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A Study on Consumer Satisfaction towards Green Marketing practices

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Abstract
Green marketing has emerged as an important strategy for business seeking to promote environmental sustainability while satisfying consumer needs. Growing environmental awareness has encouraged consumers to consider environmentally friendly products and sustainability business practices when marketing purchasing decisions. This study aims to examine the impact of green marketing on consumer satisfaction with particular reference to consumer's perceptions of eco-friendly products, green advertising, sustainable packaging, and environmental responsibility. The study also focuses on understanding how green marketing practices influence consumer trust, purchase intentions, and overall satisfaction. The research may adopt a descriptive research design using primary data collected through a structured questionnaire from selected consumers. Statistical tools such as percentage analysis, correlation, and regression may be used to analysis the collected data, depending on the research objectives. The findings are expected to provide insights into the relationship between green marketing practices and consumer satisfaction and help businesses develop effective, environmentally responsible marketing strategies. The study may also contribute to a better understanding of consumer expectations regarding sustainable products and services.

Key words: Green marketing, Consumer satisfaction, Environmental Awareness, Eco-friendly products, Sustainable Marketing, Consumer Behavior.

Introduction:

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.

Objectives of study:

- To understand the concept and important of green marketing practices among consumers.
- To identify the level of consumer awareness towards green marketing and eco-friendly products
- To examine the factors influencing consumer satisfaction towards green marketing practices.
- To analyse consumer satisfaction with respect to eco-friendly products, green packaging, green advertising, and sustainable business practices.

- To study the relationship between green marketing practices and consumer satisfaction.
- To identify the challenges faced by consumers while purchasing green products.

Statement of Study :

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.

Review of Literature:

Polonsky (1994) provided a foundational definition of green marketing, emphasizing that it encompasses all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants, such that the satisfaction of these needs occurs with minimal detrimental impact on the natural environment.

Laroche et al. (2001) analyzed consumer willingness to pay more for eco-friendly products and noted that consumers frequently derive psychological and emotional satisfaction from ethical consumption, aligning their purchases with personal environment values.

Ottman et al (2006) highlighted that successful green marketing requires bridging the gap between consumer environmental concerns and traditional product attributes like price, quality, and convenience. They argued that when eco-friendly products match conventional standards, consumer satisfaction and repeat purchase rates increase significantly.

D'souza et al. (2006) investigated consumer labels and environmental claims, finding that lack of clarity and "green skepticism" often reduce consumer trust. Their study proved that certified eco-labels significantly reduce consumer confusion, thereby enhancing post purchase satisfaction and brand loyalty.

Delmas and burbano (2011) examined the impact of deceptive environmental claims. Their findings revealed that misleading green marketing destroys consumer trust, creates cognitive dissonance, and drastically reduces customer satisfaction and brand equity over time.

Chen and chang (2013) introduces the concept of "green perceived quality" and "green trust" concluding that transparent communication directly diminishes perceived risk and increases overall customer satisfaction in green markets.

Chahal et al. (2014) established a direct positive link between green marketing initiatives and customer satisfaction, demonstrating that functional utility combined with emotional fulfillment creates long-term consumer retention.

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.

Data analysis and interpretation:

Table No. 1

Age Wise of the Respondents

S.NO.	Particulars	No. of Respondents	Percentage
1.	Below 18	19	32%
2.	19-30	36	60%
3.	31-40	4	6%
4.	Above 40	1	2%
	Total	60	100%

Source: primary data

The table shows that the 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 between 31- 40 and 2% of the respondents above 40.

Table No. 2

Gender Wise of Respondents

S.NO	Particulars	No. of Respondents	Percentage
1.	Male	38	64%
2.	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.3

Educational Level of the Respondents

S.NO.	Particulars	No. of Respondents	Percentage
1.	Student	41	68%
2.	Professional	8	14%
3.	Illiterates	9	15%
4.	Others	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 professional, 15% of the respondents are illiterates and 3% of the respondents are others.

Table No. 4

Influence of Green Marketing

S.NO.	Particulars	No. of Respondents	percentage
1.	Environment impact	31	52%
2.	Health and safety	15	25%
3.	Product quality	9	15%
4.	Price	2	3%
5.	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.

Table no.5

Consumer's environment conservation

S.NO.	Particulars	No. of Respondents	Percentage
1.	Strongly agree	11	18%
2.	Agree	21	35%
3.	Neutral	26	44%
4.	Disagree	2	3%
5.	Strongly disagree	0	0
	Total	60	100%

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.

Findings of the Study:

- ❖ Majority 60% of the respondents are under the age group of 19-30.
- ❖ Majority 64% of the respondents are male.
- ❖ Majority 68% of the respondents are students.
- ❖ Majority 52% of the respondents are environmental impact of influence your decision to choose green products.
- ❖ Majority 40% of the respondents are contribute companies for adopting green marketing.

Suggestion of the study:

- ➢ 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.
- ➢ 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.
- ➢ Product labels should clearly mention recyclable materials, energy efficiency, certifications, ingredients, and environmental impacts.
- ➢ Appropriate environmental certifications and eco-labels can help consumers identify genuine green products.
- ➢ Improve product availability green products should be made easily available through supermarkets, retail stores, and online platforms.

Conclusion:

Green marketing deals 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 green washing. 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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