

EXPLORING GREEN MARKETING MIX AND PURCHASE INTENTIONS IN DAIRY PRODUCT: MEDIATING ROLE OF GREEN INNOVATION

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Introduction

The green marketing mix is now an important strategy for sustainability and to meet the demands of the consumer for green products. it involves green practices that may relate to the development of a product, price, promotion, and channels. with regards to the dairy products, green marketing has gained some importance since consumers prefer to buy these types of products because they are eco-friendly in nature. The green marketing mixes emphasize the message that a brand concerns itself with sustainability through green innovation and other environmental-friendly activities to increase its purchase intentions. This paper investigates how the green marketing mix influences purchase intentions for dairy products and explores the role of green innovation as a mediator. Based on the research highlighted, it identifies how the interaction of the elements in the marketing mix competes with consumer behavior and sustainable product offerings so that it, in turn, sheds light upon how green innovation complements the effectiveness of a green marketing mix in supporting consumer purchasing decisions.

Literature review Green marketing mix and its impact



The principles of the green marketing mix are the environmental characteristics intended to support ecological concepts in the marketing and business decision-making process to provide the required competitive advantage for business in the emerging green markets. This strategy combines conventional marketing communication tools with environment-friendly initiatives that will appeal to clients who are conscious of ecological issues with an interest in the right brands. With increasing awareness of climate change consumers are paying more attention to the sustainability

of the products that they buy. The implementation of green marketing strategies would greatly help companies to attain better customer loyalty, satisfaction and stronger repurchase intention all of which are important for a business organisation that is focused on having long-term success.

In the dairy industry, S Percy said that the use of green marketing strategies improves brand image and increases consumer-trust. Today's dairy producers who proclaim their dedication to sustainability – whether that's using biodegradable packaging for products, or sourcing some of their ingredients from environmentally friendly farms – are able to stand out against competitors.

Purchase intentions and green marketing

This was particularly true since consumers' perceived products that were environmentally responsible as rightful to be bought this implies that when consumers were concerned over the environmental impacts of their choices they tended to buy the products since they believed them to be environmentally friendly. in the dairy products purchase intentions were because of increased consumer consciousness in healthier green organic products The brands adopted green marketing strategies were seen to have higher purchase intentions and therefore increased sales and market share.

Role of green innovation

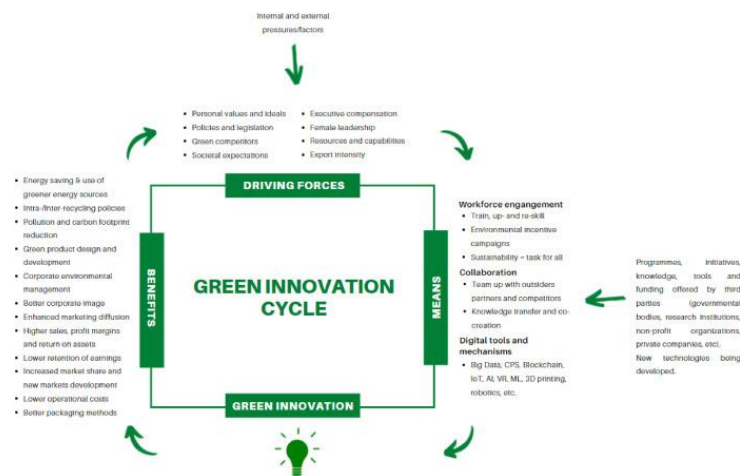


Figure 2: Role of green innovation

Green innovation is a process of changing the market offering of goods and services, enhancing the physical properties and processes of products that will ensure a sustainable environment in the

usage of dairy products, improved packaging designs, energy conservation in the production process, or developed products that will have a small impact on the environment (Xilin *et al.* 2024). Green innovation plays a critical role in the dairy products' marketing mix because it influences the perceptions and buying decisions of the consumers. Companies that adopt green innovations are.

The mediating role of green innovation

Green innovation is like the mediator between the green marketing mix and purchase intentions because it tends to be an official testimony of the company's commitment toward sustainability. whereas, green marketing mix forms the structure for information communication and product positioning, the innovative, sustainable features of the product make one want to buy it. Several researches have indicated that the more innovative a company is in green initiatives, the more consumers respond well to their product. Dairy companies might translate this to take organic local products or innovation in packaging that appeals to the green conscious consumer.

Green consumerism



Figure 3: Green consumerism

Green consumersim is the umbrella term in the market coverage to changes that have emerged in the market whereby consumers are now more conscious with the environmental social responsibilities of the products they purchase. green consumerism is brought by factors such as climate change, reduction of wastes and pollution in the marketplace the industries including the

dairy industry have been affected in their marketing strategies(Basiru *et al.* 2024). To market their dairy products effectively the industry should adopt the following green marketing mix; eco-friendly packaging and

In the case of the green marketing mix for dairy products, sustainable marketing refers to environmentally friendly practises appealing to the new environmental conservation era. Environmental innovation including issues like management of packaging, the use of low carbon products, and environmentally sustainable sources of supply can be used as niche strategies by the dairy companies (Vo and Nguyen-Anh, 2024). Responsible marketing is not only about advertising products that are environmentally friendly but also a product that is in tandem with the consumer values and which stimulates purchase behaviour. Green innovation occupies a middle position, which guarantees that organisations' declarations of sustainability policies are driven by concrete actions, improve brand image, and increase consumer confidence. It finally results in consumer loyalty that acts as a foundation for business sustainability in the dairy industry.

When it comes to the green marketing mix, product differentiation focuses on the use of unique characteristics in promoting dairy products, such as: environmentally-friendly packaging, less impact on the environment, or plant-based products. These special characteristics create a sense of competitive advantage for brands because they appeal to those consumers who are sensitive to environmental issues, thus increasing purchase intention in the market.

Discussion and analysis

Hypothesis 3 will extend the prediction of the green marketing mix for purchase intentions in this section by incorporating green innovation as a mediator gamechanging new developments such as green innovation should be at the centre of the analysis of the sustainable challenges that the dairy industry currently presents in terms of raw material sourcing, the packaging and disposal of products. companies which have a strong green marketing mix appealing to environmentally aware consumers will gain a competitive advantage.

Impact of green marketing mix on purchase intentions

The green 4P's, namely product, price, promotion, and place, are all key drivers of the buyers' decision-making process the various aspects of the product, the way it is priced, promoted, and distributed, all help to determine consumption patterns in as related to the various green processes

that surround dairy products, use of biodegradable packaging, eco-friendly sourcing and production processes, that create a positive impression, constitute some of the key.

Mediating role of green innovation

Green innovation can also be very important in helping augment the green marketing mix in dairy products as it works hand in hand with the green marketing communication by bridging the gap between the promotional messages and the consumer response (Zhang *et al.* 2024). For instance if a dairy firm comes up with a new product that is repackaged in an environmentally friendly material or if the firm has taken a step to lower the emission of its manufacturing process, such innovations go along way to support the authenticity (Kawarimi and Muna, 2024). Furthermore, green innovation can also in the formulation of the product as well as in the process of manufacturing it.

The role of environmental impact

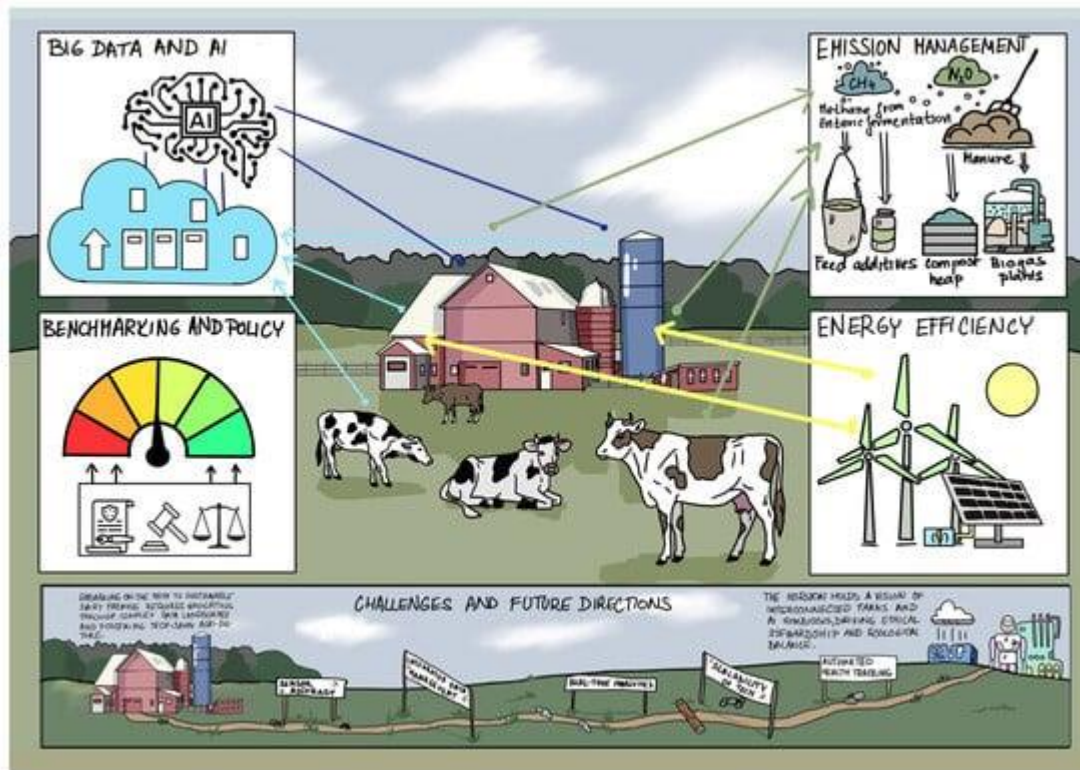


Figure 4: role of environmental impact

A major area of concern to the dairy industry due to its negative effects on the environment is the emission of greenhouse gases and excessive water usage. Among the strategies of green innovation

that can be adopted by the dairy company to grab the attention of the green consumer is the improvement in energy efficiency in the production or provision of plant-based products of the dairy industry as they are perceived to be environmentally friendly. (Alam, Ahmad and Abunar, 2024) These strategies if declared by the firm, and seen to have been implemented Moreover, to avoid having the very same issue with animal products, they should introduce plant-based dairy substitutes, like almond, oat, or soy milk to increase share among conscious consumers.

Consumer behavior and green innovation

The will to participate in greening practices and the growing sense of environmental awareness are the major stimuli of consumer behavior towards green products. This very behavior is directly faced by green innovation, as the solutions offered fit the lifestyle as well as the values of consumers (Isac *et al.* 2024). A change in the use of dairy ecological packaging, or morally enhanced farming practices, may lead significantly to consumer loyalty and, thus, stimulate repeat purchasing (Hanh, Ly and Chi, 2024). Increasing demands of transparency along with the desire for a product with the least possible negative environmental impact make green innovation a crucial catalyst for sustainable consumer behavior.

Challenges and opportunities

These notwithstanding, though the green marketing mix and green innovation are promising drivers of purchase intentions, there are several substantial challenges in the dairy industry: it is expensive to produce given its high cost of productions, especially when sustainable practices are employed, and sourcing materials in ways that are sustainable, an as such complexity, poses a caveat, but there are also enormous opportunities for growth (Maharani and Syah, 2024). As demand for green products continues to rise, it will be a brighter future for those dairy companies investing in innovation and sustainable practices, thus more likely to stand the test of time with increased market share, enhanced brand loyalty, and a stronger competitive advantage.

Conclusion

Actually, the green marketing mix through which customers' purchase intention can be influenced in the dairy product market lies upon the green innovation as an intermediary. As such, incorporating eco-friendly practices in the product development stage, pricing, promotion, and even distribution would make it possible for dairy companies to have an appeal to highly concerned

environments consumers whose main priority lies in environmental responsibility. Green innovation helps authenticate green marketing, thus making the green marketing effort more influential on purchase intention.

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