A Correlation Study between Consumer Motivation and Green Marketing Strategies in Driving Sustainable Consumption

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ABSTRACT
The article explores the relationship between customer motivation and green marketing strategies in promoting sustainable consumption behaviour. Through an extensive analysis of available literature and empirical data collection, the study aims to unfold insights into how various motivational factors influence consumers' responses to green marketing initiatives. By examining the connection between consumer motivation and the adoption of environment-friendly marketing practices, such as eco levelling, green advertising & green branding, this research provides a deeper understanding of the mechanisms driving environmentally conscious purchasing decisions.

The correlation between consumer motivation and green marketing strategies is positive and statistically significant. The results of this article have momentous implications for businesses seeking to develop more intended and poignant green marketing campaigns to involve eco-conscious consumers. Furthermore, this study elucidates on the significance of tailoring green marketing to align with intrinsic and extrinsic consumer motivations such as environmental awareness and social acknowledgements. It also emphasizes the importance of consumer faith through clarity in green marketing practices to ensure long-term engagement with sustainable initiatives.

Keywords: consumer motivation, green marketing, sustainable consumption, correlation study

I. INTRODUCTION

In the era of globalization, the necessity for sustainable consumption is essential. With the advancement of technology, society is progressing one hand and on the other hand, the environmental hazards are increasing. As environmental issues are gradually rising, consumers are getting focused on searching for environment - favourable products and services that reflect their dedication to environmental sustainability. Keeping this in view, the merchants are adopting green marketing strategies in response to this increasing sector of consumers who are ecologically aware. The effectiveness of these strategies primarily depends on understanding the factors to motivations that impact consumer behavior.

This research work focuses on the success of green marketing strategies in enhancing sustainable consumption behaviour. A detailed review of existing research and empirical data analysis, promises to explore the intricate connections between various motivational factors and consumers' views of green marketing efforts. By analysing the connection between consumer motivation and green marketing strategies, this research aims to throw light on the purchase decisions of eco-conscious customers. Furthermore, the insights gained from this research have notable implications for businesses aiming to create more focused and impactful green marketing campaigns to involve eco-conscious consumers effectively.

Consumer Motivation and Sustainable Consumption

The motivation of the consumers plays a pivotal role in driving sustainable consumption. It is evident from several researches that consumers are influenced by many factors when purchasing any items related to environmental sustainability, The personal values, beliefs and morality are some of the factors in this regard. Consumer motivation can influence them to buy environment - friendly products and support the enterprises which promote eco-friendly brands.

Green Marketing Strategies

Strategies related to green marketing aim to attract customers to buy products which are environment-friendly and sustainable. There are many forms of strategies like branding and promotion of sustainable products, promoting the practices of eco-labeling campaigns the necessity of eco-friendly products through various channels of advertisement. By adopting unique green marketing strategies, organizations can propagate the imperatives and essentialities of eco-conscious products.

Eco Labelling

Eco-labeling is a certification process through which specific products, practices or services are identified which meet certain environmental standards. It's a comprehensive way to inform consumers about the environmental impact of any product. This process promotes accountability and transparency in purchase decisions. It's about appreciating and experiencing nature while lessening negative impacts on the environment and local communities.

Green Advertising

Green advertising is a process of promoting earth-friendly products, brands and services. It displays the beneficial effects of sustainable goods and services through diverse forms like social media, traditional media and promotional activities. Green advertising should be done with ethical practices and any misleading of consumers or green washing can create ramifications.

Green Branding

Green branding is a systematic process of creating brands which are environment friendly and promoting those brands with proper strategies. Renewable energy production and consumption, environmental certifications, sustainable packaging and attempts to reduce carbon emissions are some of the examples of green branding. Complaints adopting green branding strategies are contributing to a larger environmental movement for achieving optimum sustainability. It also enhances their brand equity and goodwill.

II.   REVIEW OF LITERATURE

Smith and Brower (2012) carried out a long-term study investigating how green marketing strategies influence consumer buying behaviours. Findings manifested that the strategies influence awareness of environment-friendly products and impact their consumption behaviour. Juwaheer, Pudaruth, and Noyaux (2012) mentioned gain, hedonic and normative factors as motivations for consumer pro-environmental attitudes, with all three factors being essential for the intention of the customers regarding electric machete usage. Pinto et al. (2014) found that the motivation to live healthy lifestyles and protect the world for future generations is high among the urban middle class, indicating a possibility for sustainable consumption. The effect of specific green marketing tools has been examined in various literature.

Green Marketing has been found to significantly influence consumer purchasing behaviour (Szabo & Webster, 2020). The study by Szabo and Webster (2020) tested the factors that motivate a green-buying mindset among consumers and highlighted the perceived impact of green washing on environmental and product perceptions. Moreover, Kim et al. (2021) examined green marketing tools such as eco-label, eco-brand, and environmental advertisements and found that eco-friendly advertisements had the most prominent influence on customer buying behaviour. This depicts that the choice of marketing tools has a vital role in driving sustainable consumption.

III.   RESEARCH GAP

Though the existing literature provides important insights into the connection between consumer motivation and green marketing strategies in sustaining sustainable consumption, there are several knowledge gaps and inadequate information that signify the necessity of further investigation. No correlational study has been conducted to churn the impact of consumer motivation on green marketing strategies which is an important factor of sustainable development.

IV.   OBJECTIVES OF THE STUDY

The objectives of the study are as follows -
- Identification of the relevance of green marketing strategies in achieving sustainable consumption.
- Identification of the correlation between consumer motivation and green marketing strategies.

V.   RESEARCH METHODOLOGY

Research Hypothesis
H_0: There is no correlation between consumer motivation and green marketing strategies.
Variables: In this study, consumer motivation and its four factors (Consumer's concern with perceived effectiveness and knowledge, Laws and regulations, Promotional tools, Reference group) are the independent variables and green marketing strategies and its three factors(Eco-labeling, Green branding, Green advertising)are dependent variables.
Population of the Study: The present study has been conducted in the Kolkata district of West Bengal, India. In this study, the population is all the consumers of the Kolkata district.

Sample: 100 respondents from the population have been selected. Among them, 72 were male and 28 were female. A simple random sampling technique is being used to select the sample.

Collection of Data: Data were collected from two supermarkets and two petrol pumps in Kolkata. Interview techniques have been imparted to collect data. The respondents were initially informed about the purpose of the research. Based on their consent, further information has been collected.

Research Tools: Data were collected through an interview schedule. Two sets of questionnaires were introduced. In the first part, four questions are related to demographic information. In the second part, two previously used questionnaires were been used to collect data regarding consumer motivation and green marketing strategies.

VI. DATA ANALYSIS

Gender	Male - 72, Female - 28
Age	Below 30- 21, 30 to 50 – 48, Above 50- 31
Occupation	Business- 48, Service- 52
Married	Yes - 78, No- 22

Table 01: Demographic Data (Total respondents – 100)
Source: Author

The data had been analyzed Statistical Package for Social Sciences software. Pearson correlation test had been introduced to check the correlations of different variables.

	Green Marketing Strategies
Consumer Motivation	.781

Table 02: Correlation analysis using Pearson correlation (Overall correlation)
Source: Author

	Concern of consumers, Perceived knowledge and effectiveness	Promotional tools	Laws and regulations	Reference group	Eco-labeling	Green branding	Green advertising
Concern of consumers, Perceived Knowledge and effectiveness	1						
Promotional tools	.721	1					
Laws and regulations.	.653	.502	1				
Reference group	.409	.697	.401	1			
Eco- labeling	.780	.711	.502	.568	1		
Green branding	.802	.890	.511	.608	.568	1	
Green advertising	.641	.802	.501	.404	.670	.798	1

Table 03: Factor wise Correlation
Source: Author

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781ᵃ	.609	.592	35.205

Table 04: Model Summary. Result of regression analysis
Source: Author

a. Dependent Variable: Green Marketing Strategies
b. Predictors: (Constant) Consumer Motivation.

The significance value (p value) of the ANOVA test in this study is .000 which is < 0.05.

VII. INTERPRETATION OF DATA

The correlation between overall consumer motivation and green marketing strategy is .781 which is significantly high (Henry E. Garret, Page 367). The factor wise correlation table shows that all the four factors of consumer motivation is positively correlated with three factors of green marketing strategies. Where promotional tools and green branding having highest correlation (0.802) and laws and regulation and reference groups are having lowest correlation (0.401). All the factor wise correlation values are above 0.40. In the regression analysis the adjusted R^2 value is 0.592, which is quite high. The comparatively high R^2 indicates that the model has a high explanatory power and the independent variables offer significant insight into outcome prediction. The p value is .000 which is < .05. It shows that the there is a very low probability that this observed correlation occurred by chance and the test result is statistically significant.

Based on the above manifestation, the null hypothesis 'There is no correlation between consumer motivation and green marketing strategies' can be rejected.

The study reveals that there are strong correlations among consumer behavior and its four factors with green marketing strategies and its three factors.

VIII. IMPLICATIONS FOR BUSINESS

This study has significant implications on enterprises seeking to promote sustainable consumption through green marketing strategies. By understanding the motivations driving consumers' sustainable consumption behavior, companies can tailor their marketing strategies for better approach to environmentally conscious consumers. This, in turn, they can help to increase the requirements for sustainable products and services and encourage a more sustainable future. Marketing strategies can be made with prioritizing customer motivation component. If corporations can relate customer motivation to green marketing, it can help to achieving specific parts of the Sustainable Development Goals (SDGs) introduced by the United Nations, such as Goal 13: Climate Action. By influencing consumers to adopt eco-friendly behaviors and products, businesses might play a crucial role in driving collective action to confront climate change.

IX. CONCLUSION

This study successfully manifests the strong correlation between consumer motivation and green marketing strategies in promoting sustainable consumption. The results underscore effectiveness of green marketing strategies, including eco-labeling, green branding, and green advertising, is directly linked to consumer motivation and its four factors (concern of consumers with perceived knowledge and effectiveness, promotional tools, laws and regulations, and reference groups).

By leveraging insights from this research, businesses can design transformative green marketing initiatives that align with consumer values. Moreover, integrating consumer motivation with green marketing efforts will help the achievement of global sustainability goals, specifically SDG 13: Climate Action, by encouraging the acceptance of eco-friendly products. By providing practical insights for companies and policy makers seeking to build a more sustainable society, this study progresses our understanding of sustainable consumption practices.

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