

# A Study On Customer Satisfaction Towards Green Marketing With Special Reference To Pattukottai Town

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***Abstract: Over the past decades, environmental sustainability has raised at the top of the international political agenda and has been recognized as a key driver of innovation. As a result, the number of companies developing green products has been rapidly growing and consumers have shown an increasing interest for these products. For this reason, deeply understanding Green Marketing would foster, on the one hand, cleaner production through the development of green products and, on the other hand, sustainable consumption through the successful marketing of them. To this aim, this study reviews the body of knowledge on the topic, through a systematic review of the literature. Specifically, this paper analyze the dominant definitions of Green Marketing and their evolution over time, the different steps to build a Green Marketing Strategy, and the characteristics of Green Marketing Mix elements.***

***Keywords: Green products, Sustainable products, Green marketing, Sustainable marketing, Environmental sustainability, Marketing mix.***

## 1. INTRODUCTION

Customer satisfaction is the outcome felt by the buyer. In the performances falls shorts of expectations, the customers is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectation, the customer is highly satisfied pleased or delighted. Whether the buyer is satisfied after purchase depends on the after performance in relation to the buyer exception. Customer behaviour may be defined as the behaviour exhibited by people in planning purchasing and using goods and services. Customer behaviour is an integral part of human behaviour and cannot be separated from it. Consumer behaviour is a subset of human behaviour. This does mean all human behaviour is consumption oriented. Customer satisfaction results from individual and environmental influence under wild consumer often purchase the goods and services which they want other to accept. Satisfaction is therefore determined by the individual's psychological makeup and the influence of others. Thus the satisfaction level is a function of the difference between could experience one of the above three board levels of satisfaction.

## **GREEN MARKETING**

**Green marketing** is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

The legal implications of marketing claims call for caution or overstated claims can lead to regulatory or civil challenges. In the United States, the Federal Trade Commission provides some guidance on environmental marketing claims. The commission is expected to do an overall review of this guidance, and the legal standards it contains, in 2011.

## **2. REVIEW OF LITERATURE**

A survey was carried out by **Chang and Fong (2010)** on consumers who were experienced in purchasing green products had identified that there is a positive association between green product quality with consumer satisfaction and consumer loyalty. They also explored that green corporate image can lead green consumer loyalty and consumer satisfaction.

**Ishaswini and Dutta (2011)** in their study analysed the consumers' awareness about green products in India. They found that 98% of respondents were aware of green products. The results of the study also pointed out that consumers buy the products that are eco-friendly but are unsure about the quality and because of their lack of awareness, they did not trust the eco-friendly products.

**Agyeman (2014)** in an exploratory study on Consumers' Buying Behaviour towards Green Products reported that there was a positive relationship between the factors and consumer buying behaviour for green products. The results of the study indicated that quality and price of the product and environmental concerns play a vital role when it comes to actual purchase of the green products. It is recommended that green marketers should make strategies after the proper understanding of the segment market and plan marketing mix strategies accordingly.

### **Statment Of The Problem**

The study on customer satisfaction reveals to the management about the taste, satisfaction level of different people and so on. This study will help to gain knowledge about the market shares, factor influencing on a consumer to prefer Green products and problems faced by them on using such a product. It hopes that such a study will help to gain knowledge on issues such as the prime factors influencing leading to brand preference, purchase opinion, ideas of customer about the brand and so on.

### Objective Of The Study

- To know the customer satisfaction level about the Green Products.
- To identify the various factor influencing customer in purchase of the Green Products.

### Scope Of The Study

The study on customer satisfaction helps to know who the consumer is? What they want? How they use and react the product? And the effective decision can be taken in respect of product price, quality, etc., The study will be useful for the company to make necessary changes in price, quality and promotional activities.

### Limitations Of The Study

Even through the study has many advantages and it has some limitations.

The main limitations of the study are as follows:

1. The size of the sample is very small.
2. New policies framed by the government will affect the marketability of Green products.
3. This study is only for the people who are all using Green products only.

## 3. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as science of studying hoe research is done. “The study of methods by which we gain knowledge, it idea with the cognitive process imposed on research by the problems arising from the nature of its subject-matter”.

### Research Design

This research studies are concerned with describing the characteristics of a particular individual or of a group. This study concerned with specific predictions, with narration of facts and characteristics concerning individual, group or situation are examples of descriptive study

### Sample Size

The study was carried out through levels of the customers and the sample size was 200.

### Tool Used

- Simple percentage.
- Chi-square test.

### Simple Perentage

Table 1: Classification of Age Group

S.No	Age	No. Of. Respondents	Percentage
1	>20	80	40
2	21 – 30	40	20
3	31 – 40	40	20
4	41 – 50	20	10
5	<60	20	10

TOTAL	200	100
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### Interpretation

The above table shows that 40% of the customer belong to age group 21-30, 80% customer belong to age group below 20, 40% of the customer belongs to age group 31-40 and 20% of the customer belong to age group 41-50, 20 of the customer belong to age group above 60%.

Table 2: Factors influencing customer in purchase of the product

S.No	Factors	No. Of. Respondents	Percentage
1	Quality	48	24
2	Price	40	20
3	Brand image	72	36
4	Discounts	40	20
	Total	200	100

### Interpretation

The above table shows that 200 respondents 24% of the respondents are purchase of the quality, 20% of the respondents are purchase of the price, 36% of the respondents are purchase of the brand image, 20% of the respondents are purchase of the discounts.

### CHI-SQUARE TEST HYPOTHESIS

(H0) : There is significant difference between age and purchase of the product.

(H1) : There is no significant difference between age and purchase the product.

### Age \* Factors Cross tabulation Count

		Factors				Total
		Quality	Price	Brand image	Discount	
Age	Below 20	20	20	32	8	80
	21 – 30	12	4	16	8	40
	31 – 40	4	8	4	24	40
	41 – 50	0	8	12	0	20
	Above 60	12	0	8	0	20
Total		48	40	72	40	200

### Chi-Square Tests

	Value	df	Mp.sig(2-sided)
Pearson Chi- Square	34.872	15	.127
Likelihood Ratio	52.676	15	.096
Linear by – Linear Association	.000	1	.082
No. of valid cases	300		

**Interpretation:** We reject the Ho (Null Hypothesis). There is no relationship between the age and purchase of the product-

### Findings:

- It is found that from the study of majority 40% of the respondents are comes under the age of group below 20years
- It is clear from the study of most 36% of the respondents are purchase of the brand image
- There is no relationship between the age and purchase of the product.

**Suggestions:**

- ✓ The product must create awareness for Green Marketing.
- ✓ Respondents expect only the related product along with the product as a discount/free gifts
- ✓ Advertisement in every possible media would increase the market share.

**4. CONCLUSION**

Market potential of Green product is very good in the Pattukottai town. Customer satisfaction with respect to the Green Marketing is satisfactory. Customers come to know about Green Marketing mainly from shop keeper and word mouth source as many people are illiterate.

**5. REFERENCE**

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