

# A STUDY ON IMPACT OF GREEN MARKETING ON CUSTOMER SATISFACTION AND ENVIRONMENTAL SAFETY

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**ABSTRACT-** The desires of human beings are countless and the wish to have more in their life is never ending, but unfortunately the reserve and capability of any system has some limits. Therefore, a marketing strategist should find new ways to utilize the available resources more effectively and have efficacy in the process to fulfil customer's demands. Green marketing has a significant impact on customer's attitude and also has a critical aspect towards the environmental management. Environmental marketing is more beneficial for the society and this marketing entirely different from traditional marketing. So, the present study figures out the importance of relationship between green marketing and consumer fulfilment and how the green marketing will impact on customer satisfaction, as well as to encourage green practices for friendly environment. The study conducted among people of Kannur District, Kerala. Data were collected from 150 respondents using a structured interview schedule. Percentages, Chi square, Mean, Tables and Charts were used for analysis.

**Key words:** *Green Marketing, Environmental Marketing, Customer Satisfaction, Green Products*

## 1. INTRODUCTION

Today, "Green" marketing has moved from a trend to a way of doing business and businesses that sell should recognize the value of going green and incorporating this message into their marketing program and communicating the green concept to their consumers. Green is slowly and steadily becoming the symbolic color of eco-consciousness in India. The growing consumer awareness about the origin of products and the concern over impending global environmental crisis there are increasing the opportunities to marketers to convince consumers.

Environmental marketing specifies to eco-friendly produce such as healthful eatables, products without phosphate, and ozone friendly products which can be recycled, replenished or are eco-friendly. Green marketing is very vast topic that can be practiced and applied to consumer products, industrial products and also services. Furthermore, from the customers perspective, their expectation from the company is to reduce the production of toxins during the production, ability to reprocess the products and also provide safe water. Consumers are willing to spend more money on green products especially if the production is from developing countries.

### 1.1 STATEMENT OF THE PROBLEM

The consumers from all around the world are more aware of green marketing and concerned for environmental safety. By using green marketing strategies, a company can get more customers as well as get more profit. In general, environmental marketing is more beneficial for the society and this marketing entirely different from traditional marketing. So, the present study figures out the importance of relationship between green marketing and consumer fulfilment and how the green marketing mix will impact on customer satisfaction, as well as to encourage green practices for friendly environment.

### 1.2 OBJECTIVES

1. To understand the level of awareness regarding green marketing among consumers.
2. To identify impact of green marketing on customer satisfaction and environmental safety.
3. To understand the buying motives in purchase of green products.

### 1.3 NEED AND SIGNIFICANCE OF THE STUDY

The study entitled "IMPACT OF GREEN MARKETING ON CUSTOMER SATISFACTION AND ENVIRONMENTAL SAFETY" will help to have a clear idea on green marketing, as the research will help in understanding the impact of green marketing on customer satisfaction and what will be the changes occurred in our environment due to the usage of green products.

## 1.4 HYPOTHESIS

H0: Income and consumer's green products preference are not associated.

H1: Income and consumer's green products preference are associated.

## 1.4 RESEARCH METHODOLOGY

### 1.5.1 RESEARCH DESIGN

The research design used in this study is Descriptive research design.

### 1.5.2 SAMPLING TECHNIQUE

The study makes use of Convenient Sampling technique.

### 1.5.3 SAMPLE SIZE

For this study, sample size of 150 has been taken. Out of this 114 responded that they are aware about green marketing. This have been further considered for the purpose of study.

### 1.5.4 STATISTICAL TOOLS USED

Simple Percentage Method, Chi Square Test

### 1.5.5 SOURCES OF DATA COLLECTION

#### i. Primary Data

It is the first hand information collected through questionnaire. Suitable mathematical and statistical techniques such as percentages, mean and Chi Square tests have been employed for data analysis, bar diagrams and pie diagrams were used for presentation of data analysis.

#### ii. Secondary Data

Secondary data were collected from sources like books, journals, magazines and websites.

## 1.5 LIMITATIONS OF THE STUDY

The study is not free from constraints. The various limitations are,

- i. Sample size may not be exact representative of universe. So, there is a possibility of sampling error.
- ii. The study is conducted with the help of primary data, which suffers from personal bias and lack of interest among the sample respondents.

## 2. ANALYSIS AND INTERPRETATION

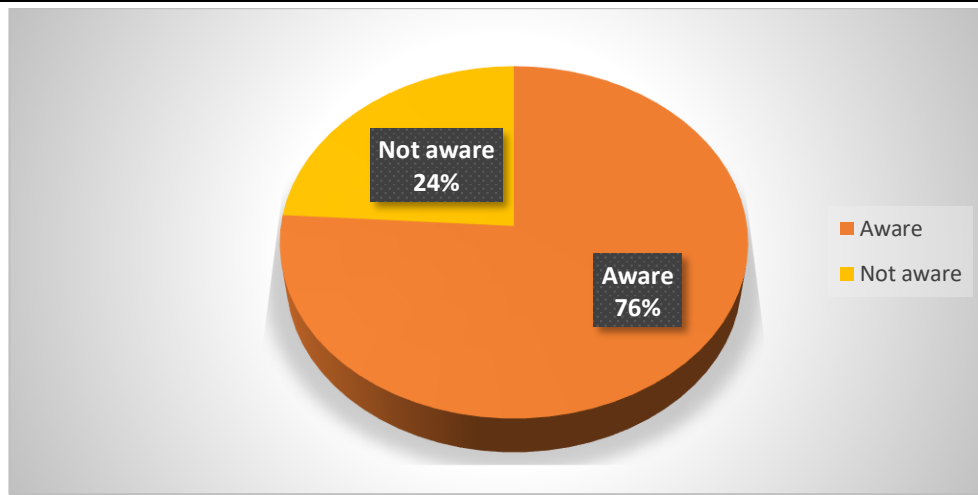
Table No 1: Demographic Profile of Respondents

Variable and Categories	No. of respondents	No. of respondents	Mean
<b>Gender</b>			
Male	63	42	
Female	87	58	
Total	150	100	
<b>Educational Level</b>			
Below SSLC	24	16	
SSLC	33	22	
Plus two	18	12	
Under Graduate	60	41	
Post Graduate	15	9	
Total	150	100	
<b>Occupational Level</b>			
Business	30	20	
Profession	28	19	
Gove. Employee	42	28	
Unemployed	15	10	
Others	35	23	
Total	150	100	
<b>Income (Monthly)</b>			
Below 20000	10	9	<b>35614</b>
20000-30000	30	26	
30000-40000	32	28	
40000-50000	22	19	
Above 50000	20	18	
Total	114	100	

(Source: Primary Data)

**Interpretation:**

Table No 1 shows demographic profile of the respondents. Out of the 100% most of the respondents are female (58%) and (42%) are male. From their educational qualification, 41% respondents are under graduate. From the occupational status 28% respondents belong to Government employees. The study revealed that the average income of the respondents as Rs. 35614.

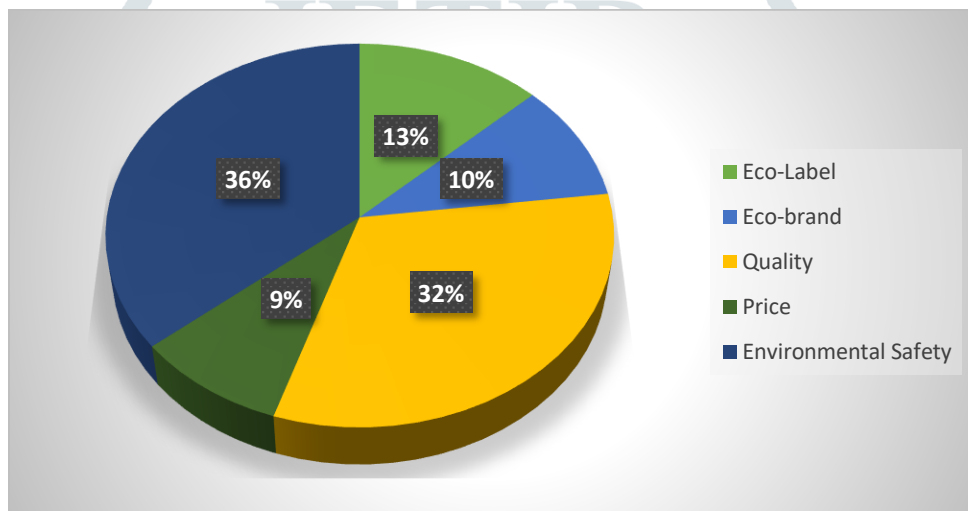


(Source: Primary Data)

Figure No 1: Awareness about green products

**Interpretation:**

From the above figure, it is clear that majority of respondents (74%) are aware and 24% respondents are not aware about green products.



(Source: Primary Data)

Figure No 2. Factors influencing for buying green product

**Interpretation:**

The above figure depicts that environmental safety is the main factor (36%) that influence buying decision of green products followed by the quality (32%), Eco-label (13%), Eco-brand (10%) and price (9%).

Table No 2: Green products are real ecological need and not just another marketing strategy

Response	No. of Respondents	Percentage
Strongly Disagree	12	11
Disagree	39	34
Neutral	7	6
Agree	43	38
Strongly Agree	12	11
Total	114	100

(Source: Primary Data)

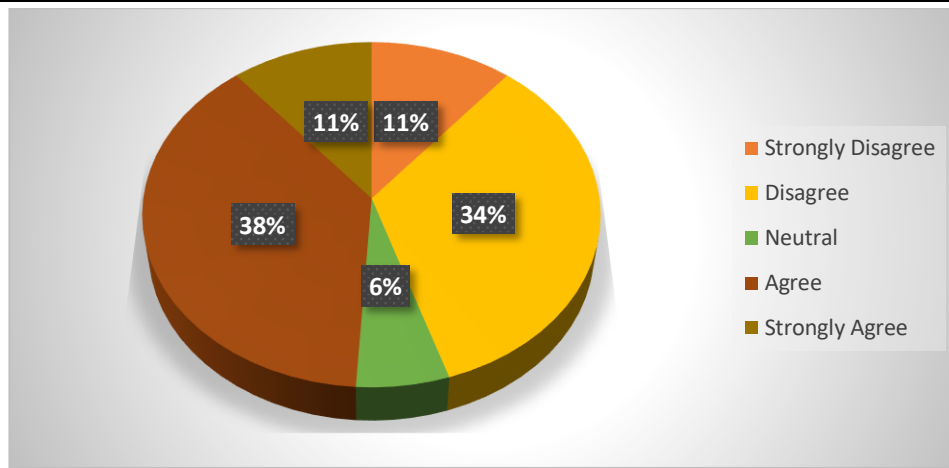


Figure No 3. Green products are real ecological need and not just another marketing strategy

**Interpretation:**

The above table and figure reveal that 38% consumers agree that green products are real ecological need and not just another marketing strategy. 34% respondents responded that green products are real ecological need and at the same time it is a marketing strategy.

Table No 3: Green features are helping to save resources and manage waste

Response	No. of Respondents	Percentage
Strongly Disagree	8	7
Disagree	12	11
Neutral	19	17
Agree	49	43
Strongly Agree	26	22
Total	114	100

(Source: Primary Data)

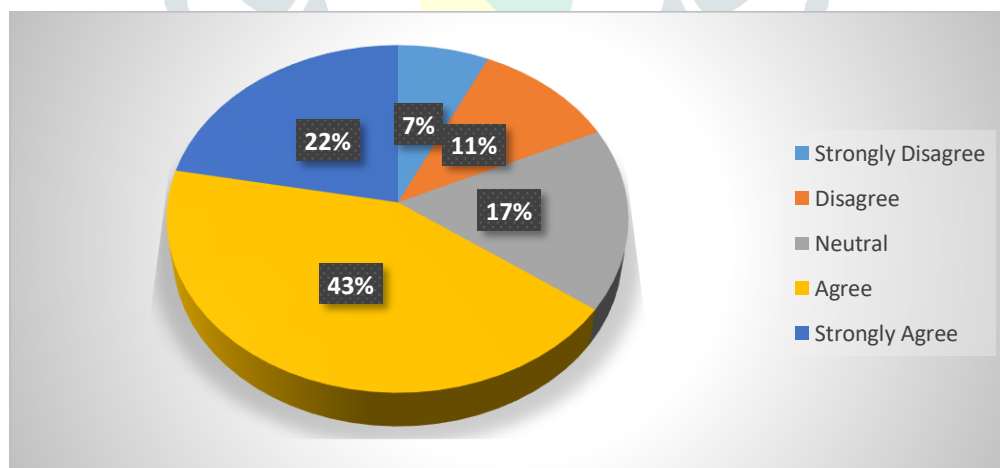


Figure No 4: Green features are helping to save resources and manage waste

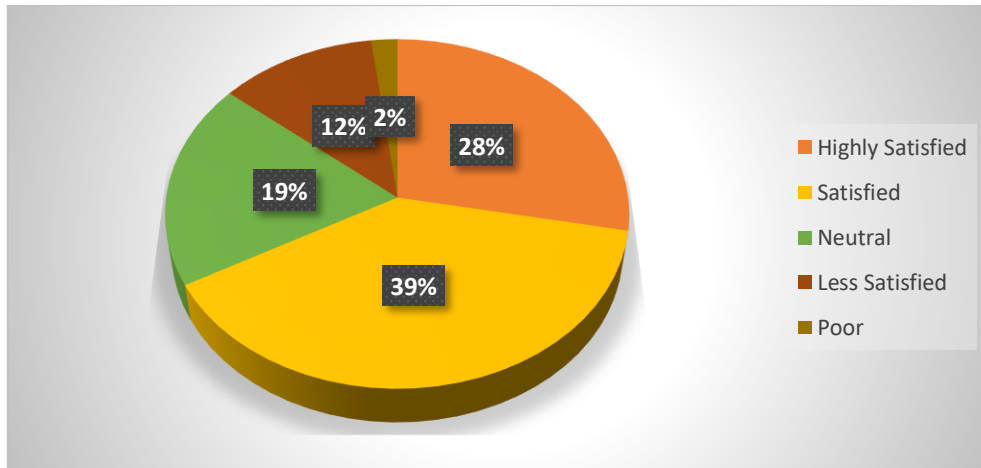
**Interpretation:**

From the table and figure, it is clear that 43% consumers agree that green features are helping to save resources and manage waste. At the same time 22% consumers strongly agree and 7% strongly disagree.

**Table No 4: Customer satisfaction on green products**

Response	No. of Respondents	Percentage
Highly Satisfied	32	28
Satisfied	44	39
Neutral	22	19
Less Satisfied	14	12
Poor	2	2
Total	114	100

(Source: Primary Data)



**Figure No 5: Customer satisfaction on green products**

**Interpretation:**

The table and figure show that 28% are highly satisfied and 39% are satisfied with the use of green products. 12% are less satisfied and 19% consumers remain neutral in their opinion. Only 2% consumers believe that green products are not satisfying their needs.

**Table No 5: Chi-Square Test for Independence of Attributes: Between Income and Consumer’s preference in green products**

N = 114

Income /Preference	Up to 20000	20000-30000	30000-40000	40000-50000	Above 50000	$\chi^2$	<i>d f</i>
Preferred	2	6	23	19	16	38.22	4
Not Preferred	8	24	9	3	4		

(Source: Primary data)

**Interpretation:**

According to table the Chi square ( $\chi^2$ ) value for 4 *df* at 5% level of significance is found to be 38.22 which is more than table value (9.488), which indicates that there exists significant association between income and preference in green products. In other words, income and preference in green products are dependent each other.

**3. FINDINGS**

- The study reveals that more than half of the respondents are aware about green products.
- Consumers are considering environmental safety and quality as the factors for purchasing green products.
- Green products are real ecological need and at the same it is a marketing strategy.
- Green marketing positively impacts on customer satisfaction and environmental safety through providing environmentally friendly products.
- Customers are ready to prefer green products and are not willing to pay more for the products.

#### 4. CONCLUSION

Green marketing is a tool for protecting the environment for the future generation. It has a positive impact on environmental safety and also it is positively associated with customer satisfaction. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspect of their business. Majority of the consumers are aware about the concept of green marketing. Consumer's buying decisions are influenced by factors like Eco label, Eco brand, quality of the products and environmental safety. As such, green marketing is not just an environmental protection tool but also, a marketing strategy.

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