

6.17 An Evaluation of Potential Market Segment for Green Investments (An Empirical Study)

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ABSTRACT

The societal marketing concept stress out that an organization should deliver the desired satisfaction of the customer in a way that preserves or enhances the consumers' and the society's well-being. Investment in green shares gives relatively high rates of return as a sort of highly socially responsible investment. With the arrival of societal Marketing concept to the business environment, Green Investment has gained much importance than it had.

In the western countries a domestic growth in green investments introductions at the beginning of the 1990's and currently the market for green investments has expanded rapidly. In the USA, one out of eight US dollars is invested in Green shares. The Sri Lankan market in Green Investments, still not have reached to that level of western countries, but gradually it has been improved than earlier years. Only a few organizations can be found in Sri Lanka those who engage in tropical forestry.

This paper specially deals with an evaluation of attitudes of potential customer clientele towards the Green Investments, specially invest on tropical forestry. The study was based on secondary data and primary data. Primary data were collected by conducting a representative survey of interviewing 100 respondents through a structured questionnaire. Sample was selected from the Gampaha and Colombo district in combination. Sample elements were selected subject to the judgment of the researchers.

Finding showed that only a less percentage of respondents had favorable attitudes towards invest in tropical forestry and further it was revealed that the willingness to invest in forestry is a function of variables of education level, income, environmental awareness, nature of promotions and expected profits.

Based on the results, conclusions are drawn regarding marketing strategies to improve their market in the marketer's point of view.

Key words –Green investments, societal marketing concept, Attitudes