

## CONSUMER SATISFACTION ON GREEN MARKETING AMONG COLLEGE TEACHERS IN KANNIYAKUMARI DISTRICT

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### Abstract

Green revolution, going green, environment protection, sustainable life style, sustainable development, protecting earth and many more have become natural phenomenon in everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. Environmental protection is highly necessary. Everyone believes a green life is a better and healthier life for present and future generation it has a positive impact on environmental safety. Green marketing is not just an environmental safety. Green marketing is not an environmental protection tool but also, a marketing strategy.

### Introduction

The business and consumers have to challenge eco-friendly products as they become more concerned on the environment, health and wealth in order to protect the earth's resources and the environment. In addition, the firms have slowly applied green marketing practices in their projects as a part of social conscience and they are demanding to reach the consumers with their green packaging. With green marketing, advertisers focus on environmental benefits to sell products such as biodegradable diapers, energy-efficient light bulbs, paper bags and environmental safety detergents. The general public view about green marketing is that it refers only to the endorsement/ advertising/promotion of products with environmental characteristics. However, claims that green marketing contains a broad range of activities, such as product alteration, amendment to the production process, packaging modifications as well as modifying promotional strategies.

### Review of Literature

Kavitha kumara (2017) opined that marketing has become necessary for the society, so that we can save our environment, fully utilize our natural resources and make earth a

healthy planet to live in. As a consequence, they found that marketers need to understand the implications of green marketing. Its not only responsibility of marketers for environmental protection, green marketing requires that if consumers want a healthy environment, they should ready to pay premium price for it unless this occurs it will be difficult for firms alone to lead the green marketing revolution.

S. Poongodi and S. Gowri (2017) found that the study is how consumer buying behaviour is affected by the green marketing. The research study took place in selected districts of Tamil Nadu. The area of study is confined to selected five districts of Tamil Nadu such as Erode, Salem, Tirupur, Namakkal and Karur. The data for the study were collected from 1000 respondents. According to the researcher increase in use of green products are adequately influences the consumers mind and the damage can be reduced to minimum levels. As there are some adverse effects on the green product, consumers are in positive way towards the purchase of green products and the marketers should take a keen note of them in order to get the best marketing strategy. The researcher finds in the study the biggest barrier in the purchase of green products is high prices.

### **Objectives**

The objectives of the present study are:

1. To identify the knowledge and awareness of green marketing among the sample respondents.
2. To measure the level of perception with regard to environmental concern and green products and services.
3. To analyze the level of satisfaction among the respondents in green products.

### **Methodology**

A convenient sampling design was followed and intercept method was used for data collection. One hundred and twenty (120) consumers with an age ranging from 25 to 58 years were approached with a structured questionnaire. Both the primary and secondary data collection methods were considered. Primary data was complemented with secondary data sources such as publications on the topic from journals, magazines and internet. The collected data were tabulated and analysed through percentage analysis, Garret ranking and Likert's 5-point scaling technique.

### **Data Analysis and Interpretation**

#### **Age wise classification of the respondents**

Age is one of the most important characteristics in understanding their views about the particular concept and its influence of the knowledge level of the respondents.

**TABLE: 1**  
**AGE WISE CLASSIFICATION**

S. No.	Age	Frequency	Percent
1	Up to 25 years	2	1.67
2	26-30 years	49	40.83
3	31-40 years	51	42.50
4	41-50 years	10	8.33
5	Above 50 years	8	6.67
	<b>Total</b>	<b>120</b>	<b>100</b>

**Source: Primary Data**

Table 1 shows that 42.50 percent of the respondents belong to the age group between 31 to 40 years, while 6.67 percent of them belong to the age group of above 50 years. It is inferred that due to the awareness and the knowledge about global warming and on its impact respondents are purchasing green products and services. Hence there is a great scope for green products and services in the study area.

### Updates of Green Products and Services

The customers update their knowledge through various sources. Therefore, we say that knowledge is power. Due to this knowledge, the customers are able to buy the correct product at the right time.

**TABLE: 2**  
**UPDATES OF GREEN PRODUCTS AND SERVICES**

S. No.	Source of Information	Total score	Mean Score	Rank
1	Television	415	3.46	<b>111</b>
2	Newspaper	375	3.13	<b>VI</b>
3	Magazine	362	3.02	<b>VII</b>
4	Radio	404	3.37	<b>V</b>
5	Conference/Seminar	347	2.89	<b>VIII</b>
6	Family and friends	494	4.12	<b>1</b>
7	Shop Keepers	405	3.38	<b>IV</b>
8	Internet/Social networking sites	420	3.50	<b>II</b>

**Source: Computed Data**

Table 2 reveals that, 'Family and Friends' get the first rank, 'Internet and Social networking sites' Obtain second rank and 'Conference /Seminar' get the last rank with the mean score of 4.12,3.50 and 2.89. It can be concluded that the family members and friends frequently meet and chat with one another and hence word of mouth promotion plays a pivotal role in motivating the respondents to buy the green products and services.

**Outcome of perception regarding green products and services**

An awareness, knowledge and perception of something good, enable the person to implement those aspects into their personal and household environs. The following table clearly depicts the outcome of perception of green products and services in the study area.

**TABLE: 3****PERCEPTION REGARDING GREEN PRODUCTS AND SERVICES**

<b>S. No.</b>	<b>Outcomes</b>	<b>Total Score</b>	<b>Mean Score</b>	<b>Rank</b>
1	Refillable	533	4.44	<b>V</b>
2	Reusable	534	4.45	<b>IV</b>
3	Recyclable	543	4.53	<b>III</b>
4	Reconditioned	465	3.33	<b>IIIX</b>
5	Bio-degradable	554	4.62	<b>I</b>
6	Protects the Environment	528	4.40	<b>VI</b>
7	Conservation of natural resources	522	4.35	<b>XI</b>
8	Reducing pollution	523	4.36	<b>X</b>
9	Reducing wastage	524	4.37	<b>IX</b>
10	Ozone friendly	551	4.59	<b>II</b>
11	Healthy	525	4.38	<b>VIII</b>
12	Saving time and energy (e-based services)	495	4.13	<b>XII</b>
13	Reduce the toxins	527	4.39	<b>VII</b>
14	Highly beneficial in the long run	485	4.04	<b>XIII</b>

**Source: Computed Data**

Table 3 reveals that, 'Bio-degradable' gets the first rank with the mean score of 4.62, 'Ozone friendly' gets the second rank with the mean score of 4.59 and 'recyclable' gets third rank with the mean score of 4.53. It shows that majority of respondents do believe that the green products help them to protect the environment and they also perceive that green

products are of better quality than non-green products. The last three ranks are given to ‘Saving time and energy (e-based services)’, highly beneficial in the long run and ‘reconditioned’ with the mean score of 4.13,4.04 and 3.33. Over all the perception of the majority of the respondents are good and they have given the mean score of above 4.

### Satisfaction of green products and services

Customer satisfaction is the positive emotional state attained by a customer after purchasing a product or service. A customer is satisfied when they feel they have received at least as much from a buying experience as the effort they put in and when they reach the conclusion that their buying experience was as good or bad as they judged.

**TABLE: 4**

#### SATISFACTION OF GREEN PRODUCTS AND SERVICES

S. No.	Green Products	Total Score	Mean Score	Rank
1	Organic food	527	4.39	VI
2	Detergent/Cleaning materials	439	3.66	XIII
3	Soft drinks & beverages	477	3.98	XII
4	Natural/herbal cosmetics	508	4.23	X
5	Pure cotton dress	518	4.32	VII
6	Tupperware	514	4.28	VIII
7	Solar water heaters/Solar energy	529	4.41	V
8	Recyclable products (recycled paper, cup etc.)	535	4.46	III
9	Sanitary and Stationary items	531	4.43	IV
10	Bio-degradable products (jute, palm, wooden products)	545	4.54	I
11	Electrical appliances	543	4.53	II
12	Lead free paints	510	4.25	IX
13	Lead free fuel	510	4.25	XI

### Source: Computed Data

Table 4 reveals that 'Bio-degradable products (jute, palm, wooden products)' get first rank with mean score of 4.54, 'Electrical appliance' get second rank with mean score of 4.53 and 'Recyclable products (recycled paper, cup etc.)' get third rank with mean score of 4.46. it is inferred that respondents are very much satisfied in terms of bio-degradable products. Because it dissolves on the earth within few years of time, which is beneficial to human being. The last three ranks are given to 'lead free fuel', 'soft drinks & beverages' and 'Detergents/ Cleansing materials with the mean score of 4.16,3.98 and 3.66. it is inferred that the respondents lacked knowledge, awareness and perception regarding this and hence there is a low level of satisfaction with regard to purchase of these products.

### Suggestion

1. The manufactures of each fast-moving consumer goods (FMCG) products should feel that it is their social responsibility to produce eco-friendly products and save the well being of every customer and services.
2. The manufacturer can give complete information about the green products and services so that the customers believe in the legitimacy of the products and the specific claim that the companies are making.
3. The educational institutions can introduce green marketing subject in the commerce and management curriculum. This will enable the younger generation to be motivated to buy and use the green products in their personal life.
4. The customers should think that it is their social responsibility to purchase and use green products and avoid the toxic and chemicals related products.

### Conclusions

Environmentalism means any organized movement of concerned citizens, businesses and government agencies to protect and improve people living environment. The major contribution of this study is the identification of consumer satisfaction on green marketing among college teachers in Kanyakumari district. The analysis reveals that the respondents are having greater knowledge, regarding green marketing due to awareness created by both government and media. However, the respondents who earn income more than above Rs 80,000 are highly satisfied with regard to purchase of all types of green products than those who earn less than Rs 80,000. Therefore, the government of India can give subsidy to the

manufactures of green products which enable them to sell those products at a cheaper rate. This in turn will enable all types of customers to purchase the green products and save the well being of the citizens in our country. There is definitely a huge opportunity in clean, renewable energy technologies, emissions reduction and reduced-carbon transportation which can be slowly and steadily be achieved if we get cooperation from all sectors of the Indian economy.

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**Website:**

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[www.businessworld.in](http://www.businessworld.in)

[www.greenmarketing.net/stratrrgic.html](http://www.greenmarketing.net/stratrrgic.html)