



**Uva Wellassa  
University**

**GREEN MARKETING STRATEGIES AND CUSTOMER  
SATISFACTION**

**REGARDING PROCESSED FOOD PRODUCTS**

**(WITH SPECIAL REFERENCE TO SUPER MARKETS IN COLOMBO DISTRICT)**

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*Management in Entrepreneurship and Management*

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**GREEN MARKETING STRATEGIES AND CUSTOMER SATISFACTION**  
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**Abstract**

The growing social and regulatory concerns for the environment lead an increasing number of companies to consider green issues as a major source of strategic change. In particular, this trend has major and complex implications on the technological strategy of a company and on its product innovations. Even though it is increased eco-awareness of Sri Lankan customers during the past few decades, there are some barriers to the diffusions of more ecologically oriented consumption and production styles. Therefore, companies are increasingly recognizing the importance of green marketing concepts.

This study was based on both primary and secondary data. The primary data was collected from the sample survey that was conducted in the Colombo district. I have selected 75 supermarkets which are practicing the green marketing strategies. From that 150 managers and customers of the supermarkets were selected by using stratified random sampling method. There were two questionnaires created. First questionnaire was given to the managers to identify the level of green marketing strategies under five value added areas such as product designing, packaging, price, promotion & place. The second questionnaire was given to the customers and it was designed to obtain the consumers satisfaction regarding eco-friendly processed food products under five value added areas. That lead towards the motivation of consumption. Those questions were created based on 5 point likert scale in order to identify the level of the green marketing strategy practices and the level of the customer satisfaction regarding the green marketing strategy practices. The secondary data were collected from relevant journals, books and other published data.

The study revealed that the green products have substantial impact on Sri Lankan customer's satisfaction. The majority of customers considered that package is most important element of such products. The researchers have recommended some marketing strategies to meet changing mind set of customers towards the green products.

**Keywords:** *Green products, processed foods, Attitudes, Eco awareness, value addition.*