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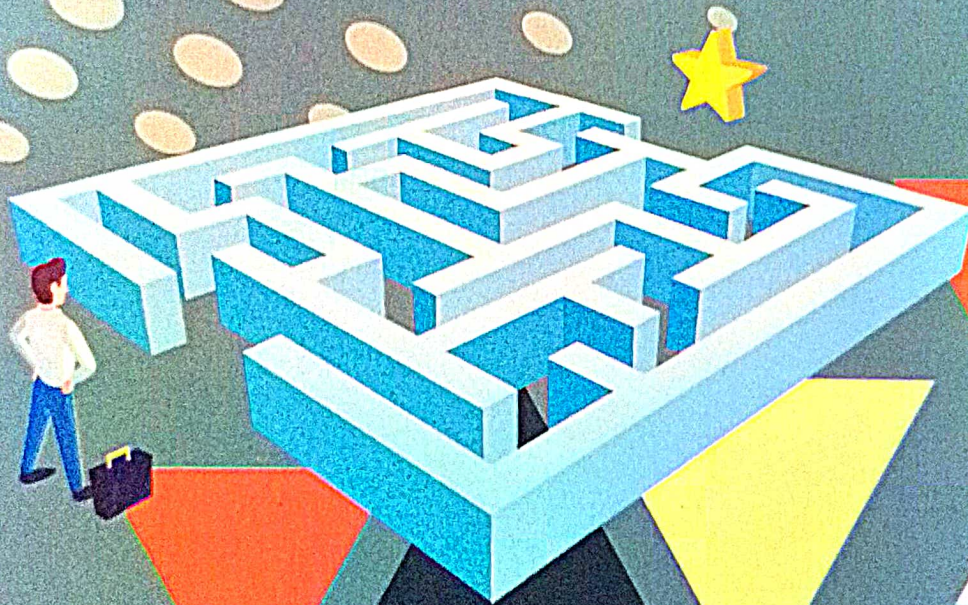
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A STUDY ON CONSUMERS' SATISFACTION TOWARDS GREEN MARKETING WITH SPECIAL REFERENCE TO TIRUNELVELI DISTRICT

P. Parvathy ¹

S.P. Anees Rahuman ²

Abstract

Consumers' concern for environment has increased considerably in recent years. Green Marketing can be viewed both as a type of marketing and a marketing philosophy. Green Marketing concept is concerned with production of ecological environment. Green Marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural foods instead of processed foods. Such as product or service may be environmentally friendly way. Many companies have added and/or modified their products and process in order to position themselves as Green. The aim of this study is to examine the consumer opinion towards green marketing, to know about usage of green products consumers and satisfaction towards green products among consumers. This study is based on primary as well as secondary data. A sample of 140 consumers has taken. Simple random sampling method is used for data collection. The collected data has been analysed by using Simple Percentage and Hypothesis testing using Chi - Square has been made to study the existence of relationship between the attitude of consumers towards green marketing and the importance they have given to green products.

Keywords: Green Marketing, Green Products, Eco-friendly Environment, Consumer Attitude

Introduction

As the world's economy is rapidly developing, the global environment is increasingly deteriorating. Protecting environment, creating a safe living environment has become one of the most important concerns of consumers. Green Marketing concept is concerned with production of ecological environment. Green Marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural foods instead of processed foods. Such as product or service may be environmentally friendly in itself or produced or package in an environmentally friendly way.

Indian marketers are also realizing the importance of the green marketing concept. Although a variety of research on green marketing has

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been conducted across the globe; little academic research on consumers' attitude has been carried out in India.

Statement of the problem

Green Marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment. Today's marketing world is full of competition. It is necessary to have close contact with the customer. Green Marketing has now evolved as one of the major areas of interest for marketers as it may provide competitive advantages concept of green marketing concern with protection of ecological environment. Modern marketing has created a lot of problems. Mass production with the use of advanced technology, severe competition, use of unhealthy marketing tactics and techniques to attract customers' exaggeration in advertising, liberalization and globalization, creation of multinational companies, retailing and distribution by giant MNCs, etc., created many problems.

The attitude of Indian consumers towards green products and the relationship between the attitude and behaviour also questionable. As a result, green marketing has emerged, which aims at marketing sustainable and socially responsible products and services. This study aims to know about usage of green products consumers and satisfaction towards green products among consumers.

Review of Literature

Green marketing-mix elements and eco-friendly products are designed and developed as having less harmful for the environment (Chitra, 2007).

Companies have using green marketing for many reasons such as green policies are profit-making; the business world is more and more implicated in the social responsibilities. Furthermore, consumers have been changing of attitudes and due to the government and the competitive pressures it is essential for firms to consider the "green" adjective to marketing strategies (Ghosh, 2010).

Green advertising can be varied in addressing issues from the "environmental issues, environmental friendliness of the products, corporate image campaigns and emphasis on the environmental credential of large companies, to public campaigns promoting environmental responsible behaviours" (Hartmann and Apaolaza-Ibanez, 2009).

According to Peattie (2001), the evolution of green marketing has three phases- Ecological green marketing (all marketing activities were concerned to help environment problems and provide remedies), Environmental green marketing (the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues) and sustainable green marketing (it came into prominence in the late 1990s and early 2000).

Environmental marketing, more popularly known as green marketing or sustainable marketing can be defined as the effort by a company to design, promote, price and distribute products in a manner which promotes environmental protection (Polonsky, 2011). Green marketing has been defined as 'all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment' by Polonsky (2011).

Objectives

1. To know the awareness level about green products among the respondents.
2. To trace out the factors that persuade the respondents to buy green products.
3. To know the relationship between demographic factors and level of satisfaction regarding the usage of green products.
4. To offer suggestions for the improvement in future.

Research methodology

The study is empirical in nature which consists of both primary and secondary data. The primary data is collected using interview schedule. The primary data is collected through well-structured interview schedule. Secondary data is collected with the help of various journals, books, and internet newspaper, magazines, etc. The collected data will be consolidated, tabulated and analysed by using appropriate statistical tools like percentage and hypothesis testing chi-square.

Analysis and interpretation

Table 1: Knowledge on Green Marketing

Response	No. of Respondents	Percentage
YES	88	63
NO	52	37
Total	140	100

Source: Primary Data

The majority of the respondents (63%) have the knowledge about green marketing and (37%) of the respondents has no knowledge of the same.

Table 2: Sources of Information about Green Marketing

Product	No. of Respondents	Percentage
Television	21	15
Newspaper	12	9
Magazine	12	9
Radio	27	19
School/University/Institution	15	10
Outdoor Media	12	9
Internet	34	24
Others	7	5
Total	140	100

Source: Primary Data

The majority of the respondents gather information from Internet (24%), other common modes (5%), from school/university/institutions (10%), from radio (19%), (9%) each from newspaper, magazines and outdoor media and the rest from television (15%).

Table 3: Reason for the Usage of Green Products

Response	No. of Respondents	Percentage
Self-satisfaction	43	30
High Profit	15	11
Self Interest	27	19
Know about Green Products	19	14
Environmental Issue	36	26
Total	140	100

Source: Primary Data

The majority of the respondents (30%) are self-satisfaction, (26%) of the respondents are use green products out of environmental issue, (19%) of the respondents are self-interest the reason for invest in green products, (14%) of the respondents know about the green products and (11%) of the respondents are high profit.

Table 4: Preference of Organic Products

Items	Yes	No	Percentage
Organic Food	79 (67)	61 (33)	140 (100)
Organic Clothes	53 (44)	87 (56)	140 (100)
Cosmetics	64 (61)	76 (39)	140 (100)
Electronic Appliances	49 (24)	91 (76)	140 (100)
Furniture Items	67 (34)	73 (66)	140 (100)
Beauty Items	81 (69)	59 (31)	140 (100)
Medicines	69 (56)	71 (44)	140 (100)
Soft Drinks	42 (33)	98 (67)	140 (100)
Cleaning Items	47 (28)	93 (72)	140 (100)
Health Mix	91 (64)	49 (36)	140 (100)
Average	48	52	100

Source: Primary Data; Figures in parenthesis means percentage

Out of the total respondents, 67 % use organic food while 33 % are not using it, 56 % not using the organic clothes while 44% of the respondents are using the organic clothes, majority of the respondents 61% are not using the cosmetics items, 39% of the respondents are using the cosmetics items,

76% of the respondents do not prefer the electrical appliances, 24% of the respondents are using the appliance, 66% of the respondents are not using the furniture item, 34% of the respondents are using the green product of furniture items, 69% of the respondents prefer the beauty items, 31% of the respondents are not using the products, 56% of the respondents are using the green medicines, 44% of the respondents are not using the green products, majority of the respondents 67% do not prefer the soft drink, 33% of the respondents are preferring the soft drink, 72% of the respondents are not using cleaning items, 28% of the respondents are using the products and the majority 64% of the respondents are prefer the health mix and 36% of the respondents do not prefer the products. On an average 47% of the respondents are cautions of using organic goods while 53% are negligent on using those items.

This part deals with analysis of relationship between Demographic factors and such as gender, educational qualification, employment status, and income and opinion level. For finding the relationship a list of hypotheses is made chi-square analysis is used to find the worthiness of Hypothesis.

Hypothesis Testing

- There is no significant relationship between gender and opinion level of the respondents towards green products.
- There is no significant difference in preference of green products with respect to the academic qualification of the consumer.
- There is no significant difference in buying intentions for green products with employment status.

Table 5: Relationship between Demographic Variables & Satisfaction Level regarding Green Marketing

Sl. No.	Demographic	Opinion Level			Total	Chi-square Value	Table Value	Remarks
		Low	Medium	High				
1.	Gender							
	Male	28	32	21	81	2.26	5.99	Accepted
	Female	14	26	19	59			
	Total	42	58	40	140			
2.	Academic							
	Illiterate	7	17	10	34	3.96	9.49	Accepted
	HSC	21	29	22	72			
	Graduate	14	12	8	34			
	Total	42	58	40	140			
3.	Employment							
	Service	6	16	5	27	12.22	15.5	Accepted
	Own Business	7	7	11	25			
	Agriculture	16	13	8	37			
	Home Maker	9	14	9	32			
	Coolie	4	8	7	19			
	Total	42	58	40	140			

Source: Primary Data

The above chi-square analysis clears that demographic factors like gender, academic qualification, employment status do not influence the satisfaction level of the respondents regarding Green Marketing.

Suggestions

- Businessmen must explore a number of ways to reduce costs while investing in green products such as using best practice for the management of the product life cycles, expansion of the business scale, and technological innovation among others.
- Business managers should focus on brand awareness to inform their customers of the benefits of using their products as well as the local recycling centre. Business managers should also use customer testimonials, or experiences with green products, to encourage new customers to switch from using non-green products to eco-friendly products.
- Businesspeople could create brand awareness by investing in marketing and advertising to promote the benefits of purchasing eco-friendly products

Conclusion

Though consumers are willing to purchase green products, various business organizations still in at the back the need of the eco- friendly civilization. The researcher recommends business organizations to follow strategies in order to get compensation from the environmentally friendly approach as green marketing offers business incentives and growth opportunities while it may involve start-up costs, it will save money in the long term. Therefore, in the product strategy, marketers can identify customer's environmental needs and develop products to address this issue, produce more environmentally responsible packages. (Recycle, biodegradable, reuse), and ensure that products meet or exceed the quality hope of customers. Green marketing should not neglect the economic aspect of marketing. Marketers need to know the implications of green marketing. If the researcher believes customers are not troubled about environmental issues or will not pay a premium for products that are more eco-responsible, think again. We must find an opportunity to improve our product's performance and support our customer's reliability and authority a higher price.

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