The Impact of Green Marketing Strategies on Consumer Purchasing Patterns

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ABSTRACT

The current study focus is on three specific green marketing tools that may enhance the consumer's knowledge about the environment, the environment-friendly products and that may help them in distinguishing between the conventional and green products. The three marketing tools discussed by the researcher are "green brands", "green labels" and "green advertisements". This study aims to investigate the role of green marketing strategies on consumer believes and behaviors in terms of shopping goods that included household detergents and organic food items. The research serves the consumers of Guildford Surrey, to analyze the role of green marketing in terms of their behavior. The author adopted the positivistic research philosophy and quantitative techniques were used for the data collection. Data were mainly collected from the primary source through the help of a structured close-ended questionnaire. The finding of the results suggests that green marketing strategies have a positive impact on consumer believes and behavior. Consumers are more concerned with environmental issues and try buying convenience goods. The resulting finding is parallel in line with the previous literature on green marketing. Companies try to target consumers according to their environmental beliefs. The main limitation of this study is the role of green marketing (branding, labeling, and advertising) towards the consumer purchase only in food commodities and household detergents thus in the future other researchers interested to carry work on green marketing role on consumers purchase decisions may work on the product type. Like convenience goods, shopping goods moreover in durable goods where consumer involvement is high.

INTRODUCTION

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Environmental concern and the possible ways of improving the environment started growing in the late 1960s and early 1970s. According to Monitor Global International report (2001) in both major developing and developed countries, 75% of the citizens are concerned about their environmental situations. Consideration of environmentalism has emerged in Western Europe and the US. Alwitt and Pitts (1996) argued that there is a positive change in customer attitude towards environmentally friendly products due to the fact of global environmental awareness since the 1970s. Due to this, environmental concern has not only become an important public issue but also an important topic in academic research. Moreover, it can be seen in context to marketing discipline which has produced many studies since the 1970s regarding how consumers make decisions bearing in mind the environmental concerns. According to Stanton and Futrell (1987) definition of green marketing is all those green marketing actions intended to replace the consumer's present needs and wants with green goods that eliminate the harmful impact on their environment.

Companies in most industries have now started to integrate environmental concerns in the development of their products. Firms and businesses have realized that not only have to produce environmentally friendly products but also to give their customers the information of the impact of their green products and green products manufacturing process effects on the environment. Many companies in different parts of the world are now committed to being socially responsible. This can be seen from the companies web page that almost all companies have put their social responsibility reports title "Corporate Citizenship", Sustainable reports" and environmental safety reports on their web page (Ottman and Terry 1998). Hartmann and Ibanez (2006) states that the focus of green marketing is generally on the efficiency of cognitive persuasion strategies and argued that consumers' high concern of their environmental issues is due to the high growth of environmental knowledge. While there are positive outcomes of green marketing but there is some significant risk involved too in adapting and adopting green marketing strategies and companies are the ones that are on the most of the stake.

According to the brand definition by the American Marketing Association, it is "a name, term, design, symbol or sign or the combination of them, with the intentions to identify and differentiate the brands from other competitors". According to Rahbar and Nabsiah (2010), this definition of the brand can also be generalized to the green brands with the addition that the green brands are

environmentally friendly and may not cause any negative effect on the environment. Utilizing such green brands helps the consumers in differentiating the green brands from the non-green brands.

Green label is considered to be one of the most powerful marketing tools. Rex and Baumann (2007) defined green label as "a marketing tool for consumers which helps them in deciding for choosing the environmentally friendly brands and also enable them with the product ingredients and the process of how brands are made. Roe et al, (2001) argued that consumer's evaluation of the environmental brands should be strongly affected by the green labels. The green labels are utilized by the marketer for the identification and promotion of green products (D'Souza et al, 2006). Moreover, the green label creates an information link between the buyers and seller and helps in accomplishing the two main functions of the labels: information to the consumers regarding the characteristics of product quality and the value function which in itself is the overall value of the product.

Numerous previous studies regarding the eco-labels are concerned with how to make the green brands and green labels effective in consumer purchase behavior (D'Souza et al., 2006; Sammer and Wustenhagen, 2006). The important issue over here is to recognize the impact of green labels on consumer purchase behavior of the environmentally friendly product. The third important tool of green marketing is green advertisements, making awareness among the consumers regarding the brand's characteristics and its positive impact on the environment. The main objective of green advertisements is to enhance and peruse the consumers to make a purchase of the environmentally friendly brand and to discourage them from creating awareness of the negative impacts of the non-green brands.

Previous literature is more concerned with the factors that influence and enhance the environmental purchase behavior such as value, knowledge, and attitude. Although these factors influence the purchase behavior limited studies have investigated the impact of green marketing strategies on the purchase of green products. According to Cohen (1973), green marketing activities are increasing in many countries and such activities have a significant impact in enhancing consumer knowledge and shifting them towards the purchase decision of green products.

Kilbourne and Pickett (2008) argued that an increase in consumer concern for the environment usually leads to strong positive beliefs and behavior. The green marketing strategy usually makes

the consumer more environment sensitive thus resulting in the change in purchase patterns and moving towards going green. Furthermore, Bei and Simpson (1995) argued that the green characteristics of the greener products usually arouse the consumer emotions (protection of the environment).

1.1 An Overview of green marketing in the UK

According to Young et al (2009), 30% of UK consumers consider the environmental issue but the concerns of growing green are very slow. Simintiras et al (1994) study report that 42% of UK consumers go for environmental performance products and 27% of the individuals are willing to pay more up to 25% for environmentally friendly products as compared to non-environmental friendly products.

1.4 Problem Statement

The majority of the recent studies on green marketing and its impact on consumers behavior have been conducted in the developed and industrialized nation but their findings are often contradictory and cannot be generalized in many countries Chan, (2004), Chatterjee (2009) and Bleda and Valente, (2008). Therefore the findings may only be generalizable in other nations which may have similar characteristics such as culture, time, and geographical location. With this Rahbar and Nabsiah (2011) pointed that Consumer choice for green and non-green product purchase behavior is often a complex process and thus the generalization is often not meaningful under the different cultures and geographical circumstances. Ottman (1992) argued that across different cultures and market segments the consumer demand and attitudes towards the green marketed products may often be uneven due to the diversity. Moreover, the research on green marketing and its effects in developed markets is considered to be well-timed. The contradictions can be seen as Leire and Thidell (2005) argued that although label functions are recognized by the consumers this doesn't lead to the purchase of green products. These contradictions lead the researcher to study the impact of green marketing tools on the Guildford, Surrey consumer's believes and behavior.

1.6 Research Objectives
1. To examine the relationship of green marketing strategies on the consumer's beliefs and behavior.
2. To analyze the consumers' response towards green products.

3. To analyze how the green labels affect the consumer in making a purchase decision.

4. To determine how green advertising affects consumer behavior.

a. Research Question

Based on the research objective the main research question derived for this study is

Does green marketing strategies (green brands, green labels, and green advertising) affect the consumers believe and behavior, in terms of brand likability, advertisement likability, and final purchase?

2.1 Green Marketing

Over the last few decades, environmental preservation at the national and international level is on the top agenda item for many different stakeholders (MSEA, 2005). According to Lee et al (2005), billions of dollars have been spent at the national and international levels on environmental conversation programs, prevention efforts, and protection of the environment overall.

Environmental concern has not only affected the society but marketing discipline is affected the most by the environmental concerns starting from the 1970s till date. The green marketing concept originated in the early 1970s and "arrived in earnest" in the 1990s.

According to Charter (1992), Green marketing is a holistic approach that identifies, anticipates, and satisfies the needs of all the stakeholders without disturbing or harming human or environmental well-being. Green marketing is an extension of societal marketing that aims to create awareness among society members for environmental concerns. Green marketing has also been referred to as environmental marketing, greener marketing, and sustainable marketing (Peattie 1992; Charter and Polonsky 1999 and fuller 1999). Every picture has two sides and the more interesting picture of green marketing is the consumer double-sided approach towards green marketing. As discussed in the problem statement that the literature suggests green marketing has contradictory results thus the green marketing debate is not so easy and understandable in reality as the consumers are aware of the positive outcomes of green marketing but still, their behavior in terms of purchases decision is objectionable. Every individual in the survey response usually agrees with the (GM) and acts as a green customer but the sales figures and market share of green products (GM) is quite low which a serious concern for the marketers is.

Academicians discussed many different aspects of green marketing's however it was concluded that more research is required for example on consumer needs (Davis, 1993). In the late 1980s and early 1990's main focus of green marketing, literature was on green markets and green consumer profiles. Iyer and Banerjee (1993) said the main focus of studying green marketing was to study the consumer profile. According to the Peattie (1992) report, 75% of the population in developed countries goes for the purchase of environmentally friendly products. Similarly, **Magrath 1992** showed 93% of individuals while purchasing products pay more attention to the products that are considered environmentally friendly. Moreover, **Simintiras et al 1994** study report that 42% of UK consumers go for environmental performance products and 27% of the individuals are willing to pay more up to 25% for environmentally friendly products as compared to non-environmental friendly products. Ninety percent of American consumers are concerned about the environmental consequences of their purchases and 75% call themselves environmentalists and considers the environmental consequences in their shopping **(Kleiner 1991).**

2.2 Green Brands

The power of the brands helps the consumer in undertaking a quick purchase decision and such know-how is an essential tool for marketers and other professionals. This essential tool of know-how is embodied in the brand equity concept. Aaker (1992) argued that brand equity is formed by perceived quality, brand associations among others. Such brand associations are created by the firms for communication with the masses (Van Osselaer and Janiszewski, 2001).

According to **Meffert and Kirchgeorg, (1993)** and Peattie (1995), environmental green brand attributes may possess environmentally friendly production, switching to and fair use of products that are environmentally friendly and eliminating the use of harmful products that affect the environment. However, the literature does not give a solid definition of what makes a product "environment friendly".

Green consumers divert themselves towards the purchase of green products and it is now the firm responsibility to provide consumers with different options and benefits (Charter 1992). Thus the companies respond to the green customers get involved in the green marketing and a significant niche market develops (Pierre and Prothero, 1997). A likely example is the body shop. They concentrate on developing and selling environmentally friendly health and skincare products,

while on the other hand, some companies do not go green as their response is reactive towards the government legislation and to other stakeholder's responses (Saha and Darntoon, 2005).

2.3 Green Labels

Eco-labels are considered as a tool for consumers to make choices between different alternatives i.e. environmental friendly products vs non environmentally friendly products such that use of the environmental product will reduce the negatives impacts on the environment and will help the consumers in knowing how the products are made off, the material used in making of the product and the overall impact of the product usage on the environment. Environmental labeling has been introduced in different product categories such as in organic food, energy-saving electronic products like home appliances. The main aim of eco-labeling is to help consumers recognizing environmental green products. There are around 55 eco-label product groups and around 2800 products available in Nordic countries. Similarly in Japan, criteria are established for 64 product groups and around 5000 products have been accepted **(Rubik and Frankl 2005).** According to **Ekologiska (2002)** green product market is considered as established and is expanding. One perfect example over here is the annual increase in sales of world ecological food products accounts for 20%. Such an increase in sales has attracted the attention of different producers to make environment-friendly products, as well as consumers, to consume environment-friendly products. However, Peattie and Crane (2005) argued that in reality, the picture is quite different as market share alters the picture. The market share of the green-labeled product is low except for some product groups among which the food sector is on the top. The green market share for food products continues to grow but this sector only makes up to 5% of the total sales in Europe. Moreover found that strong environmental labeling on the products helps the consumer in believing the positives outcomes of the environmental brands.

Rex and Baumann 2007 argued that green products may have some negative characteristics that need to be overcome when marketing them successfully. One of them is the environmental qualities of the product that has gained special attention (Meyer 2001). Today the government and different non-governmental organizations concerned with the betterment of the environment are introducing environmental labeling schemes. Along with this, research on the effectiveness of environmental labels has been developed and this research body deals with the use and recognition of Eco labels. Moreover, De Boer (2003) argued that the public is now interested as environment

protection NGOs push producers and consumers to undertake labeling initiatives. Similarly, the academicians are also in the race of studying and focusing on the environmental green labels as Leire et al (2005).

2.4 Green Advertising

From the last few decades, media has paid significant attention to the business concern for the environment and investment in environmental activates (Iyer and Banerjee 1993). Media has played a significant role in spreading and creating environmental awareness among the masses. According to Qader and Zainuddin (2011) media coverage has transformed many specific environmental problems in public issues and as a result, the company's focus on environmental protection, ecology, and environmental degradation and focus on producing environmentally friendly products, promoting the advertisements of these green products.

According to Haytko and Matulich (2008), green advertising started due to the recession caused by the high oil prices during the 1970s to deal with the environmental problems. Companies following the green trend started to create green environmental-friendly goods to achieve a competitive advantage over the competitors and looked for new ways to reach the masses (Phau and Ong 2007). The companies started to make environmental claims in the advertisements and Scammon and Mayer (1995) describe environmental claims as "statements made by the businesses for selling their products which have a significant positive effect on the natural environment".

Traditional advertising has three main functions i.e. inform, remind and persuade while green advertising goes beyond the three basic functions of advertising as they create awareness among the masses towards environmentally friendly products and the green companies (D'Souza and Taghian 2005). According to **Pranee (2010),** the role of green advertising is to inform consumers regarding the environmental aspects of green products and green companies and argues that it should be honest and legal and are to be consistent with fair competition and environmental regulations.

2.5 Green Consumers

2.5.1 Conscious Behavior

Consumers who consider themselves as an ecologist and take into consideration the ecological consequences i.e. (nature and human) are more concern for their environment in comparison to those who are not. Such differences in ecological attitude and behavior can better be understood by the personal value system (Anderson and Cunningham 1972).

McCarty and Shrum (2001) argued that there might be differences between environmental behavior and other types of consumer behavior and such differences may be due to the underlying motivations. Generally, consumer purchase of products and services is driven by the fact that their decision would immediately and directly help the environment.

2.5.2 Attitude and Behavior

The main aim of a green faction of consumer psychology is to explain the gap between consumer's attitude and their actual buying behavior. Ajzen's Theory of Planned Behavior aims towards the acts that are determined by attitudes, norms, and perceived control. Many other factors could lead to some certain behavior and may even interfere in the behavior process that may explain the impact of whether the environmentally friendly attitudes will result in actual purchase behavior of green products or not. Many factors might be "low cost vs high cost" Diekmann and Preisendorfer (2002)**,** **"**availability of alternatives" Rex (2000), and "consumers trust" regarding the provided environmental information (Thogersen, 2000).

2.5.3 Green Consumer Segments

Green branding, green labeling, and green advertising may not appeal the same to all consumers as numerous consumers are receptive to green marketing. According to the survey report of Roper (2002) 58% US consumer saves electricity at their home, 45% US consumers return can and bottles and 23% go for the purchase of products that are made from recycled material. The above survey details indicate that consumer that some consumers have developed sporadic green marketing sentiments in their purchase decisions, while the rest have not. Thus the green marketers need to understand their green customers and such will help them in knowing whether "greenness" is an appropriate strategy and how it should be better incorporated in a company marketing nix strategy.

Based on the literature relating to green marketing, the researcher can argue that Green Marketing (GM) has an impact on consumer believes and behavior. To investigate whether green marketing strategies affect consumer buying behavior positively or not the researcher structured the following

theoretical model from the literature. The model has one independent variable (green marketing strategies) and the effects of the (GMS) on the dependent variable is (consumer buying behavior). The independent variable is subdivided into green brands (GM), green labels (GL), and green advertisements (GA).

2.6 Theoretical Model

Green Marketing Strategies (GMS)	→	Consumer Believes and Behavior

Fig 1: The effects of green marketing strategies on consumer believes and behavior

Green Marketing Strategies (GMS)

↓

Green Brands

Green Labels

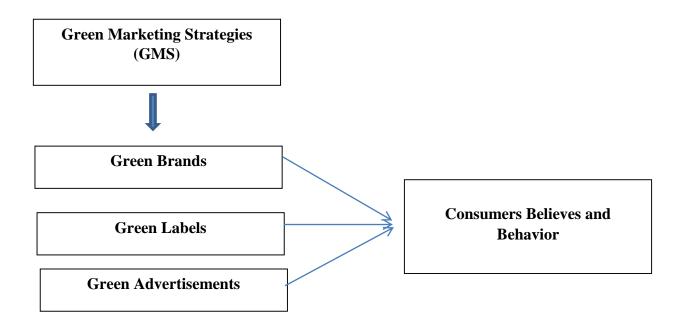| Green Advertisements |
|---|

Consumers Believes and Behavior

Fig 2: Elaborative form of the green marketing strategies on consumers believes and behavior

Source: Author Developed

Hypothesis

With the help of the theoretical model and based on the above objectives and following hypotheses were developed for this research.

H1. Green branding has a positive influence on consumer's believes and behavior.

H2. Eco-labeling has a positive influence on consumer's believes and behavior.

H3. Green advertising has a positive influence on consumers' believes and behavior.

3.1 Research Approach

Under the positivism approach, the overall methodology of the current research is quantitative. The research questions are not derived from a single study but from the combination of the discussed literature review (Rahbar and Wahid 2001; **Chun and Huang 2012**; Young et al 2009). The research questions are also exploratory and descriptive, thus the current research will apply different methodologies for answering the different research questions. The aim of undertaking the quantitative techniques over here was to generate data from the masses and to test the hypotheses statistically. Secondly, it is best to use quantitative methods for quantifiable variables like demographic variables.

3.2 Measurement

questions under the green marketing strategies (green branding, green labeling, and green advertising) were derived mainly from the work of **Lin and Huang (2011)** while questions under the belt of consumer behavior were derived from the green consumer marketing literature in areas such as consumers concern for their environment, consumers perception towards the environmental friendly products. Thus the questionnaire instrument is derived from the basic literature of green marketing. The questionnaire was divided into three main sections. The first part was concerned with the demographic variables (age, gender, and qualification) the second part was concerned with the green advertising strategies and was further divided into three sub-parts related to green branding, green labeling, and green advertising. While the last part was concerned

with the consumer's believes and behavior and this section was not further operationalized. Moreover, a total number of 19 questions were included in the close-ended questionnaire.

3.4.2 Questionnaire structure

Section	No of items	Variable	Scale
Demographic Characteristics	3	Age, Gender, and Qualification	Nominal
Green Marketing Strategies	4	Green Branding	Ordinal
	4	Eco Labeling	Ordinal
	4	Green Advertising	Ordinal
Consumer Believes and Behavior	4	Consumer Believes and Behavior	Ordinal

3.5 Sample:

. The target population of the current study is the general consumers of Guildford, Surrey. Convenience sampling was carried due to easy accessibility to the customers and with the main aim, to save time and to reach a large number of consumers. The other reason behind using the convenience sample was a low budgetary issue. According to **Cooper and Schindler (2001)** sample size of 50-500 is more appropriate for research surveys, thus the current research covered a total number of 167 consumers of Guildford, Surrey, out of which 150 responses were valid while the rest were blank and vague.

3.6 **Data Analysis Methods and Procedures**

The data that was collected through the structured questionnaire was analyzed with the help of SPSS (Statistical Package for Social Science) version 16th. Expect the demographic variables the three hypotheses concerned with (green branding, green labeling, and green advertising) were analyzed with the help of descriptive statistics. Correlation and reliability tests were conducted.

For hypothesis one, the Pearson Correlation test was conducted to examine the relationship of green branding strategies on consumer believes behavior.

For Hypothesis two, the Pearson Correlation test was conducted to examine the relations of green labeling strategies on consumer believes and behavior.

For Hypothesis three, the same test was carried out for the examination of the relationship between green advertising and consumer believes and behavior.

4.2 Demographic information of the respondents

Demographic information of the respondents was analyzed using age, gender, and qualification. These variables are discussed as follows.

4.2.1 Frequency Distribution of Respondents by Age

Table 4.1 and figure 4.1 highlight that 25% of the respondents have age less than 18 years, 31% of the respondents have age between 18 and 25 years, 25% of the respondents have age between 26 to 35 years, 18% of the respondents have the age between 36 to 46 years. Figure 4.1 provides another way of looking at the age of the respondents.

Table 4.1: Age Level

		Frequency	Percent	Valid Percent
Valid	Under 18	37	24.7	24.7
	18 to 25	47	31.3	31.3
	26 to 35	39	26.0	26.0
	36 to 45	27	18.0	18.0
	Total	150	100.0	100.0

4.2.2 Gender of the respondents

It is clear from the table that the respondents who participated in the survey were males and females. The table shows that 41% of the respondents were female whereas 59% of the respondents were male. Figure 4.2 proves another angle of looking at the gender of the respondents.

Table 4.2: Gender of the Respondents

		Frequency	Percent	Valid Percent
Valid	Female	62	41.3	41.3
	Male	88	58.7	58.7
	Total	150	100.0	100.0

4.2.3 Qualification of the respondents

Table 4.3 highlights the frequency distribution of qualifications of the respondents. It is clear from the table that almost 23% of the students were GCSE and 28% of the students were in their graduation stages and 48% were doing master's degree. Figure 4.3 provides another way of looking at the qualification of the respondents.

Table 4.3: Qualification of the Respondents

		Frequency	Percent	Valid Percent
Valid	GCSE	35	23.3	23.3
	Bachelors	43	28.7	28.7
	Masters	72	48.0	48.0
	Total	150	100.0	100.0

4.3 Reliability Analysis

Reliability analysis was used to ensure that the instrument used in the study is consistently measuring the same construct or not. Internal consistency of all the items used in the study is measured by reliability analysis. Cronbach's alpha is used as the most common measure of the scale's reliability. The current study also used Cronbach's alpha. The reliability of the instrument was checked on the pilot study conducted for the current study. SPSS 16TH Version software was used to analyze the reliability of the instrument. Reliability statistics are shown in table 4.4.

Table 4.4: Reliability Statistics

Cronbach's Alpha	N of Items
.771	12

The table shows the value of Cronbach's alpha reliability coefficient of each variable used in this study at hand.

Table 4.4.1: Reliability Statistics of Each Variable

Variable	Cronbach's Alpha value
Eco Banding	.671
Green Labeling	.685
Green Advertisement	.643
The consumer believes and behavior	.602

4.4 Correlation analysis

The strength and direction of the relationship between variables are depicted by the correlation analysis. Table 4.6 highlights the correlation for the variable of the study in hand. The current study has three independent variables as Green branding Eco-labeling and Green advertising and one dependent variable such as Consumer believes and behavior. The table shows that there is a strong positive correlation (r=.408) exist between Consumer believes and behavior and eco-labeling also there is a strong positive correlation (r=.586) between Consumer believes and behavior and Green Branding a. The table also shows that there is a strong positive correlation (r=.647) between Consumer believes and behavior and Green advertising. All this was accomplished by using SPSS 16th version software.

Table 4.5: Correlation statistics

		The consumer believes and behavior	Eco-labeling	Green branding	Green advertising
Consumer believes and behavior	Pearson Correlation	1	.408**	.586**	.647**
	Sig. (2-tailed)		.000	.000	.000
	N	150	150	150	150
Eco labeling	Pearson Correlation	.408**	1	.797**	.624**
	Sig. (2-tailed)	.000		.000	.000
	N	150	150	150	150
Green branding	Pearson Correlation	.586**	.797**	1	.801**
	Sig. (2-tailed)	.000	.000		.000
	N	150	150	150	150
Green advertising	Pearson Correlation	.647**	.624**	.801**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	150	150	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

4.5 Testing of Hypothesis

To further check the relationship among variables regression analysis was applied to the data. Table 4.7 captured model summary, R Square is the measure of the success of our model, which shows the variance of the dependent variable.

Table 4.6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662[a]	.438	.427	.49046

Predictors: (Constant), green advertising, Eco-labeling, Green branding

The table highlights that there is a 43.8% change in a dependent variable such as Consumer believes and behavior or in other words green advertising, Eco-labeling, Green branding will lead to a 43.8% variation in compulsive buying.

Table 4.7: Coefficients of each Variable in Regression Equation

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.365	.114		1.885	.001
Eco labeling	.158	.105	.141	1.369	.003
Green branding	.455	.100	.306	2.281	.004
Green advertising	.647	.107	.489	4.716	.000

a. Dependent Variable: Consumer believes and behavior

The coefficient table also shows the relationship between variables, the standardized beta Coefficients give a measure of the contribution of each variable to the model. Values of

standardized beta Coefficients indicate a measure of a unit change in this predictor variable affects the criterion variable. The t and Sig (p) values are related with statistical significance of the relationship, a big absolute t value and small P value suggests that a predictor variable is having a large impact on the criterion variable.

The first independent variable of the study Eco-labeling is a significant predictor, = .141, $p<.005$, the second independent variable of the study Green branding is also a significant predictor, = .306, $p<.005$. It is clear from table 4.8 that green advertising has a positive relationship with Consumer believes and behavior i.e. = .489, $p<.005$.

To test the hypothesis multiple regression analysis was used. All independent variables have a significant relationship with the dependent variable of the study. The current study's independent variables are green advertising, Eco-labeling, Green branding whereas the dependent variable is Consumer believes and behavior.

H1: Green branding has a positive influence on consumers' believes and behavior.
Results of table 4.8 present, that there is a positive and significant relationship between parent education and consumers' believes and behavior. The beta value is .301, which means a 1% change will cause a 30.1% change. Significant value is less than .005, which is strongly acceptable. Therefore, our hypothesis is accepted.

H2: Green labeling has a positive influence on consumer's believes and behavior.
Results of table 4.8 present, that there is a significant relationship between green labeling and consumer believes and behavior. The beta value is .141, which means 1% change will cause 14.1% change. Significant value is less than .005, which is strongly acceptable.
Therefore, our first hypothesis is accepted.

H3: Green advertising has a positive influence on consumers' believes and behavior.
Results of table 4.8 present, that there is a significant relationship between the ability to spend and consumers' believes and behavior. The beta value is .489, which means a 1% change will cause a 48.9% change. Significant value is less than .005, which is strongly acceptable.
Therefore, the third hypothesis is accepted.

Table 4.8: Summary of Hypothesis Testing

Hypothesis	Result
H1: Green branding has a positive influence on consumers' believes and behavior.	Supported
H2: Green labeling has a positive influence on consumers' believes and behavior.	Supported
3H3: Green advertising has a positive influence on consumers' believes and behavior.	Supported

Discussion

The main objective of the study was to examine the relationship between green marketing strategies (green branding, green labeling, and green advertising) and consumer believes and behavior more specifically the consumer purchase behavior. Investigation of each of the green marketing tools shows all the variables are significantly related to the purchase decision of consumers. It seems that green-labeled products are commercially successful due to the positive image in the public mind. These positive images direct the consumer towards the final purchase of the green environmentally friendly products and the result is brand loyalty. From the results, it seems that awareness of green environmental products among the Guilford Surrey consumer and their positive behavior towards the purchase of the green products is influenced by their belief and behavior of the positive environmental products outcome not only to themselves but also on the environment.

From the results of the above analysis of the data, it was found that green marketing practices have a strong positive relationship with consumers' believes and behavior. First, the demographic analysis was interpreted. It was clear from the analysis that the respondents who participated in the survey were males and females. The table shows that 41% of the respondents were female whereas 59% of the respondents were male. Regarding the gender of the respondents, it was noted that 41% of the respondents were female whereas 59% of the respondents were male. Finally, regarding the qualification of the respondents, it was noted that 23% of the students were GCSE and 28% of the students were in their graduation stages and 48% were doing master's degree.

According to the results of the current study, it was noted that green marketing strategies are very essential for businesses to adapt to green marketing strategies. It was found that there is a positive relationship between eco branding and consumers' believes & behavior. Thus, it can be inferred from the results that eco branding will lead to building consumers' believes and behavior. Later it was also found that there is a positive and significant relationship between green labeling and consumers' believes and behavior. Thus, businesses should adopt green labeling practices. It was also noted that there is a positive and significant relationship between green advertising and consumers' believes and attitude. Thus it was proved that businesses should consider green advertising to have a positive influence on consumers' believes and attitudes. As green marketing is operationalized into three dimensions such as eco-labeling, green advertising, and green branding, additionally all of these dimensions are positively related to consumers' believes and attitudes. Therefore, it can be said from the results that green marketing has a positive and significant impact on consumers' believes and behavior.

Conclusion

Diversification in human needs has increased due to industrialization and the development of technology. Consequently, our society has faced devastation and pollution of natural resources because of diversification in human needs. Pollution and depletion of natural resources have negative effects on human life. Human beings are searching for ways to sustain their lives and ensuring their futures. Therefore, social and environmental problems are becoming much more important for people and they are preferring brands that are socially and environmentally. As a result business organizations are producing environmentally friendly products. Thus, these products reached the customers through the green marketing concept.

This study aims to check the impact of eco-labeling, green branding, and green advertising on consumer's behavior and beliefs. Demographic features are also checked for the respondents who participated in the survey. Correlation and regression analysis was applied to check whether there is a significant relationship between the independent and the dependent variable, in addition, if the relationship between variables exists, to reveal the level and direction of the relation thereby indicating business organizations to produce environmentally friendly products.

It should also be burned in mind that the promotion of environmentally friendly products is considered as an important factor. Business organizations should consider these factors and should

adopt green marketing strategies accordingly. Business can accomplish their objectives by taking into consideration the demands of the customers and appropriately responding to them. Therefore, there should be a gradual increase in environmentally friendly products. It was also noted that marketing managers should pay proper attention to demographic features such as gender, education, and age of their targeted customers.

The economic aspect should not be neglected by green marketing. Managers should understand the implications of green marketing. If managers of the businesses think that customers don't understand the environmental issues and are not interested in paying for eco-responsible products, think again. Managers can find a way of charging a higher price and gaining customer loyalty by becoming socially and environmentally responsible. The concept of green marketing is at its early stages and will take a lot of research to fully explore its potentials.

It is also necessary that consumers must have awareness of environmentally and socially friendly products. This awareness can be initiated by non-government organizations, individuals, government, and businesses. Additionally, businesses should be paying attention to the green marketing activities in this direction and should develop these contents. As a whole product, promotion and price should be aligned with demographic features.

Based on the findings researcher can conclude the positive use of environmental associations with consumer purchase decisions. To reduce the perceived risk of environment evaluation performance, marketers need to homogenize their environmental labeling programs. Moreover, it is not only the marketer's job to inform the public about the existence of green eco-labeled brands, it is also necessary for public administrators, NGOs to inform the masses about the availability of such environmentally friendly products. For this, the more convenient way may be to make local commissions in association with the International Standard Organization (ISO) which may ensure the green brands, green labels, and best green environmental practices of the companies to pursue the customers in making a perfect purchase decision that may not only help the customers but also in preserving their environments. One example is from Pakistan where the government runs the advertisements of green brands on their national channel.

5.5 Limitation of the Study

The current study has the following limitations

- The first limitation of the study is that it utilizes a convenience sampling technique which is non-probability sampling. Convenience sampling was used because of time and financial constraints.
- Secondly, the study was cross-sectional and collected the data only once. Data would have been collected using the cross-sectional study to get a clearer understanding of the concept under consideration.
- Thirdly, data was analyzed from a small sample size such that 150 respondents.
- Fourthly, the respondents of the questionnaire were only limited to supermarkets in Guildford London.
- Fifthly, the research focused on consumers of different products, so there was not any distinction between consumers of different products.
- Finally, the respondents of the research were only consumers of the products. It doesn't take into account other stakeholders like managers, government NGOs, and media.

5.6 Recommendation of the Study

The objective of the study was to explore the relationship between green marketing and consumer believes and behavior. Green branding was operationalized into three dimensions such as eco-labeling, green branding, and green advertising. Correlation and regression results have shown that there is a positive and significant relationship between each dimension of green marketing and consumer believes and behavior. The study has followed recommendations and implications.

- Firstly, it is recommended for future research to utilize probability sampling techniques such as simple random sampling which has higher generalization.
- Secondly, it is recommended for future research to use longitudinal research design. It will provide for detailed analysis of the findings of the study.
- Thirdly, future research should be conducted on large sample size. This will help inappropriately interpreting the results.
- Fourthly, the research should be conducted not only on consumers of the products but on a variety of stakeholders such as managers, employees, competitors, government, and media.

- Moreover, to date, fewer studies have been conducted on the product line i.e. consumers' response towards the environmental products types so it is necessary to research the product category like durable goods vs non-durable goods, convenience goods vs shopping goods.

5.7 Research Implications

Following are the implication of the study;

- The first implication of the study is for government policymakers to formulate green policies such as providing promotional incentives to those business organizations that are truly green in their manufacturing process, hereby attracting the general public to buy products that are socially and environmentally responsible.
- Secondly, the government should raise awareness campaigns to promote eco-labels. Such an initiative will help customers to select green brands. Additionally, the government should be monitoring the credibility and trustworthiness of green labels.
- Companies may now know how to produce and promote green brands not only to satisfy the customer's needs and wants but also to safeguard the natural environment.