

A Study on Impact of Green Marketing on Consumer Satisfaction

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Date of Submission: 05-04-2024

Date of Acceptance: 14-04-2024

ABSTRACT

This study investigates the influence of green marketing practices on consumer satisfaction within the context of sustainable business strategies. Through a comprehensive literature review and empirical research, the research examines the extent to which environmentally conscious marketing efforts contribute to heightened consumer satisfaction. The study employs a mixed-methods approach, combining surveys and interviews to gather data from consumers and businesses. Initial findings suggest a positive correlation between green marketing initiatives and consumer satisfaction, highlighting the importance of environmentally responsible practices in contemporary business strategies. Implications for businesses aiming to enhance consumer satisfaction through sustainable marketing practices are discussed.

Key words: consumer satisfaction and Impact of green marketing.

JEL CODE: Q5,Q51,M31,M38, D12

I. INTRODUCTION OF THE STUDY

Green marketing, commonly referred to as environmental marketing, is a broad term that covers a variety of actions such as altering products, packaging, production methods, and advertising. The impact of green marketing on customer satisfaction will be evaluated through a combination of quantitative and qualitative research approaches, including surveys, interviews, and data analysis. By thoroughly analyzing consumer behaviors, preferences, and perceptions, this study aims to add to the expanding corpus of information on sustainable. In an era marked by heightened environmental awareness and sustainability concerns, businesses are increasingly adopting green marketing strategies to align with eco-conscious consumer preferences. This paradigm shift underscores the significance of examining the intricate relationship between green marketing initiatives and consumer satisfaction.

This exploration delves into the multifaceted dynamics that define how environmentally conscious marketing practices not only shape consumer perceptions but also play a pivotal role in fostering satisfaction among today's environmentally discerning consumers. Here are some examples of green products that are available in the market today Solar speakers, Electric cars, Eco-friendly dishwashers, Energy saving TV, Solar panel charging cases.

STATEMENT OF THE PROBLEM

Customers want to identify with green products, and corporations also want to go green, but there are a lot of misconceptions about the legitimacy of green products. Therefore, in order to win over customers' trust and avoid breaking any laws or standards pertaining to goods or business procedures, marketers of green products must be open and honest. Since environmental advantages are ethereal, indirect, or negligible to consumers, and because they are costly to measure and quantify, green marketing methods are expensive and challenging to adopt in the short term. This research endeavors to investigate the principal elements influencing consumers' contentment with eco-friendly items and evaluate the comprehensive influence on buying patterns, taking into account ecological awareness and product efficacy as pivotal aspects.

OBJECTIVES OF THE STUDY

1. To know the buying behavior of the customer regarding the green product.
2. To analyze consumer satisfaction towards green marketing products.

II. REVIEWS OF LITERATURE

Dr. Deepaak kumaar jain (2019) proposes that corporate must be aware of facts that the consume will show interest in green product. The research is mainly focus on to more know how consumer is having knowledge in buying eco

friendly products and environmental issue. The primary data was gathered from 50 respondents through a questionnaire and the analysis involved employing the percentage method. The above results shows that, majority of the respondents are feel to be environmental responsible in the future and shows that awareness and education of the consumer help to increase the knowledge of green product

Mr. David and sandhya. A (2020) Stated that marketing of commodities that are speculated to be environmental safe . This study mainly focus on need of the consumer at the place of purchase. Data was gathered from 120 respondents through the use of questionnaires. The analysis of the data employed percentage and ranking analyze. The government ought to enhance awareness regarding the benefits of green products and provide increased subsidies and distribution channels for their sale.The threat of global warming, recycling of paper, metals , plastics in a safe and environmental harmless manner should become much more systematized.

Zainab Zulfiyaqar (2015) Explained that the green marketing and environmental marketing in the late 1980's based on green consumers, who would willing to pay premium prices for more a environmental friendly products. The data form 100 respondents were gathered using a questionnaire and the analysis was conducted using

the SPSS tool.Green marketing encourage consumers to use eco friendly products and manufactures develop more environmental beneficial products.

Dr Anjani Kumari (2022) Proposes that the challenges both for marketing specialist and for consumer, araised by the concept of green marketing conducting research using secondary data.It can be said that not only Indian industries but green marketing strategies are being applied world wide . The above study shows that there is a positive impact of green marketing on global market as well.

LIMITATIONS OF THE STUDY

1. The research area of the study is confirmed to the unaware of the green marketing.
2. Time constraint- the time duration taken for the research to on Green Marketing is very limited.
3. Data collected from the 60 samples.

RESEARCH METHODOLOGY

The collected data has been analyzed with the help of percentage analysis and anova.Analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents to a particular question is percentage arrived from the total population selected for the study.

III. DATA ANALYSIS AND INTERPRETATION

**PERCENTAGE ANALYSIS
 DEMOGRAPHIC PROFILE**

TABLE NO 1

Demographic profile	Particulars	Number of respondents	Percentage
Age	Below 18	19	32%
	19-30	36	60%
	31-40	4	6%
	Above 40	1	2%
	Total	60	100%

Source: Primary data

The table shows that total age of the consumer out of 60 respondents 32% of the respondents are below 18,60% of the respondents

are between 19-30,6% of the respondents are between 31-40 and 2% of the respondents are above 40.

TABLE NO 1.1

Demographic profile	Particulars	Number respondents	of	Percentage
Gender	Male	38		64%
	Female	22		36%
	Total	60		100%

Source: Primary data

The table shows that gender of the consumer out of 60 respondents 64% of the respondents are male and 36% of the respondents are female.

TABLE NO 1.2

Demographic profile	Particulars	Number respondents	of	Percentage
Occupation	Student	41		68%
	Employed	8		14%
	Self-employed	9		15%
	Homemaker	2		3%
	Total	60		100%

Source: Primary data

The table shows that occupation of the consumer out of 60 respondents 68% of the respondents are students,14% of the respondents are employed,15% of the respondents are self employed and 3% of the respondents are homemaker.

AWARE OF GREEN PRODUCT

TABLE NO 1.3

Variables	Particulars	Number respondents	of	Percentage
Aware of green product	Yes	60		100%
	No	0		0
	Total	60		100%

Source: Primary data

The table shows that aware of green product out of 60 respondents 100% of the respondents are aware of green products.

PURCHASE OF GREEN PRODUCT

TABLE NO 1.4

Variables	Particulars	Number respondents	of	Percentage
purchased any green product	Yes	60		100%
	No	0		0
	Total	60		100%

Source: Primary data

The above table shows that purchased any green product out of 60 respondents 100% of the respondents are purchased green products.

CONCEPT OF GREEN MARKETING

TABLE NO 1.5

Variables	Particulars	Number of respondents	Percentage
concept of green marketing	Very Familiar	21	35%
	Somewhat Familiar	22	37%
	Neutral	12	20%
	Somewhat Unfamiliar	5	8%
	Total	60	100%

Source: Primary data

The above table shows that concept of green marketing out of 60 respondents 35% of the respondents are very familiar,37% of the respondents are somewhat familiar,20% of the respondents are neutral,8% of the respondents are somewhat unfamiliar.

FACTORS INFLUENCE DECISION TO CHOOSE GREEN PRODUCTS

TABLE NO 1.6

Variables	Particulars	Number of respondents	Percentage
factors influence your decision to choose green products	Environmental Impact	31	52%
	Health and Safety	15	25%
	Product Quality	9	15%
	Price	2	3%
	Brand Reputation	3	5%
	Total	60	100%

Source: Primary data

The above table shows that factors influence your decision to choose green product out of 60 respondents 52% of the respondents are environmental impact,25% of the respondents are health and safety,15% of the respondents are product quality.

ENCOUNTERED ANY CHALLENGES IN GREEN PRODUCTS

TABLE NO 1.7

Variables	Particulars	Number of respondents	Percentage
Have you encountered any challenges in green products	Yes	47	78%
	No	13	22%
	Total	60	100%

Source: Primary data

The above table shows that any change in green products. Out of 60 respondents 78% of the respondents are faced challenges and 22% of the respondents are didn't faced any challenges.

COMPANIES ADOPTING GREEN MARKETING

TABLE NO 1.8

Variables	Particulars	Number of respondents	Percentage
To what extent do you believe that companies adopting green marketing	Strongly Contribute	20	33%
	Contribute	24	40%
	Neutral	12	20%
	Do Not Contribute Much	4	7%
	Total	60	100%

Source: Primary data

The above table shows that adopting green marketing out of 60 respondents 33% of the respondents are strongly contribute,40% of the

respondents are contribute,20% of the respondents are neutral and 7% of the respondents are do not contribute much.

DISCOURAGE YOU FROM BUYING GREEN PRODUCTS

TABLE NO 1.9

Variables	Particulars	Number of respondents	Percentage
discourage you from buying green products	Higher price	13	22%
	Lack of trust in product	24	40%
	Limited availability	15	25%
	Lack of awareness	8	13%
	Total	60	100%

Source: Primary data

The above table shows that factors discourage you from buying green products. Out of 60 respondents 22% of the respondents are faced higher price,40% of the respondents are faced lack

of trust in product,25% of the respondents are faced limited availability and the 13% of the respondents are faced lack of awareness.

EXPERIENCED ANY CHANGES IN YOUR OVERALL SATISFACTION

TABLE NO 1.10

Variables	Particulars	Number of respondents	Percentage
Have you experienced any changes in your overall satisfaction	Increased Satisfaction	27	45%
	No Change	32	53%
	Decreased Satisfaction	1	2%
	Total	60	100%

Source: Primary data

The above table shows that experienced any changes in overall satisfaction. Out of 60 respondents 45% of the respondents are increased

their satisfaction,53% of the respondents are not faced any changes and 2% of the respondents are decreased their satisfaction.

PRODUCTS CONTRIBUTES TO ENVIRONMENTAL CONSERVATION

TABLE NO 1.11

Variables	Particulars	Number of respondents	Percentage
Believe that purchasing green marketing products contributes to environmental conservation	Strongly Agree	11	18%
	Agree	21	35%
	Neutral	26	44%
	Disagree	2	3%
	Strongly Disagree	0	0
	Total		60

Source: Primary data

The above table shows that purchasing of green products contribute to environmental conservation. Out of 60 respondents 18% of the

respondents are strongly agree,35% of the respondents are agree,44% of the respondents are neutral and 3% of the respondents are disagree.

WOULD YOU RECOMMEND GREEN PRODUCTS TO OTHER

TABLE NO 1.12

Variables	Particulars	Number of respondents	Percentage
Would you recommend green products to others	Definitely	15	25%
	Probably	29	48%
	Not sure	13	22%
	Definitely not	3	5%
	Total		60

Source: Primary data

The above table shows that recommendation green products. Out of 60 respondents 25% of the respondents are definitely recommend,48% of the respondents are probably

recommend their product,22% of the respondents are not sure about recommendation and 5% of the respondents are definitely not about the recommendation.

SATISFACTION OF GREEN PRODUCTS

TABLE NO 1.13

Variables	Highly satisfied		Satisfied		neutral		Dissatisfied		Highly dissatisfied	
	No of res	%	No of res	%	No of res	%	No of res	%	No of res	%
Price	20	33.33%	12	20%	27	45%	1	1.66%	0	0
Recycle	16	27%	38	63%	5	8%	1	1.66%	0	0
Eco friendly	17	28%	30	50%	12	20%	1	1.66%	0	0
Energy efficiency	14	23%	20	33.33%	26	43%	0		0	0

Source: Primary data

The above table shows the overall satisfaction towards green marketing products. out of 60 respondents 20(33.33%) of respondents are highly satisfied with price,38(63%) of respondents

are satisfied with recycle product,27(45%) of respondents are neutral in price ,1(1.66%) of respondents are dissatisfied in price, recycle and eco-friendly products.

**ANOVA ANALYSIS
ANALYSIS BETWEEN OCCUPATION AND FACTORS INFLUENCING DECISION TO CHOOSE
GREEN PRODUCTS OVER CONVENTIONAL ONES**

TABLE NO 1.14

**Anova: Single Factor
Summary**

Groups	Count	Sum	Average
Column 1	2	72	36
Column 2	2	23	11.5
Column 3	2	21	10.5
Column 4	2	4	2
Source of Variation	SS	Df	MS
Between Groups	1285	3	428.3333
Within Groups	79	4	19.75
Total	1364	7	

Source: Primary data

The data reveals variations among the groups, with Column 1 exhibiting the highest average, followed by Columns 2 and 3, while Column 4 has the lowest. This suggests that different factors might influence the values in each column. The substantial difference between the means of the columns indicates a significant effect of these factors. The between-group variation (SS = 1285) is notably larger than the within-group variation (SS = 79), indicating that the observed differences are likely not due to random chance but rather due to systematic factors. These findings are crucial for understanding the impact of the variables under investigation and can guide further analysis or interventions aimed at optimizing the observed values within each group.

FINDINGS OF THE STUDY

1. Majority 60% of the respondents are under the age group of 19-30.
2. Majority 64% of the respondents are male.
3. Majority 68% of the respondents are students.
4. Majority 37% of the respondents are somewhat familiar on concept of green marketing.
5. Majority 52% of the respondents are environmental impact of influence your decision to choose green products.
6. Majority 78% of the respondents are faced challenges in green products.
7. Majority 40% of the respondents are contribute companies for adopting green marketing.
8. Majority 40% of the respondents are faced lack of trust in products.

9. Majority 53% of the respondents are faced no change in the over all satisfaction.
10. Majority 44% of the respondents are neutral in purchasing green marketing products.
11. Majority 48% of the respondents are probably recommend green products to others.
12. Majority 63% of the respondents are satisfied for recycle the products.

SUGGESTIONS OF THE STUDY

1. Green products are often associated with higher quality due to their environmentally friendly attributes. When consumers believe they are purchasing higher quality products that also benefit the environment, their satisfaction increases.
2. Companies that engage in green marketing build trust and credibility with consumers by showcasing their environmental efforts. This transparency fosters trust, leading to increased satisfaction with the brand.

IV. CONCLUSION

Study delves into the relationship between green marketing and consumer satisfaction, shedding light on the significant impact of environmentally conscious practices on consumer perceptions. The findings reveal a positive association between the adoption of green marketing strategies by businesses and heightened levels of consumer satisfaction. As consumers increasingly prioritize sustainability, businesses embracing eco-friendly initiatives stand to benefit

from enhanced customer loyalty and positive brand perception. However, it is crucial for businesses to authentically integrate green practices into their operations rather than engaging in mere greenwashing. This study underscores the need for ongoing commitment to sustainability, not only as a means to satisfy consumer expectations but also as a strategic imperative for long-term business success in an environmentally conscious market.

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