

AN IMPACT OF GREEN MARKETING ON CONSUMERS SATISFACTION AND ENVIRONMENTAL SAFETY IN COIMBATORE CITY

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Abstract

Advertising for environmentally friendly products is called inexperienced advertising. An entirely new approach, in which companies split co-logo products into two lines, through the exquisite growth of inexperienced marketing that, celebrates the inexperienced familiarity of certain companies while ignoring others. Now possible. As customers these days are aware of eco-friendly products, business owners are adopting different strategies to conquer the market. Outlets see opportunities to improve overall product

performance and increase customer loyalty. As a result, companies have increased the number of target customers who truly care about the environment. Customers are aware of environmental issues and are interested in purchasing environmentally friendly products. This white paper examines green retail advertising and marketing, its strengths and weaknesses, and green businesses and consumers. The report also suggests various methods for retailers to identify challenging situations and opportunities in recruiting newbies. The study also describes the existing characteristics of green advertising, why companies are adopted it, and the future of green advertising.

Keywords- *Green-Friendliness, Customers Awareness, Market Techniques, Customer Loyalty*

Introduction

It greatly contributes to the creation of new environmentally friendly products and services and improves the standard of living in general. Green advertising is a complex system in itself, encompassing many sub-functions and roles that require specific actions. Inexperienced advertising is now very popular as production speeds up. A retailer's ability is to find and supply customers.

Ads provide novice farmers with the latest growing techniques, including fertilizers, tools, and equipment. Green Marketing uses the latest cultivation techniques and practical tools to develop green cultivators. In a customer-centric marketplace, retailers must know their customers' needs and help them understand where, when, how, and how much their products will be priced. Customers are pickier about their purchases, so you need a good advertising program to reach them. As a result, retailers use incentivized revenue to attract new customers, win back loyal customers, and increase repurchase rates for infrequent users. Promoting new products with fresh ideas is essential for stores to create favorable conditions for sales, revenue, and future earnings growth. It's important because advertising is more practical than advertising in a world where competition is becoming more ad-oriented and fiercely competitive.

Present Trends in Green Marketing in India

Companies see environmental marketing as a means to an end. Companies have found that consumers prefer products that are harmless to human health and the natural environment. Companies that promote such eco-friendly products are more popular than those that do not, thereby increasing their competitive advantage while achieving business objectives at the same time. We believe that companies have an able ethical obligation to be more socially responsible. This corresponds to the concept of CSR that many companies have successfully adopted to enhance their corporate image. Companies in this position can use the following methods:

- Take responsibility without mentioning that fact.
- Government agencies are putting pressure on businesses to take on more responsibility.
- Governments often require companies to create policies that protect consumer recreational activities.

The following methods are used to achieve this:

Ensure that all types of customers have the opportunity to evaluate the environmental configuration of the product. Change the way consumers and industry consume dangerous goo.

The environmental activities of our competitors are forcing changes in our environmental marketing efforts. Companies are turning to amateurish advertising

to counter the environmental claims of their competitors. The net effect is that green marketing is permeating the industry as a whole. Companies have been forced to change their behavior due to reduced costs or material use associated with waste disposal. Green advertising is used in conjunction with these activities as reducing commissions becomes part of the business strategy.

Statement of the Problem

The earth's limited natural resources must be used to meet human needs while minimizing damage to the environment. In all other circumstances, environmental degradation adversely affects humanity. Mass production is inevitable to feed the world's burgeoning population. The problem is that some industries do not know how to improve their corporate image. The current situation is that many industries are trying to come up with great marketing plans, many companies need to be more environmentally friendly, and more and more consumers want to associate themselves with environmentally friendly products. However, there are some problems. Most customers are confused about the product. Markets for green products should become more transparent and not break rules and regulations related to products and business processes. As more consumers want to connect with eco-friendly products, many businesses need to be environmentally conscious. In addition, some customers have questions about the product. In general, there are many questions about the legitimacy of green products.

Objectives

- To assess consumer satisfaction with environmentally friendly products.
- To understand consumer purchasing patterns for environmentally friendly items
- Determine the needs of the customer at the point of purchase. Describe the key issues and difficulties encountered when adopting green marketing.

Research Methodology

Study Subject

The study area is the city of Coimbatore.

Data Collection

Information was gathered from primary and secondary data sources.

Primary Data- Primary data is information that is gathered for the first time with a

specific goal in mind together with more details. In this study, a questionnaire was used to gather the main data.

Secondary Data- Information that already exists, some of which have been gathered via the internet and references from the library, is referred to as "secondary data."

Sampling Design of the Study

The sampling design of 120 respondents used "convenient sampling" from various customers of green products.

Period of study

The study was undertaken from December 2021 to Sep 2022.

Tools for Analysis

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

- Simple Percentage Analysis
- Ranking Analysis

Review of Literature

Ainsworth Andrew Bailey (2016), this paper aims to summarize research evaluating Indian consumer responses to green advertising and marketing messages in the light of inexperienced consumption habits. Green refers to the propensity of customers to reflect environmental concerns through their consumption patterns. This study applies this concept to marketing communications.

Choudhury, D. (2019), (2019), This study aimed to examine the impact of Tactical Green Advertising Orientation (TGMO) and Strategic Green Advertising and Marketing Orientation (SGMO) on SME performance. (SMEs) and the environment in general. The study takes a stepwise approach to data analysis and uses data collected from various business institutions and cluster owners and managers within the South Indian SME sector.

According to Ranjeev Kumar (2020), the main objective of this study is to identify the relationship between actual consumer purchasing behavior and green promotion tools. Green promotional and marketing items are supplemented with the 'believe' eco-label and eco-label for each additional size. Eco-branded products appear to be a commercial success due to their favorable public image which helps encourage consumers to purchase the products and increase brand loyalty to eco-friendly

products. Indian consumers' interest in eco-logos and their interest in purchasing eco-branded products appears to have been largely influenced by their belief in the benefits of purchasing eco-friendly goods that are embedded in the eco-label itself.

Analysis and Interpretation

Table 1 Aware of Green products

Aware of Green Products	No. of Respondents	Percentage(%)
Television	47	38
Magazine	17	13
Newspaper	19	19
Others	37	30
Total	120	100

Sources: Primary

Data

The table shows that 13% and 19 % of respondents are aware of magazines, and 38 % of respondents are aware of television. 19 % of the respondents were aware of newspapers, and the final 30 percent were aware of others. The majority of respondents are aware of green items or green television programming.

Table 2 Buying Behaviour of Green Products

Place of Purchase	Total	Rank
Retail malls	08	V
Local shops	13	IV
Internet	60	I
Teleshopping	02	VI
Specialized shops	20	II
Factory outlets	17	III

Source: Primary data

Out of 120 respondents, the internet is ranked first in the table, followed by specialized stores in second place, manufacturing facilities in third, local businesses in fourth place, retail stores in fifth place, and teleshopping in sixth place. The vast majority of respondents (Rank I) prefer to make purchases online.

Table 3 Rate of Motive for Green Products

A motive for Green Products	Total	Rank
Concern for health	65	I
Concern for status	14	IV
Concern for the environment	22	II
To use better quality products	19	III

Source: Primary data

Out of the 120 responders, the challenge to one's health is listed in Rank I, the challenge to the environment is listed in Rank II, the challenge to using better quality products is listed in Rank III, and the challenge to one's reputation is listed in Rank IV. The majority of responders cite the need for green products as a health problem (Rank I)

Findings

73 % of respondents are willing to spend more money to purchase environmentally friendly products. Responsibility to protect the environment was cited as a primary motivation by 46 % of respondents. 46 % of respondents said their purchasing decisions are heavily influenced by product marketing and promotions. 53 % of respondents said they generally buy agricultural products. A majority of 93 % of respondents believe that green products protect and protect the environment, while majorities of 45% of respondents regularly purchase non-green items. A majority of 54.2% of respondents chose to purchase non-green products through online marketplaces.

Suggestion

- Green products that improve the environment and quality of life must advance the unsustainable commodity category.
- Governments should allocate more funds and resources to raise awareness of and promote the benefits of using environmentally friendly products.
- Green products must be of higher quality than standard products and must not be tampered with in any way.
- Unflavored products are largely unknown to purchasers. Therefore, steps should be taken to spread awareness of organic products.
- Audience Competition Campaign Combined with Government initiatives to

support and encourage New Movements

Conclusion

It's time to choose "green advertising" around the world. If all nations took the rigorous measures necessary to keep the world free from pollution, it would make a big difference in the way business is done around the world. From a commercial perspective, a smart marketer is someone who not only persuades customers but also promotes the product. Because of its environmental and social impact, green marketing should not be viewed as just advertising or one form of marketing, it should be practiced more. Due to the serious threat of global warming, it is imperative that green advertising, does not, becomes the norm. Additionally, it is the business owner's responsibility to educate consumers about the benefits and need for green products. Customers tend to pay more for inexperienced marketing to get a cleaner and greener environment. Consumers, commercial users, and suppliers, therefore, want to exert pressure to reduce their negative impact on the environment. In developing countries, the importance and influence of inexperienced advertising are even greater.

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