

The scope of the study is limited to the empirically tested articles on consumer behaviour towards green purchases as well as marketing mix in well-known journals from 1999-2016. This period (1999-2016) was chosen because these studies will address recent empirical

literature. This paper focuses only on those works of literature that identified factors affecting green purchase behaviour. Studies were collected by performing an electronic search of the Scopus database. Scopus database was chosen to ensure the inclusion of only high-quality studies.

Literature Review

Broadly, the studies of green preferences of consumers were categorised in identifying the factors affecting consumers' green preferences, classifying the consumer segments based on different attributes and examining the green marketing strategies towards green purchase decisions of consumers.

Review of previous studies

SR. NO.	VARIABLES	YEAR	AUTHOR
1	Collectivism	2001	Chan
		2005	Kim & Choi
		2006	Rice
		2010	Leonida et al
		2011	Kim
		2012	Cho et al
		2014	Wang
2	Perceived Consumer Effectiveness	1991	Ellen et al
		1996	Roberts
		1999	Stragham & Roberts
		2009	Gupta & Ogden
		2011	Kim
		2012	Akehurst
		2012	Cho et al
		2012	Iravani
		2012	Tau & Lau
		2014	Nath et al
		2014	Punyatoya
		2014	Tang et al
		2014	Zhao et al
		2015	Gonzalez et al
3	Environmental concern	1999	Stragham & Roberts
		2001	Chan
		2001	Laroche et al
		2005	Kim & Choi
		2006	Jain & Kaur
		2006	Rice
		2007	Mostafa
		2007	Xio & Dunlop
		2008	Lee
		2010	Bayante et al
		2010	Chen & Chai

		2010	Leonida et al
		2011	Kim
		2012	Akehurst
		2012	Cho et al
		2012	Iravani et al
		2012	Lin & Chnag
		2012	Tan
		2013	Eze & Ndubisi
		2014	Dravari & Strutton
		2014	Nath et al
		2014	Pagiaslis & Krontalis
		2014	Tang et al
		2014	Zhao et al
		2015	Khare
		2015	Khan & Kirmani
		2015	Larsen et al
		2016	Kirmani & khan
		2016	Uddin & Khan
4	Consumer environmental response	1991	Ellen et al
		2001	Chan
		2006	Jain & Kaur
		2006	Rice
		2007	D' souza et al
		2010	Baynte et al
		2010	Lee
		2012	Akehurst
		2012	Akter
		2012	Kang & Hur
		2012	Tan & Lau
		2013	Luzio & Lemke
		2015	Gonzalez et al
		2015	Larsen et al
5	Eco literacy	2001	Chna
		2006	Jain & kaur
		2007	Mostafa
		2010	Baynte et al
		2010	Lee
		2011	Chea & phau
		2012	Akter
		2012	Hamid et al
		2013	Eze & Ndubisi
		2013	Khan et al
		2014	Zhao et al
6	Marketing Strategy Related Construct	2007	D'souza et al
		2012	Kang & Hur
		2013	Luzio & Lemke
		2014	Dravari & Strutton
7	Theory Of Planned Behaviour	1999	Kalayatis et al

8	Attitude Towards Green Products	2010	Chen & Chai
		2011	Chea & Phau
		2012	Hamid et al
		2014	Tang et al
		2015	Khan & Kirmani
		2016	Kirman & Khan
9	Willingness To Pay	2011	Cheah & Phau
10	Interpersonal Influence	2008	Lee
		2009	Gupta & Ogden
		2010	Lee
		2011	Cheah & Phau
		2012	Iravani et al
		2013	Eze & Ndubisi
		2014	Khare
		2014	Wang
		2015	Khare

(Source: Prepared by the researcher)

Findings and Results

An immense review of articles revealed several constructs such as environmental effect, attitude, environmental concern, , belief, involvement, knowledge, literacy, awareness, in-group identity, altruism , collectivism, self transcendence, self awareness, values, social influence, peer influence, interpersonal influence, locus of control, perceived consumer effectiveness, perceived effectiveness belief, attitude towards green products, willingness to pay green products, green purchase behaviour etc, have been explored by researchers in connection with green purchase decisions of the consumers. However, a close examination of the items used suggested that some of these are overlapping and measuring the same thing.

The major constructs affecting green purchase decisions are:

Environmental concern

Concern was found to be the most reviewed variable. There is a moderating effect of concern between ecological attitude and green behaviour 29 papers examined this construct. Environmental knowledge, a part of environmental concern also have a positive effect on consumer green purchase behaviour. Thus it is an important construct in measuring purchase intention and behaviour.

Collectivism

The linkage of collectivism with consumers green preferences has been explored by a large number of researchers who have admitted that consumers who are high on collectivism values are also expected to have an environmental concern (Chan 2001; Laroche et al. 2001; Kim & Choi 2005; Cheah & Phau 2011).The welfare of society and preference to group goals over personal beliefs are the two attributes related to collectivism that makes this construct worthy of interest to researchers in examining green purchase behaviour.

Eco Literacy

Chan, 2001 observed that literacy is one of the determinants of consumer green behaviour. Similarly, Cheah and Phau, 2011 and Nath et al., 2013 have also suggested that environmental education have positive inclinations towards the environment. Thus, it seems that the sensitivity of consumers increases as their environmental knowledge improves. Thus we can conclude that eco-literacy have a positive impact on green purchase behaviour.

Perceived Consumer Effectiveness

Unless a person is sure of the desired consequences from his actions, he has little motivation to engage in those actions (Chea and Phau 2011).

Researchers have indicated that consumer's belief of their effectiveness in solving existing environmental problems affect their decisions to purchase green products (Weiner & Doescher 1991, Berger& Corbin 1992). The constructs, perceived consumer effectiveness and perceived consumer belief are similar and hence are grouped together, and thus, it can be used to examine social media impact on green marketing.

Social Influence

The construct social influence, peer influence and interpersonal influence are grouped together in a single construct of social influence. Friends, family, teachers etc. form the core group that can influence the behaviour of an individual (Lee, 2008; Chea & Phau 2011; Iravani et al. 2012; Eze Ndubisi, 2013; Khare, 2014). Many studies indicated a strong influence of social influence on green purchase decisions, and hence, social media strategies must target them for effective green marketing strategies.

Impact of Green Purchase Behaviour on Marketing Mix.

Indumathi, (2016), identified important factors which are a combination of product, price, place and promotion through factor analysis. Product factors such as Quality, Brand, Environment, Health & Taste impact purchase decisions. Similarly, the high price of organic products does not have a negative impact on green buying behaviour. Preferred location organic stores and discounts are other factors which positively influence consumer behaviour.

Raksha & Majidazar (2011), stated that green marketing impacts positively towards consumer satisfaction.

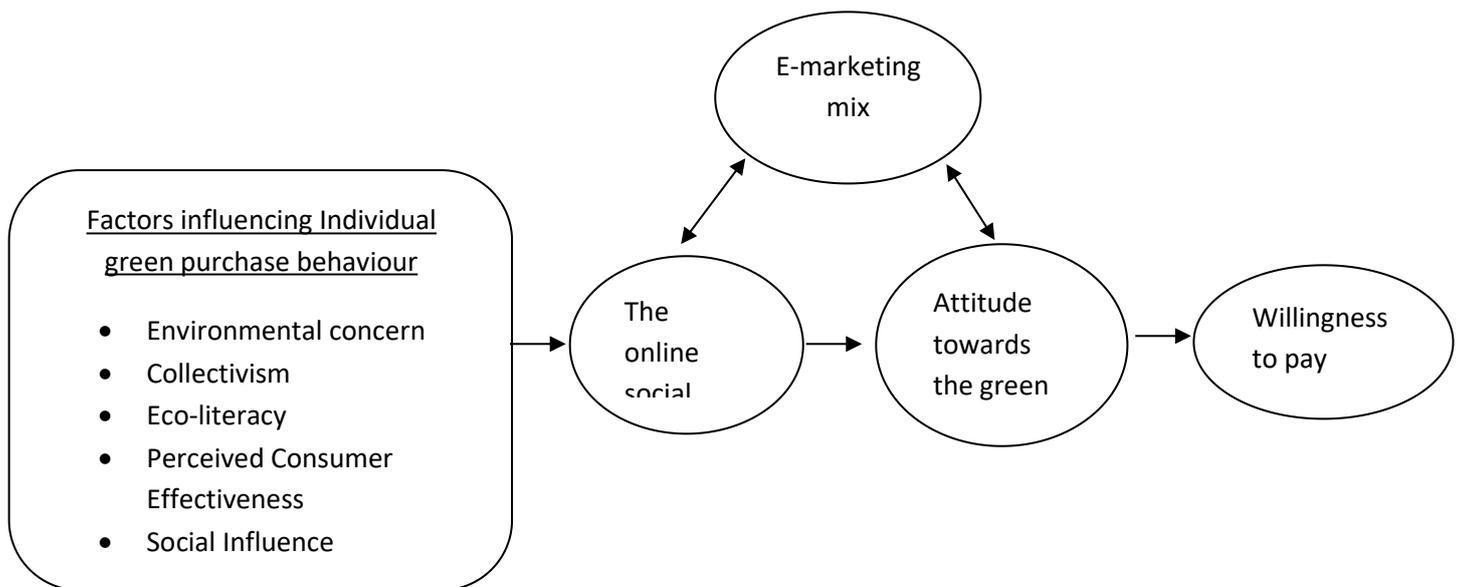
Dietz & stern in 1994 stated that among British consumers, 42% were environmental consciousness in their purchase and among them, 27% of them had the willingness to pay 25% more than the average market price.

According to Levinson (2010), 83% of customers claim that they choose environmentally friendly brands, and around 80% were concerned about the company reputation regarding environmental protection issues.

Conceptual Model

The integration of theories and models from the previous studies has helped the researcher to develop a conceptual model in the Indian context.

Figure 1: Conceptual Model of the Impact of Green Consumer Behaviour towards marketing mix



Source: Prepared by the researcher

The Green Marketing Mix

Green Product: The product in the marketing mix, refers to goods and services that are offered by the organization. Online marketing strategy includes decision around fundamental feature which meets customer needs as well as benefits above the core benefit of the product. To develop successful online branding of green products, the organization should look to provide the following:

- Quality
- Safe as well as the convenient purchase experience
- Packaging design
- Sense
- Interactivity and the possibility to provide extended product information

Green Price: Price means the amount charged for a product or service. Examining the consumers' green purchase intentions, the price of the green product should provide the following:

- Improved Price Transparency
- Premium Pricing Strategy
- Environmental Value For Money

Green Place:

Consumers reach to their desired products through the place dimension of the marketing mix. There should be channels that reach the broadest customer base at a minimal cost. Thus the organization should take care of the following factors for retailing green products using the internet:

- Accessibility
- Convenience
- Atmospherics
- Exclusive green store
- Attractive virtual store layout and design

Green Promotion:

It is the process of informing, persuading and influencing a consumer to make the choice of the products to be bought. The internet serves a new and significant communication channel for connecting consumers regarding green products. Various promotional components that should be kept in mind are:

- Eco Labelling
- Using Offer Coupons to encourage sales
- Free Home Delivery
- Giving Discounts

A Shift towards Non-Green Strategies

According to Porter, *the strategy* is the creation of a unique and valuable position involving a different set of activities. With the coming of the concept of *green* in marketing, there is a shift which is being observed in the incorporation of strategies as a whole. This paper helped in ascertaining the effective strategies that can be used in marketing green products as compared to non-green products. The comparison could be illustrated with the help of a fig. shown below:

The most effective strategies for going green are discussed below:

Green design: designing of product and services which are green, to begin with, is the most important strategy of green marketing.

Green positioning: sustainability values should be reflected explicitly in the promotion of goods and services.

Green pricing: a company should make consumers understand that investing in something that allows them to save money and resources is the best way to purchase.

Green logistics: not only products or services should be green, its packaging should also be green. Packaging has a first impression on consumers.

Green disposal: sustainability should not be only in the manufacturing stage. It should extend to disposal. Disposing unsustainability could be hazardous to the environment as well as human health.

Discussion

The major purpose of this paper was to identify factors affecting consumer's green purchase decisions which can be used for designing effective green marketing mix strategies. These findings were important as the pollution level of the earth is gradually increasing, and the earth's resources are slowly decreasing. Green marketing strategies benefit not only companies but also the environment. The company can thus reduce costs, which can further create a positive image on the consumer's mind, thus creating a good reputation.

Green marketing has evolved as an important strategy to win the market and save the environment. Marketing mix concept is being used in green marketing, which allows firms to have control of 4Ps. Implementation of green marketing is a tedious job, but once adequately handled, it can win the market. Future research should take into account customers' perception, customers' preferences and the stakeholders perception of green marketing and green products.

Conclusions

With the review of different types of researches, various factors were identified which directly or indirectly affected consumer green purchase behaviour. All these factors were found either encouraging or discouraging the purchase of green products. The major constructs affecting green purchase decisions are collectivism, eco-literacy, perceived consumer effectiveness and social influence. With the rise of the internet and the advent of new concepts like social media, e-commerce, digital marketing, the 4P's model of marketing is still the king. There is a twofold impact of green purchase behaviour towards marketing mix. The basic strategies analysed were green labelling, green advertising, green packaging, green pricing etc. Thus, the internet can be used as a powerful tool for promoting green products.

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