

## A Study On Impact Of Retailing In Green Marketing In Erode District

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**ABSTRACT** In this research paper, we take a peek into the organized retail sector of India. It started making its presence felt nearly a decade after the first lot of entrepreneurs set up shop. A brief introduction and evolution shows how the organized retailing changed its gears over the period from Panwala dhukan to chain stores across the length and breadth of India. The market size and related details gives a statistical view of increasing market in a few major areas of retailing. The major market players who enlivened the present picture of retail sector are presented briefly along with statistics. The changing scenarios of Indian consumers give a proof to the potential opportunity in the retailing arena. SWOT and its subheads take you to the crux of analysis into retail industry. Out of which we formulated the future prospects. One major lifesaver of the Indian retailing is the advertising and promotional strategies; which comes out with innovative ways to win consumers over and keep them permanently happy. FDI in retail has been contentious issue and may face resistance, given the perceived political scenario. FDI will be a defining moment for Indian retail and how government policies effect retail industry is given briefly to the end.

**KEYWORDS:** Green retailing, Green marketing, Evolution, Collapse .

Date of Submission: 08-09-2018

Date of acceptance: 24-09-2018

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### I. INTRODUCTION

The word Retailing refers to any activity that involves the direct sale to an individual customer or end user. Retailing has been the most active and attractive sector of the last decade. While the retailing industry itself has been present throughout the history in our country, it is only the recent past that has witnessed so much enthusiasm. Retailing arena today is very different. While international retail store chains have caught the fancy of many travelers abroad, the action was missing from the Indian business scene, at least till recently. The emergence of organized retailing in India has more to do with the increasing purchasing power of buyers, specially post liberalization, increase in product variety, and the increasing economics of scale.

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Green marketing refers to holistic marketing concept wherein the product, marketing consumption on disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services.

#### Evolution:

The world first emergence of retailing in the pre 1850s when the Yankee Peddlers, Bartering, Trading Posts and General stores were in place. The first departmental store was established in 1851 by the name of F & R Lazarus Company . In India the retail market is as old as in the global context. However, the concept organized retailing is comparatively new. Retailing has been one of the prominent driving forces in business in India. Traditionally it has been dominated to a large extent by the unorganized sector. But the growth of the organized sector has been steadily increasing especially after liberalization of the Indian economy. The process started with the establishment of the Shoppers Stop outlet at Andheri, Mumbai in 1991. The current retailing revolution has been provided forces from multiple sources. These revolutionaries include:

- Conventional stores upgrading themselves to modern retailing.
- Companies in competitive environments entering the market directly to ensure exclusive visibility for their products.
- Professional chain stores coming up to meet the need of the manufacturers who do not fall into either of the above categories.
- Attractiveness, accessibility and affordability seem to be the key offerings of the retailing chain.

In our presentation, we shall be restricting ourselves to the Organized Retailing Sector. Organized retailing mainly comprises of Malls, Branded Stores, Specialty Stores, Departmental Stores, and Discount Stores etc.

### II. REVIEW OF LITERATURE

Environmental Marketing came into prominence in late 1980s and early 1990s. According to American Marketing Association — Ecological Marketing is defined as the study of the positive and negative aspects of Marketing Activities on pollution, energy depletion and non energy resource depletion. A Study of Green Marketing of FMCG Products in Relation to Semi Urban Consumers - 17 - 4. Polonsky (1994) Green or Environmental Marketing consist of all the activities designed to generate and facilitate any exchange intended to satisfy human

needs or wants such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment. Jacquelyn A, Ottman, *The new rules of Green Marketing: Strategies, tools and inspiration for sustainable branding*, published January, 2010. Green Marketing - Insights Dileep Kumar (2010) analysed that how far the hotel business organizations in the tourism sector meet the customers needs through green marketing effort and how they influence the consumer behaviour and their satisfaction by inducing environmentally responsible behaviour. Vijay Jain et al (2010) summarized the three Cs process for green marketing implementation as Consumer Value Positioning, Calibration of Consumer Knowledge and Credibility of product. Artee Aggrawal et al (2010) outlined that Eco-responsible (Green) organizations have a tough task to optimise their product offering mix in such a way so that they can not only attract customer towards them but also can have their products price competitive. In 2011 who is a reputed consultant in the areas of marketing and new products, in the book on Green Marketing. The researcher received the different relevant points from this book which are given in brief: (a) Manufacturer and Retailers reputation count more than ever (b) Today's Consumers buy green brands to protect their health, save money because they simply work better. This has resulted into products such as organic, natural, personal care and pet care and energy efficient products are leading the way in sales. (c) Sustainability represents an important consumer need and is now an integral aspect of product quality. (d) The brands consumer buy and trust today educate and engage them in meaningful conversation through a variety of media especially via web sites and social media. (e) Green consumers are strongly influenced by the recommendation of friends and families and trusted third parties. The earliest definition of Green Marketing was given by Henion (a) The implementation of marketing programmes directed at the environmentally conscious market segment. (b) American Marketing Association divides the definition of green marketing into Three aspects as "The marketing of products that are presumed to be environmentally safe" (Retail Definition), as "the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality." (Social Marketing Definition) And finally as "the efforts by organization to produce, promote, package and reclaim products in a manner that is sensitive or responsive to ecological concern" (Environment Definition). The activities of marketing may vary according to product and geographical area and such other factors but the nature may not differ at conceptual level covered by the above definitions. According to Fayza Z. *Impact of Green Marketing on Jammu Consumers*, International Journal of Management Research and Review, (IJMRR), January, 2013, The paper talks about strategies for inducing the purchase of Green Products and Patterns of purchase.

### **III. STATEMENT OF THE PROBLEM**

Green marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants with the help of retail sector. The goal of green marketing supply products or services of high quality at reasonable price and lowering the impact on the environment and human health. Value-added features are integrated to change the products appearance; and its functionality through customization, all of which contribute to prices. Consumers are becoming increasingly attuned to sustainability issues and demanding retailers to keep pace with their changing expectations. Green marketing has the potential to impact sustainable consumption and also result in significant shifts in demand and supply on the basis of environmental performance. Green products require renewable and recyclable materials which are costly and challenges to marketer. Hence a research emerged that has to examine the impacts of retailing towards green marketing in erode district.

### **IV. OBJECTIVES OF THE STUDY**

- To study the demographic profile of the respondents who are retailers of green products in Erode district.
- To evaluate the impact of the respondents towards retailing in green marketing in Erode district.

### **V. RESEARCH METHODOLOGY**

Descriptive research study has been used in this research. It is mainly used to describe characteristics of a population. It helps to obtain the information containing the current status of the research. A descriptive research can carried out with the help of survey, filed research, experiment and secondary data analysis. For examining the satisfaction of the retailers towards green products in Erode district, the researcher has taken 100 retailers must be in the field for atleast one year. A well structured questionnaire was framed and collected the retailers opinion towards green retailers. The details are subdued into percentage analysis, mean score, chi-square analysis and Henry Garrett Ranking Technique have used for this study.

### **VI. RESULTS AND DISCUSSION**

The profile of the sample retailers and satisfaction is discussed in the following tables.

**Table 1 : Profile of the respondents and their Satisfaction**

S.No.	Factors	No. of Respondents	%	Satisfaction Mean Score
	Age			
1.	Upto 30 years	6	6	3.8
2.	31 - 40 years	13	13	3.7
3.	41 - 50 years	63	63	4.3
4.	Above 50 years	18	18	4.0
	<b>Total</b>	<b>100</b>	<b>100</b>	

S.No.	Factors	No. of Respondents	%	Satisfaction Mean Score
	Gender			
1	Male	66	66	4.2
2	Female	34	34	3.9
	<b>Total</b>	<b>100</b>	<b>100</b>	
	Educational Qualification			
1	Illiterate	27	27	3.6
2	School Level	35	35	3.8
3	Graduate	12	12	4.0
4	Post Graduate	14	14	4.2
5	Professional	12	12	3.9
	<b>Total</b>	<b>100</b>	<b>100</b>	
	Occupation			
1	Govt. employee	11	11	3.8
2	Private employee	24	24	4.1
3	Professional	9	9	3.9
4	Farmer	26	26	3.7
5	Business	11	11	4.3
6	Housewife	9	9	3.8
7	Others	10	10	3.5
	<b>Total</b>	<b>100</b>	<b>100</b>	
	Monthly income			
1	Upto Rs.15,000	18	18	3.7
2	Rs.15,001 - 25,000	23	23	3.9
3	Rs.25,001 - 35,000	18	18	4.2
4	Above Rs.35,000	41	41	3.9
	<b>Total</b>	<b>100</b>	<b>100</b>	
	Period as a Green retailer for the Products			

1	Upto 3 years	48	48	3.9
2	4-5 years	24	24	4.2
3	Above 5 years	28	28	3.7
	<b>Total</b>	<b>100</b>	<b>100</b>	
<b>green retailer strategies</b>				
1	Sustainability	10	10	3.9
2	Supply chain management	19	19	3.7
3	Customer loyalty	18	18	3.8
4	Recycling	11	11	3.9

It is noted from the above table that among the four categories of the age of the sample respondents, majority (63.0%) of the respondents with the age group of 41 - 50 years. While in gender based study, it is found that majority (66.0%) of the respondents are male. In the case of educational qualification, majority (35.0%) of the respondents are having school level education. Of the 7 category of occupational status of the respondents, majority (26.0%) of the respondents are farmer. It is noted from the analysis that majority (41%) of the respondents earn above Rs.35,000. And (48%) of the respondents are as green retailer minimum period for 3 years.

It could be found from the satisfaction score analysis that maximum respondents have perceived high level of satisfaction towards green retailers in Erode who belongs to 41-50 years aged, male, post graduates, business people, earn monthly from Rs.25001 to 35000, using the green products for 4-5 years and they are using two green products in their life.

## 6.2 Impact factors towards green retailers

### Impact indicators

An attempt has been made to know the impact score towards green retailers of the respondents. The details are furnished in the following table.

#### impact factors towards green retailers

S.No.	Particulars	Mean Score
1.	Available of the Green retailers in the market	4.3
2.	Variety of Green Product	4.1
3.	Creativity / Innovation Features	4.0
4.	Product Design According to Usage	4.2
5.	Market Segmentation	3.9
6.	Quality of the Product	4.2
7.	Create customer loyalty	4.3
8.	Price of the product	4.2
9.	Willingness to pay	4.3

From the above table, it is found that impact score of the retailers towards available of the Green products in the market as 4.3, Variety of Green Product as 4.1, Creativity / Innovation Features as 4.0, Product Design According to Usage as 4.2, Product Segmentation as 3.9, Quality of the Product as 4.2, Durability of the product as 4.3, Price of the product as 4.2 and Offers and discounts as 4.3. It is found from the analysis that majority of the respondents are satisfied with Available of the Green products in the market, Durability of the product and Offers and discounts of the green products.

## VII. FINDINGS AND SUGGESTIONS

- It could be found from that the satisfaction score analysis that maximum of the respondents have perceived high level of satisfaction towards retailers in green marketing in erode who belongs to 41-50 years aged, male, post graduates, business people, earn monthly from Rs.25001 to 35000, and are as green retailers for minimum 3 years in their field.
- It is found from the analysis that majority of the respondents are satisfied with Available of the Green retailers and their service in the market.
- From the study, the customers who belongs to 41-50 years aged have perceived high level of satisfaction towards green products and green retailers based on green marketing.
- Price is the attribute that consumers reflect on when making a green product purchasing decision. Customers are less likely to purchase green products if they are more expensive. So it is recommended to the retailers and manufacturers that they should take necessary steps to competitive price that favourable to purchase middle and low level income category customers also to became a successful retailer in green marketing.

### **VIII. CONCLUSION:**

This study mainly focused on impact of retailing in green marketing in erode district. The Green marketing is the best in the way of customer satisfaction as well as eco —friendly Product & does not pollute environment. Green marketing should not neglect the economic aspects of marketing.

This is the right time to select “Green Marketing” globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. From the business point of view a clever marketer is one who not only convinces the consumer, but also involves the consumer to save the environment by promoting to use green products with the help of retailing.

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Dr.P.Mohanraj "A Study On Impact Of Retailing In Green Marketing In Erode District"  
"International Journal of Business and Management Invention (IJBMI) , vol. 07, no. 09, 2018, pp. 18-22