

A STUDY ON CONSUMER SATISFACTION TOWARDS GREEN PRODUCTS WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT :

This study examines consumer satisfaction and purchase behaviour toward green products in Coimbatore, India. Through primary data collected from 155 respondents, the research analyses demographic influences, awareness levels, and key motivators for purchasing eco-friendly products. Findings reveal that health benefits (55.48%) and affordability (65.81% prefer medium-priced items) dominate consumer decisions, while high costs (41.29%) and limited availability (28.39%) remain barriers. The study employs percentage, rank, and weighted average analyses to highlight trends and suggests strategies for businesses to enhance green product adoption.

Keywords: Green products, consumer satisfaction, purchase behaviour, sustainability, Coimbatore.

INTRODUCTION

In an era marked by increasing environmental consciousness, the concept of "green products" has emerged as a significant force shaping consumer behaviour and business strategies. Green products, also known as eco-friendly or sustainable products, are designed to minimize their impact on the environment throughout their lifecycle, from production and use to disposal. These products aim to conserve energy and resources, reduce pollution, and promote ecological balance.

The growing awareness of environmental issues like climate change, pollution, and resource depletion has fuelled the demand for green products. Consumers are increasingly seeking products that align with their values and contribute to a sustainable future. This shift in consumer preferences has compelled businesses to adopt eco-friendly practices and offer green alternatives to conventional products.

STATEMENT OF THE PROBLEM

The problem of this study focuses on consumer satisfaction with green products within Coimbatore city, examining consumer awareness, perceptions, purchase behaviour, variety of green products, easy accessibility of green products in the city and satisfaction levels related to these products. It explores factors influencing green product adoption, including price, perceived environmental impact, availability, and comparison with conventional alternatives. The research aims to identify challenges and opportunities for businesses and policymakers to promote green product consumption in Coimbatore.

REVIEW OF LITERATURE

- **Ottman (1998)**, in her book "Green Marketing: Opportunity for Innovation", explored how businesses can effectively market green products to meet customer needs while addressing environmental issues. She highlighted that customer interest in green products began to rise in the late 1990s due to growing environmental awareness. The study emphasized the importance of innovation in creating products that combine functionality with eco-friendliness to ensure customer satisfaction.
- **Peattie (2001)**, discussed the challenges and opportunities of green marketing and its role in influencing customer satisfaction. He argued that companies must establish trust through clear, credible claims about the environmental benefits of their products. Peattie also noted that early adopters of green marketing faced scepticism from customers but emphasized the potential for long-term brand loyalty.
- **Laroche et al. (2001)**, study analysed the factors influencing customer behaviour toward green products. It found that environmental awareness, product quality, and perceived value are significant determinants of customer satisfaction. The authors suggested that companies must educate customers about the benefits of green products to enhance satisfaction and adoption.
- **Rex and Baumann (2007)**, investigated customer scepticism toward green products and its impact on satisfaction. They highlighted the need for transparency in marketing to build trust and credibility. Their study concluded that customers are more likely to be satisfied when companies provide evidence of their green claims, such as certifications and eco-labels.
- **D'Souza et al. (2007)**, study explored the role of product quality, price, and environmental benefits in shaping customer satisfaction with green products. The authors noted that satisfaction is highest when these factors are balanced, and customers perceive tangible benefits. They also emphasized that green products must match or exceed the performance of conventional products to gain wider acceptance.
- **Chan and Lau (2008)**, examined the influence of cultural values and environmental awareness on customer satisfaction in Asian markets. Their findings revealed that collectivist cultures prioritize green products more, as they align with community well-being. The study concluded that cultural context plays a crucial role in shaping customer perceptions and satisfaction with green products.

OBJECTIVE OF THE STUDY

- To analyse the satisfaction level of consumers towards green products in Coimbatore city.
- To determine the factors affecting customers' happiness with eco-friendly products.
- To examine the factors influencing consumer purchase decisions related to green products.
- To recognize adoption obstacles and offer suggestions for enhancements

RESEARCH METHODOLOGY

The goal of the research is to examine the customer satisfaction of green products by various customers in Coimbatore city.

The methodology of the study includes:

- Area of the study
- Source of data
- Sample size
- Statistical tools used.

SOURCE OF THE DATA

PRIMARY DATA:

The study uses only the primary data collected from a restricted questionnaire that was created and gathered from different customers is used in this study. The purpose of primary research is to collect the unique data needed for the study. The issues covered by the research are both qualitative and quantitative.

SECONDARY DATA:

Secondary data refers to the existing data gathered by others from previous research, reports, or records. It is used to support or provide background for new research. Books, journals, websites, and others are the sources of the secondary data which is used in this study.

SAMPLING SIZE:

155 samples have been collected with the help of 25 questionnaires from different consumers belonging to Coimbatore city.

TOOLS AND TECHNIQUES USED

The following methods of analysis were employed in the study:

- Percentage Analysis.
- Ranking Analysis.
- Weighted Average Score Analysis.

LIMITATIONS OF THE STUDY:

- The samples have taken from only with 155 respondents.
- Data collected under this technique is subjective nature, therefore they may not easily lead to quantitative checks.
- Accuracy of the study is purely based on the information given by the respondents.
Due to short span of time, it was hardly possible for the researcher to gather information from a large size of respondents

ANALYSIS AND INTERPRETATION OF DATA

Table showing the satisfaction level respondents with green products.

| SATISFACTION LEVEL OF RESPONDENTS WITH GREEN PRODUCTS | FREQUENCY | PERCENTAGE |
|---|-----------|------------|
| Very satisfied | 31 | 20.00 |
| satisfied | 70 | 45.16 |
| Neutral | 36 | 23.23 |
| Dissatisfied | 15 | 9.68 |
| Very dissatisfied | 3 | 1.94 |
| Total | 155 | 100 |

Source: Primary data

Interpretation

Table 4.1.13 indicates the largest respondent group is satisfied (45.16%), followed by neutral (23.23%) and very satisfied (20.00%). Dissatisfied (9.68%) and very dissatisfied (1.94%) are minimal. Satisfaction-level-stratified analysis is recommended to identify group-specific trends. The sample skews toward positive satisfaction.

Table showing the problems faced by the respondents with green products.

| PROBLEMS FACED | FREQUENCY | PERCENTAGE |
|-------------------|-----------|------------|
| Yes, frequently | 49 | 31.61 |
| Yes, occasionally | 99 | 63.87 |
| No | 7 | 4.52 |
| Total | 155 | 100 |

Source: Primary data

Interpretation

Table 4.1.14 indicates the largest respondent group experiences problems occasionally (63.87%), followed by frequently (31.61%). Only 4.52% report no problems. Problem-frequency-stratified analysis is recommended to identify group-specific trends. The sample skews toward occasional issues.

RANKING

Table showing the rank for the factors influencing the decision to purchase green products

| Particulars | Total number of respondents | Rank |
|------------------|-----------------------------|------|
| Price | 45 | 1 |
| Quality | 43 | 2 |
| Availability | 26 | 3 |
| Brand reputation | 19 | 5 |
| Peer influence | 22 | 4 |

Interpretation

Table 4.2.2 indicates the price (Rank 1, 45 responses) is the top priority, highlighting cost as a key concern. Quality (Rank 2, 43 responses) follows closely, emphasizing the importance of product standards. Availability (Rank 3, 26 responses) and peer influence (Rank 4, 22 responses) are less critical, while brand reputation (Rank 5, 19 responses) is the least prioritized. Focus on affordability and quality dominates, with availability and social influence playing smaller roles. Addressing these priorities can improve consumer satisfaction

Table showing the qualities of green products.

| Particulars | Total number of respondents | Rank |
|---------------|-----------------------------|------|
| Eco-friendly | 28 | 3 |
| Biodegradable | 24 | 4 |
| Chemical free | 14 | 5 |

| | | |
|------------------|----|---|
| Energy efficient | 32 | 2 |
| Expensive | 57 | 1 |

Interpretation

Table 4.2.3 indicates **Expensive** (Rank 1, 57 responses) is the top concern, highlighting cost as a major barrier. **Energy efficient** (Rank 2, 32 responses) and **eco-friendly** (Rank 3, 28 responses) follow, showing interest in sustainability. **Biodegradable** (Rank 4, 24 responses) and **chemical-free** (Rank 5, 14 responses) are less prioritized. The focus is on cost and energy efficiency, with eco-friendliness being secondary. Addressing affordability while promoting sustainability can enhance appeal.

WEIGHTED AVERAGE

Table showing the qualities of the green products

| Particulars | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Total | Weighted Average | Rank |
|------------------|----------------|-----------|---------|--------------|-------------------|-------|------------------|------|
| Eco-friendly | 8 | 142 | 55 | 73 | 36 | 314 | 2.03 | 2 |
| Biodegradable | 43 | 102 | 10 | 94 | 74 | 323 | 2.08 | 1 |
| Chemical free | 81 | 60 | 14 | 42 | 84 | 281 | 1.81 | 5 |
| Energy efficient | 90 | 54 | 11 | 45 | 90 | 290 | 1.87 | 3 |
| Expensive | 78 | 70 | 87 | 14 | 38 | 287 | 1.85 | 4 |

Interpretation

Table 4.3.1 indicates Biodegradable (Weighted Average: 2.08, Rank 1) is the top priority, reflecting high satisfaction and importance. Eco-friendly (2.03, Rank 2) and energy efficient (1.87, Rank 3) follow, showing strong interest in sustainability. Expensive (1.85, Rank 4) and chemical-free (1.81, Rank 5) are less prioritized, with cost and chemical concerns being secondary. The focus is on biodegradability and eco-friendliness, indicating a preference for sustainable and practical features. Addressing these can improve consumer satisfaction.

FINDINGS

The study aimed to explore the consumer satisfaction towards the Green products, as well as to identify the challenges consumer encounter and the factors influencing their purchase decisions. It assessed that the overall satisfaction and awareness of the Green products in the Coimbatore city using various analytical techniques such as percentage analysis, rank analysis and weighted average score analysis. The concluding chapter provides a summary of the study in findings and offers recommendations based on the results.

RANK ANALYSIS:

From the analysis, more awareness campaigns are rated highest, followed by subsidies/discounts, improved marketing strategies, better quality/variety, and lower prices. Consumers seem most concerned with awareness and affordability, while quality and pricing are less emphasized but still important for improvement.

From the analysis, price is rated highest (Rank 1), followed by quality, availability, peer influence, and brand reputation. Consumers prioritize affordability and product standards, while availability, social influence, and brand reputation are less critical. Addressing cost and quality can significantly enhance consumer satisfaction

WEIGHTED AVERAGE SCORE METHOD ANALYSIS:

- From the analysis, biodegradable is rated highest (Rank 1), followed by eco-friendly, energy efficient, expensive, and chemical-free. Biodegradability and eco-friendliness are top priorities, reflecting a strong preference for sustainable and practical features. While cost and chemical concerns are secondary, addressing these alongside sustainability can further enhance consumer satisfaction and product appeal.

SUGGESTIONS

1. Reduce costs to attract price-sensitive consumers and make green products more affordable.
2. Prioritize awareness campaigns to educate and engage a larger audience about the benefits of green products.
3. Improve quality and variety to meet consumer expectations and enhance product appeal.
4. Offer smaller, affordable packs to make green products more accessible and convenient for all income groups.
5. Expand availability through collaborations with local retailers and online platforms to ensure wider reach.

CONCLUSION

The findings highlight the need for cost reduction, enhanced awareness campaigns, and improved distribution channels to make green products more appealing and accessible. By addressing these challenges and focusing on sustainability, quality, and consumer education, green products can gain greater acceptance and drive positive environmental impact. This positions green products as a viable and preferred choice for consumers, aligning with the growing global shift toward sustainability and responsible consumption.

The study on consumer satisfaction toward green products in Coimbatore reveals key insights into consumer preferences and challenges. It is evident that while there is growing interest in sustainable products, factors such as high costs, limited availability, and insufficient awareness act as barriers to widespread adoption. Consumers prioritize affordability, quality, and eco-friendly features, but the lack of accessibility and information often hinders their purchasing decisions.

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