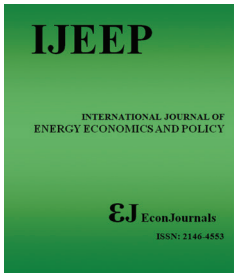

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The Role of Green Marketing in Energy Conservation in the Domestic Sector

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ABSTRACT

India now ranks 3rd after China and USA in the Primary Energy consumption. One of the sectors which have shown a sharp increase in the domestic sector. Keeping in mind the impacts on the environment and associated expenses, reduction in energy consumption in this sector is an important domain of research. The paper aims to analyse the role of Green Marketing and its tools in affecting the Energy-saving and Green Product Buying behaviour in the Domestic Sector. The factors considered for the analysis seem to have strong correlation hence Descriptive Statistics doesn't give a clear picture. Therefore a more advanced market research tool such as factor analysis helps in understanding the factor loadings. At the same time, an effort made is to understand whether price or Environmental Concern plays a pivotal role in buying an Energy-efficient appliance. The research proves the significance of Green marketing in influencing the buying Behaviour and Energy-saving behaviour as Respondents claim they are highly influenced by Green Packaging and Environmental Beliefs. It can also be noted that although advertising plays a good role in spreading awareness amongst respondents, it is not a significant factor to change their perception regarding the purchase of Green products. Recommendations are made to augment the extent of exploration in the study of Green marketing and its role in energy-saving behaviour.

Keywords: Consumer Behaviour, Environmental Belief, Energy Saving, Green Marketing
JEL Classifications: G2, M3, O4

1. INTRODUCTION

There has been a recent shift or transition in the buying behaviour of the consumers all over the world owing to the environment-related issues and climate change associated risk. The golden rule of marketing says "Customer is king" and the organizations are also adapting to the change in the way of conducting businesses. The advent of Triple Bottom Line "People, Planet and Profit" is laying a foundation and new guidelines for conducting business. Marketing, today as we know is also in the path of transition from conventional theories towards the new era- The Green Marketing. There has been a transition in the customer attitude towards energy savings. The advent of Sustainable Development Goals in 2015 has brought all the nations to make a blueprint to achieve a better and more sustainable future for all mankind.

One of the main reasons for the emergence of Green Marketing is environmental degradation. Green marketing includes a more holistic environment-friendly marketing approach and includes changes to product design, process, packaging, and promotional campaigns. The Evolution of Green Marketing started in 1975 and has now reached a new dimension (1993) in the USA. The Evolution of Green Marketing saw 3 phases:

- Phase 1 is known as "Ecological" green marketing in which all the marketing affairs were directed to help and give solutions to environment-related problems.
- Phase 2 known as "Environmental" green marketing in which the focus shifted towards cleaner technology which included innovation and reducing emissions and waste.
- Phase 3 known as "Sustainable" Green Marketing in which the focus relies on good quality product development

1.1. Green Marketing and Energy Consumption in India

India is ranked 3rd (2654 Mt CO_2) in the world as the top CO_2 emitting countries after China (10065 Mt CO_2) and USA (5416Mt CO_2). Climate change today possesses a significant risk to businesses and investment. In this way, the financial development of a nation relies upon the drawn-out accessibility of Energy sources that are reasonable and available. As per the review of Primary Energy consumption statistics published by the Bureau of Energy Efficiency (BEE), energy consumption in India at the end of 2013 was 4.7% of the World's energy consumption, and that India was ranked 4th highest energy consumer in the world, in terms of Primary energy, after China (22.4%) and USA (17.8%) and Russia (5.1%). Various sectors consume energy such as domestic, service sector, industrial, agriculture, and transport. As per the TERI energy data directory, the Residential and commercial sector consumes about 14% of the total energy consumption in India.

This paper essentially covers the domestic sector. Recently, consumers are contributing to Energy Saving opportunities. The organizations are also adopting cleaner technologies, the transition to renewable energy sources owing to the rise of cost due to electricity consumption and emissions. The investigation into the productive administration of energy resources with the help of Green Marketing Tools is still in the beginning phases. The impact of advertising on energy conservation has been overlooked by market researchers hence the importance of this research is paramount. The paper first focuses on the approach to Green Marketing and Green communication. Accentuation is laid on the important part played by the customer in the reception of eco-friendly conduct in energy conservation. This shall be proceeded by the presentation of the most significant aspects of the methodology research, with the qualitative results and interpretations. The study focuses on the Indian Domestic Sector.

1.2. Research Gap

Although a lot of studies show the correlation and interdependence of Environmental Concern and Green consumerism, there have been very few studies done to highlight the Green Marketing Influence in Energy-Saving Behaviour in the Indian Domestic sector. This paper aims to achieve that goal.

Objectives of the research are as follow:

- Whether Price or Environmental Concern influences the buying behaviour of an Energy Efficient Appliance.
- To know the dominant factors influencing the energy-saving behaviour of domestic consumers.
- To understand the role of advertising and other Green Marketing Tools in Energy Saving Behaviour.
- Dominant Factors that influence the buying behaviour of a Green Product.

2. LITERATURE REVIEW

In the year 1973, the first oil shock led to a massive oil price surge in the international market and a global oil crisis. For the world economy, this was the first major warning as the entire development was based on fossil fuel. India, being the 4th largest energy consumer in the world, was badly affected and became extremely vulnerable to the oil crisis. The urgency to reduce utilization of energy became imperative and this was the time when India, a developing economy was about to make the transition towards a more sustainable economy.

To achieve its aim of energy conservation and reduce the dependency on fossil fuel, India started developing and harnessing the Renewable Energy Sector. India, today is on the verge to become a Renewable superpower and constitutes around 40% of its total Energy mix. Bhattacharya, et al., (2016) while studying the effect of renewable energy consumption on economic growth, ranks Inida in the top 10 nations suitable for investment in renewable power generation. India, being a pioneer nation in Renewable Energy capacity aims to install 350 GW of Renewable Energy by the year 2030 as a commitment to IPCC and The Paris Agreement. Pickett et al. (1995) suggest that in the year 1970s first studies appeared intending to define the green consumer market and focused on socio-demographic variables like age, gender, social class, and education.

According to Index, (2005), studies conducted by Yale Center for Environmental Law and Policy (2005), studies show the cost-saving between 200 and 300 Euros in an average European household through efficient energy consumption. Though this study is restricted to European nations, more comprehensive research is required in a high demand market such as India's. The key aspects to be incorporated while conserving energy in the domestic sector are lighting, insulation, HVAC, use of energy-efficient appliances, maximizing the potential of electric household appliances. Polonsky and Mintu-Wimsatt (1995) characterized Green Marketing as the use of showcasing devices to encourage trades that fulfil hierarchical and singular objectives with the goal that the safeguarding, insurance, and protection of the environment are continued. Yazdanifard and Mercy (2011) has studied the impact of Green Marketing on Customer satisfaction and Environmental Safety. This paper has been useful in the research to understand the impact of Green marketing on consumers but is limited to environmental safety. This research wants to extend the role of green marketing and advertising to profile green consumers. Maheshwari (2014) proposes that the Indian market for greener items could be exploited more inside Consumers with pro-environmental values. However, the research is focused and limited to Madhya Pradesh. Prothero and Fitchett (2000) have recommended that through capitalism, ecological values can be expanded by utilizing the highlights of product culture to advance the environmental goals. Jain and Kaur (2004) in their paper evaluated the degree of ecological mindfulness, mentalities, and conduct predominant among green consumers in India. Be that as it may, the little sample size comprising of respondents situated in a metropolitan city utilized in the investigation and the examination discoveries can't be coordinated to the nation's populace in general. An Exclusion of rural individuals from the investigation limits the discoveries for being used for creating procedures for the advancement of green advertising.

Delafrooz et al. (2004) explains the effect of various marketing tools such as Eco-Label, Eco-brand, and Environment Advertising on the consumers in Northern and Western parts of Tehran. Tiwari

(2014) examines and lays accentuation of the idea, need, and significance of Green Marketing and investigates the extent of Green Marketing in the Indian setting. FuiYeng and Yazdanifard (2015) discusses the marketing mix of Green marketing, green consumer, and branding. Govender and Govender (2016) suggests that there is no important differentiation among low and high earners to the extent of Price Sensitivity, and no basic distinction between lower and higher qualified respondents to the extent data and regard for Environmental Degradation and Green Marketing. Donaldson (2005) acknowledged in his examination that in Great Britain, the natural demeanour of customers changed vigorously. The assessment uncovered strong certainty of buyers in the realized business brands and powerless in the green brands which were the essential driver behind the exhausting powerlessness to interpret their inclinations past the environment. Alsmadi (2007) researching the natural conduct of Jordanian Consumers uncovers an elevated level of ecological soul. Nonetheless, the outcomes indicated that this positive propensity and inclination in the green items didn't conducively affect the purchaser's choice in light of the fact that these buyers had a more grounded confidence in the customary items and little trust in the green products. The same hypothesis is researched upon by Ottman (2004); Cleveland et al. (2005). Pratkanis and Greenwald (1993) highlights the role that promotion plays in impacting consumers towards green products is subject to the way that customers need to focus on messages which are valuable for either fathoming a circumstance or fulfilling an individual need. Hassan et al. (2007) strengthen this idea by ensuring that buyers who are significantly connected with the message will undoubtedly act under what is proposed by the promotion. Visual aesthetics assumes a crucial job and can be utilized as a successful promoting instrument when a consumer doesn't have earlier information about the item. Packaging serves an important role to identify, display, and promote the product in the market. This concept is solidified by Agyeman (2014). This study suggests the influence of packaging on a purchaser's choice of green product. Michel Laroche et al., (2001) concentrated their research on women consumers who are product labelling sensitive.

Davis (2014) additionally proposes that packaging is bound to impact the purchasing conduct of ladies' buyers contrasted with male buyers. Ahern (2013) has proven in the study that emotional advertising plays a pivotal role and is used as a powerful tool by marketers to influence green consumers. Ansar (2013) recommend that advertisements are exceptionally powerful in upgrading customer's information about the environment and green products. Considering Psychographic attributes, personality can affect energy-saving behaviour. However, according to Black et al. (1985), the research gives us opposite results and suggests that the variable personality doesn't seem to have such a solid effect on the investment activities in energy efficiency. Neuman et al. (1986) also study the psychographic variable influence on the energy-saving attitude. Kinnear and Taylor (1973) recommend the significance of individuals' mentalities towards the environment and energy saving in the area of behavioural segmentation. Yam-Tang and Chan (1998), the studies indicate that the environmental concern showed by respondents is not reflected in consumerism. This can be used as an analogy for energy savings as well. For developing nations, the economic factors like Inflation, GDP and per capita income, and the need for cost optimization can overpower the significance of environmental concern. Do Paço et al., (2009) proves this hypothesis. Do Paço and Varejao, (2010) have studied the influence of green marketing and advertising on the energy-saving behaviour of consumers and have concluded that energy saving has led to change in the behaviour towards the environment. Kinnear and Taylor (1973) fortified that the perspectives of green buyers should communicate their environmental concerns. As the number of studies has demonstrated, there exist a lot of irregularities concerning the buying behaviour of green products, energy-saving is extremely hazy because of the absence of study on this subject.

All the above-mentioned studies give a highlight as to how Green Marketing tools have been used to understand or influence consumer buying behaviour. However, this study aims to establish a direct correlation to understand if these green marketing tools can influence consumers in the domestic sector to save or conserve energy and become energy efficient consumers.

Table 1: Descriptive statistics for factors influencing energy saving

Descriptive statistics			
	Mean	Std. deviation	Analysis n
Cost of electricity bill	4.12	1.508	109
Advertising Campaigns	2.90	1.326	109
Availability	3.64	1.337	109
Environmental concern	4.11	1.197	109
Social Responsibility	3.69	1.317	109
Influence of Others	2.86	1.584	109

Table 2: KMO and bartlett's test result

KMO and bartlett's test		
Kaiser-Meyer-olkin measure of sampling adequacy.		0.466
Bartlett's Test of Sphericity	Approx. Chi-square	107.785
	df	15
	Sig.	0.000

Table 3: Principal component analysis

Total variance explained									
Component	Initial eigenvalues			Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.672	27.873	27.873	1.672	27.873	27.873	1.658	27.640	27.640
2	1.553	25.888	53.761	1.553	25.888	53.761	1.507	25.112	52.752
3	1.243	20.725	74.486	1.243	20.725	74.486	1.304	21.734	74.486
4	.667	11.112	85.598						
5	.574	9.561	95.159						
6	.290	4.841	100.000						

Table 4: Rotation method: Varimax with kaiser normalization

Rotated component matrix			
	Component		
	1	2	3
Cost of electricity bill		−0.834	
Advertising campaigns			0.726
Availability			0.831
Environmental concern	0.884		
Social responsibility	0.877		
Influence of others		0.785	

Table 5: Regression model

Model	Variables entered	Variables removed	Method
1	Environmental Concern	.	Forward (Criterion: Probability-of-F-to-enter≤0.050)

Table 6: [a]Predictors: (Constant), environmental concern

Model summary				
Model	R	R square	Adjusted R square	Std. error of the estimate
1	0.244[a]	0.059	0.051	0.668

Table 7: Descriptive statistics

	Mean	Std. Deviation	Analysis N
Price	3.87	1.479	109
Availability	3.99	1.295	109
Aesthetics	3.17	1.458	109
Advertising/Promotion	3.00	1.472	109
Environmental Impact	4.17	1.527	109
Waste Disposal	3.72	1.516	109

Table 8: KMO and bartlett's test

Kaiser-Meyer-olkin measure of sampling adequacy		0.493
Bartlett's test of sphericity	Approx. Chi-square	84.142
	df	15
	Sig.	0.000

3. RESEARCH METHODOLOGY

This study intends to study the predominant factors which are most significant to affect the behaviour of domestic users in the energy-saving, thereby providing solidarity to the usefulness of Green Marketing Techniques. Simultaneously, an exertion is made to comprehend the role of advertising campaigns in raising awareness for the need for energy saving. The method used for data collection is Primary Data collection through a survey. The tool used to analyze and interpret results is SPSS 25.0 Software.

3.1. Population, Sample Design, and Sample Size

For this study, a population of 300 individuals was used and a convenience sample of 112 individuals was tested for the hypothesis. The population under study is restricted to the citizens of Indian nationality. The minimum age criteria were 18 years and a maximum of 60 years. The data was gathered through a Primary survey of Indian consumers. The model of information assortment was a survey conducted by a self-designed questionnaire.

3.2. Questionnaire Design

The questionnaire consists of two main sections. The first section deals with the social-demographic data wherein the consumers are asked about their Sex, Age, Occupation, Family Income, and Current State of Residence. The second section deals with the environmental dimension concern, awareness of Energy Efficiency, Factors influencing the Energy-saving behaviour, Influence of Green Marketing tools and perception regarding green advertising. The scales used to measure these factors are Likert Scales (Min 1, Max 5), where 3 stands as neutral or neither agree nor disagree.

4. RESULTS AND DISCUSSION

4.1. Awareness of Energy Saving Opportunities in the Domestic Sector

The respondents in the Figure 1 below show that 58.9% of the respondents agree that the domestic sector has energy-saving opportunities. However, only 30.4% of the respondents are aware of the Bureau of Energy Efficiency (BEE) and its schemes. Surprisingly, the Figure 2 shows that as high as 96.4% of respondents have LEDs Tubes and lamps, 63.1% of respondents have BEE-5 star rated air conditioners and 52.3% of respondents have BEE-5 star rated Refrigerators installed at their households. This shows awareness of Energy saving Opportunities in the Domestic Sector.

4.2. Factors Influencing Energy Saving

From the Table 1 i.e. Descriptive Statistics for Factors influencing Energy Saving as shown below, it can be observed that the mean scores for two factors i.e. Cost of Electricity bill and Environmental concern have a higher value as compared to other factors.

After running Factor Analysis and KMO and Bartlett's Test (Table 2), it can be observed from the Principal Component Analysis (Table 3) 74.486% of the variance was explained by the Availability and Advertising campaigns as the two principal factors.

Hence, after using the Varimax Rotation method with Kaiser normalization, it can be deduced from Table 4 that the Availability of Information and Advertising Campaigns influence Energy-saving behaviour in the domestic Sector.

4.3. Factors Influencing the Buying Behaviour of an Energy Efficient Appliance

The variables selected were Environmental Concern, Price, Saving Electricity bills, Influence of Advertisement, and Saving Energy. Regression modelling was done with Willingness to buy an energy-Efficient appliance as the dependent variable. The result of the Regression model as depicted in the Table 5 shows that the willingness to buy an energy-efficient product is most dependent on environmental concern.

Figure 1: Energy saving opportunities in the domestic sector (1-Highly disagree, 5- Highly agree)

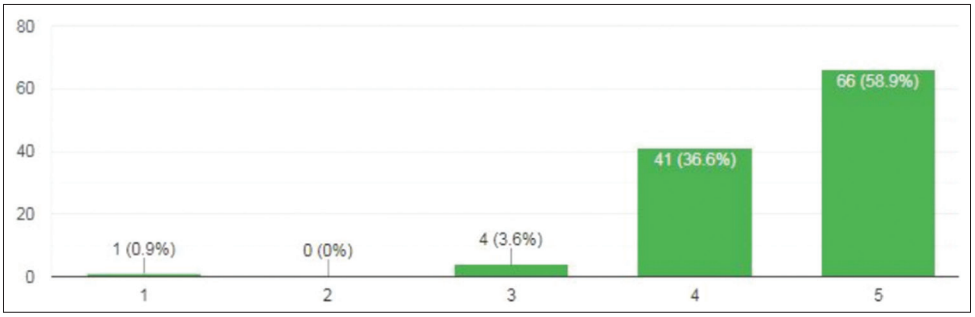


Figure 2: Energy saving appliances available at households

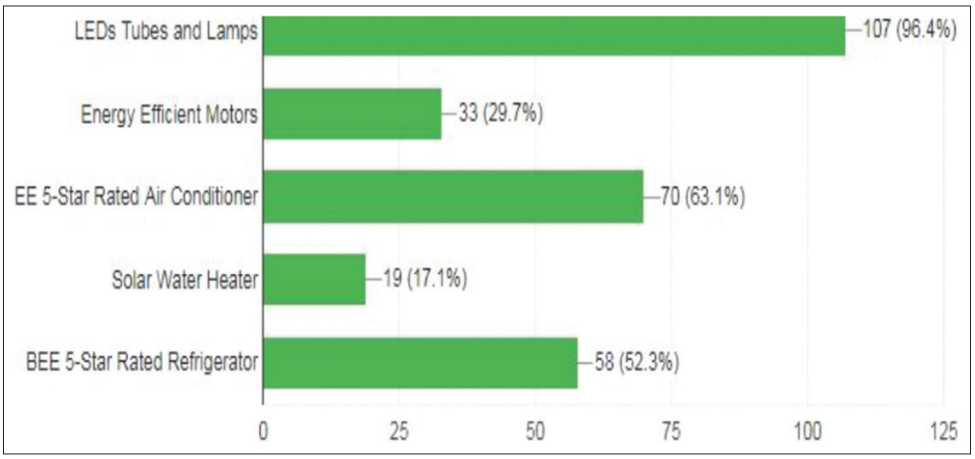


Figure 3: Green marketing promotes energy-saving and environment-friendly products

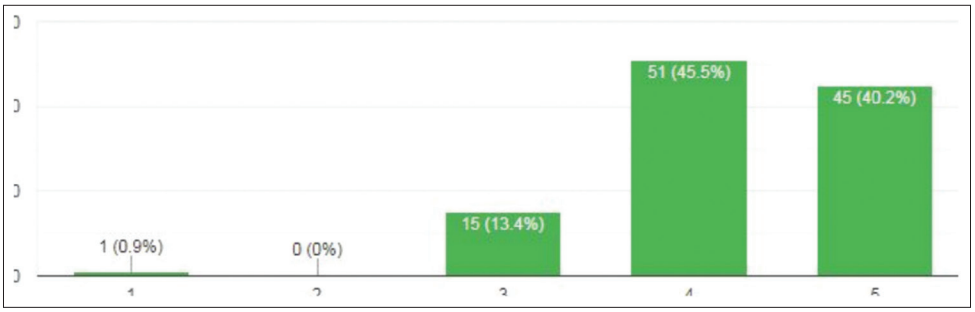
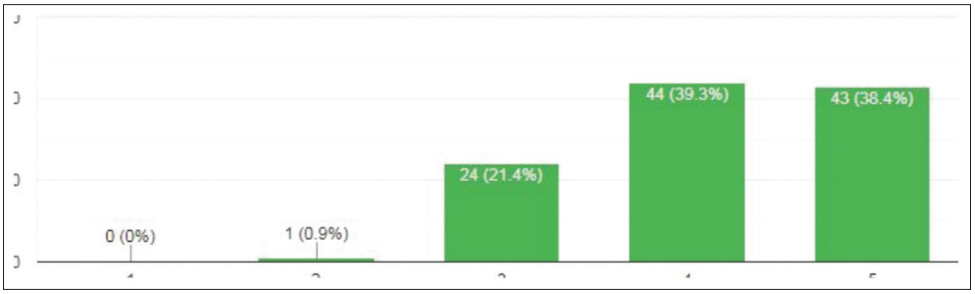


Figure 4: Green marketing tools motivates you to change consumption pattern



The low R square value as shown in the Table 6 suggests that the independent variable "Environmental concern" represents a very small percentage of variance for the Willingness to buy. Hence, further research is required with a greater sample to test this hypothesis.

4.4. Green Marketing and Energy Saving

The bar chart in the Figure 3 show the almost 87.7% of respondents agree that Green Marketing involves manufacturing and promotes energy-saving and environment-friendly products. As high as 77.7% of respondents (39.3% Agree and 38.4% Strongly Agree)

Figure 5: Ranking the green marketing tools in order of their influence on buying behaviour

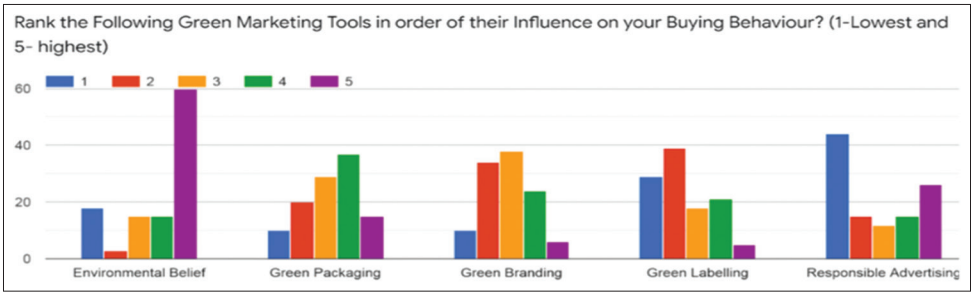


Table 9: Extraction method: Principal component analysis

Component	Initial eigenvalues			Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	1.664	27.730	27.730	1.664	27.730	27.730	1.638	27.300	27.300
2	1.534	25.560	53.290	1.534	25.560	53.290	1.465	24.418	51.718
3	1.184	19.727	73.018	1.184	19.727	73.018	1.278	21.299	73.018
4	0.679	11.323	84.341						
5	0.511	8.523	92.863						
6	0.428	7.137	100.000						

Table 10: Rotation method: Varimax with kaiser normalization

	Component		
	1	2	3
Price		0.873	
Availability	0.591	0.644	
Aesthetics	0.756	0	
Advertising/Promotion	0.768		
Environmental impact			0.702
Waste disposal			0.857

Table 11: Preference for green marketing tools in influencing buying behaviour

Green marketing tool	% of respondents highly influenced	% of respondents not likely influenced
Environmental impact	68.80	16.51
Green packaging	47.70	13.76
Green branding	27.52	9.17
Green labelling	23.85	26.60
Responsible advertising	37.61	40.36

in the Figure 4 show that Green Marketing tools motivate them to change consumption and buying behaviour.

4.5. Factors Influencing the Buying Behaviour of an Eco-Friendly or Green Consumer

The variable chosen as shown in the Table 7 were Price, Availability, Aesthetics, Advertising/promotion, Environmental Impact, and Waste Disposal. Factor Analysis was carried out to reduce dimensions using KMO and Bartlett's Test of Sphericity. The KMO measure of sampling adequacy value of 0.493 in Table 8 shows that sample is adequate for conducting Factor Analysis. Using the Principal Component Matrix it can be noted from Table 9 that 73.018% of the variance is explained by the 3rd component. The Rotated component Matrix with Kaiser Normalization in Table 10 shows that all the factor loadings were done on 2 principal components i.e. Environmental Impact and Waste Disposal. The Descriptive Statistics (Table 7) shows the higher mean values for Environmental Impact and Availability and low values for Aesthetics and Advertising.

Hence, it is observed that Concern for Environment and Waste disposal are key factors influencing Purchasing Behaviour.

4.6. Influence of Green Marketing Tools in Energy Saving and Buying Behaviour

The influence of Various Green Marketing Tools in the Energy saving and Buying Behaviour as per the Ranking done by the respondents can be seen in the Figure 5.

The Table 11 gives a clear idea that the preference for Green Marketing tools in influencing Buying Behaviour amongst the respondents is more with Environmental Impact and Green Packaging compared to Green Branding, Green Labelling and Responsible Advertising.

5. CONCLUSIONS

Although the KMO and Bartlett's Test and Factor Analysis suggests that Availability and Advertising Campaigns influence the Energy-Saving Behaviour in the domestic sector, the later research contradicts the analysis in the Buying behaviour of a Green Consumer.

The results show that even though respondents consider Advertising and Availability as dominant factors influencing the Energy-saving behaviour, they consider Environmental Impact and Waste Disposal as the dominant factors affecting their decision to buy an Eco-friendly Product.

The results prove the concern of respondents towards Environment and Energy Savings. Nonetheless, the vast majority of respondents don't use Renewable Energy appliances.

The research proves the significance of Green marketing in effecting the buying Behaviour and Energy-saving behaviour as Respondents claim they are highly influenced by Green Packaging and Environmental Beliefs.

It can also be noted that although advertising plays a good role in spreading awareness amongst respondents, it is not a significant factor to change their perception regarding the purchase of Green products.

One of the methodological restrictions of this research is the usage of a convenience sample. Another major constraint in the research is the lesser research done in the area of Green Marketing and its influence on Energy Saving Behaviour. This may have imposed limitations on the comparison of results. It is proposed for the future that specific models for the examination of Energy-saving behaviour can be attempted or characterized.

Another constraint affecting the results is the strong interdependence and Correlation of factors such as Energy Saving and Saving Electricity Bills. Another form of research can be performed using Multi-dimensional Scaling including analysis of other distinct variables such as Type of housing, Lifestyles, purchase intent, etc.

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