



A study on consumer perception and satisfaction on green product (with special reference Coimbatore city)

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Abstract

This study aims to put forth the concept of Green marketing. Indian industry has been fast growing. Customers are changing the perceptions towards the products preferring. Promotion and adoption of green products & technologies is necessary for conservation of natural resources and sustainable development. As a result, company is increasingly using strategies for the promotion of adoption of green products and services. However, the acceptability of the green marketing concept is still lacking among the consumers reason being lack of awareness about eco friendly products and services, ineffective advertisements by manufacturers, lack of standardization of government rules and regulations. Seven factors are manipulated in this research paper which is Desire, Trustworthiness, Preference Ethical, and Awareness, and Initiative, Social welfare for the result. For this purpose, a sample of 100 graduates and post graduate students from Coimbatore (west) were taken.

Keywords: green marketing green products technologies, consumer perception, factor analytic approach

Introduction

Green Marketing - An Elucidation

The term Environmental Marketing (popularly known as Green Market) came into prominence in the late 1980s and early 1990s. It began in Europe when specific products were identified as being harmful to the earth's atmosphere. As a consequence, new Green or Environmental Market consists of all activities designed to generate and facilitate any exchange minimal detrimental impact on the natural environment. It is the marketing of intended to satisfy human needs, such that satisfaction of these needs and wants occur, with products that are presumed to be environmentally safe. The aggravation of climate change, ozone depletion, over exploitation of natural resource, air pollution and toxic wastes are harming the sustainable development of the planet and of the economic system. In the present day world, marketing strategies have gained greater social significance. For the modern marketer, green marketing has become the matter of prime importance. The concept of green was neither prominent in the late 1980's nor was the concept of green marketing/ consumerism globally popular till

1990's. Environmental deterioration and global problems have together paved the way for the emergence of green marketing. In the business world, the companies are using the concept of green marketing for profit and the outcome of green policies is due to social responsibility

More conscious. The widespread environmental problems in India are choking air effluence, water pollution in the vast majority of rivers, water shortages throughout the country, heaps of solid and toxic waste, acid deposition of spoiling land and water, near-total deforestation, rampant over fishing, exhaustion of agricultural land and evident endangered the ecological balance of our country. The total environmental burden of human activity is based on population, abundance of resources and advance

technology. In the present scenario, many companies have incorporated environmental strategy which focuses on controlling pollution. The ecological behavior of an individual is based on the social context. The development of consumer awareness about the products with their origin and an international environmental awareness has given the marketer an opportunity to facilitate the customers about the green product. Presently, firms have developed eco-friendly products with innovation to reach the customers and the customer is willing to pay for the products that ensure environmental protection

Green product

Green product is a term that describes a product that protects the environment and replaces artificial ingredients with natural ones and is also called Eco friendly products. These are less harmful to human health and they conserve energy. Some of the going green products when in use, help conserve energy, minimize carbon footprint or the emission of greenhouse gases, and does not lead to substantial toxicity or pollution to the environment. These products not only cut down of consumer energy consumption, but also alleviate utility production. The federal government's Energy Star program awards the consumers who recycle outdated appliances as well as those who install energy saving solar and wind generators at home. The energy-saving fluorescent bulb is an example of a green product that has become nearly ubiquitous. In addition to saving energy, the products are low maintenance and save money.

Objectives of the study

To examine the awareness and level of the respondents using green products.

To study the perception of the respondents towards green products.

To determine the level of satisfaction of the respondents towards green products.

Scope of the study

Green marketing will be successful only if the marketer understands the green consumer behavior the concept of green consumption has come into existence in response to the development of eco-friendly products. Eco-friendly environment and eco-friendly consumption form the healthy side of life. Eco-friendly products/green products means products should be environmental compatible having minimal impact on the environment. This is the responsibility of the companies to produce eco-friendly product. The reason behind this concept is the consumer expects corporate culture should transform toward the protection of the environment rather than maximization of profits. The study attempts to examine the consumer’s perception and satisfaction on green products. It also concentrates on the problems faced by the consumers in the consumption of green products.

Statement of the problem

Indian consumer is increasingly conscious on the benefits of environmental friendly and sustainable practices; the environment issues that are faced in their day to day living that give more cause for concern. Indian shoppers are increasingly becoming aware of what goes into a product and prefer to buy goods that use raw material that are not harmful to the environment. With regard to product attributes, environmental consideration is the key factor influencing buying decision among the consumer. To gain a more complete understanding of the key factors influencing environmentally mindful purchases, consumers are examined about their purchase intentions and attitudes towards environmental sustainability

Green product and their awareness does the consumers’ behavior have any impact on environment

Limitation of the study

- Only **100** respondents were selected for sampling
- The present study focuses only on the consumer perception and satisfaction on green products in

Coimbatore city. This study is not applicable to any other geographical location

Research Methodology

Methodology is the systematic analysis of the methods applied to the field of study, or the theoretical analysis of the body of methods and principles associated with a branch of knowledge. It deals with the definition of the research problem, research design and methods of data collection, sampling design, statistical tools employed and interpretation of survey data.

Source of Data

To fulfill the objectives of the study, both primary and secondary data were collected.

Primary source

The primary data have been collected from the customers using green products in Coimbatore city.

Secondary source

The secondary data have been collected from books, journals, magazines and from Internet sources.

Tools used for data analysis

The data collected was analyzed through percentages, and chi-square test. Charts are also prepared

Simple percentage

Percentage means out of hundred. It is often referred by symbol “%”. It is used if there are not a hundred items. The number is then scaled so it can be compared to hundred.

Chi – square

A chi – square(X²) statistic which is used to test the measures of expectations compare to actual observes (or) model result. The data used in calculate chi- square must be random, raw, mutually exclusive, draw from independent variable and also large enough sample.

$$X = \frac{(O - E)^2}{E}$$

Review of literature

Magali Morel and Francis Kwakye (2012) ^[1] 30 in their study on “Green Marketing: Consumers ‘Attitude towards Eco-Friendly Products and Purchase Intention in the Fast Moving Consumer Goods (FMGC) sector” discussed the marketing mix, satisfaction and word of mouth on purchasing intention and attitude on green products on FMGC. The study found that the existing customers who were buying green products repeat to purchase the green product. There was a positive attitude to pay more for green products and their purchase intention.

Kishore Kumar and Byram Anand (2013) ^[2] in their study on “A Study on Consumer Behavior towards Eco-Friendly Paper” identified the variables affecting the consumer behavior while purchasing green products. Eco-friendly paper i.e. paper Which is manufactured from used paper which reduces the harm to environment Compared to manufacturing of traditional paper (virgin paper). The dependent factor is purchase intention and the independent factors are environmental behavior, attitude Knowledge and norms. From the study it is found that attitude and personal norms are positively influencing consumer purchase intention towards eco-friendly paper. This study helps the marketers to design strategies for sustaining in the competitive paper Industry

Geetha D. and Annie Jenifer D. (2014) ^[3] in their paper on “A study on Consumer behavior towards purchase of eco friendly products in Coimbatore” examined the effect of eco friendly products on consumers buying behavior. To promote eco Friendly products and green market it is imperative to conduct a research study. A study Was conducted in Coimbatore city selecting a sample of 100 green consumer. The data Was collected through structured questionnaire. The data was analyzed with the help of Statistical tools like percentage, average, chi square, and liker scale technique. From the study it is found that the most of the consumers in Coimbatore are aware of Environmental problems and green products in the market. There is a positive attitude and behavior towards eco friendly products.

Nandini Desa (2015) ^[4] 61 in his study on “A Study of

Consumer Awareness: Towards Eco Friendly Buildings in Pune City” analyzed the awareness level and to present a snapshot of developments and important features of Eco-friendly buildings. In this study, for collecting primary data, the survey method of data collection was used The data was collected through structured personal interview method and

to some extent observational method was also incorporate for data collection. The study indicates that residents are not clear on what is eco friendly means but lot of interest was noticed in understanding the concept. Most of the respondents are not aware about the certification programs currently available in Pune city.

Analysis and finding

Table 1: Demographic Profile of The Respondents

Demographics		No of the respondents	Percentage (%)
Age (in year)	10years -20years	32	32%
	21years-30years	55	55%
	31years-40years	8	8%
	Above-40years	5	5%
Gender			
	Male	45	45%
	Female	55	55%
Marital status			
	Married	18	18%
	Unmarried	82	82%
Education qualification			
	Up to school level	21	21%
	Diploma/degree	44	44%
	Post graduation	19	19%
	Professional	16	16%
Occupational status			
	Home makers	4	4%
	Professional	10	10.1%
	Student	61	61.6%
	Employee	24	24.2%
Nature of family			
	Joint	55	55%
	Nuclear	45	45%
Size of the family			
	2to3 members	18	18%
	4to5members	61	61%
	More then 5	21	21%
Number of earning members in the family			
	One	14	14%
	Two	34	34%
	Three	41	41%
	More than three	11	11%
Family monthly income			
	Below10,000	12	12%
	10,000-20,000	36	36%
	20,000-40,000	35	35%
	Above-40,000	17	17%
Family monthly expenditure			
	Below-10,000	23	23.2%
	10,000-20,000	45	45.5%
	20,000-40,000	24	24.2%
	Above-40,000	8	8.1%

Source: primary data

Table 1 clearly status that demographic profile of the sample. Majority of the respondents fall in the age group of 21-30 years most of them belong to female. Majority of the

educational qualification is degree majority of them student. Majority of them monthly income belongs to 10,000-20,000. Majority of earning members is 3.

Table 2: State your awareness on the following Green Products

	Very high	High	Average	Low	Very low
Household	17	47	27	6	3
Cosmetics	17	45	22	10	6
Personal care	15	36	38	8	3
Stationeries	21	38	25	9	7
Apparel	17	44	28	6	5

Source: primary data

The above clearly shows that awareness level of green product most of the respondents highly aware about the

green product

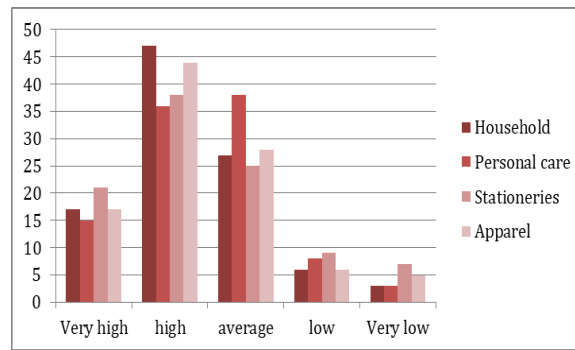


Fig 1: State your awareness on the following Green Products

Table 3: State the level of satisfaction on the following facets of the green product

	Highly satisfaction	Satisfaction	Neutral	Not satisfied	High not satisfied
Healthy life	25	58	14	1	2
Price of the product	21	60	15	2	2
Availability of the product	13	49	37	1	-
Safety	33	43	20	2	2
Environment conscious	29	41	21	5	4

Source: primary data

The above table clearly states that the various satisfaction factors in green product. Most of the respondents are satisfaction

Result thus the x2 value is less then table value we accept the hypothesis therefore there is no significant relationship between green features on the pack and awareness of the green product

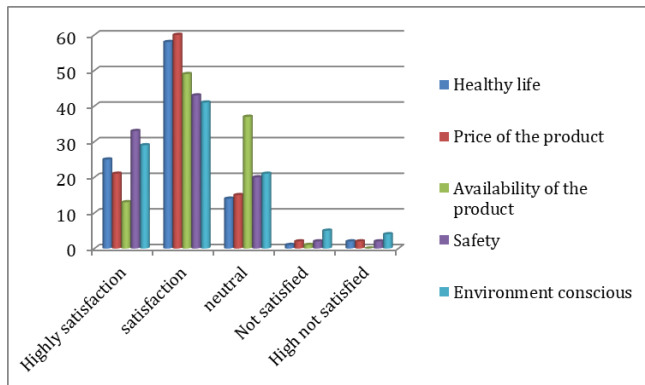


Fig 2: Satisfaction of the green product

Chi-square test

Null Hypothesis 1

There is no significant relationship between gender and satisfaction level of green product

Chi-square = 3.20
 Table value = 16.9
 Significant level = 5%

Result: the x2 value less then table value we accept the hypothesis. Therefore is a significant relation between gender and satisfaction level of green product.

Null Hypothesis 2

There is no significant relationship between green features on the pack and awareness of green product

Chi-square = 3.55
 Table value = 16.9
 Significant level = 5%

Hypothesis

There is no significant difference between the selected demographic variables of the respondents and level of satisfaction towards aspects of green products

There is no significant difference between the selected demographic variables of the respondents level of awareness of green product

Suggestions

The concept of green product is new to market and the level of awareness is less than the other type of products in the market. It is suggested that green product manufacturers and its retailers should design the label that ensures the consumers to be able to easily differentiate green product from the non – green products Marketers may provide clear information about green products and eco-labels to promote consumer familiarization with products and enhance their knowledge of Green products. The price of the green products may be affordable to encourage and increase Purchase.

Conclusion

Green marketing is a tool for protecting the environment for future generation. There will be a drastic change in the world of business. Nowadays the public realize the emergence of green products. All countries enforce the green practices to save the WorldCom pollution. The study highlights that consumer who is conscious on environment would have a stronger preference in purchasing a green product. It is essential for marketers to develop and implement emotional green branding strategies effectively

and strategically to encourage positive sales of green products. Attractive green product message contents should be aggressively developed with affordable price on the green products to stimulate interest among the consumers.

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