



# AN IMPACT OF GREEN MARKETING ON CONSUMER SATISFACTION AND ENVIRONMENTAL SAFETY AT COIMBATORE

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## ABSTRACT

*Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more have become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. There have been a lot of literature review on green marketing over the years and analysis the impact of green marketing strategies on customer satisfaction and environmental safety.*

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## INTRODUCTION

Green marketing is also called as environmental marketing or ecological marketing. It occupied a vital place in all stages of human life. Green marketing possesses some of the special characteristics. It covers all business activities in order to ascertain the demand, product planning, distribution and facilitating the entire marketing process. It also emphasizes the need for integrated and well-coordinated marketing programme. Green marketing is the marketing of commodities that are speculated to be environmentally safe. The tremendous development in green marketing has made a new way for the companies to develop their co-brand products into separate line, lauding the green-friendliness of some while ignoring that of others. Today, customers are aware of green products, so the marketers are using various techniques to capture the market. Customers are more selective in their buying choices and a good promotional programme is needed to reach them, hence the retailers are using incentive-type of sales to attract the new customers, to regain loyal customers and to boost the repurchase rates of occasional users.

## STATEMENT OF PROBLEM

The limited natural resource of the earth has to be used to satisfy the human needs causing minimal environmental damage. Otherwise, mankind will face consequence of environmental degradation. Mass

production is inevitable to satisfy earth's enormous expanding population. The problem is there are a few industries which do not know how to enhance their corporate image. Scenario now shows that many industries were trying to have a good marketing strategy, many organizations want to turn green, as an increasing number of consumers want to associate themselves with environmental-friendly products. But there are a few roadblocks:

- 1) Confusion among the consumers regarding the products.
- 2) Markets of green products need to be much more transparent, and refrain from breaching any law or standards relating to products or business practices.

Many organizations want to turn green, as an increasing number of consumers want to associate themselves with environmental-friendly products. Alongside, one also witness confusion among the consumers regarding the products. In particular, one often finds distrust regarding the credibility of green products.

## OBJECTIVE OF STUDY

- 1) To study and analyze the customer satisfaction towards green marketing products
- 2) To know the buying behavior of the customers regarding the green products
- 3) To study the need of the consumers at the place of purchase



- 4) The study also describes the main problems and challenges coming while implementing the Green marketing
- 5) To study on green marketing in the retail industry with special reference to Coimbatore city.

**TOOLS OF TECHNIQUES USED**

The following are the tools applied on the respondents given to analyze and derive the result.

- 1. Simple Percentage Analysis
- 2. Ranking Analysis

**LIMITATION OF STUDY**

Unawareness- people are unaware of the green marketing  
Time constraint- the time duration taken for the research on green marketing is very limited, where the green marketing a broad topic which requires an in depth research and analysis.

**REVIEW OF LITREATURE**

Green Marketing - Insights Dileep Kumar (2010) analysed that how far the hotel business organizations in the tourism sector meet the customer’s needs through green marketing effort and how they influence the consumer behaviour and their satisfaction by inducing environmentally responsible behaviours.

According to Joseph & Rupali korlekar(2012), there is a scope for in-depth studies on green marketing to be conducted in developing countries like India, not only on understanding consumers’ perception but to study the detailed profile of such consumers who have a more positive attitude towards green marketing and green products.

Selvakumar & Ramesh Pandi (2011) indicated that Green Marketing is not all about manufacturing green products and services but encompassing all those marketing activities that are needed to develop and sustain consumers ‘Eco-friendly attitudes and behaviour’s in a way that helps in creating minimal detrimental impact on the environment.

The study by Murugesan (2008) underlined that firms may use green marketing as an attempt to address cost or profit related issues. Disposing of environmentally harmful by products, such as polychlorinated biphenyl contaminated oil are becoming increasingly costly and the firms that can reduce harmful wastes may incur substantial cost savings.

Charles W Lamb et al (2004) explained that —Green Marketing|| has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound, marketers can convey concern for the environment and society as a whole.

**DATA ANALYSIS AND INTERPRETATION**

Out of 120 respondents, Internet is in the Rank I, Specialized shop is in the Rank II, Factory outlets is in the Rank III, Local shops is in the Rank IV, Retail malls is in the Rank V, Teleshopping is in the Rank VI.

Out of 120 respondents, Concern for health is in the Rank I, Concern for environment is in the Rank II, To use better quality products is in the Rank III, Concern for status is in the Rank IV.

Classification of respondents of the basis of their Gender Wise

Total respondents 120

**Table 4.1 Percentage Analysis of Gender**

| GENDER       | NO. OF RESPONDENT | PERCENTAGE (%) |
|--------------|-------------------|----------------|
| Female       | 52                | 43.3           |
| Male         | 68                | 56.7           |
| <b>Total</b> | <b>120</b>        | <b>100</b>     |

Sources: Primary Data

**Analysis and Interpretation**

The above table interprets that 56.7% of the respondents are male and 43.3% of the respondents are female. Majority of respondents are male.

Classification of respondents of the basis of their Age  
Total respondents 120



**Table 4.2 Percentage Analysis of Age**

| AGE            | NO. OF RESPONDENT | PERCENTAGE (%) |
|----------------|-------------------|----------------|
| Below 20 years | 36                | 30             |
| 21-35 years    | 52                | 43.3           |
| 36-50 years    | 18                | 15             |
| Above 50 years | 14                | 11.7           |
| <b>Total</b>   | <b>120</b>        | <b>100</b>     |

Sources: Primary Data

**Analysis and Interpretation**

The above table interprets that 43.3% of the respondents their age belongs to 21-35 years, 30% of the respondents their age belongs to below 20 years, 15% of the respondents their age belongs to above 36-50 years and the remaining 11.7% of the

respondents their age belongs to above 50 years. Majority of respondents their age belong to 21-35 years.

Classification of respondents of the basis of their Education Qualification  
 Total respondents 120

**Table 4.3: Percentage Analysis of Education Qualification**

| EDUCATION QUALIFICATION | NO. OF RESPONDENT | PERCENTAGE (%) |
|-------------------------|-------------------|----------------|
| Secondary level         | 10                | 8.3            |
| Under graduate          | 76                | 63.3           |
| Post graduate           | 34                | 28.3           |
| <b>Total</b>            | <b>120</b>        | <b>100</b>     |

Sources: Primary Data

**Analysis and Interpretation**

The above table interprets that 8.3% of the respondents their Education Qualification is Secondary level, 63.3% of the respondents their Education Qualification is Under graduate, 28.3% of the respondents their Education Qualification is Post

graduate. Majority of respondents their Education Qualification is Under graduate.

Classification of respondents of the basis of their Marital Status  
 Total respondents 120

**Table 4.4: Percentage Analysis of Marital Status**

| MARITAL STATUS | NO. OF RESPONDENT | PERCENTAGE (%) |
|----------------|-------------------|----------------|
| Unmarried      | 71                | 59.2           |
| Married        | 49                | 40.8           |
| <b>Total</b>   | <b>200</b>        | <b>100</b>     |

Sources: Primary Data

**FINDINGS**

.Majority (49%) of the respondents are Undergraduate.  
 Majority (51%) of the respondents are urban.  
 Majority (66.67%) of the respondents are unmarried.  
 Majority 45% of the respondents are others.  
 Majority 48% of the respondents are Below Rs 25,000.  
 Majority 38.33% of the respondents are Below Rs 25,000.  
 Majority 28% of the respondents are to earn income.

Majority 33% of the respondents are Increase in salary.  
 Majority 34% of the respondents choose Bank Deposits.  
 Majority 73% of the respondents are satisfied with their present scheme

**SUGGESTION**

Green products which helps to improve the quality of life and environment and want to improve the varieties of green products.  
 Government should increase awareness on uses of green products and offer more subsidy and sources of selling them.



Green product quality should be better than standard product and also avoid adulteration of green products.

Green products are not yet popular among consumers. Hence, steps should be taken to popularize the organic products.

Aggressive awareness campaign combined with government efforts to promote, support green movements.

## CONCLUSION

Now this is the right time to select “Green Marketing” globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods.

## REFERENCES

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