Research Article

Influence Of Green Label's On Green Purchase Intention: A Study On Consumers In Bangalore

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ARTICLEINO	ABSTRACT
	The topic of protecting the environment is one that is gaining more and more interest these days. Because of the intense competition in today's markets, many businesses see "Green Marketing" as a crucial marketing approach for maintaining competitive edge. They use eco-friendly marketing strategies such as eco-branding and eco-labeling to raise public understanding of green products, simplify the articulation of those products' distinguishing features, and thereby increase demand for those items. In theory, green marketing is a rapidly developing field of study. The effect of green labels on consumer purchase intention is the main focus of this article. The effect of the green label on environmentally conscious purchasing decisions have been investigated through a survey that focused on consumers' perceptions of the green label. Green label is a very important investigating variable, but still very limited research has been conducted on green label and its consequences on "consumer green purchase intentions". Hence this study makes an attempt to evaluate the impact of green label on green purchase intentions of consumers. The study is descriptive in nature as the variables are continuous in nature. Survey method was adopted for the purpose of data collection. Reliable instruments were used for carrying out the survey. A survey of 400 consumers across Bangalore participated in the survey and the findings indicate that there is a positive association between the variables under investigation. **KEYWORDS:** *Green label, Green packaging, Consumer Green Purchase Intention, eco-branding, eco-labelling*

INTRODUCTION

People are becoming increasingly concerned about protecting the environment. As a result, many businesses see "Green Marketing" as a crucial marketing approach for maintaining competitive edge in today's market. They use eco-branding, eco-labelling, and other forms of environmentally conscious advertising to increase the general public's familiarity with green products, simplify the process of identifying their distinguishing features, and ultimately increase sales. Green selling is a popular area of study in the theoretical realm. The effect of green advertising methods on consumer decision-making is the primary focus of this article. A survey was conducted with the express purpose of learning how the "green label" affects consumers' propensity to make purchases.

The worldwide ecosystem is degrading fast as the global economy expands rapidly. Consumers now place a premium on products that help them preserve the planet and build peaceful communities. The environmental preservation awareness and ecological consciousness of the Indian people have clearly progressed in recent years. Consumers are increasingly opting for environmentally friendly products. Businesses are starting to let their customers direct their green marketing efforts because of the growing demand for environmentally friendly products. As part of their marketing strategy, they aim to promote a harmonious relationship between businesses and their customers, as well as between businesses and their communities and the environment.

Green Certification

From the company's perspective, having the appropriate green certification and putting the green label on products and packaging helps consumers quickly identify green product qualities. It's a simple yet effective indicator for distinguishing eco-friendly from conventionally manufactured goods. Enterprise items that carry

an environmental protection label stand out from the crowd and gain an edge in the marketplace. At the same time, it aids businesses in enhancing their brand and product recognition in the eyes of consumers. From the perspective of the consumer, the green label functions as a powerful signal, communicating to them some intangible aspects of the product, such as its quality and its inherent worth. In addition, it facilitates shoppers' ability to avoid unneeded hassle by avoiding prejudice while purchasing green items. Research on the influence of green marketing techniques like "green marks" and "green advertising" on consumers' intentions to make environmentally friendly purchases is now a very popular topic in the academic world. Most studies were conducted in first world nations like the USA and Australia; nevertheless, there is considerable inconsistency in the findings. Therefore, the associated conclusion is only valid in a very narrow context of time and place. This study is timely since green marketing is becoming increasingly well-known in the Indian market. From a business's point of view, this article reports the results of a survey exploring the effect green labelling as a marketing technique has on consumers' propensity to make environmentally conscious purchases.

Shoppers now have a heightened awareness of the importance of protecting our natural surroundings. More and more businesses are adopting eco-friendly marketing techniques. Because of the external pressure of competition and the internal push for sustainability, businesses must rise to the task of environmentally friendly advertising and develop their own sustainable competitive edge. When it comes to riding the "green" marketing wave, green labelling is essential for businesses. Enterprises can better utilise the environmentally friendly label marketing strategy if they have a firm grasp on the way green label makes influence on consumers' "Green Purchase Intention" (GPI) and whether green label has a noteworthy influence on consumers' GPI when they shop for green products.

The focus of this work, therefore, is on investigating the effects of "green labelling" on shoppers' decisions. Hanaysha, Shaikh & Alzoubi's (2021) investigation of the impact of green marketing tools on consumers' GPI and Zhang & Zhang's (2007) examination of the "Green Label" (GL) system constitute the bulk of the pertinent research on this topic.

This research develops an illustration of the impact of "green" labels on customers' propensity to make "green" purchases by carefully organising the existing research on the topic. The goal of this research is to investigate the connection between GL and consumer GPI through the gathering and analysing of data, plus the testing of the link in the framework hypothesis.

(1) Developing a conceptual framework to examine the influence of green certifications on customers' green purchasing intentions.

(2) Businesses may gain a deeper understanding of their customers thanks to the empirical study discussed above, and conduct a more thorough analysis of how Indian customers perceive the green label. Then businesses will be able to devise a practical green marketing plan, boosting green product sales by increasing customers' familiarity with and confidence in green labels.

Green Label

GLs, also known as "Environmental Labels", are certifications granted by public agencies to private companies whose goods or services have been independently verified as meeting specific standards for ecological friendliness. The label can be used to identify the winning product's packaging and publishing processes (Houfen, 2006). An item's environmental impact may be verified by looking for a "green label." It demonstrates to buyers that the product or service is superior than others in its category in terms of quality and environmental friendliness at every stage of development (from initial concept to final disposal). In addition to being beneficial for energy regeneration and recycling, the items or services have no or little adverse effects on the natural environment and on the well-being of people.

This trademark can encourage businesses to use green manufacturing technology to create eco-friendly products, and it can help raise consumers' environmental consciousness by drawing attention to products that carry a "green" label. This is an excellent strategy for encouraging people to take action for the preservation of the environment.

Green label traits

To begin, products bearing a green label have been independently verified to meet all environmental protection standards; for instance, Indian environment labelled refrigerators use half as much ozone-depleting chlorofluorocarbon (CFCS) in their refrigerant as standard refrigerators. Secondly, government authorization and third-party registration provide the green label's owner the power to identify the product and take charge of its quality. Thirdly, it has dynamism and relevance. The green mark should be re confirmed every three to five years since sustainability technology is always getting better and manufacturers need to have dynamic management. In addition, there is a cap on the overall market share that may be held by items that have the green label. Last but not least, enrolment for the green label is entirely optional. It's not quite the same as an obligatory tech certification, but it's similar to that (Xu, 2013).

Producers can benefit from the Green Label by adopting innovative approaches for ecological management. It incentivizes businesses to tailor their operations to meet consumer demand, revise their offerings and production lines to take advantage of emerging technologies, and foster the creation of environmentally friendly goods. By including considerations for the environment at every level of manufacturing, this method

reduces contamination and encourages business participation in ecological safeguards. Goods with the "green logo" have had their green qualities bolstered and their public image enhanced in order to increase brand recognition and sales among eco-conscious consumers. It's a plus for product specialisation and gaining an edge in the marketplace. Simultaneously, it restricts the availability of bogus environmentally friendly items. For the purpose of gaining consumers' confidence and approval, a company may choose to consider adopting the green label.

Green label and Consumers

It simplifies the process of finding environmentally friendly items in stores, shortening the shopping trip and boosting customer happiness. Green consumerism is on the rise, and this increases customers' awareness of the need of protecting the planet. As a result, customers are increasingly aware of the need to safeguard their best interests and avoid overpaying for questionable "green" items. It's useful for gathering precise information. A consumer-friendly first impression is provided by the green label. The authorities can provide customers with an objective assessment of the items' ecological impact. In addition to the adoption of the green label increasing the customer knowledge of green products, it can also raise public understanding of environmental issues. By associating the green label with consumer behaviour, we hope to increase awareness of products that help the environment, increase sales of those products, and inspire more people to get involved in and financially support initiatives aimed at preserving the environment. Because of the positive effects on the economy and public morale, the green label is being considered as a tool to make sure people always adopt environmentally conscious instruction while making purchases. It's helpful to have a national standard for the competitive order of markets. Fake green goods flood the market when the green label isn't applied explicitly, confusing and frustrating buyers. The use of the green label ensures that businesses are being evaluated fairly, provides consumers with accurate and trustworthy information about the features of goods, and promotes equitable competition by safeguarding the rights of buyers and sellers alike (Sathyanarayana & Leelavathi, 2013).

LITERATURE REVIEW

Studies on green advertising corroborate the increased interest among customers in eco-friendly purchases. According to research conducted by Canavari and Coderoni (2019), just 21% of consumers place the utmost significance on eco-labels when making purchases. Overall, consumers have a preference for eco-friendly items, but their purchase decisions are still impacted by factors like price and promotion (Green & Peloza, 2014). While only twenty-five percent of Americans are regarded as ecologically conscious (Banerjee, Iyer, & Kashyap, 2003), over fifty percent of Americans say they prefer green advertised items (Sunil, 2015). Most customers, according to a study by Ku et al. (2012), would rather buy environmentally friendly items if given the chance. Guo et al. (2022) observed that the people of India favoured green-marketed items over those that weren't, and that this preference actually compelled a number of energy corporations to switch to green marketing strategies. These studies provide credence to the idea that there is a rising demand throughout the world for products and services that are environmentally friendly. One's level of ecological awareness affects how credible they find green marketing to be. Several environmental worry scales have been developed, but one of the most prominent is the "Receptivity to Green Advertising", which assesses how ecological concern certainly correlates with receptiveness to green marketing and was developed by Bailey, Mishra, and Taimiyu (2016). Multiple research have shown that people who rate themselves higher on the concern for the environment scale also rate green marketing as more trustworthy. Researchers Matthes and Wonneberger (2014) looked at why people who care about the environment could be more receptive to green advertising. Green marketing was seen as more credible by those with higher scores on environmental concern compared to those with lower levels. According to the results of this research, green marketing is most effective at influencing trust when it is both thorough and informative. Influencer advertising is an important tool for finding eco-friendly products. When it comes to young people's buying habits, celebrities may make a real difference. Given research showing that young customers have a stronger connection to social media influencers is of paramount relevance. Members of Generation Z are also the most likely to utilise digital platforms and the most likely to be exposed to content created by influencers and by users.They have been the most prolific social media users and also the most environmentally conscious generation, according to the academic research. They value sustainable products and the environment, as discovered by Pauliene and Sedneva (2019). More study is needed to evaluate whether or not Gen Z is impacted by issues that cannot be tied to previous studies due to the lack of representation of Gen Z as a consumer group.

Consumers, according to Dimara & Skuras (2005), are more interested in learning more about the product's influence on the surroundings and how to make responsible purchasing decisions, however there is some ambiguity surrounding the use of the word "green" in product logos. Consumers will start gathering data whenever they see a problem and have an incentive to take action to address it. Memory, independent research, business, marketing, and first-hand experience are the five basic categories from which knowledge is gleaned. If customers care exclusively about the green mark at the cognitive level, they will seek out information about it in various media (newspapers, the Internet, word-of-mouth, etc.). Information disseminated through

various avenues is helping customers better comprehend the issue at hand, which in turn has led to observable changes in consumer behaviour. The term "consumer preference" is used to describe the persistent and unwavering interest that buyers have in a certain product or set of products. The need for a product is related to the extent to which buyers desire that particular commodity, and the extent to which buyers prefer that commodity will have an effect on their buying attitudes and buying tendencies. The greater the degree of desire for specific commodities, the greater the demand from customers, assuming all other things stay constant.

Seventy percent of respondents said they would be influenced by "green" labels as well as data about protecting the environment on commercials or packaging that when making a purchase, according to research by Newell et al. (1992), but most people in India are sceptical of companies' claims regarding ecological responsibility. A growing number of businesses are using claims that their goods are "green," "environmentally friendly," or "recycled" in an effort to win over customers; however, these claims sometimes come from second or third parties, undermining the trustworthiness of the original party and leaving customers in a state of disarray. Green certifications can reassure consumers, but many still question whether or not a product's ability to safeguard the ecosystem is genuine (Ginsberg & Bfoom, 2004).

Green labels are credible green certificates, assuring buyers that their products are harmless to the ecosystem and secure to use. It is crucial for customers to have an adequate understanding of green products before making any purchases (Bonini and Oppenheim, 2008).

This motivates the below mentioned hypothesis:

H1: There is a noteworthy association between Green labels and GPI of consumers.

Consumers place greater attention on some green markings than others, according to an evaluation conducted by Pedersen and Neergaard (2006). Consumers are overwhelmed by the sheer volume of green labels, and the breadth of the category itself. Because consumers will be evaluating items based on their perceived environmental benefits, their familiarity with and comprehension of green labelling will influence their propensity to make environmentally conscious purchases. When consumers are more accustomed to seeing green labels on items and have a better grasp of what they mean, they are more likely to make purchases of such products.

This leads us to the following hypothesis:

**H2: Consumers' GPI are positively influenced by the GLs.**

As a result of a consumer's accumulated positive experiences with a particular brand or product over time, a preference for that brand or product will develop. A buyer's propensity for purchasing an item increases dramatically once he or she has developed a taste for it, and once established, preferences are notoriously difficult to shift. Therefore, those who have experienced green consuming encounters may develop affinities for specific items with environmentally friendly labels and give such things priority when making purchases.

STUDY OBJECTIVES

1. To identify the components of Green label that enable the organizations in formulating better green label marketing strategies.
2. To understand the association between GL factors and Consumer GPI across consumers in Bangalore.
3. To determine the effect of GL factors on Consumer GPI across consumers in Bangalore.

CONCEPTUAL FRAMEWORK

Many buyers will go through a learning curve as they familiarise themselves with the green labelling system, moving from ignorance to confidence in the product. Thus, in this work, the study model on consumers' GPI of items with GLs is constructed based on buyers' mental and intellectual process of green tags.

Green Label
Cognition
Understanding
Preference
Trust

→

Green Purchase Intention
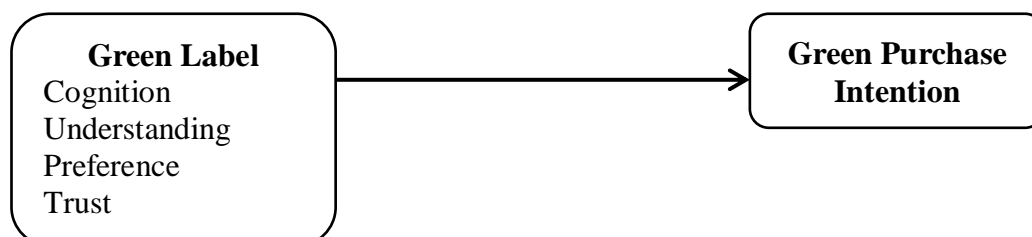
Figure 1: Conceptual Model

RESEARCH DESIGN

The research design is descriptive in nature. The questionnaire has been self-prepared based on the literature review. The questionnaires were administered to 400 consumers across Bangalore. The questionnaire was shared both in person as well in the form of a Google form to obtain the data. Once the data was gathered, responses were tabulated and data analysis and interpretation was done using SPSS package.

RESULTS

Respondent's Profile

The sample comprised of 66 per cent females and 34 per cent males. Almost 40 per cent of them were between the age group of 18 to 30 years while 60 per cent of them were between 30 and 50 years of age.

Factor Analysis

Variables were identified through the literature review. A reliability test was carried out to check for internal consistency. The alpha coefficient for the 16 items is 0.805, suggesting that the items have internal consistency.

Table 1: Reliability test

Alpha	Items
.805	16

The similar variables will be grouped together via factor analysis.

First of all, the KMO test and the Bartlett sphere test are carried out on all the variables, the specific results are presented in the Table 2. According to data of the KMO test, the value is 0.721, which is acceptable and suitable for factor analysis.

Table 2: KMO and Bartlett Test

Kaiser-Meyer-Olkin measurement		0.721
Bartlett test	Chi-square	371.730
Df		120
Sig.		0.000

Table 3: Factors and Factor loadings

Factors	Dimension	Items	Factor Loading
F1	**Cognition**	I will immediately think of the green labelling whenever the topic of eco-friendly items comes up.	0.724
		Now I can name at least a single category of green labels.	0.690
		I'm going to keep an eye out for "green" products at stores.	0.623
		The information on the packaging and directions is where I learn the most about green labelling.	0.578
		I find it challenging to recall and organize all of the green labels because there are so many different categories.	0.788
F2	**Understanding**	When I go shopping, I'll be sure to look at the green labels and read the information they provide.	0.852
		I am open to learning all I can about green certifications and labelling from any source.	0.673
		I'm familiar with who issues green certifications and what they signify.	0.654
		When it comes to the green certifications, I'm well-versed in all the necessary details.	0.578
F3	**Preference**	When given the choice, I will always choose the item that has the green label.	0.706

		When given the choice, I always choose for the ones with the green labelling.	0.667
		Certain eco-friendly brands are my favourites.	0.587
F4	**Trust**	Any product that has earned a "green" label has my full support.	0.795
		I have faith in the items' green labels, which indicate they comply with the environmental criteria.	0.693
		I trust that the instructions or package descriptions pertaining to the green labels are correct.	0.532
		I put my faith in eco-labels that have been officially verified.	0.646

Four different factors were identified could be considered as the components of Green Label. The 5 factors identified were "Cognition", "Understanding", "Preference", & "Trust".

Hypotheses testing
H1: There is a significant association between Green labels and Green Purchase Intention of consumers.

Table 4: Correlation between Green label factors and Green Purchase Intention of consumers.

	Cognition	Understanding	Preference	Trust	Green Purchase Intention
Cognition	1				
Understanding	.583	1			
Preference	.683	.582	1		
Trust	.587	.684	.782	1	
Green Purchase Intention	.788	728	.866	.899	1

From the above correlation table, it can be seen that there is a noteworthy association between all the variables of the study. The variable cognition has a positive noteworthy association with understanding, preference, trust and GPI. The factors of GL were found to have a positive association with each other and with Green Purchase Intention of consumers across Bangalore. Some of the high correlations were between Trust and GPI (0.899), preference and GPI (0.866), cognition and GPI (0.788) and understanding and GPI (0.728). The Pearson's correlation coefficients were found to be significant at 1 per cent significance level.

H2: Consumers' GPI are positively affected by the GLs.
H2a: Cognition factor of Green Label influences consumer's GPI.
H2b: Understanding factor of Green Label influences consumer's GPI.
H2c: Preference factor of Green Label influences consumer's GPI.
H2d: Trust factor of Green Label influences consumer's GPI.

When regression analysis was done to determine the influence of the factors of green label on green purchase intention of consumers, the R^2 value was found to be 0.421 for Cognition, 0.323 for Understanding, 0.389 for Preference and 0.459 for Trust. Hence 42.1 per cent of variance in green purchase intention of consumers was attributed to Cognition factor of Green Label, 32.3 per cent of variance in green purchase intention was attributed to Understanding factor of Green Label, 38.9 per cent of variance in green purchase intention was attributed to Preference factor of Green Label and the 45.9 per cent of variance in green purchase intention was attributed to Trust factor of Green label. This indicates that the Trust factor of Green Label seemed to have the greatest influence on Green Purchase Intention of consumers.

Table 5: Regression Analysis indicating Model Summary, ANOVA and Coefficient values

Hypotheses	Depiction	R²	F (ANOVA)	Sig.	T	Sig. (Coeff.)	Decision
H2a	Cognition →Green purchase intentions	0.421	86.831	.000	17.657	.000	Accepted
H2b	Understanding →Green purchase intentions	0.323	88.551	.000	16.527	.000	Accepted
H2c	Preference →Green purchase intentions	0.389	125.875	.000	15.251	.000	Accepted
H2d	Trust→Green purchase intentions	0.459	111.125	.000	85.254	.000	Accepted

DISCUSSIONS & CONCLUSION

In the above correlation and regression analysis, the association and influence of the green label factors on the GPI of consumers was analysed. This paper offers the conceptual framework to depict the ways in which the GPI of consumers can be impacted by the four factors of green label. From the results of the study it can be seen that the four factors of green label namely "cognition", "understanding", "preference" and "trust" significantly influences the green purchase intention of consumers. Hence H2a, H2b, H2c & H2d were accepted. The findings also revealed that Trust factor of green label had the utmost influence on GPI of consumers followed by cognition and preference and understanding. This is in line with some of the earlier studies that were carried out in the recent times. Buyers' skepticism of the details provided by "green" labels was documented by Hansen and Schrader (1997). Only when customers have complete faith in the "green logos" and the messages they convey will they use the logos as the basis for their purchasing decisions, and clients are more likely to trust the green logos that have been certified by official bodies. Thøgersen (2005) found a favourable correlation between social media use and a view of buying environmentally friendly products in their study of millennials' green purchasing behaviour.

As a result, companies may encourage younger customers to shop ethically by raising their awareness of green products through social media. When it comes to making decisions about their actions, "younger generations who lack confidence will allow other determinants to guide their behaviour," as Johnstone and Lindh (2018) put it. As a result, it is hypothesized that actors operating within the realm of social media can effectively sway this clientele, about sustainability. Also, Bedard and Tolmie (2018) discovered that youngster's propensity to buy green items is definitely correlated with social influence, suggesting that online interactions have the potential to increase sustainable purchasing among this demographic. Recent studies have suggested that advertising, product packaging, and other types of programmes aimed at raising ecological consciousness all play a role in encouraging environmentally responsible consumption. In addition, customers will rely more on this data if they believe it to be reliable. Consumers are more likely to make purchases based on the advice of those they trust, such as friends and family, and less likely to do so based on the advice of strangers or from untrustworthy sources, as was found by Oates et al. (2008). Therefore, the likelihood of consumers engaging in environmentally positive behaviour is diminished since they perceive environmental statements not to be credible.

IMPLICATIONS

Companies can benefit from green logos by spreading awareness of their environmentally friendly products and even company culture to customers, which can raise environmental awareness and satisfy the green needs of some customers in a time crunch. However, most consumers are unfamiliar with the concept of green logo; therefore, it is crucial that businesses, when promoting their environmentally friendly goods, also spread awareness about environmentally friendly manufacturing, green processing, and green labels. Businesses can draw attention to the location of green markings, for instance, on product packaging, user manuals, and official websites. The green labels should be explained using clear and concise language that takes into account the product's unique qualities.

These guidelines can help customers rapidly recognise the value contributed by items with green certification labels. In addition, businesses can detail their programmes for environmentally safe production and the steps they've taken to establish their market and social responsibility in this year's instruction paper, as well as provide environmentally friendly events they've hosted in previous years. These strategies can encourage

customers to put their faith in businesses and encourage others to join the companies in their efforts to safeguard the environment. For example, businesses may highlight the safety of green-labelled food and the energy savings of green-labelled gadgets as part of their advertising efforts. It's additionally an excellent move to try to allay consumers' fears about investing in goods with environmentally friendly logos by assuring them that these products are both environmentally friendly and dependable. For the purpose of elucidating the significance of environmentally friendly logos, it is important to emphasise the specific social advantages generated by customers' purchase on the green logo products.

Companies can let customers feel that they may make a difference for both society and the environment as a whole by making sustainable product purchases, and to raise awareness of basic ethical responsibilities and duties.

CONCLUSION

Research into GPI currently focuses chiefly on the viewpoints of shoppers, who are studied for a variety of factors including their beliefs, attitudes towards the environment, understanding of the environment, and environmentally conscious conduct, all of which can influence green buying intentions. However, given the intensity of global concurrence, most businesses would be wise to implement environmentally friendly advertising strategies in order to increase sales. To differentiate themselves from the crowded marketplace, businesses must first put their marketing methods to the test and then verify the results so as to fine-tune their approaches and attract a wider audience.

There is a dearth of studies that examine the effects of a particular marketing tactic on green consumption habits at the present time, and even fewer that focus on green consumers from the perspective of businesses. In order to develop effective advertising tactics having this knowledge is crucial how consumers' perceptions of green labels affect their purchasing decisions at various points in the decision-making process. This paper contributes new knowledge in this area by approaching the topic using the lens of business promotional activities.

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