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A Study on Customers Satisfaction towards Green Products Users of Coimbatore City

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Abstract

This study tends to convey the customer satisfaction towards GREEN PRODUCTS. The objective of this study is to identify the level of satisfaction of green product users and problems faced by customers in green products. A sample of 120 respondents - residing in Coimbatore city was collected and analyzed using percentage analysis. It is found from the study that majority of the Customers are highly satisfied by the factors quality, heath, Natural, Price, personal consciousness, offers of green products. Most of the respondents opined that the green products are high in Cost, as a problem factor. The respondents feel that Government can reduce the tax rates levied on green product manufacturing companies and also government can encourage investors to invest in green product manufacturing, when competitor's increases the product price will decrease due to competition. The study conclude that if these suggestion are taken into consideration by the government then we can create an ecofriendly environment which will satisfy the needs of the people and also protects the environment.

Keywords: *Eco friendly products, Green products, Satisfaction*

INTRODUCTION

As the world's economy is rapidly developing, the global environment is increasingly deteriorating. Protecting environment, creating a safe living environment has become one of the most

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important concerns of consumers. Green marketing generally aims to promote environmentally friendly products and a safe environment where people could stay. According to the American Marketing Association green marketing is the marketing of products that are presumed to be environmentally safe. At present green marketing is widely becoming a phenomenon throughout the world as concerns towards environment have begun in the past few decades. A green consumer can be identified to be one who avoids any product which may harm damage to any living organism, cause deterioration of the environment during process of manufacturing or during process of usage, consume a large amount of nonrenewable energy, involves unethical testing on animals or human subjects.

STATEMENT OF THE PROBLEM

In Recent years there was a dramatic change in the environment, as the needs and expectations of the people are changing day by day. Environment gets distorted due to use of energy, diminution of resources, use of Plastics, Various types of Pollution, etc. Ecological and Human health have been a matter of concern over a period of time. The environment and Human species will go extinct in less than 100 years if some actions are not taken against the environmental issues. It has created consciences among the people all over the world.

A sustainable business practices and go green revolution has spread widely to prevent further damage to the environment. People have become more aware about the importance of protecting the environment and are becoming more Eco-responsible, which paved the way for Green Products. People have started to use eco-friendly products to preserve our environment. But still there arises a question of, how much people are satisfied by using green products?, as people's need changes day by day and what problem they are facing for availing green products?. This study helps to identify the satisfaction and problems of Green product users and also gives suggestion to rectify the problems faced by the green product users.

LITERATURE REVIEW

P. ASHA (2016) conducted a study on "CONSUMER AWARENESS TOWARDS GREEN PRODUCTS". The main objective of the study is to know, the consumer awareness about green products. A structured questionnaire with a five point likert scale technique for measuring

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consumer awareness towards green marketing was used in this study. Questionnaire designed for a sample of 123 respondents are collected in this study .The collected data from the respondents are tabulated and analyzed into logical statements using percentage, chi-square and mean score analysis. The survey suggest that the better-educated consumers understand the environmental issues, are involved more fully and, hence, are more concerned about environmental quality and more motivated to participate in environmentally responsible behaviors.

DR.M.S RANJITHKUMAR (2018) has made "A STUDY ON CONSUMERS LEVEL OF SATISFACTION TOWARDS ECO-FRIENDLY PRODUCTS". The purpose of their study is to find out the level of satisfaction towards the environmental concern products and their main aim is to find out how the consumer behaves when they are about to purchase eco-friendly products. The sampling design taken for their study is convenient sampling method and the Tools for analysis which is used is Percentage Analysis & Ranking finally author gives the Findings of this study, as most of the respondents strongly agree the factor exactly what is needed and High price is concerned as a major problem on purchasing eco-friendly products and it is ranked first. Through the study it is suggested that the public should be educated through audio and visual programs, demonstrations about eco-friendly products. The organizations which are manufacturing eco-friendly products can attract more number of users to purchase eco-friendly products at a minimizing the price.

RESEARCH METHODOLOGY

Area of the study

The data is collected from the respondents inhabiting Green market products in Coimbatore city.

Source of data

The main source of data is Primary data which is collected from those who avail the Green Products

Sample design

The sample size is limited to 120 respondents- Consumers and sampling design followed in this study is convenient random sampling.

Tools used

Percentage analysis have been applied to drive the results

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Objectives

- To study the factors influencing consumers to purchase green products
- To know the customers satisfaction towards green Products
- To know the problems associated with green Products

ANALYSIS AND INTERPRETATION

Table no. 1 –Factors influencing Respondents to purchase green product

Factors	Highly Influenced	Influenced	Neutral	Less Influenced	Highly less Influenced
Quality	90 (75)	25 (20.8)	1 (0.8)	2 (1.6)	2 (1.6)
Natural	52 (43.3)	44 (36.6)	23 (19.1)	0 (0)	0 (0)
Healthy	76 (63.3)	26 (21.6)	15 (12.5)	3 (2.5)	0 (0)
Price	42 (35)	18 (15.0)	34 (28.3)	14 (11.6)	12 (10.0)
Bio degradable	15 (12.5)	23 (19.1)	42 (35)	28 (23.3)	12 (10.0)
Non toxic	27 (22.5)	37 (30.8)	22 (18.3)	26 (21.6)	8 (6.6)
Trusted brand	20 (16.6)	23 (19.1)	38 (31.6)	28 (23.3)	11 (9.1)
Offers	27 (22.5)	25 (20.8)	23 (19.1)	22 (18.3)	23 (19.1)
Recyclable	16 (13.3)	36 (30)	21 (17.5)	24 (20)	23 (19.1)
Personal consciousness	28 (23.3)	21 (17.5)	22 (18.3)	22 (17.5)	27 (22.3)
Peer pressure	12 (10)	21 (17.5)	14 (11.6)	25 (20.8)	48 (40.0)
Government policy	12 (10)	21 (17.5)	14 (11.6)	25 (20.8)	48 (40.0)

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It is found from the Table no. 1 that, out of the total respondents, 75% are highly influenced by quality, followed by heath (63.3%) , Natural (43.3%) , Price (35%) , personal consciousness (23.3 %) , offers (22.5%) . 30.8% are influenced by the factor Non toxic , followed by Recyclable (30%) . 35% are either influenced nor less influenced by the factor bio degradable and followed by trusted brand (31.6%).40% are highly less influenced by the factor peer pressure and government policy.

Table no. 2 shows the level of satisfaction of respondents towards various green product categories. It is evident from the table that among different product category, 83% of the users are highly satisfied by Cloths and wear product followed by products such as General accessories (39.1%), Recycled products (36.6%) and 43.3% of the users are satisfied with Electronic items.

Table No. 2: Satisfaction Level of Respondents towards green products category

Factors	**Highly satisfied**	**satisfied**	**Neutral**	**Less satisfied**	**Highly less satisfied**
Cloths and wears	100 (83.3)	13 (10.8)	7 (5.8)	0 (0)	0 (0)
Electronic items	9 (6.6)	52 (43.3)	51 (42.3)	4 (3.3)	4 (3.3)
General accessories	47 (39.1)	44 (36.6)	16 (13.3)	8 (6.6)	5 (4.1)
Recycled products	44 (36.6)	17 (14.1)	32 (26.6)	21 (17.5)	6 (5.0)

Table No. 3 Problems faced by Green Product Users

Problems	**Strongly agree**	**Agree**	**Neutral**	**disagree**	**Strongly disagree**
Costly	115 (95.8)	2 (1.6)	2 (1.6)	0 (0)	1 (0.8)
Non availability	7 (5.8)	54 (45.0)	47 (39.1)	0 (0)	12 (10.0)

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Lack of awareness	45 (37.5)	35 (29.1)	24 (20.0)	0 (0)	16 (13.3)
Wrongly labeled	21 (17.5)	31 (25.8)	45 (37.5)	0 (0)	23 (19.1)
Non-durable	61 (50.8)	18 (15.0)	22 (18.3)	0 (0)	19 (15.8)

Table No.3 shows the problems faced by the Green Product users It is clear from the above table that 95.8% are strongly agreed that Green product are costly followed by Problems such as Lack of awareness (37.5%), Non-durable (50.8%) .45% of the users Agreed that green products are not available in many shops and 37.5% of the users neither agree nor disagree with the problem wrongly labeled.

SUGGESTIONS

- Government can reduce the tax rates levied on green product manufacturing companies and also government can encourage investors to invest in green product manufacturing, when competitor's increases the product price will decrease due to competition.

- People before purchasing products they must be aware of choosing products and the government must give a separate green certification for Eco friendly products to differentiate from other products which will help the customers to purchase right products.

- The government initiated trustworthy agencies should be encouraged to advertise and promote green products, so that people will get aware about those products.

- Promotional activities like seminars, guest lecturers can be arranged to the school and college students to educate them with the knowledge on green products.

CONCLUSION

Environment will harm the method of lifetime of person. They need the responsibility to safeguard nature and setting. Usage of inexperienced product can facilitate them to alter their life vogue into an inexperienced one. However the notice level on the usage of inexperienced product among the folks is extremely restricted. There's a necessity to coach the

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folks on the usage of inexperienced product and on distinctive the inexperienced attributes of product they use. This could facilitate to safeguard the setting for the long run generation because the customers square measure searching for branded product it's the responsibility of the producers that they must be a lot of involved for environmental sound product. Many of us square measure serving to their neighbors' in understanding the environmental product. Several of the general public have turned up for environmental concern product that looks to be a positive sign for environmental protection.

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