

CONSUMER SATISFACTION ON GREEN PRODUCTS: AN OVERVIEW

Ms. M. Santhini

M.Com., B.Ed., M.Phil,

Assistant Professor, Sree Balakrishna College, Mettamalai, Rajapalayam, Tamilnadu

Abstract: *Green transformation, making strides toward environmental friendliness, natural security, manageable way of life, reasonable advancement, ensuring our earth and a lot more have become a characteristic wonder in our regular day to day existence. Green advertising is a device utilized by numerous organizations in different businesses to pursue this pattern. So as to stay aware of the changing industry condition and shopper needs, numerous associations around the globe have been compelled to receive green advertising rehearses for social obligation issues. Protecting the condition has become the need of any aggressive association in the worldwide market. Ecological inviting items with biodegradable bundles are favored by focused organizations in the worldwide market. The information gathered was dissected and displayed as, diagrams what's more, diagrams utilizing frequencies, rates and mean scores. Green showcasing methodology is one of the critical procedures that can't be forgotten about by focused associations. Social obligation has become the drive of any effective association in the worldwide market. It very well may be inferred that, item system, estimating methodology, advancement procedure and dissemination technique of any organization ought to underscore on green promoting rehearses. The present examination presents the idea of green item and investigates the different manners by which the diverse buyer fulfillments identify with the idea of green items. A reasonable structure is exhibited and the data are broken down based on the system.*

Keywords: *Ecological inviting, Green transformation, Eco-Friendly Products.*

1. INTRODUCTION:

Green promoting is very basic for the maintainability of an association nowadays. As is uncovered from the writing audit there is a great deal of hole in examining at this point. Likewise, in India very little work is done to the extent that the impact of green advertising on buyer conduct is concerned. The investigation is led to realize the issues looked by utilizing non-natural item which has synthetic manures, pesticide contribution to get more yield of the items. Today the world requires new choices and advancements which are prompting green promoting condition and furthermore to make another attractive condition for the potential purchasers¹. Utilization of pesticide makes destructive the shoppers. These days the customers have mindfulness on natural items and began purchasing and using. Agribusiness is the essential source of production for around 58 percent of India's kin². Green shopper alludes to customers who are worried about the earth in their buy conduct, exercises related with the commercial center and utilization propensities and consider the impact of their conduct on the indigenous habitat around them. Individuals are effectively attempting to decrease their effect on nature. Regardless, this isn't clearing is as of recently making. Affiliations and business, in any case, have seen this modification in client mentalities and are attempting to get an edge in the mighty business section by mauling the potential in the green business region industry³. Items with practically no bundling, items produced using regular fixings and items that are made without causing contamination are generally instances of green items. Consequently, this investigation endeavors to discover the mindfulness and information about condition related issues, sway on their purchasing conduct like and purchase eco-accommodating items and pay a top notch cost for such items. Measures vacillate far and wide, yet characteristic developing when all is said in done features practices that try to cycle resources, advance natural leveling, and proportion biodiversity⁴. Up until this point, agriculturists have been working on a particularly absurd condition. Work arranges in the lively fragment and a noteworthy piece of it contains farmers. The characteristic developed items don't have any mischief and it has more an incentive since it is wellbeing concerned. Since, the surrender of specific sources of info, for example, mineral manures and pesticides this turns out to be more conditions agreeable. Maintainable advancement in natural cultivating will less contaminate, water waste and ideal utilization of vitality. This primary witticism of practical natural cultivating is about not expending less, yet better⁵.

The green zone echoes a circumstance like information abnormalities in divisions like advancement and versatile collecting, wherein managerial center individuals expect a basic employment⁶. Agribusiness administrations are given in various discussions through portable. Horticulture has been yet to pull in the thought of India's CSR. Countries that had commonly high Agriculture advancement saw significant reduction in poverty⁷. Particular rancher was consistently great excrement utilized for creation of horticulture item so in the time same idea of publicizing pursues the ranchers.

Publicizing set up the showcasing of natural or inorganic items. Purchaser search for the natural item in the time spread advertising style, however asymmetry of the rancher items⁸. Natural agribusiness limits the danger of yield disappointment, eases returns and development in the life of little ranchers' families. Natural horticulture shows plentiful advantages, as it lessens a significant number of the ecological effects of regular agribusiness, it can build proficiency in little ranchers' fields, and it diminishes depending on expensive outside data sources, and ensures cost premiums for natural items.

2. REVIEW OF LITERATURE:

Rashad Yazdanifard, et al (2011)⁹, in their paper entitled “The impact of Green Marketing on Customer satisfaction and Environmental safety” concluded that Green showcasing is a device for securing the earth for the future age. It positively affects ecological well being. Due to the developing worry of natural insurance, there is a rise of another market which is the green advertise. For organizations to get by in this market, they have to go green in all parts of their business. Shoppers need to distinguish themselves with organizations that are green consistent and are eager to pay a premium for a greener way of life.

Arvin Lucy Onditi (2016)¹⁰, in their article entitled “Green Marketing and Consumer Satisfaction” prescribes that proper valuing methodologies to be applied in estimating the green items. Ideally, the examination prescribes differential estimating or eminence evaluating as most clients will in, general partner cost with the nature of the items. This won't just expand productivity to the retail locations yet in addition increment purchasers' mental fulfillment and achieve client devotion.

G.Nedumaran, et al (2018)¹¹, in their paper entitled “Green Marketing on Customer Behaviour towards Usage of Green Products observed that Planet earth is confronting a significant test of a worldwide temperature alteration. The Green showcasing idea is particularly similar to the green plants that give oxygen, which is the essential need of living. Subsequently, this investigation endeavors to discover the buyers' expert natural concerns, mindfulness and learning about condition related issues, effect on their purchasing conduct to incline toward and purchase eco-accommodating items and pay a top notch cost for such items.

M.S. Ranjithkumar, et al (2018)¹², in their research paper entitled “A Study on Consumers Level of Satisfaction Towards Eco-Friendly Products” conclude that customers are searching for marked items it is the duty of the makers that they ought to be progressively worried for ecological sound items. Numerous individuals are helping their neighbors in understanding the natural items. Huge numbers of general society have turned up for ecological concern items, which is by all accounts a positive sign of natural assurance.

3. OBJECTIVES OF THE STUDY:

- To determine the needs and problems of the green marketing.
- To analysis the consumer satisfaction of the study on Rajapalayam Taluk.

4. TOOLS FOR COLLECTION OF DATA

Data, which is a vital aspect in any research, has been collected through various resources for the study. Both primary data and secondary data have been collected and used for the research.

5. PLAN OF ANALYSIS

The data collected from consumer survey was tabulated category wise and to analyze and interpret the collected data, the researcher has used the following statistical techniques:

- Tables have been used to present the data in a suitable form.
- Histograms, charts and graphs are used to analyze the opinion of the respondents.
- To compare, percentage analysis is used.
- To find out Weighted Mean Score, is used. The formula used for the purpose is

$$\bar{x} = \frac{\sum WX}{\sum W}$$

6. NEED OF FIRMS TO USE GREEN MARKETING:

- **Opportunity**
Subsequently, green advertisers have broadened to a genuinely sizeable section of shoppers to take into account.
- **Social Responsibility**

Numerous organizations have begun to understand that they should act in a naturally well disposed manner. They accept both in accomplishing natural targets just as benefit related goals regarding the rule of Extended Producer Responsibility (EPR).

- **Legislative Pressure**

Different guidelines are surrounded by the legislature to secure customers and the general public on the loose. The Indian government also has built up a system of enactments to decrease the generation of unsafe merchandise and results. These lessen the business' creation and shopper's utilization of hurtful merchandise, including those adverse to nature; for instance, the boycott of plastic packs, denial of smoking in open zones, and so on.

- **Focused Pressure**

Another significant power in the ecological promoting region has been a firm want to keep up their focused position. As a rule, firms watch contenders advancing their ecological practices and endeavor to imitate this conduct. In certain occurrences this aggressive weight has made a whole industry adjust and hence decrease its negative natural conduct.

- **Cost Reduction**

Decrees of unsafe waste may prompt significant cost reserve funds. Now and then, numerous organizations build up a harmonious relationship whereby the waste created by one organization is utilized by another as a financially savvy crude material.

7. PROBLEMS ASSOCIATED WITH GREEN MARKETING:

- **Believability**

One of the primary issues is that organizations utilizing green advertising must guarantee that their exercises are not deluding to purchasers or industry, and don't break any of the guidelines or laws managing ecological showcasing.

- **Try not to Follow Consumer's Perception Blindly**

Another issue association's face is that the individuals who change their items because of expanded shopper concern must battle with the way that customers' discernments are some of the time not right. Take for instance the McDonald's situation where it has supplanted its clamshells with plastic covered paper.

- **Back Up Your Marketing with Good Technical Assistance**

At the point when firms endeavor to turn out to be socially mindful, they may confront the hazard that the naturally dependable activity of today will be seen as unsafe later on.

- **Absence of Policies**

While legislative guideline is intended to offer buyers the chance to settle on better choices or to propel them to be all the more earth mindful, there is trouble in building up arrangements that will address every natural issue.

- **Try not to Follow the Competition Blindly**

Responding to aggressive weights can cause all "supporters" to commit a similar error as the "pioneer.

- **Attempt to Minimize the Waste, Rather Than Find Appropriate Uses for It**

Most waste delivered will enter the waste stream, subsequently, to be naturally dependable associations should endeavor to limit their waste, instead of finding fitting utilizes for it.

8. ANALYSIS DEMOGRAPHICAL VARIABLES:

Table 1

DATA ANALYSIS DEMOGRAPHICAL VARIABLES

S.No	Factors	Variable	Respondents	Percentage
1.	Gender	Male	62	62%
		Female	32	32%
		Transgender	06	6%
2.	Age	Below 20	19	19%
		21-30	52	52%
		31-40	22	22%
		Above 40	07	07%
3.	Marital status	Married	57	57%
		Unmarried	43	43%
4.	Education	Secondary Level	26	26%
		College level	74	74%
5.	Occupation	Employed	63	63%
		Unemployed	37	37%
6.	Location	Urban	41	41%
		Semi-Urban	27	27%
		Rural	32	32%

7.	Family Type	Nuclear	59	59%
		Joint Family	41	41%
8.	Family Size	Below 3 Members	43	42%
		4-5 Members	29	29%
		Above 5 Members	28	28%
9.	Income (Monthly)	Below 20000	41	41%
		20001-40000	32	32%
		40001-60000	17	17%
		Above 60000	10	10%

Table 2
CONSUMER SATISFACTION OF GREEN PRODUCTS
CALCULATION OF WEIGHTED AVERAGE MEAN SQUARE

S.No	Particular	HS	S	NOR	DS	SDS	Cal. Value	Rank
1.	Taste	51	42	07	0	0	4.44	5
2.	Quality	57	42	01	0	0	4.56	3
3.	Affordability Price	33	61	06	0	0	4.27	6
4.	Availability	29	63	08	0	0	4.21	8
5.	Natural Ingredients	31	64	05	0	0	4.26	7
6.	Less damage to the environment	59	39	02	0	0	4.59	1
7.	Attractive Packaging	47	49	04	0	0	4.47	4
8.	Health Purpose	62	33	05	0	0	4.57	2

Source: Primary data

(HS- Highly Satisfied, S- Satisfied, Satisfied NOR DisSatisfied, DS- DisSatisfied, SDS- Strongly DisSatisfied)

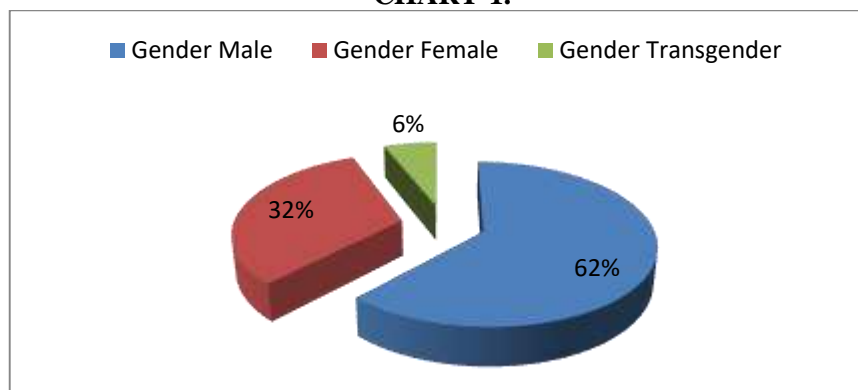
Out of 8 factors, demonstration ranked the first place with the weighted mean score of 4.59, followed by Less damage to the environment, Health Purpose ranked second (4.57), Quality ranked third(4.56), attractive packaging ranked fourth (4.47), quality ranked fifth (4.44), affordability price ranked sixth (4.27), Natural Ingredients ranked seventh (4.26), Availability ranked eighth (4.21), The consumer satisfaction about green products are presented in Table 2.

9. INDEPENDENT VARIABLE PROFILE DETAILS ON CONSUMER SATISFACTION ON GREEN PRODUCTS

9.1 GENDER CLASSIFICATION

Sex roles have blurred and gender is no longer an accurate way of distinguishing consumers in some product categories. Yet, the demand for the products depends upon the classification of gender. The analysis of data gathered showed that, out of 100 consumers took for research, a majority of 62 respondents, representing 62 percent was male consumers, 32 consumers (32 per cent) were female and the remaining 6 (6% percent) consumers is transgender consumer. The gender classification of the sample respondents is explained in Table 1.

CHART-1.

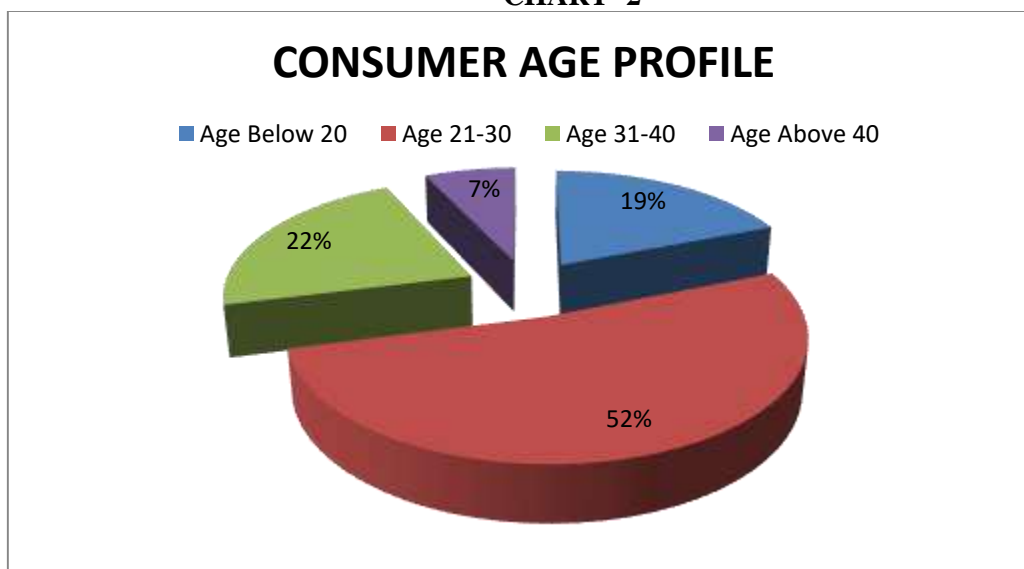


Sources: Primary data

9.2 AGE-WISE CLASSIFICATION

Age plays a significant role in deciding the choice of consumers' product. Age is an extremely useful consumer characteristic in segmenting a consumer market. Age is an important factor which influences the behavior of an individual. The researcher interviewed the consumers belonging to different age groups under five heads, namely, (i) Below 20, (ii) 21-30, (iii) 31-40, and (v) Above 40. The analysis of the collected data disclosed that out of 100 respondents, a majority of 52 respondents representing 52 per cent of the respondents was in the age group of 21-30 years, followed by 22 respondents (22 per cent) were in the age group of 31-40 years, 19 respondents (19 per cent) were in the age group of Below 20 years, and the remaining 7 respondents (7 per cent) were in the age group of Above 40 years. The age-wise classification of the sample respondents are given in Table 1, Chart-2.

CHART- 2

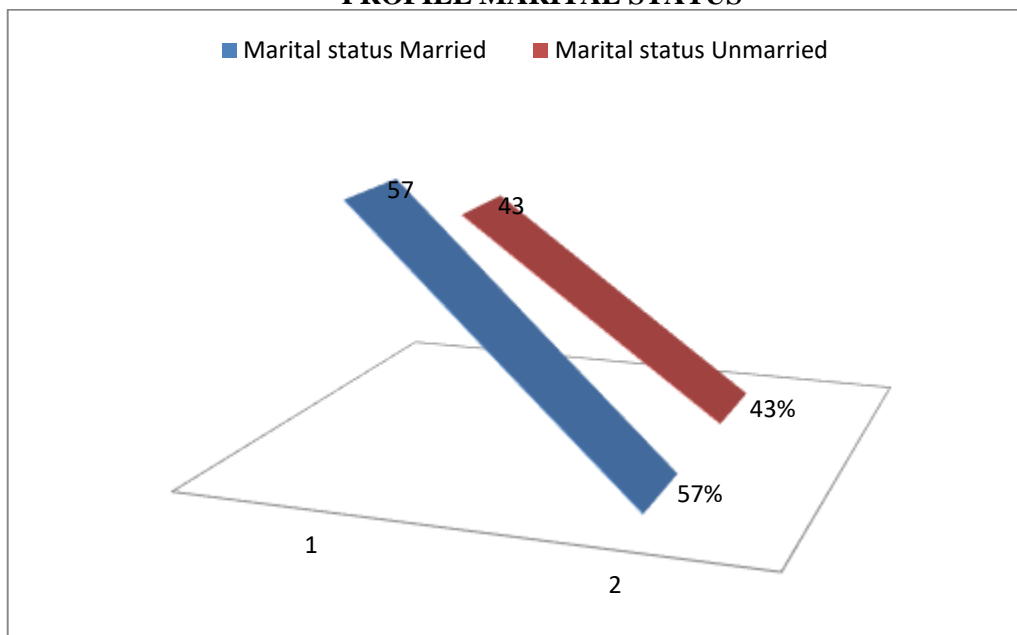


Sources: Primary data

9.3 MARITAL STATUS

Marital status is another most important factor which determines the buying pattern of the Consumers. The marital status of the respondents is analyzed into two heads, namely, (i) married and (ii) unmarried. The analysis of the collected data revealed that out of 100 respondents, a majority of 43 respondents representing 43 per cent were unmarried and the remaining 57 respondents (57 percent) were married. The marital status of the sample respondents is given in Table 1, Chart-3.

CHART-3.
PROFILE MARITAL STATUS



Sources: Primary data

10. CONCLUSION:

Customers are searching for marked items it is the duty of the makers that they ought to be progressively worried for ecological sound items. Numerous individuals are helping their neighbours in understanding the natural items. As assets are constrained and human needs are boundless, it is significant for the advertisers to use the assets successfully and productively without squander just as to accomplish the association's goal. So green promoting is unavoidable. It is plainly clear from the check of written works and the theoretical model that most of the customers still need 'green' information and as a result of such low mindfulness towards green items associations are still not pushing towards growing progressively green items nor are they buckling down on green bundling. These days individuals begun to understand their job and duties. Indeed, even the organization which concentrated on the benefit currently turned towards Green Marketing Companies and creating eco-friendly products.

REFERENCES:

1. M.Manida, P.K.Pandiyaraj (2015), A Study on Consumer Behaviour towards Usage of Green Products, April 2015, DOI: 10.13140/RG.2.2.28781.13286.
2. 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.
3. G. Nedumaran, M.Manida (2019), Trends and Impacts of E-Nam in India, ISBN: 978-81-8094-323-2. www.researchgate.net.
4. G.Nedumaran, M.Manida. (2019), Sustainable Organic Farming Practices, April 2019, ISBN: 978-81-8094-323-2, www.researchgate.net
5. 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.
6. 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.
7. 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
8. 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.
9. Rashad Yazdanifard, Igbazua Erdo Mercy, The impact of Green Marketing on Customer satisfaction and Environmental safety, 2011 International Conference on Computer Communication and Management, Proc . of CSIT Vol.5 (2011).
10. Arvin Lucy Onditi, Green Marketing and Consumer Satisfaction, Journal of Marketing and Consumer Research, ISSN 2422-8451 An International Peer-reviewed Journal, Vol.29, 2016
11. G.Nedumaran, et al (2018), "Green Marketing on Customer Behaviour Towards Usage of Green Products" International journal of advanced scientific research & development, E-ISSN: 2394-8906, pp: 329-335.
12. M.S Ranjithkumar & Priyanandhini.N, A Study on Consumers Level of Satisfaction Towards Eco-Friendly Products, IJRAR- International Journal of Research and Analytical Reviews [VOLUME 5, I ISSUE 4 I OCT. – DEC. 2018] e ISSN 2348 –1269, Print ISSN 2349-5138.
13. Jaya Tiwari, "Green marketing in India: An Overview", IOSR Journal of Business and Management, 2012, pp. 33-40.
14. M. Meenakshi Saratha, Linda Mary Simon, A study on customer satisfaction level on green products with special reference to Coimbatore district, IJMRD 2015; 2(3): 292-295, www.allsubjectjournal.com