

A Study on Consumer Satisfaction Towards Green Products in Erode District

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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 (Erode 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.

Key Words—Green products, Biodegradable , Reusable products, Organic products.

I. INTRODUCTION

Green products are products which are biodegradable, non-toxic and eco-friendly. Majority of the products are made up of glasses, cans, plastics 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 familiar among people. These advantages and disadvantages are one of the important factors influencing the people to decide whether they have to buy green products or not. Besides, these benefits gives 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 as , people have conscious about the environment issues.

Green products can be stated as having less impact on the environment and are less damaging to human health than conventional products, hence are also called as sustainable or eco-friendly product. Green products are produced from recycled components which are manufactured in a more energy-conservation way, and supplied to the market with more environmental friendly way.

The reasons that made sellers willing to sell green products not just because of they can made profitability from sales of green products but at the same time they can also fulfil their social responsibility towards the society. For the last past years, 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 products are those items considered eco-friendly. This means that the manufacturer of a particular product took the proper steps in ensuring that the environment was not harmed during the manufacturing process. The raw materials used in the product were derived from

sustainable sources. And the production should have low impact on the environment regarding waste, carbon emissions and energy.

II. STATEMENT OF THE PROBLEM

In modern world people are concerned about the environment. Green products have a vital role in the protection of the environment as it does not make a negative impact to the nature. A company can increase its competitive position by providing green products. This study is to determine the buying behavior of people towards green products in our city.

III. OBJECTIVES OF THE STUDY

- To analysis the satisfaction level of the people towards green products.
- To determine the reason of consumers for using green products.
- To study and analyze the awareness of respondents towards the green products.
- To know the buying motives of the consumers towards green products.
- To study the benefits of using green products.

IV. SCOPE OF THE STUDY

The study covers a period of six months with the project work done on “Consumer satisfaction towards green products”. This survey focuses on the opinion of the respondents regarding green products. This research focuses on what are the uses, Benefits received and satisfaction by the respondent while using green products.

V. RESEARCH METHODOLOGY

The word “METHOD” simply means “ the mode a way of accomplishing an end”. Research Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. The process used to collect information and data for the purpose of making business decision. The methodology may include publication research interviews, surveys and other research techniques, and include both present and historical information. Any specific approach should have a

method or an outline to followed to attain specific goals.

VI. LITERATURE REVIEW

1. 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, .
2. 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 .
3. VIJAY JAINETAL (2010) summarized the three processes for green product implementation as consumer value Positioning, Correction of consumer knowledge and credibility of product.

VII. LIMITATION OF THE STUDY

- Accuracy of the figures and data depends on the respondent view
- This study is the confined to the respondents of the Erode City
- The sample size has been taken to only 50 respondents
- Time and resource constraints are other limitation too.

VIII. FINDINGS

Percentage Analysis:

- The Majority (64%) of the respondents are belongs to category of female.
- The Maximum (34%) of the respondents are belongs to the age group of 20-30 years.
- The Maximum (34%) of5 the respondents are belongs to the category of under graduate.
- The Majority (70%) of the respondents are unmarried.
- The Majority (52%) of the respondents are residing in urban area.
- The Maximum (30%) of the respondents are the student level.

- The Maximum (28%) of the respondents are monthly income is between Rs.10000- Rs.20000.
- The Majority (58%) of the respondents are family has 3 to 5 members.
- The Maximum (30%) of the respondents came to know about green products through Internet and Social Media.
- The Maximum (28%) of the respondents use green products between 1 years to 2 years.
- The Maximum (26%) of the respondents choose green products as it in Health and Environment oriented.
- The Maximum (36%) of the respondents spend Rs.1000 to 2000 for buying in green products ➤ The Majority (54%) of the respondents purchase green products through online.
- The Maximum (40%) of the respondents opinion about the quality of green products is good.
- The Maximum (24%) of the respondents preference to purchasing Eco-friendly products.
- The Maximum (32%) of the respondents are likely the changes in green products for reduce price.
- The Majority (80%) of the respondents will use green products in future.

IX. SUGGESTIONS

- ❖ Focus on improving the more variety of green products to satisfy the consumers expectations and increasing the supply level.
- ❖ Develop eco-friendly packaging for green products to reduce waste, minimize environmental impact and increase the customers network.
- ❖ Foster a sense of community among customers who purchase green products by creating online forums, social media groups and advertisement.
- ❖ The manufactures can conducts a survey for knowing the consumers needs.
- ❖ There is need for providing more information about the products through social media and television.

X. CONCLUSION

In conclusion, the project on "Satisfaction of Consumer towards Green products" has shown the consumers are increasing becoming environmental conscious and are seeking products that are eco-friendly and sustainable. The findings and

suggestions of the study that consumers are satisfied with green products that meet their expectations in terms of quality performance and environmental sustainability. Finally, the research concludes the majority of the consumers are used and satisfied with green products.

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