

A study on customer satisfaction over green marketing & the preference of customers towards other products even after knowing the after effects of other products / chemical added products

## **INTRODUCTION**

Green marketing is the marketing of products or services that are presumed environmentally safe. Now a days green marketing & ecofriendly products play a vital role in daily life. Marketers are using green marketing as a competitive strategy to attract the customers and the customers are well aware of the environmental issues and the consequences around them. So the companies are adopting various strategies to make their products ecofriendly, not only in the manufacturing of products but also in the entire process that is from the preproduction stage to after sales service. This includes collecting raw materials, processing the raw materials to finished goods, packing, distribution selling and even the after sales services provided by the company. The present day trend of the customers is to buy products which are ecofriendly even by spending more money and also to lead a green life. But still there are customers who prefer other products even after knowing the after effects of other products / chemical added products.

## **STATEMENT OF THE PROBLEM**

In the present day scenario marketing is a very complex task due to stiff competition. Marketers try to find out innovative methods to attract the customers. Purchase decisions of customers are affected by many factors and as the market widens marketers apply more innovative techniques to influence the buying behavior. Also the concern for ecological balancing and sustainability become the major challenge in today's marketing scenario here is the scope of Green marketing

## **OBJECTIVES**

- To understand about green marketing and to find out which are the major elements of green marketing.
- To identify which element of green contribute more in purchase decisions.

- To study the effect of green marketing on customer satisfaction.
- To offer suggestions to enhance the green marketing techniques and thereby selling of the products

### **LITERATURE REVIEW**

- DR.M.S.Ranjithkumar and Priyanandhini, A study on consumer's level of satisfaction towards Eco-friendly products, (IJRAR) International journal of research and analytical reviews (2018) states that as the customers are preferring branded ones then it's the responsibility of the producers that they should be more concern for environmental sound products.
- Wony Fuiyeng & Rashad Yazdanifard in Green marketing A study of customers buying behaviour in relation to green products, Global journal of management and business research ;E-,marketing (2015) suggested Green marketing covers a wide range of business activities & it is similar to marketing mix therefore, marketers should adopt a suitable single green marketing mix and strategy .
- Prof. Jaya Tiwani in Green marketing in India an overview IOSR journal of business and management (2010) suggested Green marketing should not be considered as just one or more approach to marketing But has to be pursued with much greater vigor, as it has an environmental & social dimension to it.

### **RESEARCH METHODOLOGY**

- The area of study –KOTTAYAM DISTRICT in Kerala .
- Population-20 KUDUMBASREE UNITS OF KOTTAYAM DISTRICT
- Sample size -60 customers who buy the products of 20 kudumbasree UNITS Out of which 10 are urban and 10 are rural

- Sampling technique - Simple Random sampling.
- Data both primary and secondary data's were used. Mainly questionnaire and personal interview are used to collect primary data.
- Secondary data's are collected from reference books, articles and websites.
- Data's were analyzed through percentage analysis method.

$$\text{Percentage analysis} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} \times 100$$

## **CONCLUSION**

The study entitled the relation between green marketing and customer satisfaction with particular reference to kudumbasree units of kottayam district was done to understand how green products are affect buying behavior. From the study it is clear that marketers can improve sales by adopting various awareness techniques in their marketing strategy. One of the main problem is that it is difficult to find out proper marketing platform for these products and lack of adequate sales promotional tools is another important factor. The study also reveals that by knowing more on green marketing elements and how they affect customers, marketers can enhance sales. Also the products should presented in attractive packing and more distributional channels should be incorporated for it.

## **BIBLIOGRAPHY**

- Kavita Kumara (2017) "*Green marketing in India: A Review of Literature*" Biz and Bytes (Vol.8.Issue : 1,2017)
- Musdiana Mohamad (2010) "*Consumer's perception and purchase intentions towards organic food products*" Salleh (vol.6 ,No 6 2010)

## **WEBLIOGRAPHY**

- [www.greenmarketing.net/stratergic.html](http://www.greenmarketing.net/stratergic.html)
- [https://en.wikipedia.org/wiki/Green marketing](https://en.wikipedia.org/wiki/Green_marketing)