GREEN MARKETING TOOLS AND CONSUMERS' BUYING BEHAVIOR IN KATHMANDU

By

Resha Amatya

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RECOMMENDATION

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the SOMTU, Tribhuvan University, a Graduate Research Project (GRP) report submitted by Resha Amatya entitled "Green Marketing Tools And Consumers' Buying Behavior In Kathmandu", in partial fulfillment of the requirements for the award of degree of Master of Business Administration of Tribhuvan University.

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GRP Supervisor

_____

External Examiner

_____

GRC Chairman

_____

Director, SOMTU

Date:

DECLARATION OF AUTHENTICITY

I, Resha Amatya, declare that this GRP is my own original work and that it has fully and specifically acknowledged wherever adapted from other sources. I also understand that if at any time it is shown that I have significantly misrepresented material presented to SOMTU, any credits awarded to me on the basis of that material may be revoked.

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Signature

Name: **Resha Amatya**

TU Registration No**: 7-2-927-133-2013**

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ACKNOWLEDGEMENT

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LIST OF ABBREVIATIONS

ANOVA: Analysis of Variance

EA: Environmental Advertising

EB: Environmental Beliefs

EBr: Eco-Branding

EL: Eco-Labeling

GP: Green Packaging

Sig: Significance

SPSS: Statistical Packages for the social sciences

EXECUTIVE SUMMARY

This study explores the effect of green marketing tools on consumer buying behavior in the Nepalese context. The study further contributes to the theoretical understanding of the effect of the marketing tools on consumer buying decision of green products in Kathmandu valley by examining the five major elements; environmental beliefs, eco-labeling, eco-branding, environmental advertisements and green packaging which has been done with an extensive study of various literature review.

In order to come up with the findings descriptive research was conducted. The data was quantitative in nature and convenience sampling was used to collect the data. The survey was conducted using online questionnaire through Google forms and those data were organized and analyzed through Microsoft Excel and SPSS.

The results show that green marketing tools taken under the study has a positive and a significant impact on the consumer buying behavior with eco-branding having the highest impact and packaging label as the lowest impact. On the other hand, environmental advertising has no significant impact on consumer buying behavior of green products.

The study recommends that green marketing tools has a significant impact on consumer buying behavior of green products.

CHAPTER I

INTRODUCTION

1.1. Background of the Study

In recent decades, environmental issues have become a significant public issue all over the world. It has also become a subject of interest for researchers. Green Marketing is sometimes referred to as sustainable marketing or environmental marketing. It refers to all practices aimed at promoting exchanges in response to human needs and wants to be carried out with the minimum harmful effect on the natural environment. It is a comprehensive marketing concept in which product and service is produced, advertised, sold, consumed and provided in such a way that the environmental impact is reduced.

'Green marketing' refers to the holistic marketing concept whereby products and services are disposed of in a way that is more harmful to the environment with increasing awareness of the consequences of global warming, non-biodegradable solid waste, harmful effects on pollutants etc. Although the move to "green" might seem costly in the near term, it is absolutely essential and cost effective in the long term too (Kadyan, 2011).

According to Polonsky (1994), green or environmental marketing encompasses all activities aimed at generating and facilitating any trade intended to meet human needs and wants while having the least possible negative impact on the natural environment.

Many businesses are embracing green marketing as part of their broader social duty. The concept of social responsibility is that a corporation acts in such a manner that it is aware of, and responds sensitively to, societal, cultural, and environmental problems (Nagaraju & Thejaswini, 2014). A firm with a good market vision will not only attract more consumers, but also business partners who appreciate its reputation. If you're looking for ways to boost your organization's reputation, green marketing is the way to go.

Green marketing allows the company to enter a new market sector. Companies must make modifications to their manufacturing processes, replace the materials used in production with eco-friendly materials, and use environmentally friendly packaging for their products in order to manufacture and market green products (Bhasin, 2019).

While the green marketing concept in the developing countries has been very successful, its effect remains to be seen in Nepal. Nepalese customers are developing fast and global trends hit Nepal far faster than in the past with the democratization of media. A rising perception of environmental issues has changed the expectations and tastes of consumers to make this trend a revolutionary concept, which poses a barrier to conventional marketing. Companies use green technologies and approaches such as recycling of water and energy, harvest of rainwater, environmentally sustainable waste management and other procedures.

In a poor country like Nepal, there are various difficulties in adapting and implementing green economic policies. The need for significant investment in manufacturing and value adding as well as adapting and retrofitting to suit Nepal hilly and mountain terrain, of course adapting to and mitigating climate change are some of the key challenges (Karki, 2014). Green marketing has become an important factor in creating a safe climate for producers and customers alike.

Nowadays, the current environmental challenges and consequences of climate change are being more and more recognized in Nepal. Many people aspire to be more environmentally friendly in their attempts to reduce these consequences and sustainability is becoming a trend. Marketers in Nepal would benefit from a study of the determinants of the green buying behavior of consumers.

1.2. Statement of Problem

The environment is a matter of great interest, with nearly every country's government and people becoming more conscious of the concerns. As a result, the company employs green marketing as one of its tactics for profit and environmental protection.

Due to the growing ecological focus which has dominated the world, the consumer concern for the environment and demand for green products has increased. Consequently, many companies have begun to utilize green marketing strategies and green product development that can maintain the environment and fulfill consumer preferences in order to achieve long-term profits for companies. Before such ideas were used, a large number of companies used green marketing as a sub form of their marketing structure and tried to develop green products to help the growing problems of the environment.

According to Yakup and Sevil (2011), environmental challenges such as global warming, the greenhouse effect, pollution, and climate change have been closely tied to industrial manufacturing since the early 1980s and will continue to affect human activities. Because of the rise of environmentalism, which has dominated the world, there has been a surge in consumer concern about environmental protection, as well as a high demand for green products. As a result, in order to achieve long-term profits in business, most organizations have begun to utilize green marketing and green product creation tactics that may maintain the environment while satisfying consumer preferences.

Green marketing, as a result of environmental degradation and climatic change, has currently been one of the most popular ways of marketing. Companies are concerned about the environment through green marketing initiatives and are doing all they can to rescue the environment.

Green marketing has now become one of the key fields of marketers' interest in Nepal because it is increasing concern and as it provides competitive advantages. Many of the firms in Nepal have now begun to become green organizations because of some public regulations and change in customer preference worldwide. However, not much research has taken place in Nepal into green marketing and consumer perception of green goods. Nepali consumers' attitudes towards green goods and their relation to behavior too are questionable. Since green marketing is not usually marketing, marketers have to know the factors that convince the customer to purchase green products. This study will aim to resolve the research question that what factors influence the consumer persuasion to buy the green product or not.

According to Aryal, Chaudhary, Pandit, and Sharma (2009), consumers are prepared to spend a 5-50 percent price premium for organic products, accessible in Kathmandu valley marketplaces, which can be considered as an investment in human health.

The preceding explanation demonstrates that customer attitudes toward green marketing and their impact on purchasing behavior are very important. Although these findings have been made in the context of several countries, no equivalent discoveries have been made in the situation of Kathmandu using more recent data. As a result, the study examines green marketing and its impact on customer purchasing behavior in Nepal (Shrestha, 2016). This

study paper examines the relationship between green marketing and green food product development in terms of customer buying habits and issues.

1.3. Objectives of the Study

The major objective of this thesis is to examine the relationship between consumer buying behavior and green marketing tools. However, following specific objectives are given:

The access the green marketing tools efficiency on the consumer's buying behavior/

- To identify the most effective green marketing tool on consumers buying behavior.
- To examine whether the socio-demographic factors affect the buying behavior of consumers based on green marketing tools.

1.4. Hypothesis

The majority of Nepalese studies focus on the consumer's intention to purchase organic and agricultural products. Therefore, this study aims to make a difference when it comes to studying how using green marketing aspects affect the purchase behavior of green products in Nepal. The current researcher takes consideration of a number of assertions in the form of hypotheses in order to confirm the significant impact between the study's many selected constructs. The following are examples of study hypotheses:

H1: A significant and positive relationship exists between environmental beliefs and customers buying behavior.

Environmental behavior views are linked to general environmental beliefs. Environmental drivers (motivators) are linked to good attitudes about environmental behavior. Environmental barriers are negatively associated with environmental behavior attitudes. Governments, businesses, and individuals have been increasingly cognizant of the need to lessen our environmental impact as the notion of sustainability has become more prominent in recent decades. The findings suggest that general environmental views have an impact on environmental behavior norms (Gadenne et al., 2011).

H2: **A significant and positive relationship exists between eco-labels and consumers' buying behavior.**

The use of eco-labels on environmentally friendly products is one of the most important green marketing tools. Eco-labels, according to Rex and Baumann (2007), are a tool that customers may use to help them make decisions about whether items are ecologically friendly and to learn more about how things are manufactured.

H3: **A significant and positive relationship exists between eco branding and consumers' buying behavior.**

According to Kan et al. (2017), in the context of business, eco-friendliness plays a crucial role in brand reputation. Furthermore, branding and advertising are becoming more important in order to establish a positive brand image and gain consumer trust. It includes improving the company's sustainability, certifying claims, and communicating this to customers through eco-branding and public relations.

H4: **A significant and positive relationship exists between environmental advertising and consumers' buying behavior.**

Advertising is a type of marketing that entails paying for space in order to advertise a product, service, or cause. Advertisements, or ads for short, are the real commercial messaging. Environmental advertising, sometimes known as green advertising, arose from the need to connect environmental consumers with information about a company's pro-environmental products and services (Banerjee, Gulas, and Iyer, 1995).

H5: **A significant and positive relationship exists between green packaging and consumers' buying behavior.**

According to Shrestha (2018), green packaging is a method of product packaging that addresses the full environmental impact of the packaging material's manufacture and disposal. A sustainable package produces less waste than standard packaging and is made of materials that use as much recyclable material as feasible while using the least amount of energy.

1.5. Significance of the Study

Many businesses are embracing green marketing as part of their broader social duty. The concept of social responsibility is that a corporation acts in such a manner that it is aware

of, and responds sensitively to, societal, cultural, and environmental problems (Hendricks,2017).

According to Polonsky (1994), a green-marketing approach in the product domain encourages the incorporation of environmental issues into all elements of company activities, such as strategy formation, planning, reengineering in the manufacturing process, and engaging with customers. So, in order to remain competitive in the face of environmental protectionists' challenges, businesses will need to find solutions through their marketing strategies, product and service redesign, customer service, and so on. In this endeavor, businesses may pursue new technologies for dealing with waste, sewage, and air pollution, as well as product standardization to ensure environmentally safe products.

Green marketing is growing in many countries including Nepal, which have greatly affected the growth in consumer awareness and the transition of customers into green goods. Prior studies explored factors such as attitude, awareness and value that influence environmental buying behavior. While these factors have been recognized as important factors in the conduct of environmental transactions, not many has examined the influence of green marketing tools as a determinant of consumer acquisitions. So, this study can provide significant insights on the use of green marketing tools for Nepalese consumers.

This research investigates the impact of green marketing techniques on customer purchasing behavior in underdeveloped countries such as Nepal. Eco-packaging, eco-labeling, green branding and green advertising are examples of green marketing tools. This research also looks into the causes and issues of green marketing in Nepal. The research sheds light on how to grasp the practical side of green marketing and how it may be used to motivate customers. As a result, a better understanding of the elements that influence consumer purchasing behavior aids Nepalese companies in developing environmentally friendly products.

The research can be applied to organizations that want to shift their marketing strategy to a green marketing strategy or improve their present green marketing strategy. The current study's conclusions will be extremely beneficial to businesses, investors, and marketers. Academicians will benefit from this work because it can be used as a foundation for future research on related topics.

1.6. Rationale of the Study

This graduate research on the effects of green marketing tools in the consumer buying behavior products will be extremely useful to a variety of organizations and businesses in determining consumer expectations and implementing various strategies to suit those needs. Marketers will be able to attain effective communication objectives in the marketplace as well. The study's findings will serve as a reference for marketers in terms of marketing practices using green marketing tools and understanding the relationship between the marketing practices and consumer brand evaluation.

1.7. Limitation of the Study

The limits of the study are those aspects of design or technique that impacted or influenced the interpretation of your research's findings. During this research several limitations have been found with suggestions for further investigations; it may be useful to provide insight into the development of a new framework. First, this survey was restricted to Kathmandu (Capital city of Nepal) consumers and did not include all the whole country. In future studies, all states in Nepal or a different city can be considered. Secondly, the study is on broad environmental brands; it does not signify the customers behavior for a particular product or brand.

During the study there were numerous barriers to reliable and relevant data. Within a certain time frame the study addressed a particular subject and has certain financial limits. Data collection has taken place in the Kathmandu Valley from on-line sources on the basis of convenience sampling methods. The study depends also on the consumer's perspective and also on the consumer's prejudice.

1.8. Structure of the Study

This Graduate research report is divided into three sections: preparatory materials, report body, and supplemental materials. Title page, Certification, Declaration of Authenticity, Acknowledgements, Table of Contents, List of Tables, List of Figures, Common Abbreviations, and Executive Summary are all included in the introductory section. The report's body is divided into five sections. The first chapter provides a brief background of the research as well as an introduction to the topic area. The report's second chapter

contains previous literature studies and theoretical principles examined by the researcher. The third chapter discusses several methodological paradigms associated with the research. The data and its presentation are covered in the fourth chapter. Finally, in the fifth chapter, there is a discussion of the research's findings and conclusions.

CHAPTER II

RELATED LITERATURE AND THEORATICAL FRAMEWORK

Literature review plays a key role in research because it facilitates the development of theoretical understanding of the study's key context. This chapter consists of the findings of different researchers concerning the subject matter. The findings of previous researchers are examined in relation to theses, publications, books, and websites. This chapter covers a review of the literature on green marketing and its tools, consumer buying behavior, and the relationship between the tools and consumer buying behavior, as well as a discussion of the research gap and theoretical framework on which the study is based.

2.1. Green Marketing

The American Marketing Association workshop intended to bring academics, practitioners, and public policymakers together to investigate the influence of marketing on the natural environment. Ecological marketing was described at this workshop as the investigation of the positive and negative effects of marketing activities on pollution, energy depletion, and non-energy resource depletion (Henionand Kinnear, 1976).

Lazer (1969) defined green marketing as a societal dimension of marketing that addresses the limited availability of environmental resources, the environmental impacts of conventional marketing, and the greening of various aspects of traditional marketing. Green marketing, according to Peattie (1995), is "the management system that is responsible for identifying consumer and societal requirements and anticipating and delivering those requirements in a profitable and sustainable manner."

According to Sharma (2018) Green marketing is a new idea that is fast gaining popularity due to its importance in protecting the environment for future generations. It is concerned with the holistic marketing idea, which relates to the promotion of ecologically friendly products. Its primary goal is to provide environmentally friendly products. This marketing must be managed correctly by employing methods such as product design, differentiation, value positioning, packaging, distribution, and life-cycle analysis, but research, customer awareness, process effectiveness, and higher costs must not be overlooked.

Green marketing is more than just saying you care about the environment; it is about actually doing something about it, whether that is inventing products, providing services, or creating a corporate culture that has a positive impact on the environment and the world around us (Hendricks, 2017). Green product marketing is considered environmentally friendly and includes a variety of actions such as product modifications and changes to the manufacturing process, packaging, labeling, and advertising tactics (Olsen et al., 2014).

FuiYeng & Yazdanifard (2015) argued that the reputation of a firm is essential since having a good reputation has been proven to be advantageous to the organization. Green marketing not only helps the firm but also plays an essential role in environmental preservation. As a result, regardless of sector, every firm should think about incorporating sustainability into their marketing plan.

Banerjee (2002) found that green marketing has become a value proposition for companies, with customers wanting to go ahead with the definition. Green marketing is the key. They would like to see it altered to reflect a sustainable corporate market responsibility that is lucrative but responsive to real global needs rather than widespread consumption. Sustainable marketing would ideally stop pushing irresponsibly improving profits above consumption in affluent nations

2.2. Green Marketing Tools:

According to Thakur, Rana and Kaur (2019), following the trend and importance of green marketing, many businesses have begun to brand their products as green or provide eco branding. Brand owners are using labels, certification marks, and logos to add value to their green products, signaling their green authentications, qualifications, and quality while also increasing their customer base.

Delafrooz, Taleghani, Nouri(2014) analysed the influence of green marketing tools in consumer buying behavior. They found that green marketing does not have a great influence on all consumers. As a result, there is a need to identify and concentrate product promotion on environmentally conscious consumer segments. These sectors of the population are typically younger and more affluent.

The findings unequivocally validate the efficacy of green marketing. Customers are more satisfied when they have a green image and green products. Prices and satisfaction were

even found to have a positive association, indicating that purchasers are willing to pay higher prices for high-quality green(er) items.

2.2.1. Environmental Beliefs

Siddique and Hossain (2018) looked into where customers get their information about green items and how that affects their purchasing decisions. A structured questionnaire with five-point Likert scales and various items was used to collect data from 300 respondents using survey methods. According to the findings, advertising actions on eco-friendly products and reference groups have a substantial impact on consumer awareness of green products. The vast majority of those surveyed are aware of green products. This research also identifies green product awareness as a major component that influences consumers' green purchasing decisions.

Cherian and Jacob (2012) evaluated the notion of green marketing and reviewed some of the studies that had dealt with it, as well as the relationship between various consumer attitudes and green marketing. According to the findings of the study, the majority of customers still lack green knowledge, and as a result of this lack of awareness, companies are not rushing to develop more green products or putting in the effort to develop green concepts.

Similarly, Siddique and Hossain (2018) discovered that customers' understanding of green products is a vital component that influences their green purchasing decisions. Furthermore, Hamid (2017) discovered that environmental knowledge of environmentally friendly products has a positive and significant impact on green purchasing behavior.

2.2.2. Eco-Labeling:

Eco-label is a significant instrument for allocating imbalance information between sellers and purchasers, according to Sammer and Wustenhagen (2006). They also claim that labels serve two primary functions for consumers: information and value. Information functions inform consumers on intangible product attributes such as product quality, while value functions provide value in and of themselves.

According to Nik Abdul Rashid's (2009) research, consumer awareness of eco-labels has a favorable impact on consumer knowledge of green products and purchase intent. Other studies, on the other hand, show that while some customers recognize the purposes of

labels, this does not invariably translate to green purchase decisions (Leire and Thidell, 2005).

The recognition of an eco-label has a favorable impact on the information provided about a green product and the willingness of consumers to purchase it. Furthermore, prior studies conducted in Western countries concluded that the majority of consumers have a good attitude toward eco-labeled products (Cherian & Jacob, 2012).

On the other hand, Leire and Thidell (2005) found contradicting results, stating that while consumers recognize eco-labeling, it does not always lead to them changing their buying habits.

2.2.3. Eco- Branding

A brand, according to the American Marketing Association, is "a name, word, sign, symbol, or design, or a combination of them, intended to identify and differentiate the goods or services of one seller or group of sellers from those of a competitor." This notion can also be used to the eco-brand. An eco-brand is a name, symbol, or design for environmentally friendly items. Eco-brand elements can help buyers distinguish eco-friendly products from non-green products.

Green brands are those that are associated with environmental issues and environmentally friendly/sustainable business strategies. Several studies show that when customers' environmental awareness grows, they are more likely to choose brands that appear to be environmentally friendly (Eagly and Kulesa, 1997).

According to a survey by Rahbar and Abdul Wahid (2010), Malaysian consumers regard glass-based products, household cleaning products, aerosols, insecticides, and plastics as non-green product categories with a significant environmental effect. As a result, eco-branded products with environmental elements are expected to receive positive feedback from consumers.

Brand equity, according to Aaker (1992), can be described as the differential effect that brand knowledge has on a consumer's response to a brand's marketing. Green branding should be used to emphasize that green products function equally well as non-green items. Green branding should also be utilized to assist consumers distinguish green brands from similar brands that provide the same purpose.

2.2.4. Green Advertising

Environmental advertising by firms usually has three parts, according to Davis (1994). To begin, the commercial includes a statement on the company's environmental concerns. Second, the advertising highlights how the company has altered its operations to show its care for and commitment to environmental improvement. Third, the commercial details particular environmental actions and/or outcomes that the company is responsible for.

Environmental messages in commercials and product labeling were shown to ''occasionally" impact the purchasing decisions of 70% of respondents, according to Chase and Smith (1992). More than half of those polled said they paid less attention to such messages as a result of their excessive use, and the majority said environmental commercials were untrustworthy.

In the Pakistani context, Tariq (2014) discovered that green advertising has a direct impact on consumer buying behavior and degree of satisfaction In spite of the fact that not all consumers were swayed by green marketing. Similarly, Kordshouli, Ebrahimi, and Bouzanjani (2015) showed that eco-labelling and green messages in advertising barely persuaded 70% of customers in Mashhad, Iran. Furthermore, half of the respondents said they didn't pay attention to green messages in advertisements because they didn't think they were genuine.

2.2.5. Green packaging:

Sharma (2018) observed that the packaging has been found to have a major effect on the promotion of green products. Customers purchase eco-friendly packaged green items. Green marketing should change product packaging by using recycled as well as hand-made paper rather than more automated material. Manufacturers who use plastic for packaging must adhere to certain requirements.

According to Molina-Besch (2016), green packaging has three basic characteristics: minimizing the use of difficult-to-decompose packaging, employing energy-efficient packaging, and using ecologically friendly packaging.

Consumers respond favorably to environmentally responsible packaging, according to a study by Steenis et al. (2017). The most important qualities that influence consumer assessments and preferences are green packaging items (Rokka & Uusitalo, 2008).

According to past studies on green packaging, few studies have addressed purchasing intentions toward green packaging, particularly in developing countries and among young customers (Prakash & Pathak, 2017; Biswas & Roy, 2015; Khare, 2015). They used the Theory of Reasoned Action to try to explain why people want to buy green packaging. As a result, this study was designed to better understand young customers' purchase intentions toward green packaging by employing the Theory of Planned Behavior and expanding it by including additional variables such as environmental concern and willingness to pay.

2.3. Consumer Buying Behavior

According to Kotler and Keller (2009), the buying decision process involves five stages: problem identification, information search, alternative evaluation, purchase choice, and post-purchase behavior. Essentially, it is concerned with consumers' requirements and how these needs may be activated by external factors in order to drive a desire to purchase. In order to defend their purchasing decisions, customers also strive to gather as much information as possible from friends, family, previous experience, and advertising. Their decisions are influenced by their ideas, attitudes, and knowledge.

Purchasing behavior is divided into four stages: identification of a need for solutions, evaluation of options, purchase decision, and post-purchase behavior. Consumer purchase behavior is influenced by a variety of factors, including socio-cultural, psychological-individual, marketing, and mixed settings (Delafrooz et al., 2014).

Ginsberg and Bloom (2004) argues that, while purchasing green may not appeal to everyone, there are a sizable number of consumers that may be responsive to a green appeal. Some people clearly exhibit intermittent green feelings in their routines and purchasing behavior. Understanding the target consumer will assist marketers in determining whether "greenness" is a suitable selling quality and how it should be introduced into the marketing mix.

Ghimire (2019) looked at consumer perceptions of green products and the relationship between their comprehension and behavior among Nepalese consumers. Three key

parameters were examined: green product knowledge and behavior, green information and marketplaces, and environmental concern (environmental knowledge and awareness). Consumers perceive green products as eco-friendly, sustainable consumer products in the sense that they are reusable, biodegradable, recyclable, and their production and consumption are done in an environmentally friendly manner with no negative impact on human health or the environment, according to the study. The study found that Nepali consumers also lack proper green information and green markets for their consumption of green products.

Environmentally conscious consumer behavior has been on the rise. According to a survey conducted by the Co-operative Bank in the United Kingdom, 17 percent of respondents felt sorry about unethical purchases in 1999, while 44 percent felt guilty in 2005. (Grant, 2007).

2.4. Research Gap

A research gap is a question or a problem that hasn't been addressed in any of your field's previous studies or research. Many findings suggests that the increasing awareness of environmental concerns has a high degree of participation for customers. Studies have demonstrated that environmental knowledge and consciousness have an important impact on the environmental attitude of consumers. But there is not much research regarding the consumer buying behavior influenced by green marketing tools. Environmental concerns in the population of Kathmandu valley is rising rapidly due to current hazardous environment condition. But the researcher found only one report by Shrestha (2018) on this topic conducted in Kathmandu. This report has tried to fill the gap by analyzing the impact of green marketing tools on consumer buying behavior.

2.5. Theoretical Framework of the Study

A conceptual framework is a versatile analytical tool that can be used in a variety of situations. It can be used in a variety of fields where an overall image is required. It is used to arrange concepts and make conceptual distinctions. Strong conceptual frameworks capture something actual and present it in an easy-to-remember and apply format. Because the conceptual framework is potentially so close to empirical inquiry, it can operate as a

map that gives coherence to empirical investigation. It can take numerous shapes depending on the research question or problem.

Independent Variables

Green Marketing tools

- Eco labeling
- Environmental Advertisement
- Eco-Branding
- Green Packaging
- Environmental beliefs

Dependent Variables

Consumer Purchase Behavior

Moderating Variables

- Gender
- Age
- Educational Qualification
- Occupation
- Income
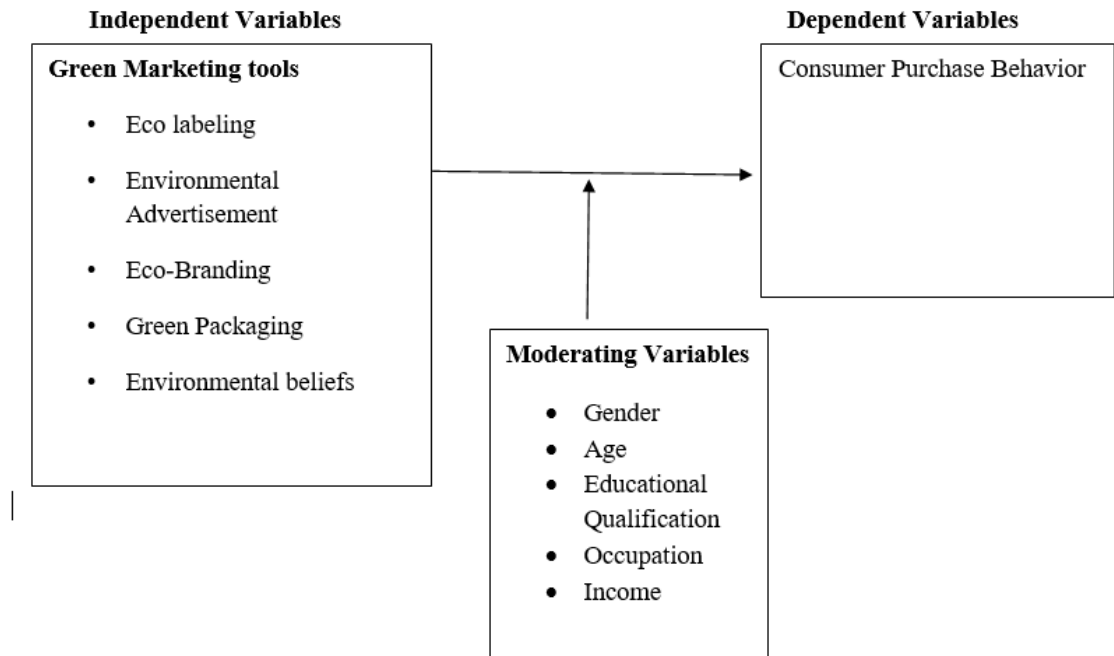
Figure 1.*Conceptual framework of the study between Green marketing tools and Consumer Buying Behavior.*

As presented in figure 1 above, with the detailed review of past research, journals and articles, a conceptual framework is devised which shows the attributes and factors that influence the buying behavior of the consumer. There are various green marketing elements and factors that affect the consumers' buying behavior. Here in the figure, consumer buying behavior is dependent variable whereas packaging attributes (Eco labeling, environmental advertisement, eco-branding, green packaging and environmental beliefs) are independent variables. Similarly, gender, age, educational qualification, occupation and income level are taken as the moderating variables in the model. The elements of green marketing has been selected undergoing various journal, articles and research of Shrestha (2016), Rahbar & Wahid (2011), and Delafrooz et. al., (2014) which has shown a greater impact on consumer buying behavior and a higher relevance to the context of Nepal suitable for this study.

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CHAPTER III

RESEARCH METHODOLOGY

This chapter describes the research methodologies used in the study, including the research design, demographic and sample size, data collection details, data type and sources, statistical tools, data analysis procedure, and the reliability and validity of the instrument used to create results.

3.1. Research Design

This study has employed descriptive and explanatory research designs to deal with the fundamental issues associated with green marketing and its effect on consumer buying behavior amongst people of Kathmandu. Articles were examined in order to get an adequate understanding of the subject matter. Furthermore, descriptive design has been utilized to describe more about the aspects that influence purchasing behavior as well as green marketing tools. The study is descriptive in nature since it uses statistical methods to explain the nature and characteristics of the population and its data sample without any type of modification. Relevant data from other studies was gathered, processed, and reviewed in order to reach a logical conclusion.

3.2. Population and Sample

The study is based on primary data and is intended to assess the efficiency of green marketing techniques and their effects on packaged food purchasing behavior in Kathmandu. The residents of Kathmandu make up the overall population for this study. The study included 310 Kathmandu residents for the objective of analyzing green marketing and its impact on consumer buying behavior in Kathmandu. A total of 310 people participated in the study, which resulted in a total of 211 observations. These samples were chosen at random using a Google form shared on social media. Questionnaires were distributed to around 350 individuals but the response rate was 310. As a result, the research is based on 310 observations.

3.3. Sources and Methods of Data Collection

The study relied on primary data. The primary data was gathered utilizing a structured questionnaire and a survey method. There were two sections to the questionnaire. Questions on the participants' socioeconomic characteristics, such as: gender, age, education level, and income level, were included in the first segment. Questions about packaging qualities and consumer buying behavior were asked in the second and third sections, respectively, using a five-point Likert scale questionnaire with 5=strongly agree, 4=agree, 3=neutral, 2=disagree, and 1=strongly disagree. The data was collected over a one-month period, with the researcher sending the questions through Google forms. Because the study was conducted during the epidemic, the researcher was very polite in approaching the respondents and did not place any pressure on them to reply. The questionnaires are designed in such a way that they reflect the data of the topic under consideration, and the data from the questionnaire is meticulously transcribed and coded. Missing responses should be recollected if possible, but if that is not possible, they should be ignored or given neutral or imputed values on the researcher's behalf in an appropriate manner. All of the responses were entered into an Excel spreadsheet, which was then analyzed in SPSS.

3.4. Instrumentation

For the construction of the conceptual framework, secondary sources of data such as the internet, books, journals, newspapers, and articles were initially studied. This research is based on primary data as well. To find consumer purchase behavior in Kathmandu, a self-administered survey questionnaire was used as the main primary data gathering instrument to assess the opinion of employees regarding eco-labeling, eco-brands, environmental advertising, environmental branding, green packaging, and environmental beliefs. The responses were coded on a five-point scale: 5= Strongly Agree, 4 = Agree, 3 = Neutral, 2=Disagree, and 1=Strongly Disagree. This information can be found in the questionnaire's second section. The dependent variable, "customer buying behavior," is included in the third section of the questionnaire. The mean, median, and standard deviation for the responder profile were calculated using descriptive statistics. Cronbach's alpha is used to assess the reliability of scales. In order to derive meaningful relationships between independent variables (Eco-labeling, Environmental Advertising, Environmental Branding,

Green Packaging and Environmental Beliefs,) and dependent variables (Consumer Buying Behavior), the SPSS package also included correlation and linear regression tools.

3.5. Data Analysis Tools

The respondent's total replies were coded and summarized in an SPSS worksheet. The purpose of SPPS is to analyze the questionnaire results and then assist in the intercepting of the results. The result was obtained using a variety of methods, including frequencies, descriptive statistics, and casual comparative and reliability analysis (Cronbach's alpha). The survey data was processed and analyzed with the help of SPSS and Microsoft Excel. To begin, the data is coded and entered into the SPSS statistics 20 program. The data is organized, managed, analyzed, and interpreted using Microsoft Excel. The primary data analysis is done which comprises a summary of descriptive statistics related to the respondents' general information, such as gender, age, academic qualification, occupation, and income level, as well as the percentage frequency distribution of the respondents' general information. To determine the importance of the response, cross tabulation was performed based on the respondents' strata.

3.6. Descriptive Analysis

Frequency, mean, percentage, and standard deviation are examples of descriptive statistics that are used to characterize the features of data. The respondent profile is based on frequency. The current state of packaging, as well as the size of packaging and the general packaging and consumer buying behavior of the respondents, are assessed using mean and standard deviation. The mean score of eco-labelling, eco-brands, environmental advertising, environmental branding, green packaging, and environmental beliefs is averaged to determine overall the mean score of consumers buying behavior is used to determine overall consumer buying behavior.

3.7. Validity and Reliability:

The amount to which a notion is accurately measured in a quantitative investigation is known as validity. A poll intended to investigate depression but instead measuring anxiety, for example, would be deemed invalid (Heale and Twycross, 2015). The researcher conducted a pilot test of the questionnaire's reliability in order to determine its validity. The

questionnaire was pretested with 50 participants, after which it was adjusted for validity purposes. The construct and face validity of the instrument were the focus of this study, which ensured that it covered what it was designed to cover. In the construction of the questionnaire, the researcher analyzed theoretical and conceptual reviews for construct validity, and it was thoroughly studied and selected in relation to the theories.

The constancy of a measurement is referred to as reliability. When completing an instrument to measure motivation, a participant should have about the same responses each time the exam is taken. Although it is impossible to give an exact measurement of reliability, multiple measures can be used to assess reliability (Heale and Twycross, 2015).

Table 3.1

Coefficient of Cronbach's Alpha

Variables	No. of questions	Cronbach's Alpha
Eco-labeling	5	0.746
Eco-branding	5	0.777
Environmental Advertising	5	0.790
Environmental Packaging	5	0.852
Environmental beliefs	5	0.743
Consumer buying behavior	5	0.738
Total	30	0.900

Cronbach's alpha must be at least 0.70 to be considered acceptable. Alpha values of 0.80 to 0.90 are typically preferred. Since the Cronbach's alpha of the data is in the range from 0.70 to 0.90 the data is considered reliable.

3.8. Correlation Analysis

To investigate the relationship between variables, correlation analysis is utilized. It shows how or to what extent variables are related to one another. Correlation analysis is used to investigate the relationship between green marketing tools and product purchasing behavior. The scale model proposed by (Davies, 1971) is used to characterize the relationship between the independent factors and the dependent variable.

3.9. Regression Analysis

The statistical procedure of regression analysis is used to estimate the relationships between variables. Environmental awareness, eco-labelling, green branding, and green advertising were employed as independent factors, while consumer buying behavior was used as the dependent variable. Even while the correlation coefficient suggests that there is a strong association between two variables, the actual shape of that relationship cannot be established. In this situation, regression analysis reveals more details regarding the relationship's extent. It's used to explain a relationship's nature and make forecasts.

The hypothesis was tested using regression analysis in this study. This section identifies which independent variable causes outcome variability, how much dependent variable variability is explained by independent factors, and which variables are important (above other variables) in explaining dependent variable variability. The dependent variable (Consumer Buying Behavior) was analyzed using linear regression to determine the link between the independent variables (eco-labelling, environmental advertising, environmental branding, green packaging and environmental beliefs,). The regression equation is therefore:

$$Y= \beta_0+\beta_1 X_1+\beta_2 X_2+\beta_3 X_3+\beta_4 X_4+\beta_5 X_5+\varepsilon$$

Where,

Y= Consumer buying behavior

β_0= Constant

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$= the regression coefficient of the variables.

X1= Environmental beliefs

X2= Eco -labeling

X3=Eco-branding

X4=Environmental advertising

X5=Green packaging

ε= Error

This chapter examines the methodical presentation, interpretation, and analysis of primary data acquired from a questionnaire disseminated with the goal of determining the effectiveness of green marketing tools and their effects on customer purchasing behavior in Kathmandu. A set of questionnaires was provided, which included five-point Likert scale style questions. In total, 310 people were polled and analyzed in order to achieve study's objectives. The fundamental phase in the analytical process of recognizing issues, assessing the availability of appropriate data, deciding which methods are appropriate for addressing the questions of interest, applying the methods, and evaluating, summarizing, and presenting the results is described here.

4.1. Demographic Profile of Respondents

Responses are grouped by gender, age and other personal variables to create a profile of the respondents. Demographic characteristics such as education, occupation, and income play an important role in understanding respondents' behavior. As a result, this section summarizes the demographic features of the consumers. A description of the data gathered by using a questionnaire is provided in this section. Describing information quantitatively is a summary statistic. Rather than using the data to learn about the population represented by the sample, it seeks to summarize the sample's results.

4.1.1 Distribution of Respondents Based on Gender

Table 4.1.1:

Distribution of Respondents Based on Gender

Gender	Frequency	Percent
Male	151	48.7
Female	159	51.3
Total	**310**	**100.0**

The above table show that out of the 310 respondents, 48.7% are male and 51.3% are female.

4.1.2 Distribution of Respondents Based on Age

Table 4.1.2.:

Distribution of Respondents Based on Age

Age	Frequency	Percent
16-24	52	16.8
25-34	218	70.3
35-44	34	11.0
45and above	6	1.9
Total	**310**	**100.0**

Majority of the respondents, i.e.,218 out of 310 respondents lie in the age group 25-34 years, constituting 70.3 percent of total respondents. From the respondents, 16.8% of them belonged to 16-24 age group, 11% of them belonged to the 35-44 age group, and 1.9% belonged to the age group above 45.

4.1.3. Distribution of Respondents Based on Educational Qualification

Table 4.1.3:

Distribution of Respondents Based on Educational Qualification

	Frequency	Percent
SLC	12	3.9
Intermediate	42	13.5

	Frequency	Percentage
Bachelors' degree	104	33.5
Master's Degree	145	46.8
M Phil, PhD, etc	7	2.3
Total	**310**	**100.0**

As for the educational qualification, 3.9 % belonged had an academic qualification up to SLC, 13.5% had the academic qualification of High school, 33.5% had the academic qualification of Bachelor's degree, 46.8% had the academic qualification of master's degree and 2.3% assigned their academic qualification as M Phil, PhD, etc. As the majority of respondents had a master's degree, it's clear that the respondents had a good educational background.

4.1.4. Distribution of Respondents Based on Occupation

Table 1.1.4.

Distribution of Respondents Based on Occupation

	Frequency	Percentage
Student	100	32.3
Employed	156	50.3
Self-employed	32	10.3
Unemployed	22	7.1
Total	**310**	**100.0**

The above table shows that out of 310 respondents, 32.3% are students, 50.3% are employed, 10.3% are self-employed and 7.1% are unemployed.

4.1.5. Distribution of Respondents Based on Income level

Table 4.1.5

Distribution of Respondents Based on Income level

Income level	Frequency	Percent
Below Rs.20,000	101	32.6
Rs.20,000-Rs50,000	135	43.5
Rs.50,000-Rs.100,000	31	10.0
Above 100,000	43	13.9
Total	310	100.0

The above table shows that out of 310 respondents, 43.5% have income level between 20,000-50,000, 10%% have salary between 50,000-100,000 and 13.9.% have salry above 100,000.

4.2. Mean Scale Measurement (Item wise)

A five-point Likert scale was employed to measure the five independent variables in this study. They were: Eco-labeling, Environmental Advertising, Environmental Branding, Green Packaging and Environmental Beliefs. In the five-point Likert Scale, 1 represents Strongly Disagree and 5 represent Strongly Agree. Mean values below 2.5 suggest a tendency towards disagreement, while mean values over 2.5 show a tendency towards agreement with the claims.

4.2.1 Descriptive Statistics of Environmental belief

Attitudes towards the environment are linked to environmental beliefs. Therefore, this study aims to establish a link between consumer perceptions in Kathmandu and environmental beliefs.

Table4.2.1

Descriptive statistics of Environmental Belief

	Mean	Std. Deviation
The environment is being severely damaged.	4.03	1.230
I as a consumer have a bigger role in protecting environment.	4.02	1.242
Green products are better option for future sustainability.	3.66	1.251
If green features increase the price of a product, are you willing to pay more?	3.19	1.256
Green products will help enhance satisfaction towards products	3.37	1.257

Table 4.2.1 descriptive statistics reveals that the mean of the environmental beliefs ranges from a minimum value of 3.19 to maximum value of 4.03. Among them, the most agreed observation of the respondents regarding Environmental beliefs is "The environment is being severely damaged" with mean value of 4.03, which means that on an average most of the respondents agree that Environmental beliefs helps them choose the product for purchase. Whereas, the less agreed observation is "If green features increase the price of a product, are you willing to pay more?" with mean value of 3.19.

The fourth statement with higher standard deviation of 1.256 shows that respondents have more deviation with the statement "If green features increase the price of a product, are you willing to pay more?", which means the values in the data set are far away from the mean.

Consumers were influenced favorably by the environmental beliefs in products, as seen in the table. The environmental in has a positive on consumers' minds.

4.2.2 Descriptive Statistics of Eco Labeling

Eco-labels are a tool that aids consumers in selecting ecologically friendly product choices. As a result, this study aims to link consumer perceptions of eco-labelling of goods in Kathmandu.

Table 4.2.2

Descriptive statistics of Eco-labeling

	Mean	Std. Deviation
I find eco-labels very useful in choosing the product	3.80	0.857
Green labels are easy to recognize.	3.49	1.036
I always notice whether the product carriers' eco-labels or not.	3.43	1.055
Eco-labels influence me to purchase the product	3.06	1.164
If an eco-labeled product is not available, I postpone my purchase.	3.07	1.153

Table 4.2.2 descriptive statistics reveals that the mean of the eco labeling ranges from a minimum value of 3.06 to maximum value of 3.80. Among them, the most agreed observation of the respondents regarding Eco-labeling is "I find eco-labels very useful in choosing the product" with mean value of 3.80, which means that on an average most of the respondents agree that Eco-labeling helps them choose the product for purchase. Whereas, the less agreed observation is "Eco-labels influence me to purchase the product." with mean value of 3.06.

The fourth statement with higher standard deviation of 1.164 shows that respondents have more deviation with the statement "Eco-labels influence me to purchase the product", which means the values in the data set are far away from the mean.

Consumers were influenced favorably by the eco-labels used in products, as seen in the table. The ecolabeling used in packaging has a positive on consumers' minds.

4.2.3 Descriptive Statistics of Eco-Branding

An eco-brand is a name, symbol, or design for environmentally friendly items. therefore, the purpose of this study is to link customer perceptions of Green Branding of packaged goods in Kathmandu.

Table 4.2.3

Descriptive statistics of Eco-branding

	Mean	Std. Deviation
I am aware of eco-brands	3.60	0.922
I find green branded products reliable.	3.87	0.926
Green brands are safe for the environment.	3.82	1.002
Green brands provide better quality than other brands	3.90	1.010
I feel good about buying brands which are less damaging to the environment	4.16	0.860

In table 4.2.3 shows the five descriptive statistics statements of Environmental Branding respective. The mean ranging from 3.60 to 4.16 shows that response is inclined towards agreement. The table shows that the fifth statement "I feel good about buying brands which

are less damaging to the environment" has the highest mean i.e. 4.16. This indicates that maximum respondents perceive that they feel safe and healthy about buying brands which are less harmful to the environment. The first statement: "I am aware of eco-brands", has the lowest mean value i.e.,3.60. It indicates that respondents somewhat agree that they are aware of the eco-friendly brands.

4.2.4 Descriptive Statistics of Environmental Advertising

A product composed of environmentally friendly materials or packaged in an eco-friendly manner can assist consumers make the right choice when it comes to buying eco-friendly products through environmental advertising. Therefore, this study aims to establish a link between consumer buying behavior of environmental advertising in Kathmandu.

Table 4.2.4

Descriptive statistics of Environmental Advertising

	Mean	Std. Deviation
I enjoy watching advertisement focusing on product's environmental values.	3.89	0.930
Green advertisements accurately reflect a brand's environmental effort.	3.97	0.910
Green advertisements are necessary for environmental awareness.	4.10	0.786
Green advertising catches my attention.	4.01	0.812
Attractive environmental advertisement will encourage me to buy green products	3.94	0.870

Table 4.2.4 shows five descriptive statistic statement of Environmental advertising, among which third statement has the highest mean and first statement has the lowest mean. The highest mean of 4.10 indicates that "Green advertisements are necessary for environmental

awareness.\." is the most agreed statement. Lowest mean value of 3.89 indicates that respondents have agreed less on "I enjoy watching advertisement focusing on product's environmental values." Moreover, the table shows that first statement has the highest standard deviation whereas first and second has the third standard deviation. This means respondents have more deviation with the statement 'I enjoy watching advertisement focusing on product's environmental values.' i.e., the values in the data set are far away from the mean.

4.2.5. Descriptive Statistics of Green Packaging

Green packaging, also known as sustainable packaging or eco-friendly packaging, refers to packaging designs that have the least environmental impact feasible. Determining consumer perceptions of green packaging in Kathmandu is consequently the goal of this research.

Table 4.2.5

Descriptive statistics of Green Packaging

	Mean	Std. Deviation
Green packing attracts my attention towards the product	3.70	0.954
I consider green packaging provide higher quality than regular ones with the exact same characteristics	3.62	0.940
Green packaging encourages me to purchase the product.	3.72	0.908
Green packaging makes product more appealing	3.69	0.988
I look for packaging when I am opting for green products over the other ones.	3.54	1.010

Table 4.2.5 shows the descriptive statistics of Green packaging. There are altogether five statements in the table with their respective mean ranging from the highest mean value 3.72 to the lowest mean value of 3.54 which shows that responses are somewhat inclined towards agreement. The third statement has the highest mean of 3.72. It indicates that maximum respondents feel that "Green packaging encourages me to purchase the product". Similarly, fifth statement has the lowest mean value i.e.,3.54. It indicates "I look for packaging when I am opting for green products over the other ones."

The table also shows that fifth statement has the highest standard deviation of 1.010 this means respondents have more variation with the statement that they don't like food products packaged with plastics, paper and polystyrene foam and they suggest people to buy food products with green packaging.

4.2.6. Descriptive Statistics of Consumer Buying Behavior

Consumer behavior is the study of attitudes, intentions, and decision-making processes in order to understand and predict consumer behavior. As a result, this study aims to link the impression of customers on Consumer Buying Behavior in Kathmandu

Table 4.2.6

Descriptive statistics of Consumer Buying Behavior

	Mean	Std. Deviation
I always buy energy efficient products.	3.68	0.916
I think green marketing practices positively affect my perception of the brand.	3.70	0.923
I avoid buying products from companies who are environmentally irresponsible.	3.77	0.972

Knowing a product can be recycled, reused or repaired after use is a reason for me to buy these particular products	3.89	0.941
I would 4 to pay even extra price for environment friendly products to save our environment.	3.72	1.003

The table 4.2.6 shows the descriptive statistics of Consumer Buying Behavior. There are five statements in the table with their respective mean ranging from 3.08 to 3.89 which shows that responses are somewhat inclined towards agreement. The table shows that the fifth statement has the highest mean of 3.89. This indicates that maximum respondents feel that knowing a product can be recycled, reused or repaired after use is a reason for them to buy these particular products. Similarly, first statement has the lowest mean value i.e., 3.73. It indicates that respondents somewhat agree that they always buy green energy efficient product but the degree of agreement is lesser than the other statements.

4.2.7 Descriptive Statistics of Variables Study

Table 4.2.7

Descriptive Statistics of Variables Study

	Mean	Std. Deviation
EB	4.0652	0.60463
EL	3.3710	0.74577
EBr	3.8710	0.68709
EA	3.9832	0.63672
GP	3.6529	0.76156

CBB	3.7529	0.66516

The table 4.2.7 shows that the respondents agree that their environmental beliefs are a strongest tool to persuade their buying behavior (mean=4.0652). Eco-labeling is the has the lowest mean of 3.371 among all other variables. Respondents agree that environmental branding has positive affect in their buying decision with mean of 3.87. Respondents agree that environmental advertising and green packaging also have influence on their buying behavior with the mean value of 3.98 and 365 respectively.

4.3. Relationship between Green Marketing Tools and Consumer Buying Behavior

Table 4.3.

Relationships between Green Marketing Tools and Consumer Buying Behavior of green products

	CBB	EB	EL	EBr	EA	GP
CBB	1	.535**	.547**	.610**	.465**	.573**
EB	.535**	1	.519**	.632**	.564**	.544**
EL	.547**	.519**	1	.594**	.411**	.597**
EBr	.610**	.632**	.594**	1	.679**	.687**
EA	.465**	.564**	.411**	.679**	1	.663**
GP	.573**	.544**	.597**	.687**	.663**	1

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

Table 4.3 shows the correlation between use of green marketing tools and consumer buying behavior. The results show that consumer buying behavior and environmental beliefs have a correlation of 0.535 which indicates a strong relationship between the variables. The p-value of environmental belief is less than 0.01 which shows that the correlation is statistically significant. Eco-labeling has a correlation value of 0.547 with consumer buying behavior, which indicates strong relationship. The P-value for eco-labeling is also is less than 0.01 which shows that there is sufficient statistical evidence to prove that correlation is significant. Environmental branding has a correlation value of 0.610 which shows a strong relationship and is the highest among all the other variables. The p-value of packaging label is less than 0.01 which proves that there is statistical evidence that correlation is significant. Likewise, environmental advertising has a correlation of 0.465 which indicates a strong relationship and has a p-value less than 0.01 which shows a significant correlation. Further green packaging has a correlation value of 0.573 which shows a strong relationship and is second highest correlation variable among other variables.

In conclusion, environmental branding has the strongest association with consumer buying behavior among all five independent variables with environmental advertising as the weakest association. This analysis shows that the better the environmental branding, the more they intrigue the consumer in buying the product. Likewise, the changes in the environmental advertising affect the consumers buying behavior to a lower extent as compared other green marketing tools.

4.4. Dominant Factor of Green Marketing Tools Impact on Consumer Buying Behavior

Regression analysis is a statistical method for estimating the relationships between variables. The regression results were estimated using environmental awareness, eco-labeling, green branding, and green advertising as independent factors and consumer purchasing behavior as the dependent variable. Even if the correlation coefficient suggests that there is a strong association between two variables, the exact shape of the relationship between the two variables cannot be determined. In this example, regression analysis provides more information regarding the scope of the relationship. It is used to characterize the nature of a relationship and to make predictions. Multiple Regression analysis allows

researchers to analyze the strength of the association between a variable of interest (the dependent variable) and a number (usually several) of predictor variables as well as their relative relevance. The study utilized a multiple linear regression model, which is broken into three sections: Model Summary, ANOVA, and Coefficients.

Table 4.4.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680[a]	0.462	0.453	0.49200

a. Predictors: (Constant), GP, EB, EL, EA, EBr

Table 4 shows the model summary table. The strength of the model's association with the dependent variable. R, or the multiple correlation coefficients, denotes the linear relationship between the observed and anticipated values of the dependent variable. Its high value suggests a strong connection. R Square, or the coefficient of determination, is the squared value of the multiple correlation coefficients. As can be seen from Table, the value of our R square is 0.462, the model explains 46.2 percent of the variation in consumers buying behavior.

Table 4.4.2

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	63.126	5	12.625	52.157	.000[b]
Residual	73.586	304	0.242		
Total	136.712	309			

This table shows that the regression model significantly predicts the dependent variable. A p-value less than 0.05 shows that the slope of the regression line is not zero, indicating a significant linear relationship between the dependent and independent variables. In this case, p value is 0.000, which is less than 0.05, indicating that the regression model predicts the outcome variable statistically substantially (i.e., it is a good fit for the data).

Table 4.4.3.

Regression Analysis of Green Marketing of green products and Consumer Buying Behavior

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.873	0.209		4.170	0.000
EB	0.190	0.063	0.173	3.006	0.003
EL	0.169	0.051	0.190	3.337	0.001
EBr	0.260	0.068	0.268	3.841	0.000
EA	-0.025	0.066	-0.024	-0.372	0.710
GP	0.172	0.058	0.197	2.969	0.003

a. Dependent Variable: CBB

β represents coefficient of the independent variables and Sig represents the statistically significant level of the model in the data presented in the above table.

The regression equation is therefore:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

$$Y = 0.873 + 0.190 X_1 + 0.169 X_2 + 0.260 X_3 - 0.025 X_4 + 0.172 X_5 + \varepsilon$$

Where,

Y= Consumer buying behavior

β0= Constant

β1, β2, β3, β4, β5= the regression coefficient of the variables.

X1= Environmental beliefs

X2= Eco -labeling

X3=Eco-branding

X4=Environmental advertising

X5=Green packaging

ε= Error

The Coefficients table gives us the information we need to estimate consumer buying behavior from green marketing tools and determine if in the tools contributes statistically significantly to the model. The predictor variables are displayed in this first column (constant, Environmental belief, Eco-labeling, Environmental Branding, Green Packaging and Environmental Advertising,). The first variable (constant) is the constant, often known as the Y intercept in textbooks, which is the height of the regression line when it crosses the Y axis. In other words, when all other variables are zero, this is the expected value of Consumer buying behavior.

There are in total five significant factors in the coefficient test. Here, EB (Beta value = 0.173, t-value = 3.006 and p-value =0.003) has a positive and statistically significant impact on consumers' buying behavior. EL (Beta value = 0.190, t-value = 3.337 and p-value= 0.001) has significant impact on consumers' buying behavior. EBr (Beta value = 0.268, t-value = 3.841 and p-value= 0.000) has significant impact on consumers' buying behavior. EA (Beta value = -0.024, t-value = -0.372 and p-value= 0.710) does not have significant impact on consumers' buying behavior. GP (Beta value = 0.197, t-value =2.969 and p-value=0.003) has significant impact on consumers' buying behavior.

In the study, the value should be less than the study's tolerated level of significance, i.e. less than 0.05 for the 95 percent confidence interval. The null hypothesis is rejected or accepted based on the significant value. Coefficients having p-values<0.05 are statistically significant. Hence, environmental belief, eco-labeling, environmental branding and green packaging (p<0.05) are significant and positive impact on consumer buying behavior. On the other hand, environmental advertisements do not have a significant impact of consumers' buying behavior.

4.5. Assessment of Opinion on Green Marketing Tools in Kathmandu across Demographic Variables.

To identify the differences in Opinion on Green Marketing Tools in Kathmandu across Demographic Variables. (Gender, age, educational level, income, and current occupation), independent t-Test and one-way ANOVA are conducted.

4.5.1 Independent Sample t-Test for Gender Differences on Consumers' Opinion towards Green Marketing Tools

Table 4.5.1

Group Statistics for gender

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
EB	Male	151	4.0477	0.61350	0.04993
	Female	159	4.0818	0.59755	0.04739
EL	Male	151	3.3616	0.75143	0.06115
	Female	159	3.3799	0.74262	0.05889

EBr	Male	151	3.8742	0.68997	0.05615
	Female	159	3.8679	0.68652	0.05444
EA	Male	151	3.9682	0.64170	0.05222
	Female	159	3.9975	0.63365	0.05025
GP	Male	151	3.6252	0.77608	0.06316
	Female	159	3.6792	0.74901	0.05940

Table 4.5.1.1

Independent Sample t-Test for Gender Differences on Consumers' Opinion towards Green Marketing Tools

Independent Samples Test								
	Levene's Test for Equality of Variances		t-test for Equality of Means					
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
								Lower	Upper

EB	Equal variances assumed	0.003	0.95	-0.495	308	0.621	-0.034	0.068	-0.169	0.101
	Equal variances not assumed			-0.495	306.13	0.621	-0.0340	0.068	-0.169	0.101
EL	Equal variances assumed	0.161	0.68	-0.215	308	0.830	-0.0182	0.0848	-0.185	0.148
	Equal variances not assumed			-0.215	306.76	0.830	-0.0182	0.0849	-0.185	0.148
EBr	Equal variances assume	0.044	0.835	0.080	308	0.936	0.0062	0.0782	-0.147	0.160
	Equal variances not assumed			0.080	307	0.936	0.0062	0.0782	-0.147	0.160
EA	Equal variances	0.065	0.79	0.404	308	0.686	-0.0292	0.0724	-0.17	0.113

		F	Sig.	t	df	Sig.	Mean	Std. Error	Lower	Upper
	assumed									
	Equal variances not assumed			0.404	306.72	0.687	-0.029	0.0724	-0.17	0.113
GP	Equal variances assumed	0.135	0.714	0.624	308	0.533	-0.0540	0.0866	-0.224	0.116
	Equal variances not assumed			0.624	305.67	0.533	-0.054	0.0867	-0.224	0.116

In the above table, for the EB, the mean value for 151 male respondents is 4.047 which shows agreement and mean value for the 159 female respondents is 4.0818 which shows the agreement for the statements of environmental beliefs. For the EL, the mean value for 151 male respondents is 3.3616 which is above neutral and mean value for the 159 female respondents is 3.37 which shows the agreement for the statements of Eco-labeling. For the EBr, the mean value for 151 male respondents is 3.87 which is above neutral and mean value for the 159 female respondents is 3.80 which shows the agreement for the statements of Environmental branding. For the EA, the mean value for 151 male respondents is 3.69 which is above neutral and mean value for the 159 female respondents is 3.99 which shows the agreement for the statements of Environmental advertisement. For the GP, the mean value for 151 male respondents is 3.62 which is above neutral and mean value for the 159 female respondents is 3.67 which shows the agreement for the statements of Green packaging.

The p-value must less than 0.05 (p-value < 0.05) for the variables to be statistically significant. Since the P-value for all the independent variable is greater than 0.05, it shows

that there is no statistically significant difference of perception of green marketing tools among male and female.

Based on the results, it can be stated that both male and female respondents agree that they have similar perception towards the green marketing tools (environmental belief, eco-labeling, environmental branding, environmental advertising and green packaging).

4.5.2. One-way ANOVA for Age Differences on Consumers' Perception towards Green Marketing Tools

Table 4.5.2

One way ANOVA for Age Differences on Consumers' Perception towards Green Marketing Tools

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
EB	Between Groups	1.404	3	0.468	1.284	0.280
	Within Groups	111.559	306	0.365		
	Total	112.964	309			
EL	Between Groups	1.485	3	0.495	0.889	0.447
	Within Groups	170.374	306	0.557		
	Total	171.859	309			
EBr	Between Groups	2.794	3	0.931	1.992	0.115

		Sum of	Df	Mean	F	Sig.
	Within Groups	143.085	306	0.468		
	Total	145.879	309			
EA	Between Groups	2.011	3	0.670	1.664	0.175
	Within Groups	123.262	306	0.403		
	Total	125.273	309			
GP	Between Groups	0.305	3	0.102	0.174	0.914
	Within Groups	178.908	306	0.585		
	Total	179.212	309			

From the above ANOVA table on the basis of age, p-values of each category of green marketing tool are greater than 0.05 (P-value > 0.05). The p-value for the five independent variables on the basis of age is0.280, 0.447, 0.115, 0.175 and 0.914 respectively. This shows that there is no statistically significant difference of perception of green marketing tools among age groups. It means that there is no significant difference on consumers' perception of green marketing tools with respect to age group.

4.5.3. One-way ANOVA for Educational Qualification Differences on Consumers' Perception towards Green Marketing Tools

Table 4.5.3

One way ANOVA for Educational Qualification Differences on Consumers' Perception towards Female Roles Portrayal

ANOVA

		Sum of	Df	Mean	F	Sig.

		Squares		Square		
EB	Between Groups	1.978	4	0.494	1.359	0.248
	Within Groups	110.986	305	0.364		
	Total	112.964	309			
EL	Between Groups	2.220	4	0.555	0.998	0.409
	Within Groups	169.639	305	0.556		
	Total	171.859	309			
EBr	Between Groups	3.882	4	0.970	2.084	0.083
	Within Groups	141.997	305	0.466		
	Total	145.879	309			
EA	Between Groups	1.710	4	0.428	1.055	0.379
	Within Groups	123.563	305	0.405		
	Total	125.273	309			

		Sum of Squares	Df	Mean Square	F	Sig.
GP	Between Groups	1.824	4	0.456	0.784	0.536
	Within Groups	177.388	305	0.582		
	Total	179.212	309			

From the above ANOVA table on the basis of educational qualification, p-values of each category of green marketing tool are greater than 0.05 (P-value > 0.05). The p-value for the five independent variables on the basis of age is 0.248, 0.409, 0.083, 0.379 and 0.536respectively. This shows that there is no statistically significant difference of perception of green marketing tools among level of educational qualification. It means that there is no significant difference on consumers' perception of green marketing tools with respect to educational qualification.

4.5.4 One-way ANOVA for Occupation Differences on Consumers' Perception towards Green Marketing Tools

Table 4.5.4

One way ANOVA for Occupation Differences on Consumers' Perception towards Female Roles Portrayal

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
EB	Between Groups	0.703	3	0.234	0.639	0.590
	Within Groups	112.260	306	0.367		

	Total	112.964	309			
EL	Between Groups	1.708	3	0.569	1.024	0.382
	Within Groups	170.150	306	0.556		
	Total	171.859	309			
EBr	Between Groups	0.254	3	0.085	0.178	0.911
	Within Groups	145.625	306	0.476		
	Total	145.879	309			
EA	Between Groups	0.488	3	0.163	0.399	0.754
	Within Groups	124.785	306	0.408		
	Total	125.273	309			
GP	Between Groups	1.949	3	0.650	1.121	0.341
	Within Groups	177.264	306	0.579		
	Total	179.212	309			

From the above ANOVA table on the basis of occupation, p-values of each category of green marketing tool are greater than 0.05 (P-value > 0.05). The p-value for the five independent variables on the basis of age is 0.590, 0.382, 0.911, 0.754 and 0.341 respectively. This shows that there is no statistically significant difference of perception of green marketing tools on the basis of occupation. It means that there is no significant difference on consumers' perception of green marketing tools with respect to occupation of respondents.

4.5.5. One-way ANOVA for Income Level Differences on Consumers' Perception towards Green Marketing Tools

Table 4.5.5

One way ANOVA for Income Level Differences on Consumers' Perception towards Female Roles Portrayal

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
EB	Between Groups	0.379	3	0.126	0.343	0.794
	Within Groups	112.585	306	0.368		
	Total	112.964	309			
EL	Between Groups	2.790	3	0.930	1.683	0.171
	Within Groups	169.069	306	0.553		

	Total	171.859	309			
EBr	Between Groups	1.767	3	0.589	1.251	0.291
	Within Groups	144.112	306	0.471		
	Total	145.879	309			
EA	Between Groups	0.818	3	0.273	0.670	0.571
	Within Groups	124.455	306	0.407		
	Total	125.273	309			
GP	Between Groups	4.234	3	1.411	2.468	0.062
	Within Groups	174.979	306	0.572		
	Total	179.212	309			

From the above ANOVA table on the basis of income level, p-values of each category of green marketing tool are greater than 0.05 (P-value > 0.05). The p-value for the five independent variables on the basis of income level is 0.794, 0.171, 0.291, 0.571 and 0.062 respectively. This shows that there is no statistically significant difference of perception of green marketing tools on the basis of income level. It means that there is no significant difference on consumers' perception of green marketing tools with respect to income level.

4.6. Assessment of Consumers' Buying Behavior on use of Green Marketing Tools across Demographic Variables.

4.6.1. Independent Sample t-Test for Gender Differences on Consumers' Buying Behavior

Table 4.6.1

Independent Sample t-Test for Gender Differences regarding Green Marketing Tools on Consumers buying behavior

Group Statistics

Please select your gender		N	Mean	Std. Deviation	Std. Error Mean
CBB	Male	151	3.7589	0.66666	0.05425
	Female	159	3.7472	0.66578	0.05280

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means					
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference

									Lower	Upper
CBB	Equal variances assume	0.034	0.854	0.155	308	0.877	0.0117	0.0757	-0.1371	0.16073
	Equal variances not assumes			0.155	307.13	0.877	0.0117	0.0757	-0.1371	0.1607

In the above table, the mean value for 151 male respondents is 3.75 which is above neutral and mean value for the 159 female respondents is 3.74 which shows the somewhat agreement for the statements in consumers' buying behavior.

In the table, the p-value is 0.877 (p-value > 0.05). The p-value must less than 0.05 (p-value < 0.05) for the variables to be statistically significant. Since the P-value for dependent variable is greater than 0.05, it shows that there is no statistically significant difference of perception in buying behavior among male and female.

Based on the results, it can be stated that both male and female respondents agree that they have similar perception towards the consumers' buying behavior.

4.6.2. One-Way ANOVA for Age Differences on Consumers' Buying Behavior

Table 4.6.2

One-Way ANOVA for Age Differences regarding Green Marketing Tools on Consumers buying behavior

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.

I always buy energy efficient products.	Between Groups	0.09	3	0.030	0.035	0.991
	Within Groups	259.29	306	0.847		
	Total	259.38	309			
I think green marketing practices positively affect my perception of the brand.	Between Groups	0.70	3	0.236	0.275	0.843
	Within Groups	262.39	306	0.857		
	Total	263.100	309			
I avoid buying products from companies who are environmentally irresponsible.	Between Groups	3.285	3	1.095	1.160	0.325
	Within Groups	288.90	306	0.944		
	Total	292.19	309			
Knowing a product can be recycled, reused or repaired after use is a reason for me to buy these particular products	Between Groups	1.880	3	0.627	0.706	0.549
	Within Groups	271.60	306	0.888		
	Total	273.48	309			
I would pay even extra	Between	1.13	3	0.379	0.374	0.772

		Sum of Squares	df	Mean Square		
price for environment friendly products to save our environment.	Groups					
	Within Groups	309.88	306	1.013		
	Total	311.01	309			

In the above table, p-values of each statements of consumers' buying behavior are greater than 0.05 (P-value > 0.05) i.e., there is no statistically significant difference of perception of buying behavior of consumers on the basis of age. It means that there is no significant difference on consumers' buying behavior-based perception of green marketing tools with respect to age group of respondents.

4.6.3. One-Way ANOVA for Educational Qualification Differences on Consumers' Buying Behavior

Table 4.6.3

One-Way ANOVA for Educational Qualification Differences regarding Green Marketing Tools on Consumers buying behavior

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I always buy energy efficient products.	Between Groups	3.313	4	0.828	0.986	0.415
	Within Groups	256.071	305	0.840		
	Total	259.384	309			
I think green marketing practices positively affect	Between Groups	0.835	4	0.209	0.243	0.914

my perception of the brand.	Within Groups	262.265	305	0.860		
	Total	263.100	309			
I avoid buying products from companies who are environmentally irresponsible.	Between Groups	3.168	4	0.792	0.836	0.503
	Within Groups	289.026	305	0.948		
	Total	292.194	309			
Knowing a product can be recycled, reused or repaired after use is a reason for me to buy these particular products	Between Groups	4.792	4	1.198	1.360	0.248
	Within Groups	268.695	305	0.881		
	Total	273.487	309			
I would pay even extra price for environment friendly products to save our environment.	Between Groups	2.755	4	0.689	0.681	0.605
	Within Groups	308.264	305	1.011		
	Total	311.019	309			

In the above table, p-values of each statements of consumers' buying behavior are greater than 0.05 (P-value > 0.05) i.e., there is no statistical significant difference of perception of buying behavior of consumers on the basis of educational qualification. It means that there is no significant difference on consumers' buying behavior-based perception of green marketing tools with respect to educational qualification of respondents.

4.6.4. One-Way ANOVA for Occupation Differences on Consumers' Buying Behavior

Table 4.6.4

One-Way ANOVA for Occupation Differences regarding Green Marketing Tools on Consumers buying behavior

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I always buy energy efficient products.	Between Groups	4.475	3	1.492	1.791	0.149
	Within Groups	254.909	306	0.833		
	Total	259.384	309			
I think green marketing practices positively affect my perception of the brand.	Between Groups	2.201	3	0.734	0.860	0.462
	Within Groups	260.899	306	0.853		
	Total	263.100	309			
I avoid buying products from companies who are environmentally irresponsible.	Between Groups	0.061	3	0.020	0.021	0.996
	Within Groups	292.132	306	0.955		
	Total	292.194	309			
Knowing a product can be recycled, reused or repaired	Between Groups	3.338	3	1.113	1.260	0.288

		Sum of Squares	Df	Mean Square	F	Sig.
after use is a reason for me to buy these particular products	Within Groups	270.149	306	0.883		
	Total	273.487	309			
I would pay even extra price for environment friendly products to save our environment.	Between Groups	0.694	3	0.231	0.228	0.877
	Within Groups	310.326	306	1.014		
	Total	311.019	309			

In the above table, p-values of each statements of consumers' buying behavior are greater than 0.05 (P-value > 0.05) i.e., there is no statistically significant difference of perception of buying behavior of consumers on the basis of occupation. It means that there is no significant difference on consumers' buying behavior-based perception of green marketing tools with respect to occupation of respondents.

4.6.5. One-Way ANOVA for Income Level Differences on Consumers' Buying Behavior

Table 4.6.5

One-Way ANOVA for Income Level Differences regarding Green Marketing Tools on Consumers buying behavior

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
I always buy energy efficient products.	Between Groups	0.496	3	0.165	0.196	0.899
	Within Groups	258.887	306	0.846		

	Total	259.384	309			
I think green marketing practices positively affect my perception of the brand.	Between Groups	5.642	3	1.881	2.235	0.084
	Within Groups	257.458	306	0.841		
	Total	263.100	309			
I avoid buying products from companies who are environmentally irresponsible.	Between Groups	2.962	3	0.987	1.045	0.373
	Within Groups	289.231	306	0.945		
	Total	292.194	309			
Knowing a product can be recycled, reused or repaired after use is a reason for me to buy these particular products	Between Groups	4.132	3	1.377	1.565	0.198
	Within Groups	269.355	306	0.880		
	Total	273.487	309			
I would pay even extra price for environment friendly products to save our environment.	Between Groups	2.165	3	0.722	0.715	0.544
	Within Groups	308.854	306	1.009		
	Total	311.019	309			

In the above table, p-values of each statements of consumers' buying behavior are greater than 0.05 (P-value > 0.05) i.e., there is no statistically significant difference of perception of buying behavior of consumers on the basis of respondents' income level. It means that there is no significant difference on consumers' buying behavior-based perception of green marketing tools with respect to age income level of respondents.

4.7. Summary of Hypotheses Testing

The results of the hypothesis of the study are listed below:

Table 4.7

Result of Hypothesis Testing

	Hypothesis	Sig.	Result
H1	A significant and positive relationship exists between environmental beliefs and customers buying behavior:	0.003	Supported
H2	A significant and positive relationship exists between eco-labels and consumers' buying behavior.	0.001	Supported
H3	A significant and positive relationship exists between eco branding and consumers' buying behavior.	0.000	Supported
H4	A significant and positive relationship exists between environmental advertising and consumers' buying behavior.	0.710	Rejected
H5	A significant and positive relationship exists between green packaging and consumers' buying behavior.	0.003	Supported

The table 4.7 shows the result of hypothesis testing. The finding are as follows:

H1: A significant and positive relationship exists between environmental beliefs and customers buying behavior.

Since, the p-value is less than alpha (i.e., 0.003 < 0.05), the alternative hypothesis is accepted. Hence, Environmental beliefs has significant relationship with consumer buying behavior. Since beta coefficient is positive, it can be concluded that significant and positive relationship exists between environmental beliefs and customers' buying behavior.

H2: A significant and positive relationship exists between eco-labeling and customers buying behavior.

Since, the p-value is less than alpha (i.e., 0.001< 0.05), the alternative hypothesis is accepted. Hence, Eco-labeling has significant relationship with consumer buying behavior. Since beta coefficient is positive, it can be concluded that significant and positive relationship exists between eco-labeling and customers' buying behavior.

H3: **A significant and positive relationship exists between eco branding and consumers' buying behavior.**

Since, the p-value is less than alpha (i.e., 0.000< 0.05), the alternative hypothesis is accepted. Hence, eco branding has significant relationship with consumer buying behavior. Since beta coefficient is positive, it can be concluded that significant and positive relationship exists between eco branding and customers' buying behavior.

H4: **A significant and positive relationship exists between environmental advertising and consumers' buying behavior.**

Since, the p-value is more than alpha (i.e., 0.710>0.05), the alternative hypothesis is rejected. Hence, environmental advertising has significant relationship with consumer buying behavior. Since beta coefficient is negative, it can be concluded that significant and positive relationship does not exists between environmental advertising and customers' buying behavior.

H5: **A significant and positive relationship exists between green pricing and consumers' buying behavior.**

Since, the p-value is less than alpha (i.e., 0.003< 0.05), the alternative hypothesis is accepted. Hence, green pricing has significant relationship with consumer buying behavior. Since beta coefficient is positive, it can be concluded that significant and positive relationship exists between green pricing and customers' buying behavior.

4.8. Findings of Buying Behavior of Green Products across Socio-Demographic variables.

Table 4.8

Findings of Buying Behavior of Green Products across Socio-Demographic variables.

Variables	Groups	Result
Gender	1. Male 2. Female	There is no significant difference between perception towards green marketing tools' and buying behavior of consumers of green products (p-value>0.05) based on gender of respondents.
Age	1. 16-24 2. 25-34 3. 35-45 4. 45 and above	There is no significant difference between perception towards green marketing tools' and buying behavior of consumers of green products. (p-value>0.05) based on age group of the respondents.
Educational Qualification	1. SLC 2. Intermediate 3. Bachelors' Degree 4. Masters' Degree 5. M Phil, PhD, etc.	There is no significant difference between perception towards green marketing tools' and buying behavior of consumers of green products. (p-value>0.05) based on educational qualification of the respondents.
Occupation	1. Student 2. Employed	There is no significant difference between perception towards green marketing tools'

	3. Self-Employed 4. Unemployed	and buying behavior of consumers of green products. (p-value>0.05) based on occupation of the respondents.
Income Level	1. Below Rs.20000 2. Rs.20000 – Rs.50000 3. Rs.50000– 1 Lakhs 4. Above 1 Lakhs	There is no significant difference between perception towards green marketing tools' and buying behavior of consumers of green products. (p-value>0.05) based on income level of the respondents.

CHAPTER V

DISCUSSION, CONCLUSIONS AND IMPLICATIONS

This chapter discusses the study's findings. It also draws conclusions from the data and makes recommendations for further research. It comprises the study's goal and the impact of consumer buying behavior for green products, as well as an assessment of how the green marketing tools, environmental beliefs, eco-labeling, eco-branding, environmental advertising and green packaging affect customer buying behavior.

5.1. Discussion

The main objective of this research was to find the relationship between consumers' actual purchase behavior and green marketing tools (environmental beliefs, eco-labeling, eco-branding, environmental advertising and green packaging).The results of the analysis completed in the previous chapter were interpreted and assessed by the researcher. In this study, the researcher looked at several aspects of the findings in terms of relevant theories and empirical findings from other researchers.

All the independent variables (Environmental beliefs, Eco-labeling, Eco- branding and Green Packaging) has above neutral level of mean (EB= 4.0652, EL= 3.3710, EBr= 3.8710, EA= 3.9832 and GP= 3.6529), which demonstrated that majority of respondents believe that the green marketing tool influence their behavior.

The findings reveal that green marketing tools of have a favorable association with consumer purchasing behavior. Environmental beliefs, eco-labeling, eco-branding, environmental advertising and green packaging all demonstrated a positive significant link with customer buying behavior. Eco-Branding has the highest correlation with the consumer buying behavior of the green products. This demonstrates that businesses who use those characteristics in their marketing and sales can see a rise in better consumer purchasing behavior.

Environmental beliefs, Eco-labeling, Eco- branding and Green Packaging are positively significant variables associated to real purchasing behavior, according to an analysis of the coefficients of each dimension of green marketing tool.

The results of the regression study reveal the relative impact of green marketing tools on customer purchasing behavior for green products. The findings support the following four hypotheses: H1 (A significant and positive relationship exists between environmental beliefs and customers buying behavior), H2 (A significant and positive relationship exists between eco-labels and consumers' buying behavior.), H3 (A significant and positive relationship exists between eco branding and consumers' buying behavior), and H5 (A significant and positive relationship exists between green packaging and consumers' buying behavior). The result obtained in this research is similar to the outcome of Rahbar and Wahid (2011).

The fourth hypothesis H4 (A significant and positive relationship exists between environmental advertising and consumers' buying behavior.) is rejected as it has low significance. The aspect of green marketing that has no bearing on purchase behavior is environmental advertising. The mean score for environmental advertising is (3.98), indicating that the majority of respondents believe environmental advertising improves their awareness of green products and that green advertising helps customers make educated purchasing decisions. Their beliefs, however, have no bearing on their purchasing decisions when it comes to green items. The lack of confidence of green marketing among consumers is one of the causes contributing to the failure of using environmental advertisements to improve purchase behavior (Kilbourne, 1995).

In terms of faith in eco-labels, this study's findings are identical to those of Nik Abdul Rashid's (2007) study. Furthermore, both researches were conducted in Malaysia, and the findings reflect Malaysian consumers' faith in eco-labels and eco-brands, which influences their purchasing intent as well as their actual purchase behavior.

Eco-branding, were able to create a favorable image in the minds of consumers, as well as build trust and reliability. It has the highest correlation with consumer buying behavior in comparison to other green marketing tools. According to Shrestha (2018), consumers in Kathmandu appear to be becoming more conscious of eco-brands; however, their popularity is limited to food products.

Furthermore, the results of this study show that green marketing tools have a direct and significant impact on customers' green purchase behavior. This present study's findings are likewise compatible with those of researchers such as Boztepe, A. (2012), a and Mehta, P.

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(2013), who have previously investigated the same link with one or more green marketing techniques.

According to this study, green-marketing techniques have a considerable impact on the buying behavior for green products. Nevertheless, the desire to safeguard the environment motivates the desire to make green purchases. Residents of the Kathmandu valley are becoming increasingly interested in green products and environmental issues, according to the studies.

The Socio-demographic variables (gender, age, educational qualification, occupation and income level) that are taken as moderating variable in this study do not have any significant differences in the perception of the green marketing tools' and buying behavior of the green products.

5.2. Conclusion

The primary goal of this study is to determine the impact of green marketing tools on consumer purchasing behavior for green products. According to the findings, green marketing tools have an important role in expressing product features and quality in a competitive manner, both cumulatively and individually.

Green marketing tools have become a hot topic, and businesses are continually looking for new ways to reach out to customers with their environmental message. Customers are growing more demanding, and they are becoming more environmentally conscious. Green marketing refers to the promotion of ecologically friendly products and services. It entails forging a bond between a company and its customers by carefully integrating social and environmental considerations.

Consumer buying behavior for packaged goods has been influenced by eco-labelling, environmental advertising, environmental branding, green packaging, environmental ideals, and green price. All of these independent variables had a significant impact on customer purchasing behavior, according to the study. Consumers' purchasing intentions are stimulated by better labeling, brands, and advertising, according to the study.

Green-marketing techniques were also proven to have an impact on customer purchasing behavior in terms of generating an image and impression of green products. The

consumer's self-perceived environmental protection obligation was a major factor in their green buy intention. Similarly, when choosing a green product, branding is a major factor to influence customers buying behavior.

5.3. Implications

5.3.1. Implications for Marketing Agencies

Based on the data and conclusions reached, marketers should consider green marketing tools to be an important instrument in current marketing operations, especially in such a competitive industry. The green marketing tools should be used for strategic marketing mix decisions, positioning, and differentiation considerations for green products. Marketers must understand which green marketing tools should be prioritized in order to effectively support and implement its functions. Marketing agencies should pay significant effort to using eco-labeling, eco-branding and green packaging based on the findings and conclusions.

They must ensure that the marketing plan chosen match the company's ideals as well as the preferences of their target market. Companies that are fresh to the market will need to build their brand around their image in order to create brand awareness. Also, since the environmental concerns are in the rise for the customers, it is a good opportunity for the marketers to improve the brands image by using environmentally friendly green marketing tools.

5.3.2. Implications for Government

Implications of this study for governmental policies include: offering incentives to green product manufacturers that are actually eco-friendly in their production processes, and encouraging the public to buy items with eco-labels as a result of this study's findings This study shows that customers' green purchase behavior is significantly influenced by the trustworthiness of eco-labels, thus the government can run efforts to increase public knowledge of eco-labels. As customers become more aware of eco-labels, they will be more inclined to make environmentally friendly choices. It is important to enlighten citizens on what the new eco-labels signify and where they can be found, as well as the environmental benefits of using eco-labeled items.

5.4. Future Research

Future researchers can expand on the findings of this study by using a larger sample size and a broader set of target groups that are not confined to Kathmandu but encompass the entire country of Nepal. Only a generic measurement scale was employed to measure the variables in the study; however, in order for future research to be more relevant, a more extended measurement scale might be utilized to improve the validity of the variables. Consumer buying behavior may alter over time as a result of societal and attitudinal changes, as it is a dynamic phenomenon that will not last. This could have an impact on how customers react to green marketing tools in the future.

As a second point, this study focuses on generic eco-brands. The next studies could therefore focus on a single product or eco-brand for a deeper understanding of the respondent. A distinct eco-brand can also allow respondents to compare eco-branded and non-eco-branded products, resulting in a more accurate response

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APPENDIX

Questionnaire

Dear Respondent,

I invite you to participate in a research study by completing the attached survey. I am currently pursuing MBA (Master of Business Administration) at Tribhuvan University and the attached questionnaire survey is a part of my graduation research work. The purpose of the research is to determine "A Study on Effect of Green Marketing on Nepalese Consumer Buying Behavior". The enclosed questionnaire has been designed to collect information for understanding the effect of green marketing tools (environmental awareness, eco-labelling, green branding and green advertising) on consumer buying behavior. Your response related to data will strictly remain confidential and I assure that no one other than the researcher will know your individual answers to the questionnaire as your opinion is critical for the success of this study. Looking forward for your assistance in this important endeavor.

Sincerely,

Resha Amatya

Please tick (√) according to the answers in the boxes that best represents you.

    1. Please select your gender

Male…………………………………………………….   1

Female……………………………………….…..…….   2

2. Please select your age (in years)

16-24…………………………………………….………1

 25-34…………………………………………….………2

 35-44………………………………………………….…3

Above 45……………………………………………….4

3. Educational level

SLC …………………………………….……………1

Intermediate ………………………………………….2

 Bachelor Degree……………………………………3

Master Degree……………………………………….4

MPhill, PHD and above……………………………5

5. Occupation

Student……………………………………………1

Employed…………………………………………2

Self-employed………………………………………3

Unemployed…………………………………………4

6. Income level

Below Rs.20000…………………………………….1

Rs.20000-Rs.50000……………………………….2

Rs.50000- Rs.100000……………………………….3

Above Rs.100000…………………………………4

Please tick mark (✓) in one of the best options that best matches your opinion.

Section B: Independent & Dependent Variables

1. Environmental beliefs

S.N	Statement	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
1	The environment is being severely damaged.						
2	I as a consumer have a bigger role in protecting environment.						
3	Green products are better option for future sustainability.						
4	If green features increase the price of a product, are you willing to pay more?						
5	Green products will help enhance satisfaction towards products						

2. Eco-labeling

S.N	Statement	Strongly	Disagree	Slightly	Slightly	Agree	Strongly

		Disagree		Disagree	Agree		Agree
1	I find eco-labels very useful in choosing the product						
2	Green labels are easy to recognize.						
3	I always notice whether the product carriers' eco-labels or not						
4	Eco-labels influence me to purchase the product						
5	If an eco-labelled						

		Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
	product is not available, I postpone my purchase.						

3. Eco-branding

S.N	Statement	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
1.	I am aware of eco-brands						
2.	I find green branded products reliable.						
3.	Green brands are safe for the environment.						
4.	Green brands provide better quality than other brands.						

S.N	Statement	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
5.	I feel good about buying brands which are less damaging to the environment.						

4. Environmental Advertising

S.N	Statement	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
1	I enjoy watching advertisement focusing on product's environmental values.						
2	Green advertisements accurately reflect a brand's environmental effort.						
3	Green advertisements are necessary for environmental awareness.						

S.N	Statement	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
4	Green advertising catches my attention.		13				
5	Attractive environmental advertisement will encourage me to buy green products						

5. Green packaging

S.N	Statement	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
1	Green packing attracts my attention towards the product						
2	I consider green packaging provide higher quality than regular ones with the exact same characteristics						
3	Green packaging encourages me to purchase the product.						
4	Green packaging makes product more appealing						

5	I look for packaging when I am opting for green products over the other ones.		14				

6. Consumer buying Behaviour

S.N	Statement	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
1	I always buy energy efficient products.						
2	I think green marketing practices positively affect my perception of the brand.						
3	I avoid buying products from companies who are environmentally irresponsible.						
4	Knowing a product can be recycled, reused or repaired after use is a reason for me to buy these						

	particular products		15				
5	I would agree to pay even extra price for environment friendly products to save our environment.						

Thank you!!