

Consumer Preference Before and After Green Marketing- A study with Respect to Mandya Urban.

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Abstract :

Purpose : The main intention of the present study is to know that how far demographics of respondents impact on the study of green marketing and related study. Further, the study was also conducted to know consumer preference before and after green marketing spread. The study also conducted to probe the benefits of green markets and related challenges of green marketing. Mandya Urban is significant as it is lying in between Bengaluru and Mysore. The people of Mandya are demanding more and more environmental products.

Design: A questionnaire previously known was administered properly and data pertaining to the study was collected. The data was collected by interviewing the respondents. The participants of the study include employees, business doing persons, self employed, professionals and agriculturists. Statistical techniques like mean, chi-square, contingent co-efficient, weighted Arithmetic Mean, Kendall's co-efficient of concordance and Garnett Ranking Technique were performed.

Findings : The study found that all the demographics of respondents are showing significant variation with high degree of relationship. Further respondents found improvement after green marketing spread. The benefits of green product in the order found protection of environment, reduce negative environmental impact on production and reduce carbon footprint. The challenges of green marketing found requirement of huge initial investment, need for standardization and need to wait to get return.

Key words : Benefits, challenges, customer satisfaction, ecological cost, eco-system, recyclable, energy, loyalty initial investment, sensitiveness.

Introduction :

Green marketing is the holistic approach towards identifying and satisfying need and wants of consumer and potential consumer (Sujit, T.S. 2017). Green marketing means manufacturing and marketing of products, services which are manufactured through green process. AMA defines "green marketing is the marketing of products that are presumed to be environmentally safe". Thus green marketing includes activities like modification of products, innovative changes to production process, packaging changes, modification of advertisement and following the norms prescribed by the government. Peattie (2012) defines green marketing as a holistic managements process responsible for identifying, anticipating and meeting the needs of consumers and companies in an

efficient and sustainable way. Green marketing also known as ecological marketing and environmental marketing. As resources are limited and human wants are unlimited, it is significant for the marketers to use the existing natural resources judiciously and efficiently. The main intention of green marketing is to present consumers with the importance of protecting the environment in the context of product consumption laying significance to long term relationship based on communication from both the sides (Dominika Moravcikova et al., 2017). Green marketing has been used to define marketing activities which attempt to decrease the negative social and environmental impacts of products and production system and promote less damaging products and services (Peattie, 2001).

Over a last couple of decades there has been a progressive increase in consumer environmental consciousness, since the environment moved from a fringe to a mainstream issue. This trend is driven by a multiple number of factors like increased media coverage, greater awareness of environmental problems, the rise of pressure groups activities, significant legislation and impact of major industrial disasters (McIntosh, 1991; Butler, 1990; Charter 1992; Tapan and Leighton, 1991). Therefore as a consequence of the above consumers have become more concerned about their everyday habits and impact that these can have on the environment (Kranse, 1993). Today one can see the impact of environmental degradation in the form of cloud burst, heavy down pour, dust storm, sand storm, hot wave hither too not felt etc., the increased temperature. The previous researchers reveal about dramatic increase in the number of consumers expressing environmental concerns claiming to have purchased environmentally friendly (EF) (Mandese 1991; Gallup, 2000). The study by Roberts (1991), Shelter et al., (1991), Shabecoff (1993) also found similar conclusive about consumer environmental concern and found a large number of consumers their concern about ecological marketing.

Environmental issues have always been a challenge since the creation of the term environmental sustainability which has increased the sensitivity of consumers towards purchasing greener products (Kumar PhooKan, 2020). The previous research reveals consumers are liking to pay premium price for the green products which are healthy. Many consumers pay premium while buying green products as long as this extra sacrifice is justified by sufficient extra value (Chen, 2010).

Statement of the problem

Environmental degradation has brought too many challenges for the survivability of human beings. Issues like global warming, depletion of ozone layer, untimely heavy rain, cloud burst and hot wave are the main environmental issues that are becoming critical as they contribute towards human survivability. The business organizations, a few would like to green wash the products for immediate gain. Educating the rural mass is the need of the hour and they should be well explained about use of eco-friendly products and the use of plastic should be curbed immediately. The marketers should be alert and raise to the demand meet through environmental products. The civilians of Mandya are feeling reducing in green spice. Heat, dust, and pollution are the characteristics of Mandya today and Mandya becoming a heat island. Protecting city's environment is a biggest problem since cultivable lands are converted into commercial buildings and becoming slowly concrete jungle. The challenges of quick urbanization

heavy traffic, sanitary and health problems are some of them threatening the life of civilians. The marketers has to capitalize the growing awareness about environment and delivery ecological products. Though the consumers are ready to pay more for an ecological product, it has become a global struggle to achieve the purpose of environmental protection.

Review of literature

Sapna Devi (2018) expressed that the threat of global warming looming large and it has become critical green marketing becomes the norm rather than an exception. Recycling of paper, plastics, metals etc., in a safe and environmentally harmless manner should become much more systematized and universal. Further, the researcher suggested that it has to become the general norm to use energy efficient lamps and other electrical goods. The researcher suggested that the manufacturers should take the responsibility to make consumers understand the need for and benefits of green products as compared non-green ones.

Pragati Singh et al. (2022) stated that green marketing is an instrument for protecting the environment for future generations by conserving the natural resources and use alternative sources of energy for production of goods and services. Further, the researchers expressed that the business concerns and companies implement rules and regulations to attain the intentions of green marketing strategy.

Balwan Kaur et al.(2022) are of the opinion that the demand for green products has increased to protect families health. More observational knowledge are expected to test the theoretical elements that discover the cavity between the apparent greeneries of consumers buying intention. The idea of environmental attitude with consumers buying intention is growing in India at a faster rate. The buyers of green products as per the researchers is to maintain cleaner and greener climate.

Objectives of the study:

1. To study the demographics of respondents impacting on the study.
2. To analyze pre and post consumer preference before and after spread of green marketing.
3. To study the benefits of green products.
4. To analyze the challenges of green marketing.

Hypotheses :

- H₀₁ The demographics are not impacting on the study.
- H₀₂ There are no difference between pre and post spread of green marketing.

H₀₃ There are no benefits of green products.

H₀₄ Green marketing is not facing any challenges.

Research questions :

1. What is the impact of demographic profile of respondents on the study?
2. What is the effect of pre and post consumer preference on spread of green marketing?
3. What are the benefits of green products?
4. What are the challenges of green marketing?

Research Methodology

Universe of the study : A well manageable questionnaire with on option of 5 and 3 point Likert Scale was administered to quantify the variables. Each proportion is considered as a variable and all the propositions are framed in a positive scale. Questions covered are pertaining to the objectives of the study.

Participants : The study is confined to Mandya Urban. The employees covered are both public and private services. Further, businessmen, self employed, professionals like Medical, Engineering, Chartered Accountants and Agriculturists.

Statistical methods: The statistical methods used in the study were mean, chi-square, contingency coefficient, Kendall's co-efficient of concordance, weighted arithmetic mean and Garrette Ranking Technique were performed and the variables are ranked.

Sources of data : The study depends upon both primary and secondary data. Primary data collected by proper administration of neatly designed questionnaire. The secondary sources include journals, books and internet.

Sample of the study: 100 respondents were considered for the present study. The study uses convenient sampling technique. The respondents were interviewed by the researchers himself and the purpose of present research was well explained.

Limitations :

1. To study is confined only to Urban Mandya of Karnataka.
2. The sample considered is small.
3. Any dependency on the study requires further in depth study.

Analysis and interpretation of data - Demographic profile of the respondents.

Table - 1 divulge data about demographic profile of the respondents. There are 85 males, 12 females and 2 transgender (x) and out of 100, 81 are married, 15 remained single and 4 divorcees. 38 respondents belongs 28-32 age group followed by 28 in between 33-37, 20 to the 23-27 age group, 10 to the 18-22 years group and 4 to the 38 years and above. 49 respondents are general bachelor degree holders, 16 PG degree holders, 15 each professional and PUC and 5 completed 10th standard. 58 are employees, 15 are

professionals, 12 doing business, 8 agriculture and 7 are self employed. Monthly income data reveals that 42 respondents getting monthly income in the range of 40-50K, 20 in between 30-40K, 13 in between 50-60K, 10 >60K, 8 in between 20-30K, and 7 < 20K. 88 respondents are fully aware of green marketing concept followed by partial, and 3 not aware. 60 said about protection of environment is needed to maintain quality of life, 22 to protect the health 1 & 18 sustainability. The frequency of green products buying details reveals that 76 are regular, 15 not regular, 5 irregular and 4 never. The type of products purchased includes that food green products 46, 20 household products, 14 health, 12 cleaning products and 8 cosmetics.

Data Analysis and Interpretation - II

Table - 2 & 3 speaks about pre and post effect of spread of green marketing. Consumer preference before green marketing data reveals that 72 expressed strongly agree followed by 16 agree and 12 somewhat agree. 16 said about mankind abusing the environment, 13 stated about limited product risk and customer satisfaction and 12 about no widespread ecological costs. The 'w' value after interpolating the formula stood at 0.14. Further, after awareness the preference of consumers about green marketing reveals that 30 spoke about improved consumer satisfaction, 15 each about reduced abusing the environment and rise in demand a say in the production, processing and resourcing of the products and 8 spoke about global / international ecological accounting. The 'w' value after stood at 0.82. The difference between pre and post is $0.82 - 0.14 = 0.68$. At 9 d.f. with 5% level of significance the TV = 16.91 and since the calculated value being 18.36 higher than the TV, 'W' fails to accept H_0 and accepts H_1 and customer preference after green marketing is improved.

Table - 4 highlights data about benefits of green products. The benefits are measured by performing weighted arithmetic mean. The expressions of respondents are denoted as "f" and weights are defined as "w". The multiplication 'F' and "w" is denoted as "fw". The observations or expressions are placed in the form of 5 point scale of Likert. "WA" is derived by dividing Total of 'fw' by sum of 'w' i.e., $15 (5+4+3+2+1)$. On the strength of "WA" ranks are awarded. Accordingly the first rank was awarded to protect environment the second was awarded to reduce negative environmental impact on production and the third rank was awarded to reduce carbon footprint. The remaining factors was given ranks based on the highest of "WA".

Table - 5 reveals data about challenges of given marketing. The challenges drivers are measured by performing Garrett Ranking Techniques. The bipolar opinions of respondents was measured on a scale starting from I to X and value "x" was obtained by applying the formula $100 (R_{ij} - 0.5) / N_j$ where R_{ij} is scale values and N is 10. The calculated values (see table 6) are converted into Garrett values by referring to Garrett Conversion Table. The observations are denoted as "f" and the multiplication f and x is donated as "fx". The total is divided by the sum of observations to get mean score. Based on the strength of mean score ranking was performed. Accordingly the first rank was awarded to requirement of huge capital initial investment, the second rank was given to need for standardization and the third rank was awarded to need to wait to get return.

Discussion:

Consumers have realized the significance of protection of environment. The mother earth has to be protected to the potentials and hence further degradation of environment should be stopped at any cost. Consumers have turned to eco products since they protect the health. Although there exist a large scale research on green marketing but a little academic research has been carried out on consumer preference in India. The study probed about the demographics and found that all demographics are impacting on the study significantly with a high degree of relationship. Further, the study found benefits of green products and ranked using "WA" statistical tool and includes in the order, protect the environment, reduce negative environmental impact on production and reduce carbon footprint. The consumer preference of green products found more after green marketing. The challenges of green marketing include in the order, requirement of green initial investment, need for standardization, and need to wait to get return. The collected data has been tabulated and suitable quantitative techniques has been performed.

Conclusion :

Environmental problems in India are growing very rapidly. Going green has become a need and being discussed by all from different walks of life. The government, the organizations and the customers has to put hands together in creating and accelerating awareness of eco-friendly products. The threat of global warming shrinking ozone layer, raising dust and sand storm and now untimely cloud burst in India and at the global level alerting the people and started to realize their role and responsibilities. The findings clearly confirms the effectiveness of green marketing. A green image and a green product quality contribute significantly to the satisfaction of customers. Further, the study found that all the demographics are significantly varying with high degree of relationship. Further it is found that consumer preference towards green products is better after green marketing. Before green marketing mankind use of abuse environment, lesser customer satisfaction, limited product risk etc., But after green marketing the preference of customer underwent a sea of change aiming at protecting the environment. The benefits of green product as per this study are, protect the environment, reduce negative environmental impacts and reduce carbon footprint. Also the study found challenges in the order, requirement of the huge initial investment, need for standardization, and the need to wait to get return.

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Table-1 : Demographic profile of respondents

Demographics	χ^2	TV @ 0.05	df	Result of χ^2	"c"	Result of "c"
Gender	5.991	121.35	2	Significant	0.74	High Degree
Marital status	5.991	104.06	2	Significant	0.71	High Degree
Age (in years)	9.488	37.20	4	Significant	0.52	High Degree
Qualification	9.488	56.60	4	Significant	0.60	High Degree
Occupation	9.488	92.30	4	Significant	0.69	High Degree
Monthly income (INR)	11.070	52.73	5	Significant	0.50	High Degree
Awareness of green marketing	5.991	135.03	2	Significant	0.75	High Degree
Protecting environment	5.991	32.24	2	Significant	0.50	High Degree
Frequency of buying	7.815	141.08	3	Significant	0.76	High Degree
Type of products purchased	9.488	46.00	4	Significant	0.56	High Degree

Source: Field Survey

Note : χ^2 = Chi-square

$$'c' = \sqrt{(\chi^2 / \chi^2 + N)}$$

Where 'c' = Contingency Co-efficient, N = Number of Observations

When the value 'c' is equal or nearer to 1, it means that there is high degree of association between attributes. Contingency co-efficient will always to be less than 1. High degree is considered here if 'c' is 0.50 and above.

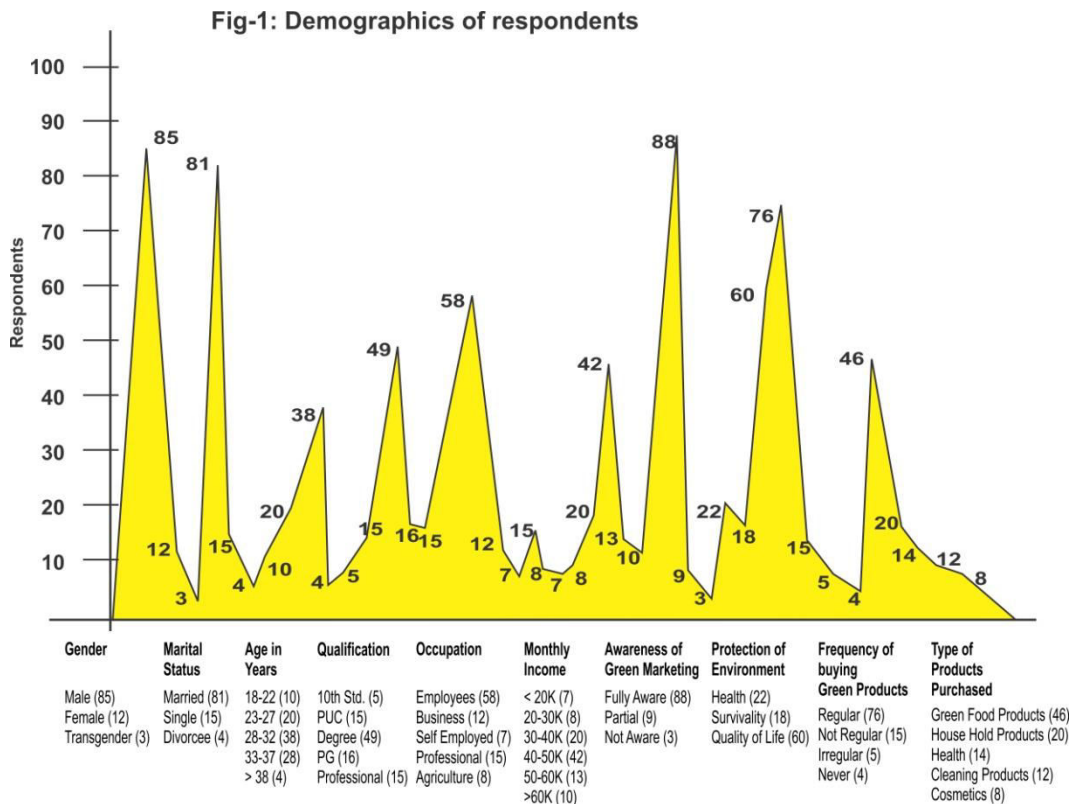


Table - 2 : Respondents preference before green marketing

Factors impacting preference before green marketing	SA	A	WSA	RT	RT ²
Mankind abusing the environment	10	3	3	16	256
Customer satisfaction	9	2	2	13	169
Fragmented thinking	8	1	1	10	100
Demand a say in the production, processing and sourcing of the products	6	1	-	7	49
Non-boundary spanning	7	2	1	10	100
Short term orientation	5	1	-	6	36
Anthropocentric	5	1	-	6	36
Limited product risk	9	2	2	13	169
Local / Regional / National	5	1	1	7	49
Underpaid or non underpaid ecological costs	8	2	2	12	144
Total	72	16	12	100	1108

Source : Field Survey

Note : SA = Strongly Agree, A = Agree, SWA = Somewhat Agree, RT = Row Total.

$$SSR = \sum RT^2 - (\sum RT)^2 / N$$

$$= 1108 - (100)^2 / 10$$

$$= 1108 - 1000 = 108$$

Use the sum of square (SSR) in the following formula to obtain Kendall's "W"

$$\begin{aligned} W &= 12 \times \text{SSR} / K^2 N (N^2 - 1) \\ &= 12 \times 108 / 9 \times 10 (100-1) \\ &= 1296 / 8910 = 0.14 \end{aligned}$$

Table - 3 : Respondents preference After green marketing

Factors impacting preference after green marketing	SA	A	WSA	RT	RT ²
Reduced abusing the environment	12	2	1	15	225
Improved customer satisfaction	25	3	2	30	900
Ecosystem compatibility	8	1	1	10	100
Rise in demand a say in the production, processing and resourcing of the products	12	2	1	15	225
Integrated thinking	4	-	-	4	16
Long term orientation	4	-	-	4	16
Bio-centric basis	5	1	-	6	36
Product risk	4	-	-	4	16
Global / international ecological accountability	6	1	1	8	64
Accounting of ecological costs	4	-	-	4	16
Total	84	10	6	100	1614

Source : Field Survey

Note : SA = Strongly Agree, A = Agree, SWA = Somewhat Agree, RT = Row Total.

$$\text{SSR} = \sum \text{RT}^2 - (\sum \text{RT})^2 / N$$

$$\begin{aligned} &= 1614 - (100)^2 / 10 \\ &= 1614 - 1000 = 614 \end{aligned}$$

Use the sum of square (SSR) in the following formula to obtain Kendall's "W"

$$\begin{aligned} W &= 12 \times \text{SSR} / K^2 N (N^2 - 1) \\ &= 12 \times 614 / 9 \times 10 (100-1) \\ &= 7368 / 8910 = 0.82 \end{aligned}$$

Now find the difference between 0.82 and 0.14.

$$0.82 - 0.14 = 0.68$$

Test the significance of "W" by using the chi-square statistic

$$x^2 = k (n-1) w$$

$$= 3 (10 - 1) 0.68$$

$$= 3 \times 9 \times 0.68 = 18.36$$

Decision : At 9 df (10-1) with 0.05 level of significance the TV = 16.91. The calculated value being 18.36 being higher than the critical value of TV and hence "W" fails to accept H_0 and accepts H_1 . Therefore, there exist significant relationship between before and after green marketing and customer preference after green marketing spread is found to be improved.

Table - 4 : Benefits of green products - weighted arithmetic mean

Benefits	Weight	5	4	3	2	1	T	WA
	Scale (x)	SA	A	N	DA	SDA		
Reduce carbon footprint	f	78	16	2	3	1	100	III
	fw	390	64	6	6	1	467	31.13
Reduce the use of natural resources	f	65	15	8	7	5	100	XI
	fw	325	60	24	14	5	428	28.53
Saves energy	f	60	18	12	7	3	100	XII
	fw	300	72	36	14	3	425	28.33
Significant increase profits and gain competitive advantage	f	65	20	8	4	3	100	VI
	fw	325	80	24	8	3	440	29.33
Improves companies credibility	f	63	18	10	5	4	100	IX
	fw	315	72	30	10	4	431	28.73
Produce recyclable products	f	65	16	12	4	3	100	VII
	fw	325	64	36	8	3	436	29.06
Ensures long term growth	f	52	28	10	9	1	100	XIV
	fw	260	112	30	18	1	421	28.06
Reduce negative environmental, impact on production	f	80	18	-	1	1	100	II
	fw	400	72	-	2	1	475	31.67
Access to new markets	f	56	18	11	7	8	100	XVI
	fw	280	72	33	14	8	407	27.13
Brand loyalty	f	58	16	10	7	9	100	XVI
	fw	290	64	30	14	9	407	27.13
Positive public image	f	63	14	8	9	6	100	XV
	fw	315	56	24	18	6	419	27.93
Lowers overhead cost	f	60	19	11	4	6	100	V
	fw	300	96	33	8	6	443	29.53

Employees feel proud and responsible	f	63	20	8	7	2	100	VIII
	fw	315	80	24	14	2	435	29.00
Cost effective products	f	64	18	6	9	3	100	IX
	fw	320	72	18	18	3	431	28.73
Low maintenance expenditure	f	60	10	12	8	10	100	XVIII
	fw	300	40	36	16	10	402	26.80
Improves health	f	71	15	8	3	3	100	IV
	fw	355	60	24	6	1	446	29.73
Generate more jobs	f	64	14	10	5	7	100	XIII
	fw	320	56	30	10	7	423	28.20
Protect environment	f	81	18	-	-	1	100	I
	fw	405	72	-	-	1	478	31.86

Source : Field Survey

Note : SA - Strongly Agree, A - Agree, N - Not Agree, DA - Disagree, SDA - Strongly Disagree

WA = fw / N

Table - 5 : Challenges of green marketing

Variables	Scale	I	II	III	IV	V	VI	VI I	VI II	IX	X	T	Me an Score	Ra nk
	Variable (x)	82	70	63	58	52	47	42	37	30	18			
New concept	f	50	18	5	4	6	3	4	3	4	3	100		
	fx	4200	1260	315	232	312	141	168	111	120	54	6913	69.13	V
Information disclosure challenge	f	40	10	11	8	7	5	6	7	3	3	100		
	fx	3280	700	693	464	364	235	252	259	904	54	6391	63.91	X
Avoiding green myopia	f	49	12	3	9	6	7	5	4	2	3	100		
	fx	4018	840	189	522	312	329	210	148	60	54	6682	66.82	VII I

Requirement of huge initial investment	f	62	14	6	2	6	3	4	3	-	-	10		
	fx	5084	980	378	116	312	141	168	111	-	-	7290	72.90	I
Need for standardization	f	60	9	5	7	3	4	5	4	3	-	10		
	fx	4920	630	315	406	156	188	210	148	90	-	7063	70.63	II
Need to wait to get return	f	55	10	9	7	5	3	4	2	3	2	10		
	fx	4510	710	567	406	260	141	168	74	90	36	6952	69.52	III
Challenge of standardization	f	52	8	7	8	7	5	6	3	2	2	10		
	fx	4264	560	441	464	364	235	252	111	60	36	6787	67.87	VI
Price sensitive customers	f	60	10	4	2	3	4	3	7	6	1	10		
	fx	4920	700	252	116	156	188	126	259	180	18	6915	69.15	IV
Lower level of consumer awareness about significance	f	42	15	8	6	9	8	5	4	1	2	10		
	fx	3440	1050	504	348	468	376	210	148	30	36	6610	66.10	IX
Consumers unwillingness to pay premium price	f	49	11	8	7	6	4	5	6	2	2	10		
	fx	4018	770	504	406	312	188	210	222	60	36	6726	67.26	VII

Source : Field survey

Note : X = scale value, f = respondents, R = Ranks

Mean score = Total / N

Table - 6 : Per cent position and Garrett Values

Sl.No.	$100 (R_{ij} - 0.5) / N_j$	Calculated value	Garrett Value
1	$100 (1 - 0.5) / 10$	5	82
2	$100 (2 - 0.5) / 10$	15	70
3	$100 (3 - 0.5) / 10$	25	63
4	$100 (4 - 0.5) / 10$	35	58

5	$100 (5 - 0.5) / 10$	45	52
6	$100 (6 - 0.5) / 10$	55	47
7	$100 (7 - 0.5) / 10$	65	42
8	$100 (8 - 0.5) / 10$	75	37
9	$100 (9 - 0.5) / 10$	85	30
10	$100 (10 - 0.5) / 10$	95	18

Source : Field Survey

Note : <https://www.scribd.com/doc/49867237/GARRETT-RANKING-CONVERSION-TABLE>