

Customer Satisfaction towards Usage of Green Products

M. Gowri Seeni Rajam

Assistant Professor (M.Com, B.Ed, M.Phil, DCM.,)

Aadhavan College of Arts and Science,

Alathur, Manaparai, Trichy Dt.

Email - manidamcom@gmail.com

Abstract: This article aimed to define the factors that determine the satisfaction of the green customer with the description of consumer behaviour and the idea of sustainable development as the emerging stage. The researchers are proposing a new approach to customer satisfaction aspects of the assessment system, including a new one called The Green Dimension. An important goal was to classify product purchasing drivers. The researchers identified three key areas of customer satisfaction's green aspect. They have to do with the business, the product / service, and the cost. Then some questions are raised from a 'clean' perspective on an integrated approach to the strategic mix. According to research from Boston Consulting Group, in order to obtain a Green Advantage, companies should enhance their strategic mix taking into considerations, green planning, green processes, green product, and green promotion.

Keywords: green consumer, Green Dimension, green planning, green promotion.

1. INTRODUCTION:

Satisfaction showed a great influence among all of the factors that indicated that marketing managers should concern with the superior value of the eco-friendly products. Consumers have a strong emphasis on the end-value of the products in order to repeat purchases. Green promotion is closely connected with society. It was effectively utilized on social awareness of the whole market. Every element of purchaser about as regards to the product analysis and accesses the management. This concept was how to best change the best environment of the study area (G.Nedumaran, et al (2019). Demand for organic food products and awareness level for organic foods is increasing rapidly around the developed world. Consumers in developed countries and also in a few developing countries have become more health conscious and they have started spending on green, healthy and natural foodstuffs. Green marketing incorporates a broad range of activities starting from modification of product & packaging. In simple terms, it refers to the process of selling products and services based on environmental benefits; such a product may be environmentally friendly in itself or produced this way (M.Manida, et al (2015).

Customer satisfaction has a strong influence in terms of consumer purchases. They are the main triggers in the consumer purchasing process and also influence the perception of a product. This complicated process enables businesses to attract new consumers and adapt their products or services according to their needs and wants or change consumers 'behavior towards their products or services. Consumers tend to reduce their impact on the environment of their purchasing decisions. Consumer purchase intention has been an important concept in marketing literature. Agricultural marketing in India suffers from inadequacy, a detachment between the prices customary by producers and the prices paid by consumers, split promotion channels, broke communications and strategy distortions (G. Nedumaran, et al (2019). There may be a huge number of arrangements for agriculture, crop production, etc. The development of rural talent and the best wages for the farmers would be similar to that of the peasantry and the market figures. Business sector rates are a huge advantage in rural areas before they reach the market due to the commercial rates (M.Manida, et al (2019),

Cyclone timely, highly affected the agriculture at the time was an emergency in agrarian part because of the colossal advances and advances which are paid by the banks to the farmers. The ongoing patterns in the agricultural part have delineated a deceleration in the agrarian development (G.Nedumaran, et al (2019). Banking Sector aid to agriculture give advantages of Technology Transfer, Better Risk Management, Financial soundness, Innovative Products and Employment (M. Baladevi, et al (2019). Green showcasing contains two words: Green and Marketing; it is an eco-accommodating plan to the requirement for quality, execution, moderate estimating and comfortably without having a hindering impact on the condition. It is essentially a thought towards planet earth that produces an item or administration that might be ecological agreeable or being made in an eco-accommodating way (M.Manida, et al (2019).

Natural sustenance generation has a one of a kind preferred standpoint and in that they consolidate a portion of the guidelines and wellbeing confirmations. Various natural items appreciate the upside of supply chains that are shorter

and will in general have the direct data and assets of e-promoting (G.Nedumaran, et al (2019). Organic farming involves various benefits for the performance of society such as economic performance, social performance, and environmental performance. Agriculture is said to be the most important area of sustainable development where it extends to all human activities. Modern agriculture requires the replacement of more sustainable choice based on eco-Friendly agriculture (G.Nedumaran, et al (2019).

2. LITERATURE REVIEW:

Hundal, Bikramjit. (2019) in their paper entitled "Shopper Perception towards Green Products: A Factor Analytic Approach" saw that the scientist first discovers the Consumer recognition towards naturally cordial items. Buyer discernment towards Environment Friendly item the present examination has taken a few elements, specifically want, reliability, inclination, moral, mindfulness, activity, social welfare. The examination furnishes us with the end that there is need institutionalization to ensure an item as natural except if some administrative bodies engage in giving the affirmation.

G Nedumaran, and M Manida,(2018) in their paper entitled "Green Marketing on Customer Behavior towards Usage of Green Products" saw that Environmental estimation of purchasers can be characterized as the general orientation of singular shoppers and their degree of worry toward natural issues .consumers'attitudes towards acting in ecologically concerned ways are a decent indicator to measure the condition estimation of buyers .The degree of buyers worry over environment depends on numerous components like social, instructive, political, legitimate and financial matters. However, high levels of ecological activism are firmly connected to values that individual rate as being of extraordinary significance in their lives.

Bambang Supriadi, et al (2017) in their article entitled "Green Product And Its Impact on Customer Satisfaction" feature that Green Products are a piece of Green Marketing exercises that can be deciphered as a bundled item to diminish the natural effects brought about by the creation procedure. In this way, green item can be characterized as an action of planning merchandise and ventures by limiting the natural effect during the generation cycle. Natural the board of the site; Use of crude materials; Environmentally benevolent items and neighborhood content blend; Management of preservation and vitality proficiency; Management of water protection and productivity; Health and solace in the room; Management of strong and fluid waste; Control of air contamination; Management of dangerous material stockpiling; Cooperation with network and limit improvement of human asset.

Heiyantuduge, et al (2015), in their paper entitled "Green Marketing Practices and Customer Satisfaction: A Study of Hotels Industry in Wennappuwa Divisional Secretariat" inferred that The consumer loyalty is the most significant perspective in any industry, despite the fact that the majority of the elements impacting the consumer loyalty. That review was viewed as condition item and spot methodologies, under green promoting works on affecting on consumer loyalty in lodging enterprises. At last finding the present examination demonstrated that the positive relationship was seen between natural item and spot systems and consumer loyalty in Hotel Industries. Further, for actualizing the green showcasing procedures - ecological item and spot methodologies – will make upper hand to their lodging through continually upgrading degree of consumer loyalty.

Magali Morel, et al (2012), in their thesis entitled "Green showcasing: Consumers' Attitudes towards Eco-accommodating Products and Purchase Intention in the Fast Moving Consumer Goods (FMCG) part" featured that shoppers truly appear affected by past fulfillment, publicizing and informal correspondence. So supervisors ought to keep up eco-accommodating advancement battles yet in addition grow increasingly green shows in general stores so as to make goal since we saw that for instance individuals with salary purchase a greater number of items on impromptu choices than individuals without income. The fulfillment and verbal give the showcasing directors data input of the presentation of items so the fulfillment additionally verbal discoveries will go far to help promoting administrators to make reasonable and better environmental items agreeing than the data from the shoppers.

3. OBJECTIVES OF THE STUDY:

- To study about consumer satisfaction towards green products.
- To analyze the consumer behavior about organic food products, its advantages, pricing strategies, competitiveness and its benefits to the society.
- To provide suggestions to improve the awareness among the consumers regarding organic food products.

4. SAMPLING DESIGN:

Exactly when a bit of social event is taken as the agent of a whole information for an assessment, it is known as a test. In the present assessment, tests have been taken from different sections of the masses. The examination kept in Manaparai Taluk and a case of 120 clients was picked by using the helpful inspecting.

5. METHODOLOGY OF THE STUDY :

This examination is attempted based on both the essential and auxiliary information. The essential information was gathered from shoppers of Manaparai Taluk with the assistance of the meeting plan. The optional information was assembled from different information discharges by horticultural service, papers, magazines, diaries and pamphlets.

6. INTERPRATION:

The article discloses on 'Consumer Satisfaction about Green Products'. The findings are as follows:

- The research reveals that a majority of 69.17 per cent of the respondents are living in rural areas in Manaparai Taluk.
- The study shows that a majority of 71.67 per cent of the respondents are male consumers.
- The examination shows that a majority of 59.17 per cent of the respondents is 25-35 years.
- The investigation unfolds that a majority of 85 per cent of the respondents is following the religion of Hindu.
- The study reveals that a majority of 51.67 per cent of the sample respondents in Manaparai Taluk is undergraduates.
- The research shows that a majority of 62.5 per cent of the respondents is employed.
- The study discloses that the majority of 56 per cent the respondents are private employees.
- The research unfolds that the major categories of the respondents based on unemployment are students (44.44 per cent) and house wives (35.56 percent).
- The research discloses that a majority of 55.83 per cent of the respondents are unmarried.
- The study highlights that a majority of 79.17 per cent of the consumers in Manaparai Taluk lives under a nuclear family system.
- The research highlights that a notable portion of 32.5 per cent of the respondents' family have five persons.
- The investigation highlights that a majority of 76.67 per cent of the Consumers have owned a house.
- The research reveals that a majority of 50.83 per cent of the respondents' monthly income of the family is below Rs.10000.

BETTER FUTURE FOR THE PLANET

The belief of respondents towards green process could promise a better future for the planet is studied under two heads, namely, (i) Yes and (ii) No. The analysis of collected data disclosed that out of 120 respondents, a great majority of 115 respondents, representing 95.83 per cent believed that the use of organic food products could promise a better future for the planet and the remaining 5 respondents (4.17 per cent) not believed that that the green process could promise a better future for the planet. The opinion of the respondents towards the organic food products is explained in Table 5.37.

TABLE 1
BETTER FUTURE FOR THE PLANET

Sl. No	Particulars	Number of Respondents	Percentage of Total
1.	Yes	115	95.83
2.	No	5	4.17
	Total	120	100.00

Source: Primary Data.

Table 1 shows that a great majority of 95.83 per cent of the respondents believe that the organic food products could promise a better future for the planet.

RELATIONSHIP BETWEEN SOCIO ECONOMIC VARIABLES AND LEVEL OF SATISFACTION TOWARDS USAGE OF GREEN PRODUCTS

For the purpose of analyses six hypotheses were set and tested. Chi-square test, the most widely used non-parametric test has been applied for testing the hypotheses. The quantity of chi-square describes the magnitude of the discrepancy between theoretical and observed values. The nature of relationship between seven important socioeconomic variables, namely, (i) gender, (ii) age, (iii) educational qualification, (iv) marital status, (v) type of family and (vi) monthly income of the family of the respondents with the level of satisfaction towards usage of organic food products. The following hypotheses were set for testing socioeconomic variables and level of satisfaction towards the usage of organic food products.

H₀ 1 There is no significant association between gender of the consumers and the level of satisfaction towards the usage of organic food products.

TABLE 2
GENDER AND LEVEL OF SATISFACTION

Sl. No	Gender	Level of Satisfaction			Total
		High	Medium	Low	
1	Male	31	50	5	86
2	Female	15	16	3	34
	Total	46	66	8	120

Source: Primary Data

H0 2 There is no significant association between age of the consumers and the level of satisfaction towards usage of organic food products.

TABLE 3
AGE AND LEVEL OF SATISFACTION

Sl. No	Age (in years)	Level of Satisfaction			Total
		High	Medium	Low	
1	18-25	12	2	1	15
2	25-35	21	48	2	71
3	35-45	10	12	3	25
4	45-55	2	3	2	7
5	Above 55	1	1	0	2
	Total	46	66	8	120

Source: Primary Data.

H0 3: There is no significant association between educational qualification of the consumers and the level of satisfaction towards the usage of green products.

TABLE 4
EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION

Sl. No	Educational Qualification	Level of Satisfaction			Total
		High	Medium	Low	
1	Upto SSLC	2	2	1	5
2	Upto Higher Secondary	2	4	2	8
3	Diploma/ITI	4	6	2	12
4	Under Graduate	31	29	2	62
5	Post Graduate	2	15	1	18
6	M. Phil	3	7	0	10
7	Doctorate	1	2	0	3
8	Professional	1	1	0	2
	Total	46	66	8	120

Source: Primary Data

H0 4 There is no significant association between marital status of the consumers and the level of satisfaction towards use of organic food products.

TABLE 5
MARITAL STATUS AND LEVEL OF SATISFACTION

Sl. No	Marital Status	Level of Satisfaction			Total
		High	Medium	Low	
1	Married	27	23	3	53
2	Unmarried	19	43	5	67
	Total	46	66	8	120

Source: Primary Data

H0 5 There is no significant association between type of family of the consumers and the level of satisfaction towards use of green product.

TABLE 6
TYPE OF FAMILY AND LEVEL OF SATISFACTION

Sl. No	Type of Family	Level of Satisfaction			Total
		High	Medium	Low	
1	Joint	8	10	7	25
2	Nuclear	38	56	1	95
	Total	46	66	8	120

Source: Primary Data

H₀ 6 There is no significant association between monthly income of the consumer’s family and the level of satisfaction towards the use of green products.

TABLE 7
MONTHLY INCOME OF THE FAMILY AND LEVEL OF SATISFACTION

Sl. No	Monthly Income	Level of Satisfaction			Total
		High	Medium	Low	
1	Below Rs.10000	18	41	2	61
2	Rs.10000 – Rs.20000	11	8	1	20
3	Rs.20000 – Rs.30000	7	7	2	16
4	Rs.30000 – Rs.40000	5	6	1	12
5	Above Rs.40000	5	4	2	11
	Total	46	66	8	120

Source: Primary Data.

The formula used for calculation of chi-square value is as follows:

$$\text{Chi-square value} = \sum \frac{(O-E)^2}{E}$$

Where, O = Observed Frequency E = Expected Frequency

The nature of the variables tested, calculated values, table values, degrees of freedom and acceptance of null hypothesis are given in Table 8.

TABLE 8

CHI SQUARE CALCULATION

Sl No	Nature of Variables	Hypothesis	Calculated Value	Table Value	Degrees of Freedom	Acceptance of Null Hypothesis
1	Gender and Level of Satisfaction	H ₀ 1	1.29	5.99	2	Accepted
2	Age and Level of Satisfaction	H ₀ 2	24.49	15.5	8	Not Accepted
3	Educational Qualification and Level of Satisfaction	H ₀ 3	19.88	23.69	14	Accepted
4	Marital Status and Level of Satisfaction	H ₀ 4	6.41	5.99	2	Not Accepted
5	Type of Family and Level of Satisfaction	H ₀ 5	23.18	5.99	2	Not Accepted
6	Monthly income and Level of Satisfaction	H ₀ 6	10.77	15.5	8	Accepted

Source: Primary Data

Table 8 makes it clear that there are three hypotheses set, namely, H₀ 2, H₀ 4 and H₀ 5 was rejected, because the calculated values of chi square are more than the table value at 5% level of significance. Hence, there is a significant relationship between age, marital status and type of family of the consumers with the level of satisfaction towards the use of green products.

6. CONCLUSION:

The staying three theories set, to be specific, H₀ 1, H₀ 3 and H₀ 6 were acknowledged, in light of the fact that the determined estimations of chi square are not exactly the table an incentive at 5% level of centrality. Subsequently, there is no critical connection between sexual orientation, instructive capability and month to month salary of the purchasers with the degree of fulfillment towards the utilization of green products. A significant explanation behind utilizing green items is Health reason. The significant convictions about the attributes of green items among the example respondents are recyclable. There is a huge connection between age, conjugal status and the kind of group of the customers with the

degree of fulfillment towards the utilization of green items. A dominant part of the respondents concurred that green showcasing is of extraordinary incentive to shoppers as the activities were to secure the earth and generation of value items to purchasers. An incredible dominant part of the respondents accept that the green procedure could guarantee a superior future for the planet. In this manner, Green advertising expects much more significance and pertinence in creating nations on the planet like India, which ought to be way breakers and innovators for all others to pursue. The discoveries underscore that the present circumstance being both green and buyer neighbourly is the main mantra for long haul achievement.

REFERENCES:

1. Bambang Supriadi, Widji Astuti, Achmad Firdiansyah, "Green Product And Its Impact on Customer Satisfaction" IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 8. Ver. III. (August 2017), PP 35-42 www.iosrjournals.org DOI: 10.9790/487X-1908033542
2. M. Baladevi, G.Nedumaran, M.Manida. (2019), Impact of Foreign Direct Investment in Indian Banking Sector. 8. 250-253. 10.35940/ijrte.C1058.1083S19.
3. Hundal, Bikramjit. (2019), Consumer Perception towards Green Products: A Factor Analytic Approach, Pacific Business Review, Volume 7, Issue 10, April 2015, www.pbr.co.in.
4. G. Nedumaran, M.Manida (2019), Trends and Impacts of E-Nam in India, ISBN: 978-81-8094-323-2. www.researchgate.net.
5. Heiyantuduge Lakmal Nuwantha Perera a, Ambalam Pushpanathan, Green Marketing Practices and Customer Satisfaction: A Study of Hotels Industry in Wennappuwa Divisional Secretariat, Tourism, Leisure and Global Change, volume 2, August 2015.
6. G.Nedumaran, M.Manida. (2019). Green marketing impact of the agriculture products. International Journal of Advance and Innovative Research, vol-6, Iss-2, ISSN: 2394-7780.
7. Magali Morel, Francis Kwakye, (2012), Green marketing: Consumers' Attitudes towards Eco-friendly Products and Purchase Intention in the Fast Moving Consumer Goods (FMCG) sector, Umea School of Business, Master thesis, 2012
8. M.Manida, P.K.Pandiyaraj (2015), Study on Consumer Behaviour towards Usage of Green Products, April 2015, DOI: 10.13140/RG.2.2.28781.13286.
9. G.Nedumaran, M.Manida. (2019), Sustainable Organic Farming Practices, April 2019, ISBN: 978-81-8094-323-2, www.researchgate.net
10. G.Nedumaran, M.Manida. (2019). Green marketing impact of the agriculture products. International Journal of Advance and Innovative Research, Vol-6, Iss-2, ISSN: 2394-7780.
11. M. Manida, G.Nedumaran. (2019), Impact of E-Communication on Agriculture Development through CSR in Agri-Farmer in Manaparai Taluk, The International journal of analytical and experimental modal analysis. XI. 106-114. ISSN NO: 0886-9367.
12. G.Nedumaran, M. Manida (2019), Impact of FDI in Agriculture Sector in India. International Journal of Recent Technology and Engineering. Vol 8. Iss.10. DOI: 10.35940/ijrte.C1081.1083S19
13. M. Manida, G. .Nedumaran. (2019). The Theoretical Study of Green Marketing in Tamilnadu: Its Importance and Challenges, The International journal of analytical and experimental modal analysis. 11. Pp: 3833-3840. ISSN NO: 0886-9367.
14. G Nedumaran, M Manida,(2018) "Green Marketing on Customer Behaviour towards Usage of Green Products" International Journal of Advanced Scientific Research and Development, Volume-8, Issue-7, Pages:67-73.