CHAPTER VI
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

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6.1 INTRODUCTION

The present study has attempted to analyze the attitudes of consumers, retailers and manufacturers towards green marketing practices in Virudhunagar District.

Both the primary and secondary data have been collected and used for the present study. For the purpose of primary data collection, 384 consumers, 120 retailers and 168 manufacturers in Virudhunagar District are selected. The surveys have been conducted during the period of June 2013 to November 2013.

The primary data gathered from the survey have been statistically analyzed and presented in the form of cross tabulation. Simple statistical tools like Percentages, Mean, Cronbach’s Alph test, standard deviation, chi-square test, ANOVA, Garrett Ranking Technique, Factor Analysis and Cluster analysis have been used for the present study.

In the foregoing chapters, green marketing practices of consumers, retailers and manufacturers and their attitudes towards green marketing practices have been discussed. The present chapter, summarizes the findings of study given in various chapters of the research report, it makes a logical conclusion and projects for further research.

6.2 SUMMARY OF FINDINGS

The major findings of the study are presented under three headings such as

6.2.1 Green Marketing Practices of Consumers in Virudhunagar District

The survey discloses that majority of the Consumers (51.56%) are male and majority (52.60%) of the Consumers belong to the age group of 21 – 30 years.

The examination makes it clear that most (29.69%) of the consumers have completed post graduate level of education and majority (65.89%) of the consumers are employed people.

The analysis infers that majority of the consumers (58.10%) are private employees and majority (51.14%) of the consumers are students.
It lights out that most of the consumers (39.84%) have earned the monthly income of below Rs.10,000.

It is deliberated that majority (56.19%) of the consumers are having awareness on green practices.

As per the result of the Garrett Ranking Technique, consumers have given first rank for optimum utilization of resources as the main reason for following green marketing practices.

It can be indentified that most of the consumers (42.19%) are opined that green products are eco-friendly in nature and majority of the consumers (65.10%) are preferred the green products.

The analysis reveals that most of the consumers (47.02%) feel that the price of green products is high.

It is understood with help of Garrett Ranking Technique that consumers have given first rank for ‘Advertisement source’ as main source for knowing green marketing practices.

It is vivid that most of the consumers (44.54%) buy the green products from the organic stores and most of the consumers prefer food items.

It is clear that most of the consumers use the recyclable bags while shopping.

It is clearly understood that most of the consumers (44.20%) are motivated by the retailers through conducting awareness programme and vast majority of the consumers (78.13%) have accepted to pay extra amount for green packages.

It is vivid that majority of the consumers (64.06%) opine that retailers follow green practices in their daily business and most of the consumers (26.42%) say that retailers utilize the resources in an optimum way.

It can be indentified that most of the consumers (34.79%) say that low awareness on green marketing practices among the retailers is the major reason for not following green practices by retailer.
It is understood that majority of consumers (67.97%) like to prefer the green product even at high price and most (44.06%) of the consumers prefer the green product even at high price because of the quality of the product.

It is vivid that vast majority of the consumers (87.24%) think that green product is worth to its price and majority of the consumers (69.79%) expect the price reduction for purchase of the green product.

It is understood that vast majority of the consumers (84.90%) feel that quality of green products is superior to non-green product and majority of the consumers (64.32%) has watched the green advertisement.

It is inferred that majority of the consumers (60.94%) feel that sponsoring of green advertisement is not enough in the Virudhunagar District and Television’ is the top most suitable medium for conducting green advertisement to the consumers of Virudhunagar District.

It is understood that Everyday grocery items is first and foremost product, it needs the green advertisement and vast majority vast (83.85%) of the consumers able to make distinction between green and non-green branded products.

It is inferred that majority (55.47%) of the consumers do not receive any special concessions/offers/gifts for green products purchases and most (42.69%) of the consumers receive discount for their purchases.

It is evident that majority of the consumers (58.69%) expect offers for their purchases and vast majority (78.65%) of the consumers are satisfied with the current packing methods.

It is vivid that most (45.00%) of the consumers carry with own bag for making purchases and vast majority of the consumers (75.52%) are received the carry bag from the sellers or retailers for their little purchases.

It is inferred that majority of the consumers (60.68%) are provided recyclable bags by the sellers and majority of the consumers (66.15%) are extra charged by the sellers.
It is lucid that majority of the consumers (66.67%) are aware about eco-label and most of the consumers (53.91%) say that green efforts taken by the retailers and manufacturers are not enough.

It is crystal clear that most of the consumers say that retailers and manufacturers suggest for using the green products by other consumers and majority of the consumers (50.78%) are not satisfied on the role of government in the regulation of green marketing practices.

It is vivid that (42.05%) of the consumers expect the government to conduct more number of awareness programme for development of green practice.

It discloses that majority of consumers agree with all factors in connection with their thoughts about green marketing practices, the percentage is high for ‘Agree’, and ‘Strongly Agree’ scales.

Concerned with factor analysis, the following factors are extracted which are influencing the opinion of consumers towards green marketing practices:

- Green Consumer
- Environmental Protection
- Recycling of Waste
- Green Buying Behaviour
- Preference of Green Product

6.2.2 Green Marketing Practices of Retailers in Virudhunagar District

It is understood that majority of the retailers (51.17%) are doing their retail business in urban area and majority of the retailers (69.17%) are male.

It is noted that most of the retailers (42.5%) are under the age group of 30 – 40 years and majority of the retailers (35%) have completed under graduate level of education.

It is inferred that most of the retailers are earning between Rs 10,001 – 20,000 and most of the retailers are doing textile shop business.
It should be clear that majority of the retailers (54.17%) are sole traders and majority of the retailers (57.50%) are doing their business for a period of 1 to 5 years.

It is understood that majority of the retailers (64.17%) are doing their business up to Rs 500000 and vast majority (82.5%) of the retailers are aware on green marketing practices.

It is inferred that most of the retailers (54.55%) has understood about the green marketing practices to some extent only.

As per the result of the Garrett Ranking Technique retailers have given first rank for Media and Government’s effects are main sources for knowing green marketing practices.

It is revealed that most of the retailers (47.61%) opine that the green practices are difficult to understand and majority of the retailers (57.31%) offer green products to their customers for saving our nature.

It is inferred that majority of the retailers (82.50%) have awareness about the green brands.

It is evident that most of the retailers (29.30%) feel that green brand is easily adoptable one and most of the retailers (67.5%) are motivated by their buyers to purchase green brands.

As per the result of the Garrett Ranking Technique retailers have given first rank for environmental safe has been the main reason for motivating the buyers to purchase green brand and lack of awareness among the retailers about green branded products has been the main reason for not motivating the buyers to purchase green branded products.

It is clear that most of the retailers (39.17%) opine that the price of green products is very high and majority of the retailers (76.67%) are willing to sacrifice their portion of profits for saving the environment.

It is clear that most (46.74%) of the retailers would like to sacrifice only 0.5 per cent of profits for saving nature and majority of the retailers (57.14%) say that low profit is the main reason for not sacrificing the profit.
It is deliberate that majority of the retailers (74.17%) are allowed price reduction and majority of the retailers (58.33 %) say that suppliers are having green thoughts and majority of the retailers (51.43%) say that suppliers are somewhat understand about the green practices.

It is inferred that majority of the retailers (73.33%) have arranged and conducted promotional campaign for the green product and majority of retailers (53.41%) say that advertisement is the main promotional strategies.

It is understood that most of retailers (40.83%) organizing the promotional campaign continuously for green products’ sales.

It is vivid that the use of green packaging is more among the retailers (78.33%) and most of the retailers (48.94 %) have used jute and cloth material package for green products.

It is inferred that majority of the retailers (75.00%) are motivated their customers to bring bag for shopping and dotted cloth bags (44.44%) are highly used for shopping than other bags.

It is vivid that most of the retailers (36.27%) are purchased recyclable bags from the manufacturers.

The analysis upshots that most of the retailers (38.89%) say that less durability has been the main reason for not purchasing recyclable bags and most (47.50%) of the retailers have opined that the cost of recyclable bag is moderate.

It is vivid that majority of the retailers (71.67%) provide recyclable bags at free of cost to their customers and most of the retailers provide green package at free of cost to attract the customer.

It is vivid that usage of plastic bags is more among the retailers (68.33%) and the retailers using reusable plastic bags are also more (68.29 %).

It is said that most of the retailers (75%) are known about the environmental impact of using plastic bags and most of the retailers’ customers (77%) are using recyclable bags for their shopping.
The analysis upshots that most of the retailers (48.84%) say that few of their customers are not using the recyclable bags and majority of the retailers (71.67%) are aware of eco label.

It is identified that most of the retailers (38.37%) are known eco label through reading package and majority of the retailers (60%) follow waste management policy regularly.

It is vivid that majority of the retailers (58.33%) are separating bio-degradable waste from non bio durable waste.

The opinion is obtained for twenty two statements which are related to the factors influencing the attitude of retailers’ towards green marketing practices by adopting scaling technique, namely, Likert Five Point Scale. It discloses that majority of retailers agree with all factors in connection with their attitudes towards green marketing practices, the percentage to total is high for ‘Agree’, ‘Strongly Agree’ and ‘Very Strongly Agree’ scales.

Regarding the factor analysis, the following factors are extracted that influence the attitude of retailers towards the green marketing practices:

- Awareness creation on green practices and waste reduction
- Make employees and customers familiar with green products
- Application of Energy Saving Products
- Adoption of Green Technology
- Recycling of Waste

In order to measure the attitude of retailers towards green marketing practices the cluster analysis technique is applied and based on the output they are classified in to three clusters such as

- Energy savers
- Awareness Creators
- Green motivators
One way ANOVA technique is used for cluster separation and result found out that all variables contribute much for the separation of the above clusters.

Based on the cluster of retailers, their business profile is analyzed for measuring their attitude towards green marketing practices and results revealed the following facts:

Most of the energy saving retailers (60.00 %) awareness creating retailers (59.46 %) and green motivating retailers (45.63 %) are sole traders.

Majority of the energy saving retailers (51.43 %), awareness creating retailers (59.46 %) and green motivating retailers (62.50 %) are doing their business in urban area.

Most of energy savers (45.71 %), majority of the awareness creators (64.86 %) and green motivators (60.42 %) are doing their businesses from 1 to 5 years.

Majority of energy saving retailers (68.57 %), awareness creating retailers (72.97 %) and green motivating retailers (56.25 %) are having volume up to Rs.5 Lakhs as business volume.

6.2.3 Green Marketing Practices of Manufacturers in Virudhunagar District

It is noted that most of the Manufacturers (30.95%) are producing wood and Paper products and most of the Manufacturers (38.10%) are having partnership nature of ownership.

It is inferred that most of the manufacturers (25.00%) are having more than 25 years of experience in their business and most of the Manufacturers (33.34%) are invested Rs.50 lakhs to Rs.1 crore in their business.

It is detected that most of the Manufacturers (32.74%) are having below Rs.50 lakhs of business net worth.

Majority of the manufacturers agree with all the factors excepting the factor,’ We have received award / recognition for our green practices’ is influencing the attitude of manufacturers towards green marketing practices, the Percentage to Total is high for ‘Agree’ ‘Strongly agree’ scales when compared to ‘Disagree’ and ‘ strongly disagree’.
Regarding the factor analysis, the following factors are extracted which are influenced the attitude of manufacturers towards the green marketing practices:

1. Effort Taken for Making Green Environment
2. Waste Maintenance
3. Inducement for Stabilizing Green practices
4. Pollution Control
5. Proper Maintenance and Usage
6. Monetary Aid for Protecting Nature
7. Development of Green Region
8. Keeping fit of Green Production Methods
9. Recycling of Waste

In order to test the reliability of scale, Cronbach’s Alpha test is applied and it indicates that the scale is considered highly reliable.

The attitude of manufacturers towards green marketing practices has been categorized in to three levels namely high, medium and low level. The analysis shows that majority of the manufacturers (61.31%) have medium level attitude towards green marketing practices.

In order to examine the relationship between the business profile factors and level of attitude of the manufacturers towards green marketing practices, Chi-square Test is applied. The results reveal the fact that the factors like types of business, type of ownership, age of the business and net worth of the business have not influenced the level of attitude of the manufacturers regarding the green marketing practices.

6.3 SUGGESTIONS

The suggestions that originate from the results of the survey and the responses obtained from the study participants are listed hereunder:

6.3.1 For Government

It is understood from the study that still many of the consumers are not having awareness on green marketing. In order to increase the awareness on green marketing
practices among themselves, Government and NGOs may conduct many awareness programmes like street plays, TV programmes, debates etc., Further it must give awareness to retailers, manufacturers and others by conducting orientation programmes, award recognition for best green sales, etc.,

Government should initiate the mandatory action for banning the use of plastic bags in the study area. They should inspect the market frequently to the usage of plastic bags and they must take some penalty action against the consumers, retailers, manufactures and others those who are using such bags. Suppose it is unavoidable one, they made with more than 14 microns.

Government may give financial aid or subsidy to manufacturers and retailers for importing green technologies which increases the green marketing practices among them and it can help to create foreign green manufacturers with our manufacturers to adopt green practices.

Government may follow strict regulations for waste management of biodegradable and non biodegradable wastes. It must be initiated through local governments like municipal corporations, panchayath unions and panchayaths. All these local governments are asked to allocate the workers to collect both the wastes separately from each house, retail shops, factories and offices continuously. Non biodegradable wastes must be sent to the recyclable industries for reuse. Because most of the consumers say that effort taken by the government is not enough for waste management. Waste management is a part of green marketing practices.

Concerned with factor analysis, green consumer is the main factor for the development of the green marketing practices in Virudhunagar District. So Government may recognize the award for 8 best consumers (each one from each taluk) those who are following green marketing practices continuously in the study area for every year under the title on “Best Green Consumers of the year” with cash prize and their performance must be published in the all local TV channels and other media. So the publicity may encourage others also to follow green marketing practices seriously. At the same time government should initiate
punishment for those who are completely violating green marketing practices in the study area.

Most of the energy savers, green awareness creators and motivators are urban retailers. Rural retailers’ contribution is also significant for maintaining green environment. Government must introduce few motivational programmes to induce the rural retailers for adopting green marketing practices like issuing notices, explaining the impacts green marketing practices through sound systems, meeting conducted by panchayath presidents etc..

It is understood that most of the retailers are having up to Rs.5 Lakhs as business volume. It is not enough to adopt green technology and using energy equipments in their business, so government may pass the order to various financial institutions and banks to provide loan with minimum rate of interest to them and with fewer formalities.

6.3.2 For Consumers

It is suggested that consumers are asked to buy green products voluntarily even though the price of green product is high for saving our nature. Because the costs of green raw materials and green technology are high and they are imported from the other countries.

It is suggested that consumers make a promise by themselves to strictly avoid the use of plastic bags for shopping and better to bring recyclable and reusable bags for shopping. Consumers must deny receiving plastic bags from the retailers or any other marketers.

Consumers are suggested to use the resources optimally by different ways like switched off of electronic appliances when they are not needed; reduce, recycle and reuse of e-wastes, use refillable containers for purchase of liquid nature of products, completely eat or use products without waste like food items, medicines, fruits and vegetables, cosmetics and other products.

It is suggested that consumers are asked to buy eco labeled green products for their use like star labeled electronic home appliances, green icon labeled products such as papers, garments and other products.
6.3.3 For Retailers

Retailers are suggested to open more number of organic retail stores for sale of green products. Because consumers feel that the availability of organic stores in the study area is minimum. Retailers may get more eco friendly profit in the long run by opening of more number of organic stores or otherwise they may change from their existing retail shops in to organic one.

It is understood that vast majority of the consumers feel that quality of green products is superior than non green products so retailers must make it available the green products more than the non green products like energy saving home appliances, organic food items, fuel saving vehicles, bio-degradable garments and plastics and all other grocery items.

It is known that only few of the consumers are encouraged by the retailers to use green packages, so retailers are suggested to encourage all the consumers to use green packages like jute bags, dotted cloth bags and so on.

It is known that awareness creation on green practices and waste reduction is the main factor which is influencing the attitude of retailers towards green marketing practices. In order to strengthen the above factor, retailers must create voluntary interest among themselves for knowing the green marketing practices and its positive impact on their business through advertising media, asking from suppliers, manufacturers and others.

Based on the output of cluster analysis, retailers are formed into three groups namely Energy savers, Awareness Creators and Green motivators. They suggested to use energy saving appliances continuously for their business operations like using of LED bulbs, using energy saving refrigerators, fans, air conditioners and other electronic appliances, using of fuel saving vehicles, etc., They should create awareness and motivation about green marketing practices to their employees through providing proper training like conducting meetings, participations in seminars etc., and conducting promotional campaign for their consumers like conducting contests, offering tree saplings for shopping, offering green certificate to the buyers those who are regularly purchasing of green products etc.,
Based on the cluster of retailers, their business profile is analyzed for measuring their attitude towards green marketing practices and results revealed that most of the energy saving retailers, awareness creating retailers, and green motivating retailers are sole traders. So other types of retail organizations are encouraged to come under any of the above clusters.

6.3.4 For Manufacturers

Manufacturers may broadcast many advertisements for their green products through various media like TV, News Paper, and Online and so on, because many consumers opined that advertisement is the main promotion tool for getting information about green products. Particularly they would like to watch TV channels because they are very convenient channels for them to receive matters regarding availability of green products, using methods etc., so manufacturers may conduct more advertisements through TV channels by sponsoring various programmes.

Manufacturers are suggested to introduce some innovative methods in the production process like Japanese 5S techniques etc., to cut short the cost of green production. The initial investment cost of green technology is high but it will give more green profit in the long run. Further they are suggested to bargain the price of green raw materials for reducing the prices of green products. Because consumers feel that the price of green products is high.

In order to examine the relationship between the business profile factors and level of attitude of the manufacturers towards green marketing practices, the Chi-square test has been applied and it reveals the fact that the factors such as types of business, type of ownership, age of the business and net worth of the business have not influenced the level of attitude of the manufacturers regarding the green marketing practices and factor “Business Volume” has influenced the attitude of manufacturers towards green marketing practices. Which shows that the manufacturers who concentrate more about the green marketing practices, when they are having more volume of business, which is due to competition, Government pressure, huge capital base and sound business base. Therefore the small manufacturers particularly Micro Small Medium Enterprises concentrate more on green marketing practices to lift their business in the next level by increasing the customers base, creating good rapport with the
Government, making their business socially relevant and increasing the reputation among the stakeholders.

Manufacturers should adopt new technology or process or modify obsolete one so as to reduce environmental impact.

Manufacturers should use more environmental-friendly raw materials at the production stage itself and Manufacturers sought to explore chances of recycling of the used products so that it can be used to offer similar or other benefits with minimum wastages.

“Effort taken for making green environment” is the main which influences the attitude of manufacturers towards the green marketing practices in the study area. So manufacturers are suggested to plant more number of trees in the open places and road sides of their factories and offices, using of LED bulbs, green star labeled air conditioners and other energy saving electronic appliances. Further they are suggested to construct green building for expansion of their offices and factories, using of fuel saving vehicles for transport, giving training for staff and worker about green practices and using of more online source for exchanging business matters, it is reduces paper usage. These practices may support to make their environment as clean.

6.4 CONCLUSION

From this study the researcher has found that all the three considerable stakeholders such as Consumers, Retailers and manufacturers have awareness on green marketing practices in satisfactory level. However the level of awareness is not up to the mark. Moreover the stakeholders face the difficulties in implementing the green marketing practices at their position. At the same time no one can neglect the importance of green marketing practices. If they are neglected they have to pay a premium benefit in future. If the given suggestions are implemented, the Virudhunagar District gets good position.
6.5 SCOPE FOR FURTHER RESEARCH

The following are some of the scope for further research.

2. Green Supply Chain Management: Practices, Performance and Pressure within Manufacturing Industry in Virudhunagar District
5. A comparative analysis of green marketing practices between consumers, retailers and manufacturers.
6. A comparative study of green marketing practices between manufacturers and service providers
7. Analysis of green marketing practices of banking sectors
8. A study on rural consumers attitude towards green marketing practices