

A Dissect Of Gender Analysis With Components Of Customer Engagement In Regard To Green Concept Within Retailing Sector - Reference To Kanniyakumari District

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ABSTRACT

This research is directed at identifying the gender gap towards the factors of customer engagement in green practices which play a vital role in retaining the customer towards the business. In recent years having sustainable end users in the sustainable and competitive market is a laborious task. Due to the drastic change in the environment that impacts the Awareness level among final users about to go green. So, the emerging green concept has a huge impact on Customer engagement in the retailing sector. This exploration recognizes the outlook of gender towards customer engagement factors like physical aspect, Approachability, Trustability, Awareness, product, publicity, Responsibility, price, customer Commitment, and CRM practices. This study is conducted among the gender(customer) from various retail outlets where the green practices are in boom. And the result of this study reveals the role of customer engagement among gender and its factors which play a pivotal role in green evolution in the upcoming market scenario.

Keywords: Green concept, Green Customer engagement, green practices, CRM practices

INTRODUCTION

A rapidly growing trend in retailing has made the customer an integral part of the business. Due to the drastic change in customers' opinions and engagement in buying goods where they are emerging towards green products over other products. So, retailers are also starting to promote their products using green trends. Customer Engagement Management has a vital role in sustaining the customer with the business. So, retailers have to focus on Green Customer Engagement (GCE) growing concerns with the scarcity of natural resources, environmental degradation, and social inequalities have led to consumers becoming aware of current patterns of production, consumption, and living are having on future sustainability (Silvius and Schipper 2010). Green Customer Engagement is a strategy for managing all the company's relationships and interactions with its potential green customers in the emerging green market. Their aim is to improve business relationships and engagement in green concepts. The evolution of the GCE system helps retailers to stay connected and to engage their customers in the streamlining of business processes, and also improve profitability in business.

OBJECTIVES OF THE STUDY

To study the relationship between the factors of Customer Engagement towards the green concept in the retail sector.

HYPOTHESIS

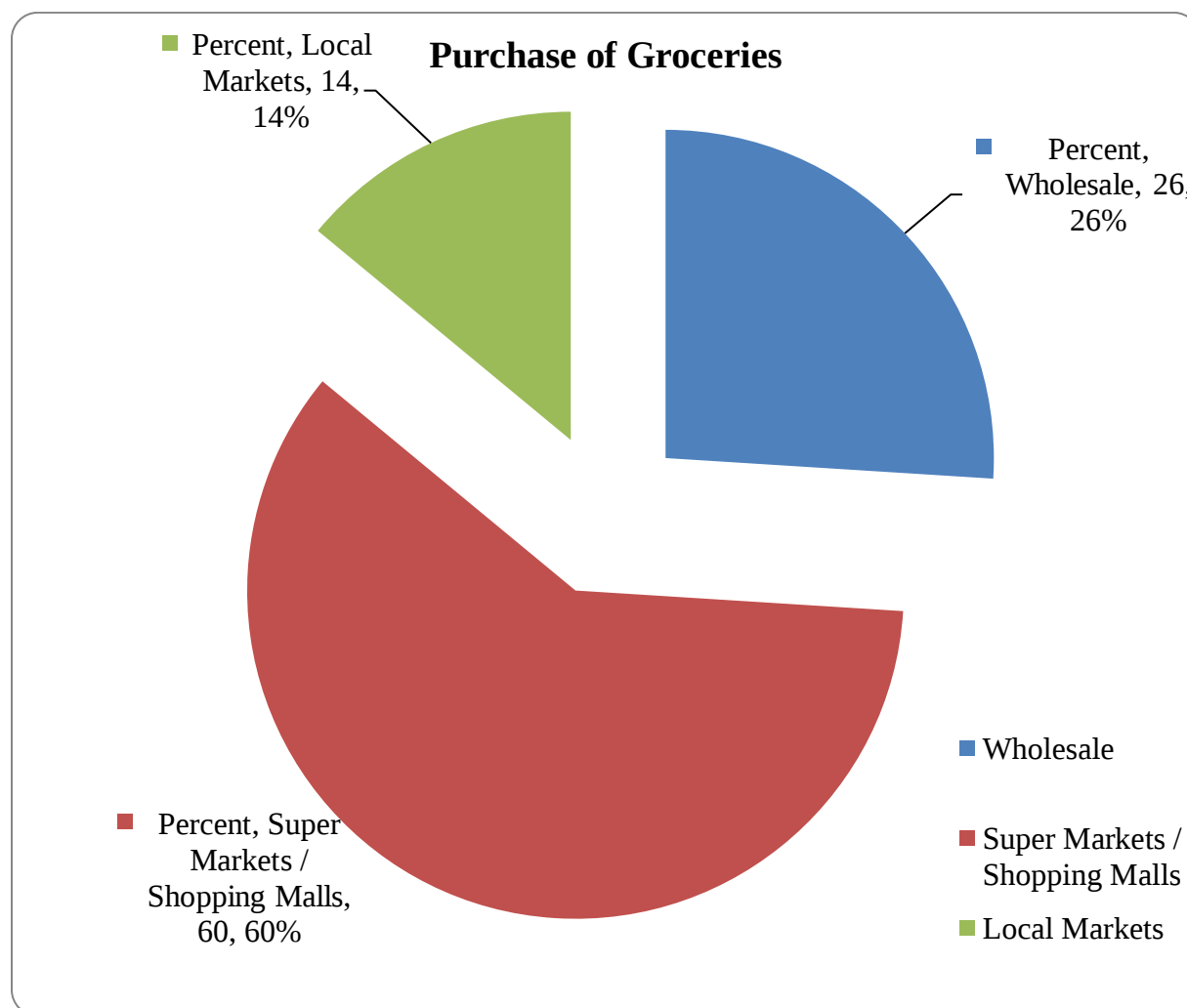
- 1H0 = There is a significant difference between gender and factors of customer engagement
- 2H0 = There is a significant relationship between factors of green Customer Engagement

RESEARCH METHODOLOGY

The sampling unit for this research study is the customers of various retail outlets where the green concept is booming in the Kanniyakumari district. The size of 100 respondents were considered as the sample. And the respondent is selected from 10 famous retailers in the Kanniyakumari district. The simple random method of sampling is used in this study. The sample is taken from ten retail shops in Kanniyakumari and the responses are collected from the sample using research instrument i.e., survey questionnaire.

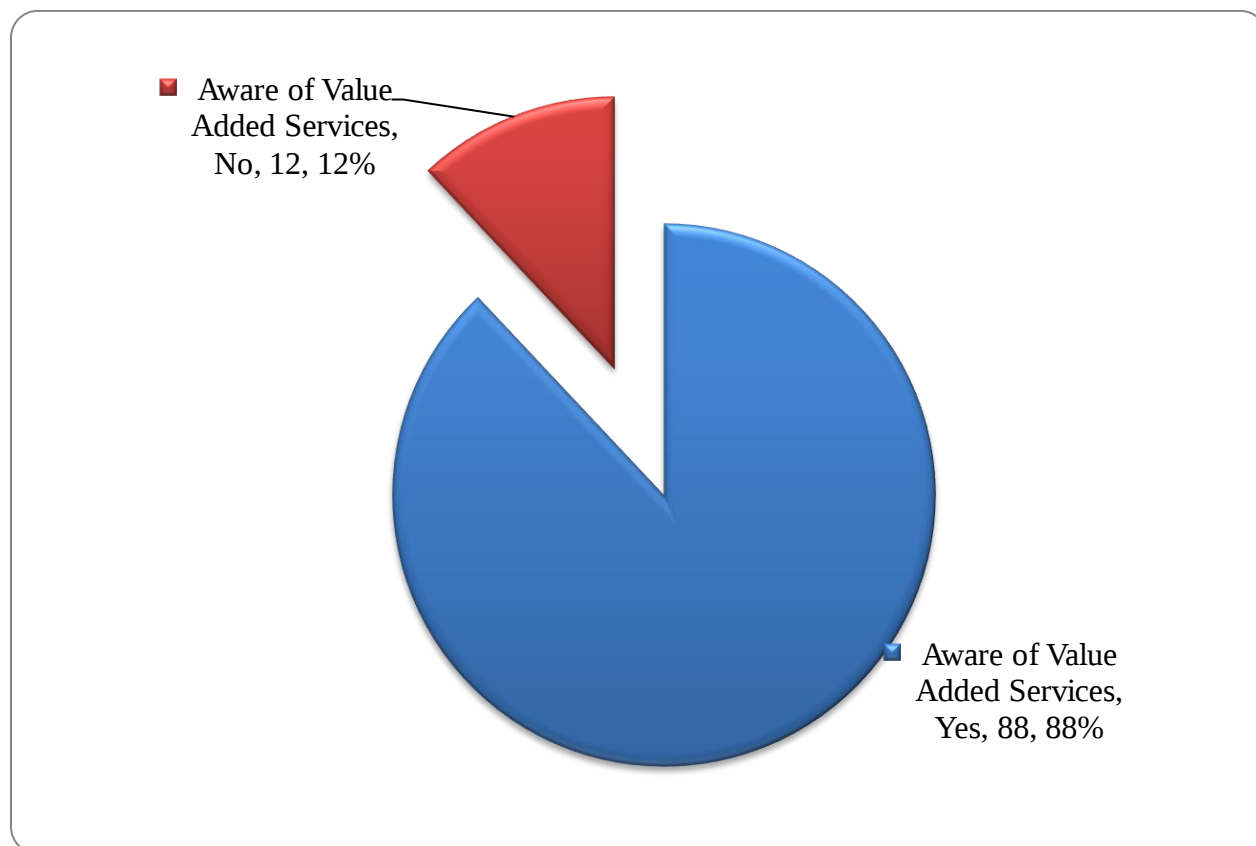
RESULT AND ANALYSIS

Chart 1 Showing Where the Customer Purchase Groceries



Interpretation

The below chart shows that 60% of respondents buy groceries from supermarkets or shopping malls, where 26% of respondents purchase directly from wholesalers and the remaining 14% of respondents purchase groceries from the local marketer/seller. This is because supermarkets and shopping malls are having high Customer Engagement to retain their customers with them. They ensure frequent purchases of goods from their shops.

Chart 2 Showing Awareness of Customer Regarding Value Added Services**Interpretation**

The above chart shows that 88% of respondents are aware of value-added services provided by the retailers; remaining 12% are unaware regarding these services rendered for customer engagement

Table (1) Showing that the Significance Difference between Gender and Factors of Customer Engagement

Variable	Gender	Mean	SD	T value	F Value
Factors of GCE	Male	1.14162	8.69755	0.003*	0.197
	Female	1.14502	8.55296		

Inference

Table 1 shows that since P value is < 0.05 H1 is rejected at 5% level of significance. Hence concluded that there is a significant difference between male and female respondents with regard to factors of Green Customer Engagement (GCE) Based on mean score value 1.14502 female respondents are highly concerned about Green Customer Engagement than male respondents.

Table (2) Showing Significance Relationship between Factors Green Customer Engagement

Factors	Physical aspects	Approachability	Trustability	Awareness	Product	Price	Publicity	Responsibility	Commitment	CRM Practices
Physical aspects	1	-	-	-	-	-	-	-	-	-
Approachability	-.213*	1	-	-	-	-	-	-	-	-
Trustability	.442**	-.096	1	-	-	-	-	-	-	-
Awareness	.598**	.230*	-.111	1	-	-	-	-	-	-
Product	-.204*	.801**	.166	-.093	1	-	-	-	-	-
Price	.835**	-.184	.486**	.572**	-.282**	1	-	-	-	-
Publicity	.030	.800**	-.136	.310**	.681**	-.247*	1	-	-	-
Responsibility	.035	.207*	.513**	.160	.335**	.320**	-.091	1	-	-
Commitment	.598**	.230*	-.111	1.000**	-.093	.572**	.310**	.160	1	-
CRM Practices	-.204*	.801**	.166	-.093	1.000**	.282**	.681**	.335**	-.093	1

Inference

Correlation coefficient between Physical aspects and Approachability is -.213 which indicates 21.3% and it is a negative relationship at 5% level of significance.

Correlation coefficient between Physical aspects and Trustability 0.442 which indicates 44.2% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Approachability and Trustability -0.096 which indicates 9.6% and there is no relationship at 5% level of significance.

Correlation coefficient between Physical aspects and Awareness 0.598 which indicates 59.8% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Approachability and Awareness 0.230 which indicates 23% and it is a positive relationship at 5% level of significance.

Correlation coefficient between Approachability and Awareness-0.111 which indicates 11.1% and there is no relationship at 5% level of significance.

Correlation coefficient between Product and Physical aspects - 0.204 which indicates 20.4% and it is a negative relationship at 5% level of significance.

Correlation coefficient between Product and Approachability 0.801 which indicates 80.1% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Product, Trustability and Awareness 0.66 and -.093 which indicates 66% and 9.3% and there is no relationship at 5% level of significance.

Correlation coefficient between Price and Physical aspects 0.835 which indicates 83.5% and it is a positive relationship at 1% level of significance.

Correlation coefficient between price and Approachability - 0.184 which indicates 18.4% and there is no relationship at 5% level of significance.

Correlation coefficient between Price and Trustability 0.486 which indicates 48.6% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Price and Awareness 0.572 which indicates 57.2% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Price and product -0.282 which indicates 28.2% and it is a negative relationship at 1% level of significance.

Correlation coefficient between Publicity, Physical aspects and Trustability 0.30 and -.136 which indicates 30% and 13.6% and there is no relationship at 5% level of significance.

Correlation coefficient between Publicity and Approachability 0.800 which indicates 80% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Publicity and Awareness 0.310 which indicates 31% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Publicity and product 0.681 which indicates 68.1% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Publicity and price -0.247 which indicates 24.7% and it is a negative relationship at 1% level of significance.

Correlation coefficient between Responsibility, Physical aspects, Awareness and Publicity 0.35, 0.16 and -0.091 which indicates 35%, 16% and 9.1% and there is no relationship at 5% level of significance.

Correlation coefficient between Responsibility and Approachability 0.207 which indicates 20.7% and it is a positive relationship at 5% level of significance.

Correlation coefficient between Responsibility and Trustability 0.513 which indicates 51.3% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Responsibility and product 0.335 which indicates 33.5% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Responsibility and price 0.320 which indicates 32% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Commitment and Physical aspects 0.598 which indicates 59.8% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Commitment and Approachability 0.230 which indicates 23% and it is a positive relationship at 5% level of significance.

Correlation coefficient between Commitment, Trustability, product and trust worthiness -0.111, -0.093, and 0.160 which indicates 11.1%, 9.3%, and 16% and there is no relationship at 5% level of significance.

Correlation coefficient between Commitment and Awareness 1.000 which indicates 100% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Commitment and price 0.572 which indicates 57.2% and it is a positive relationship at 1% level of significance.

Correlation coefficient between Commitment and Publicity 0.310 which indicates 31% and it is a positive relationship at 1% level of significance.

Correlation coefficient between CRM practices and Physical aspects 0.204 which indicates 20.4% and it is a positive relationship at 5% level of significance.

Correlation coefficient between CRM practices and Approachability 0.801 which indicates 80.1% and it is a positive relationship at 1% level of significance.

Correlation coefficient between CRM practices, Trustability, Awareness and Commitment 0.166, -0.093, and -0.093 which indicates 16.6%, 9.3, and 9.3% and there is no relationship at 5% level of significance.

Correlation coefficient between CRM practices and product 1.000 which indicates 100% and it is positive relationship at 1% level of significance

Correlation coefficient between CRM practices and price 0.282 which indicates 28.2% and it is a positive relationship at 1% level of significance.

Correlation coefficient between CRM practices and Publicity 0.681 which indicates 68.1% and it is a positive relationship at 1% level of significance.

Correlation coefficient between CRM practices and Responsibility 0.335 which indicates 33.5% and it is a positive relationship at 1% level of significance.

LIMITATION OF STUDY

The research has been done at stipulated retailing shops and malls in Kanniyakumari district alone so the finding cannot be generalised to all kinds of retail outlets in the state or country. The feedback given by the subject may contradict from period to period, so there may be respondent

prejudice in providing the proposal which cannot be generalised to all the time period. Later, the informants are not interested in giving their responses. So, the reply given by the respondents may not be precise.

SUGGESTIONS AND CONCLUSION

The results of this study show that female respondents are highly aware of green products and green customer relationship Green Customer Engagement (GCE) This research analyses the relationship between ten different factors of green customer relationship management like Physical aspects, Approachability, Trustability, Awareness, product, price, Publicity, Responsibility, Commitment, and CRM practices. Some of the factors have a positive relationship; some have negative relationships and others have no relationship. The retailers have to focus more on customer engagement management in the green concept because; nowadays all the customers and manufacturers are changing their trends and challenges towards going green in all aspects. So, retailers have a significant role in building green concepts and green customer Engagement management. They also take part in creating Awareness about environmental issues faced by the earth in recent years.

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