



A STUDY ON CUSTOMER SATISFACTION TOWARDS GREEN PRODUCTS

AUTHORS

Ms. R. RAMYA

Assistant professor,

Department of Commerce with CS

Sri Krishna Adithya College of Arts and Science

C.VANITHA

ABSTRACT: Green technology is potentially important concept which plays a role to achieve the global sustainable development. Today the world needs a new serious innovation, which would lead for a better environment. The basic objective of the study is to realize the requirement of innovative green products for today's global market and also try to identify the negative impact of non-green products. For the purpose of the study, a particular city (Coimbatore city-Tamil Nadu State) has been selected, collected required data from various available resources, analysed with suitable statistical methods and identified facts. The study reveals that the so-called green products or organic products has more positive impact to the mankind's and helps to eradicate certain issues pertaining to green technology. It helps for the sustainable development. The study also throws a light on future research opportunities.

The factors that determine the consumer's willingness to buy green products are because of their consciousness about the environment and their health. People have become more willing to pay for green products. Their willingness to buy green products will be greater than traditional products as the consumers in the contemporary world marketplace generally exhibit a heightened awareness of environmental issues and consequently experience significant levels of environmental concern. Other than that, consumers are more willing to purchase green products because green products have the least impacts and harmful effects toward the environment and human health. **Therefore, it could be said that consumers are willing to buy green products because they are "green" and eco-friendly.**

CHAPTER I

INTRODUCTION

Green products are products which are biodegradable, non-toxic and eco-friendly. Majority of the products are made up of glasses, cans or papers. The rates of environmental issues have increased and it has raised the people's concerns. This concern then made the demand of green products increased and has led to the emergence of a new marketing philosophy, known as green marketing. There is an increased number of green products in the market, the advantages and disadvantages of green products have become more pronounced. These advantages and disadvantages are influencing a consumer's willingness to buy or not to buy green products. Besides that, advantages give us a notion of why there is a demand for green products and why sellers are willing to sell green products. People have become more willing to pay more for green products due to the fact that people have conscious about the environment issues. Green products can be stated as having less of an impact on the environment and are less damaging to human health than conventional products, and hence are also called as sustainable or eco-friendly products.

Green products are produced from recycled components (i.e., the decomposition of residues of food and food products instead of chemical fertilizers) are manufactured in a more energy-conservative way, or are supplied to the market with more environmentally friendly way. The reasons that made sellers willing to sell green products not just because of they can made profitability from the sales of green products but also can fulfil their social responsibility towards the society at the same time. From the last decade onwards, people became more concerned about their health as a result of which they are using more of green products. So, people are becoming more aware about the concept of environment and health consciousness.

Green product is concerned it has been an experiment for academicians and practitioners and the corporate marketing world alike. As the consumer and society become more concerned with the natural environment, the businesses have started to modify their behaviour in an effort to address consumer's "NEW" anxieties regarding greenness.

SCOPE OF THE STUDY

Urbanisation in cities is found to be a major cause for environmental pollution and eventually there is an increased awakening in the cities about the importance of eco-friendly behaviour. The study was confined to the city of Coimbatore located in the state of Tamil Nadu in India. The sample was selected from this place and was restricted to a number of 120 respondents. There are plenty of goods emerging on the lines of environment friendliness. For the purpose of this study, five categories of eco-friendly commodities identified to be the most commonly used were only chosen. They were eco-friendly Coffee cups, Drinking Bottles, Jewellery, Cotton shopping bags, Wool Footwear, Wooden Sunglasses, Bamboo Handbag. Solar power, Recycled Floor Mats. The scope of this research was restricted to household shopping goods considered to be eco-friendly in nature. Since fewer research are done in green products this study will in finding newer information which will for companies in starting projects on green products.

OBJECTIVES OF THE STUDY

- ❖ To study the socio-economic background of customers in Coimbatore city.
- ❖ To analyze the awareness of respondents towards different green product To identify the factors that influences the decision of respondents to buy green products.
- ❖ To analyze the satisfaction level of consumers of green products.
- ❖ To identify the problems faced by consumers of green products.

LIMITATIONS OF THE STUDY

- ❖ A study is limited to Coimbatore District only and therefore the findings of the study can't be extended to other areas.
- ❖ Time and cost are the other factors limiting the study to a sample of 120 respondents.
- ❖ The majority of the people were not aware of green products and their uses, and most of them were not having the basic knowledge about the characteristics of the green products.
- ❖ In relation to green products the terms like renewable and recyclable material and water treatment technology were new to most of the respondents.

CHAPTER II

REVIEW OF LITERATUR

. **AMYX ET AL. 1994; KINNER ET AL., 1974** study have established an apparent correlation between favourable attitudes towards environmentally green product and positive purchase decisions Equally, negative attitudes will dissuade consumers resulting in a non-product decision that is say by McCarty, 1994,

. **Dileep kumar (2010)**-analysed that how far the hotel business organizations in the tourism sector meet the customer's needs through green products effort and how they influence the consumer behaviour and responsible behaviour. satisfaction by inducing environmentally

. **Vijay Jain et al (2010)** summarized the three processes for green product implementation as consumer value Positioning. Correction of consumer knowledge and credibility of product.

CHAPTER III

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1

OPINION FROM CUTOMERS TOWARDS BUYING GREEN PRODUCT

FACTORS	RESPONDENTS	PERCENTAGE
Low awareness	37	30.8%
Not available in the market	28	23.3%
Expensive	32	26.7%
Can't be sure	11	9.2%
May not be of good quality	12	10%
TOTAL	120	100%

INTERPRETATION

From the above table it is clear that 30.8 percent of the respondents were in low awareness, 23.3 percent of the respondents chosen Not available in the market 26.7 percent of the respondents chosen Expensive, 9.2 percent of the respondents were chosen Can't be sure 10 percent of the respondents were chosen may not be of good quality. Majority 30% of the respondents were choosen Low awareness.

TABLE 4.1

OPINION FROM CUTOMERS TOWARDS BUYING GREEN PRODUCT

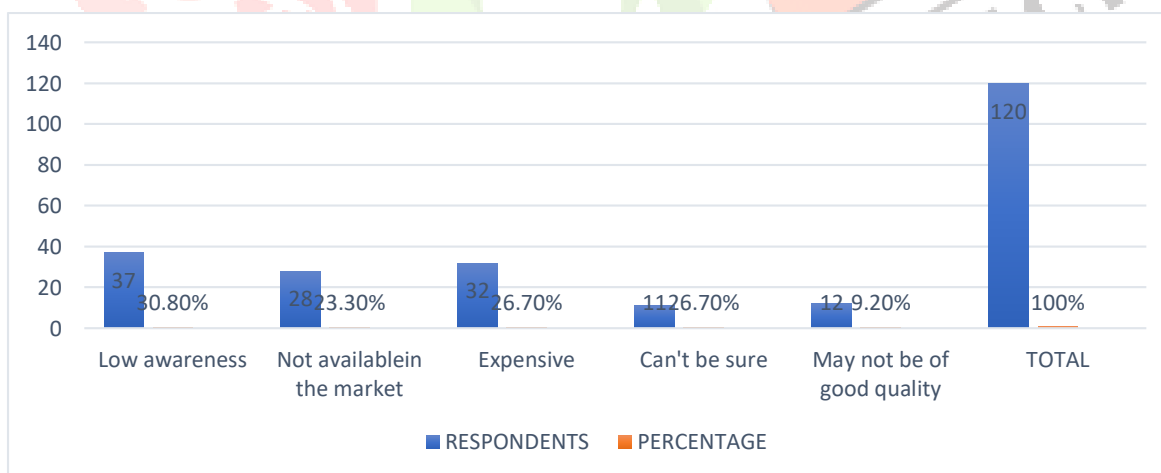


TABLE 4.2

REPEATEDLY PURCHASE OF GREEN PRODUCT

USAGE	NO. OF RESPONDENTS	PERCENTAGE
Not at all	29	24.2%
Sometime	60	50%
Often	11	9.2%
Always	20	16.7%
TOTAL	120	100%

INTERPRETATION

From the above table is clear that 24.2 percent of the respondents were not repeat their purchase 50 percent of the respondents are sometimes purchase, 9.2 percent of the respondents are often to green products purchase, 16.7 percent of the respondents are always using green products purchase. Majority 50% of the respondents were sometimes purchase.

TABLE 4.2

REPEATEDLY PURCHASE OF GREEN PRODUCT

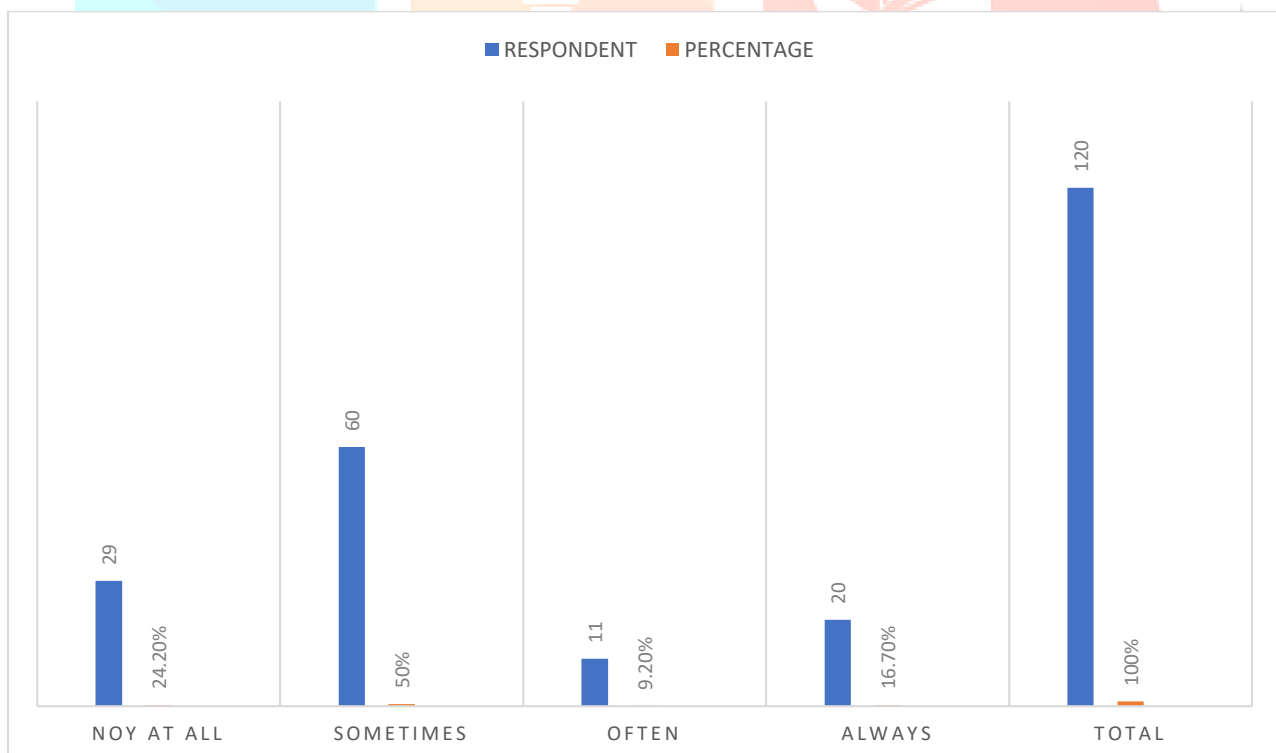


TABLE 4.3

REASON OF USING GREEN PRODUCT REGULARLY

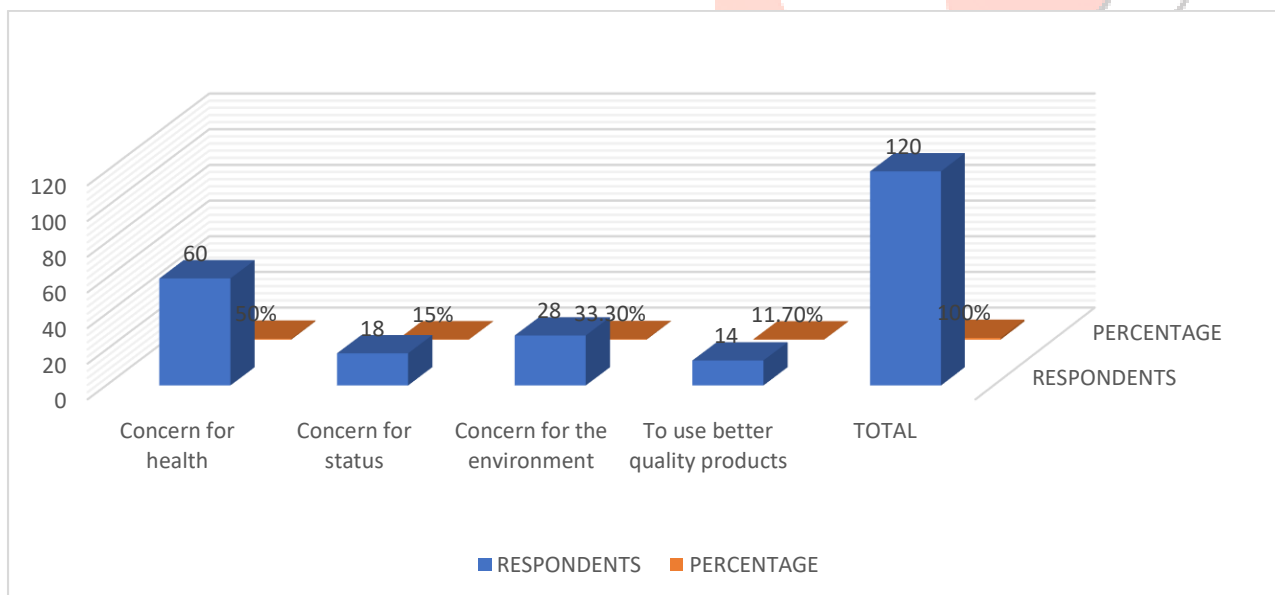
MOTIVE	RESPONDENTS	PERCENTAGE
Concern for health	60	50%
Concern for status	18	15%
Concern for the environment	28	23.3%
To use better quality products	14	11.7%
TOTAL	120	100%

INTERPRETATION

From the above table it is clear that 50 percent of the respondents were prefer concern for health, 15 percent of the respondents were prefer concern for the status. 23.3 percent of the respondents were prefer concern for the environment. 11.7 percent of the respondent were prefer To use better quality products Majority 50% of the respondents were prefer concern for the health.

TABLE 4.3

REASON OF USING GREEN PRODUCT REGULARLY



FINDINGS OF THE STUDY

- . Majority 30% of the respondents were chosen low awareness.
- . Majority 50% of the respondents were sometimes purchase.
- . Majority 50% of the respondents were prefer concern for the health.

SUGGESTIONS FOR CONSUMERS

- Need to spread the awareness about green products to the consumers through Advertisements, Newspapers etc..
- Need to reduce the cost price of the green product which may help to improve the purchasing power of the consumers.
- 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.
- 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 labelled green products for their use like star labelled electronic home appliances, green icon labelled products such as papers, garments and other products.

CONCLUSIONS

The research revealed that the green consumers are environmentally conscious but exhibited restrained behaviour when it came to actual purchase of eco-friendly commodities. This situation poses high challenges to the marketers and policy makers in bridging the gap. The determinants and barriers to their eco-friendly purchase will help them overcome this issue and understand their consumers to serve them better.

This study helps to create a balance between the expectations of consumer behaviour and business sector, within the orbit of environmental protection. Understanding the characteristics of green consumers not only helps entrepreneurs and policy makers to explore the environmental market but aids eco-innovation in developing the next generation of products and services with the ability to significantly minimize environmental impact.

BIBLIOGRAPHY

<https://turbofuture.com/internet/Go-Green-Find-Eco-Friendly-Products-at-Amazon-Green.>

<https://www.goodhousekeeping.com/home-products/g31291481/eco-friendly-products.>

<https://theworldpursuit.com/list-of-eco-friendly-products.>

<https://www.stopwaste.org/at-work/green-purchasing/green-purchasing-web-links.>