To Investigate Relationship Between Green Marketing and Consumer Purchase Behavior- A Case of Textile Industry in the U.S.

Student Name:

Date of Submission:

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Abstract

In this research, the researcher has proposed a topic about the impact of green marketing and the impacts of phenomenon on the purchase behavior of customers, while considering the case of U.S. textile industry. The researcher has planned to collect data from the 50 customers to get their opinion about how green marketing strategies of consumers impact their behavior. The data will be analyzed using data visualization method in which the graphs and pie charts will be sued to present data graphically.

Key Words: green marketing, U.S., textile, green trust, environmental awareness

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CHAPTER 1

INTRODUCTION

1.0. Introduction

Reaching consumers at a critical moment in their decision-making processes is one of the primary goals of marketing. Marketing attempts to influence society and connect with it in addition to advertising and selling a product or service (Govender and Govender, 2016). The fast expansion of human use of natural resources since the dawn of the industrial period has resulted in environmental problems that are threatening biodiversity and human health (IPCC, 2021). There is a growing awareness of these environmental issues in both the general population and the corporate sectors. Businesses and consumers alike are becoming conscious of using eco friendly industrial and consumption practices, especially in more developed countries (White et al., 2019).

1.1. Background

Green marketing has drawn the attention of marketers because it has the potential to provide a competitive advantage to the company (Govender and Govender, 2016). The idea "green marketing" originated in the 1980s (Yazdanifard and Mercy, 2011) and it has become more essential due to the severity of environmental challenges being faced by people across the world. Prior research on green marketing and consumer trends was largely conducted in industrialized countries, therefore the scope and importance of green marketing remained limited to these industries (Bathmathan and Rajadurai, 2019). Green marketing traditionally consists of advertising eco-friendly products. The definition of "green marketing" is "the involvement of a company in tactical, operational and strategic advertising operations and procedures that have a comprehensive goal of developing and delivering goods with minimal ecological impact (Vilkaite-Vaitone, et al., 2022). The aim of the research is to understand how customer buying behavior is influenced by green brand trust, green consumer attitude, and environmental awareness-all which make important determinants of green marketing.

1.2. Research Aim

The basic purpose of this study is to thoroughly determine and comprehend the relationship between green marketing tactics, including green consumer attitude, green brand trust, and

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environmental awareness on the purchase decisions of customers to buy textile products in the American textile industry. This study intends to offer useful insights into the degree to which eco-friendly activities and messaging influence consumers' decision-making processes and actual purchase choices by examining the influence and interaction of various aspects of green marketing. Through a thorough investigation of this link, the research intends to add to the already available body of knowledge and assist textile companies in developing efficient green marketing plans that better reflect customer preferences and encourage sustainable purchasing.

1.3. Research Objectives

The following are the objectives of this research study:

1. To determine the impact of green consumer attitude on consumer purchase behavior to buy green textile products in the U.S.
2. To ascertain the influence of green brand trust on consumers' purchasing decisions in the American textile industry.
3. To examine how customers' decisions to purchase eco-friendly textile items in the US are influenced by their awareness of the environment.
4. To investigate how green marketing affects Americans' decisions to buy eco-friendly textiles.

1.4. Research Questions

The following research question will be dealt with in this study:

Q1: How do green consumer attitudes affect customers' decisions to buy textile items in the United States?

Q2: Does green brand trust influence the consumers' buying choices to purchase textile products in the U.S.?

Q3. Does environmental awareness play an important role in influencing consumer buying decisions to purchase textile products in the U.S.?

Q4. Does green marketing significantly affect consumers’ buying decisions to buy textile products in the U.S.?

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1.5. Rationale

This research study has been justified by the growing importance of sustainability and environmental consciousness in society, notably within the textile sector. Textile companies are using green marketing techniques to appeal to consumers who have increased concerned towards the environment, but it is unknown how successful these efforts will be at influencing customers' purchase decisions. Understanding the link between eco-friendly marketing strategies and consumer behavior is crucial for textile companies to develop successful marketing campaigns that promote eco-friendly habits and influence customer behavior. This study tries to comprehend how brand trust, consumer attitude, and environmental knowledge as elements of the green marketing mix, influence consumer decision-making and purchase decisions. The findings of this study will provide US textile businesses with helpful data that they can apply to enhance their green marketing strategies, boost brand recognition, and attract customers. The study will also fill a sizable knowledge vacuum by adding to the body of knowledge on green marketing and customer behavior in the textile industry. The aim of research is to encourage environmentally conscious consumer behavior and aid in the growth of an environmentally conscious culture.

1.6. Personal Interest

A strong personal commitment to sustainability and a desire to make a constructive contribution to an environmentally conscious society has driven this research work. Motivated by a sense of purpose, the researcher seeks to understand how well green marketing methods work and how they can influence consumers' decisions and purchases. The researcher hopes to get the knowledge that will enable textile companies to create effective and sustainable marketing campaigns by examining the elements of environmental understanding, brand image, and brand trust. The researcher's objective is to have a beneficial impact by assisting American textile companies in improving their procedures and encouraging environmentally friendly consumer behavior. The researcher hopes to add to the body of knowledge on the connection between green marketing and customer behavior by filling this knowledge gap, which will also push companies to use more environmentally friendly practices.

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CHAPTER 2

LITERATURE REVIEW

2.0. Literature Review

2.1. Green Marketing

Marketing is the act of "operating in the market" to satisfy the needs and wants of customers The potential of green marketing to improve both the natural ecosystem and the standard of living of consumers is currently being underutilized (Polonsky, 2011). An event has been arranged by American Marketing Association with which the goal was to bring together academics, industry professionals, and public sector policymakers to discuss how marketing impacts the environment. The concept of ecological marketing provided at this event was the evaluation of the advantages and disadvantages of marketing operations in connection to pollution, energy depletion, and the destruction of non-energy resources (Delafrooz, et al., 2014). It is critical to offer environmentally friendly products while urging companies to support and safeguard the environment. According to this, businesses should modify their behavior and produce products that are good for both customers and the environment (Govender and Govender, 2016).

2.1.1. Green Consumer Attitude

In the study of green psychology, the construct of green consumer attitude has become an essential component that influences both behavioral intention and the actual conduct of consumers. Ajzen and Fishbein's reasoned action model are just a few of the models that incorporate the attitude and place a high value on it (Tan et al., 2022). Positively associated with behavior, attitude is a critical factor in predicting a person's propensity to buy environmentally friendly goods. According to Faithlistya and Mustika (2020), green consumer attitude refers to the cognitive assessment of consumers to buy or purchase environment-friendly products. Numerous experts recommended paying close attention to the relationship between people's views and intentions, and actual green purchasing behavior. According to Gifford and Sussman (2012), "green attitude" is defined as "environmental worry or concern about ecological problems (which are occasionally called as pro-environmental attitudes)". Feelings and an upbeat perspective are the major results that influence consumers' attitudes and their propensity to purchase green goods. Previous research on green

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marketing has demonstrated that customer attitudes toward eco-friendly behavior have a profound impact on consumer comprehension of the environment and their intention to purchase (Suki, 2016).

2.1.2. Environmental Awareness

Consumers' knowledge of environmental issues, their effects, and the societal responsibilities necessary for sustainable development are assessed using the concept of environmental awareness. Environmental awareness influences individuals' environmental attitudes, thereby impacting consumer behavior (Hamzah and Tanwir, 2021). People's level of environmental consciousness and awareness of green activities are usually linked to consumer purchasing behavior (Awan et al., 2021). "Environmental awareness" represent the viewpoint and comprehension of environmental problems, presuming that this knowledge is positively correlated with a desire to make ecologically friendly purchases. The capacity to perceive and evaluate human consuming issues and behaviors that might favorably or unfavorably influence purchasing intentions is known as environmental awareness. Previous studies concluded that customers' inclination to return was favorably influenced by environmental knowledge, which was one of the most important factors. Environmentally conscious knowledge is one of the most positive attitudes and actions, according to several academics. One of the most important aspects affecting consumers' purchase intentions is their level of environmental understanding. A lack of environmental knowledge prevents people from understanding the aspects of environmental protection that affect health (Ogiemwonyi, and Harun, 2019). This research work will find the impact of environmental awareness on consumer purchase decisions and will review multiple past research and journals to get favorable results.

2.1.3. Green Brand Trust

Consumers' choice to buy and depends on environmentally friendly products, especially green ones, is referred to as "green trust." This willingness is based on the items' efficiency, performance, and subsequent uses. Green trust has been demonstrated to have a considerable impact on consumers' green purchases, and it may also improve consumers' actual purchasing behavior (Amin and Tarun, 2020; (Sung et al., 2021; Foroudi et al. (2020). Environmental awareness and green brands are essential elements that enable green trust in the direction of the buying objective. Green brand knowledge, environmental understanding, attitude, and purchasing intention are all significantly impacted by a green trust. This underlines the requirement for consumers to make an

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effort to go green to develop green trust through brand awareness, environmental awareness, and attitude. Given that it frequently needs numerous additional components to be quantified, green trust is a multidimensional variable. Brand commitment and brand satisfaction are additional criteria used to quantify green trust (Tan et al., 2022).

2.2. Consumer Purchase Behavior

It's not always simple "knowing customers" and understanding consumer behavior. Customers communicate their requirements and want from time to time, but they do it in different ways. They might react to the influencing factors and suddenly change their opinions, or they might not be aware of their inner inclinations. However, employees of the marketing team should look into the needs, attitudes, and actions of their clients (Kotler, 2000). Globally, green marketing initiatives are growing, and they significantly affect customer awareness and the decision to purchase ecologically friendly products (Polonsky and Rosenberger, 2001). Consumer purchasing behavior refers to the ultimate consumer behavior during the transaction. According to Kotler and Armstrong (2010), there are four different kinds of purchasing behavior: difficult purchase behavior, variety-seeking purchase behavior, tension-reduction after-purchase activity, and routine purchase behavior. The three key aspects that will influence consumers' purchasing decisions are consumer attitude, environmental awareness, and brand trust.

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CHAPTER 3

RESEARCH METHODOLOGY

3. Research Methodology

The methodology employed in this study is thoroughly summarized in this chapter, including the processes used to choose the sample, collect the data, and carry out the analysis.

3.1. Saunders' Research Onion Framework

"The Research Onion" (Saunders, Lewis, & Thornhill 2007) will be used to structure and direct the research strategy and methods. The person conducting the study will use this framework's six levels, philosophies, opinions, methods, decisions, time frames, techniques, and processes to organize, evaluate, and encourage the selection of data. Additionally, it acts as a manual for the techniques of analysis. Using the research onion, researchers may comprehend the research design more deeply and feel more connected to it (Saunders & Tosey, 2012).

3.1.1. Research Philosophy

The research plan and procedures are significantly influenced by the research philosophy. Positivism, interpretivism, realism, and pragmatism are the four main paradigms of study. These philosophies' ontological, epistemological, and axiological elements vary, reflecting differing views on reality, information-gathering techniques, and the place of values in scientific inquiry. As diverse methodologies can contribute to various research goals, the choice of a research philosophy should be in line with the subject of the research study(Saunders et al. 2009). For this research, positivism has been selected because it fits the research problem and the intended study objectives. The positivist philosophy is also appropriate for this study because it promotes generalizability and the identification of causal relationships among variables. By using a positivist approach, the researcher can keep their objectivity, minimize their prejudice, and support their findings with actual data. It guarantees a methodical and organized research procedure, improving the study's overall validity and dependability.

3.1.2. Research Approach

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In this study, a deductive strategy has been adopted. The goal of the deductive technique is to build a theory that will be put to a demanding test. The technique's goal is to investigate correlations between variables, which necessitates a highly structured and controlled approach to ensure validity. It's crucial to collect a sizable sample size to apply the findings. Creating hypotheses is often required when using a deductive approach, and it is essential to outline how each factor will be evaluated. (Saunders' et al., 2009).

3.1.3. Research Strategy

Considering that some of the proposed hypotheses aim to explore and study correlations between different variables, the empirical portion of the study employs an exploratory research design. Exploratory research is used to examine the connections between phenomena's causes and effects, making it appropriate for achieving the goals of the current research study. To adapt this study methodology and establish trustworthy conclusions about the associations based on the data, a sizable sample must be used (Heikkilä 2014). This research is a quantitative investigation designed to investigate relationships between variables. Because quantitative research methods make it possible to collect data that is simple to categorize and measure, therefore it is considered to be highly appropriate for conducting this research study (Kumar, 2011). A quantitative technique will be used to get the data, mainly by conducting an online research survey. With the use of graphs and charts, survey data can be objectively examined via data visualization.

3.1.4. Data Collection

A questionnaire is a reasonably convenient way to collect data because it uses little in the way of human and financial resources while enabling the rapid collection of vast amounts of information. It also provides additional privacy because the interviewer and respondent cannot interact face-to-face, which may also result in receiving more accurate responses (Kumar, 2011).

- **How the Sample will be Collected**

Using a convenient sampling method, the survey questionnaire will be distributed among a sample of 50 customers from the U.S. textile sector. The target market will be people who have just recently bought textile products from different textile companies in the U.S. To guarantee representativeness, a convenient sample technique will be used to choose people at random from the target population. The survey questionnaire will be distributed to the chosen participants once

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they have been reached by multiple channels, including email, phone calls, or in-person approaches. To learn more about the connection between green marketing and buyers' buying behavior in the U.S. textile business, the collected data will be preserved and analyzed by the researcher, without the intervention of a third party.

- **How to Analyze Data**

Graphs and charts, in particular, will be used to assess the data acquired for this research using visualization approaches. This approach will enable the researcher to communicate and analyze the data in a clear and concise manner. It will allow the researcher to use a range of graphs, such as bar charts, line graphs, and pie charts, to visually represent categorical and numerical data. Finding patterns, trends, and correlations between variables will be easier as a result.

3.1.5. Ethical Issues

Informed permission: Getting participants' informed permission raises a possible ethical issue. To address this, participants will be given a thorough explanation of the study's objectives, methods, and any possible risks or benefits before data collection. They would have the option to willingly participate and offer their consent after being informed. Along with confidentiality and anonymity, the opportunity to resign from the study at any moment is assured.

Privacy and Confidentiality: It is essential to safeguard the privacy and confidentiality of participants' data and answers. Data will be gathered and maintained securely, with access limited to approved researchers only, to allay this worry. To protect anonymity, identifying information will be kept apart from the survey responses using special participant identifiers.

Data Transparency and Accuracy: It's crucial to ensure accurate data collecting and reporting. When collecting data, researchers will use standardized survey questions and strict quality control procedures. It will be avoided to distort or manipulate the results when reporting the findings, which will be done transparently and factually.

Potential Damage or Psychological Effect: Participants in the study shouldn't experience any physical or mental harm or distress as a result of their participation. To lessen this, the survey questionnaire will be made with care, avoiding any inquiries that might be upsetting or intrusive.

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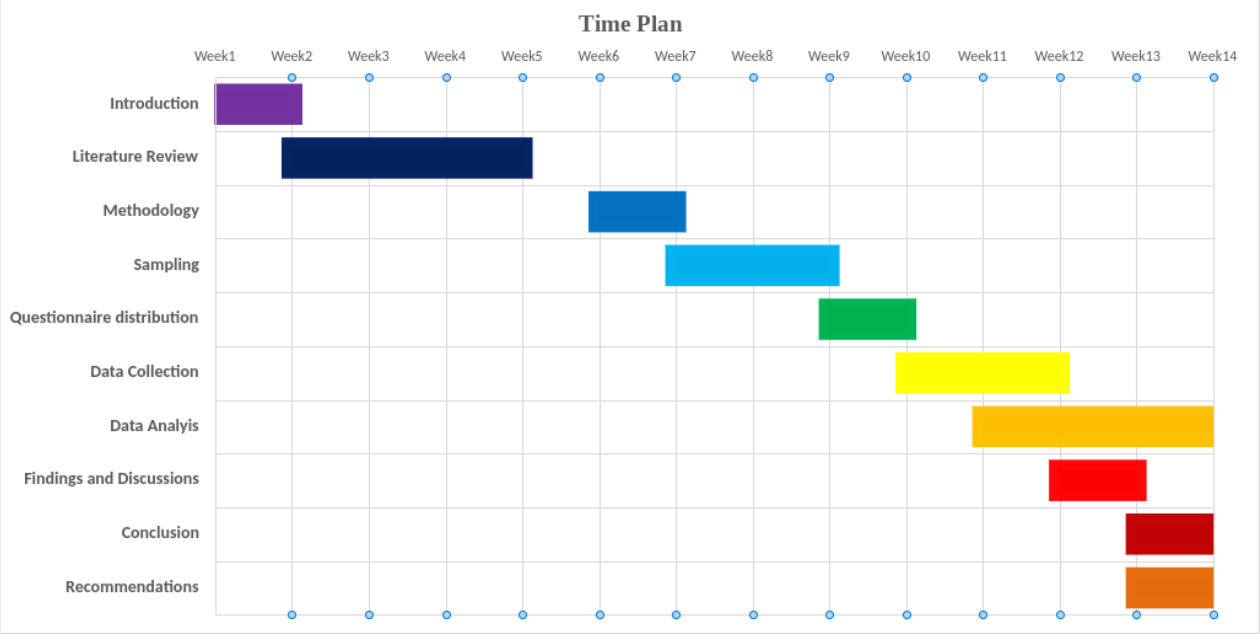
Options or references to support resources will also be made accessible to individuals if their participation causes them any emotional distress.

Clashes of Motivation: Since they might compromise the reliability or impartiality of research, conflicts of interest should be avoided by researchers. Any potential conflicts of interest, including any ties to the financial industry or biases, will be disclosed in full. Researchers will conduct the study honestly, independently, and in accordance with accepted academic ethics.

Researcher-Participant Relationship: The researcher-participant relationship must be based on fairness, respect, and trust. The study's researchers will provide open and honest communication, address any concerns or questions raised by participants, and always act with respect and professionalism.

The study will abide by ethical standards, guaranteeing the rights and welfare of the participants are upheld throughout the research process, by addressing these ethical issues through informed consent, privacy protection, data accuracy, participant well-being, transparency, and maintaining professional conduct.

4. Time Plan



5. Limitation

The use of data that was self-reported and the sample size of 50 consumers could limit adaptability and increase response bias. The study's concentration on particular variables may have left out other elements affecting customer behavior. Due to the cross-sectional design, causal links cannot be established, and social desirability bias may affect the veracity of reported behaviors. The study's context is also restricted to the textile sector in the United States. Despite these drawbacks, the research offers important insights while also highlighting the need for additional research and thorough analysis of the results.

6. Conclusion

This study has shed important light on the purpose, justification, methodology, ethical issues, and data analytic strategy for investigating the link between green marketing and customer buying behavior in the American textile business. With an emphasis on environmental awareness, green brand trust, and green consumer attitude as independent variables, the study intends to examine how green marketing affects customer buying behavior. The growing significance of sustainability and environmental awareness in modern society, notably in the textile sector, is the driving force behind this study. For businesses to create successful marketing campaigns and encourage sustainable consumption behavior, they must comprehend the connection between green marketing techniques and customer behavior. Purposive and random sampling methods will be used to compile the sample of 50 customers. There will be a discussion of ethical issues such as participant well-being, privacy protection, and informed consent. To effectively convey and explain the results, data will be evaluated utilizing visualization techniques, such as graphs and charts.

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