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# A STUDY ON CUSTOMER SATISFACTION TOWARDS GREEN PRODUCTS WITHIN COIMBATORE CITY

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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 (Coimbatore city-Tamil Nadu State) has been selected, collected required data from various available resources, analyzed 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.

**Key words:** customer satisfaction,coimbatore,technology intergation,electronic products,customer preference.

### INTRODUCTION

Green products are those items considered eco-friendly. This means that the manufacturer of the particular product took the proper steps in ensuring that the environment was not harmed during its manufacturing process. The raw materials used in the product were derived from sustainable sources. And the production should have a low impact on the environment regarding waste, carbon emissions and energy use. Competition is one of the major challenges that a business man want to face in a modern world. Every industry is composed of many individual firms and each individual firm is providing similar goods and services.

Naturally this situation makes a big chance for competition among this firms.so in order to becoming the market leaders every business wants to adopt different strategies.

Nowadays one of the major strategies adopted by companies to capture market is the marketing of green products or eco-friendly products. A green product provides a lot of advantages to us .

### STATEMENT OF PROBLEM

In modern world people are concerned about the environment. Artificial fertilizers, manures and pesticides create problem even to the level of cancer. Sustainable materials and ethical labor practices often come at the premium, which can make green products more expensive for consumers. Many consumers are unaware of the environmental impact of everyday product and the benefits of eco-friendly alternatives. Eco-friendly product manufacture may not be doing enough to advertise a market their product. Consumers may be unwilling to change their consumption patterns, especially if it requires altering their habits or life-cycle. They also require technology that requires significant investment in research and development

### OBJECTIVES

- ✓ ✓To know the level of satisfaction of the respondents towards usage of green products.
- ✓ To know about the customers usages and benefits of green products.

## SCOPE OF THE STUDY

The study is conducted to know the attitude of people towards green products like solar light, solar heater, handicraft items, paper bags and clay products. The study helps to acquire maximum information about the acceptability of the products, level of satisfaction of people using these products and also helps to get an overall picture of factors influencing people to purchase these products. To know about the concept of reduce and reuse of biodegradable products. To make the product eco-friendly with nature which is easy to recycle.

## REVIEW OF LITERATURE

**(KHOIRIYAH & TORO, (2018)** To know the impact of health consciousness, environmental attitude, and value orientation on the green products purchasing Green purchasing is the practice of buying products and services that are less harmful to the environment and human health than similar options. It's also known as responsible purchasing. Green products are made with materials that are more environmentally friendly, or have a minimal impact on the environment. Some examples of green products include bamboo toothbrushes, reusable utensil sets reusable cotton swabs, and Eco-electronics.

□**E SDROLIA (2019)** reveals issues that need to be considered in the evaluation of green products to the state of art review by providing holistic definition of green products. Sourcing Whether the materials come from sustainable sources and are not toxic to humans or the environment Manufacturing Whether the manufacturing process is safe for the environment and humans, and if the manufacturer has sustainable practices Shipping and packaging How far the product needs to travel to reach the consumer, and what materials are used for packaging Health and performance Whether the product performs as intended and if any of its ingredients are a health risk to people or the environment Life-cycle Whether the product is designed to be recyclable or if its parts can be reused Other factors that can affect how consumers perceive green products includes Whether consumers have easy access to information about the labeling scheme and the product's environmental impact

□**(CHOI ET AL., (2019)** To know the impact of green satisfaction, green product quality, green trust on the green premium product purchasing intention. Green satisfaction is the level of pleasure a customer experiences when they consume a product or service that meets their environmental and health expectations. It can also refer to a person's satisfaction with the environmental conditions around their home

□**AL-GASAWNEH & AL-ADAMAT, (2020)** To know the impact of Word of mouth and marketing content on the green product purchasing intention Word-of-mouth marketing plays a crucial role in amplifying the impact of an advertising campaign by effectively navigating consumers' defenses and encouraging discussions about a specific product can be triggered by marketing activities, such as when consumers share messages about brands they've been exposed to in traditional marketing campaigns. WOM can also spread organically when satisfied customers share their experiences with others .

## PROFILE AN OVERVIEW

A market profile typically includes demographic, psycho-graphic, and geographic factors. As marketers conduct research about their message or product, they develop a goal to reach a target market. Market researchers collect and analyses data and information to help their clients make informed political, social and economic decisions. As a market researcher, you'll specialize in collecting, analyzing and presenting either quantitative or qualitative research.

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Marketing refers to the activities a company undertakes to promote the buying or selling of its products or services. Marketing includes advertising and allows businesses to sell products and services to consumers, other businesses, and organizations .

## ANALYSIS AND INTERPRETATION OF DATA

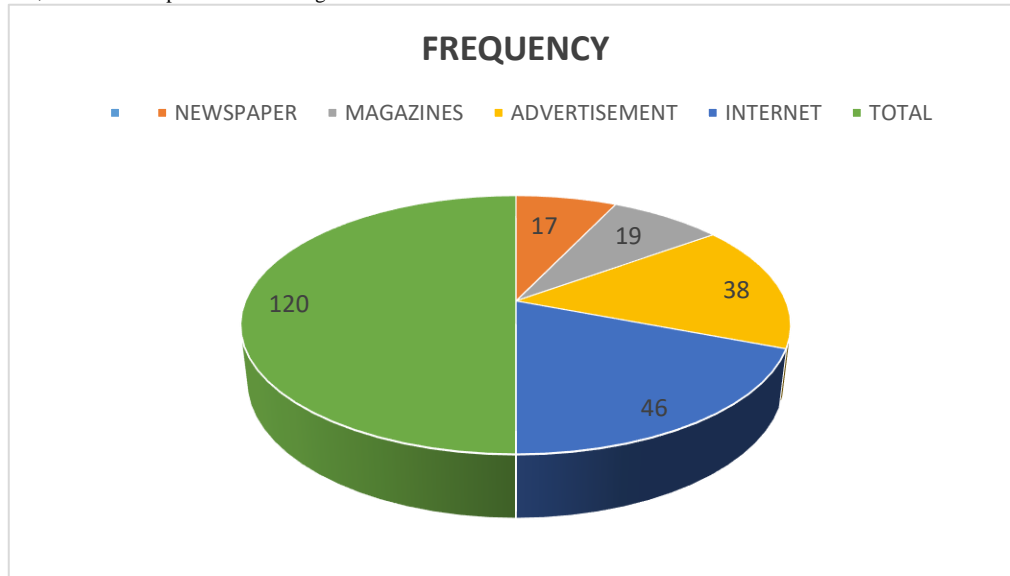
EXHIBIT SHOWING THE RESPONDENTS TO KNOW ABOUT GREEN PRODUCTS

To know about green products	frequency	percentage
Newspaper	17	14
Magazines	19	16
Advertisement	38	36
Internet	46	38
Total	120	100

SOURCE: Primary data

## INTERPRETATION

The above exhibit indicates the 14% of the respondents by using newspaper,16% of the respondents by using magazines,36% of the respondents by using advertisement,38% of the respondents are using internet.



## ANALYSIS AND INTERPRETATION OF DATA

Table showing the perception and satisfactory towards green products

Satisfactory	R1	R2	R3	R4	R5	Total	Rank
Clear idea about green products	220	44	12	56	34	366	1
I am aware of green products	160	88	6	56	36	346	3
For green products I am willing to pay more	165	92	18	40	39	354	2
Product do not harm the environment	190	44	6	72	33	345	4
Environmental responsible	165	68	12	54	37	336	5

## INTERPRETATION

Table showing the perception and satisfactory towards green products that the highest rank is towards the clear idea about green products ,second rank towards green products is wiliness to pay more, third rank is towards the awareness of green products, fourth rank towards the product do not harm the environment, last rank is towards the description of environmental responsible.

## FINDINGS

- 75% of the respondents are female.
- 48% of the respondents are 21-31 years.
- 63% of the respondents are student.
- 72% of the respondent are single.
- 29% of the respondents are income earning 20000-30000 .

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## SUGGESTIONS

- Recycle habit sorting your trash and disposing of material proper.
- Design products with durability in mind using high- quality material and construction method to reduce the need for frequent replacement.
- Need to provide more information on labeling's
- Quality products at maximum possible affordable cost .

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## CONCLUSION

Green products, designed with sustainability at their core, offer a significant opportunity to minimize environmental impact through responsible material sourcing, manufacturing processes, and life-cycle considerations; while often having a higher initial cost, choosing green products empowers consumers to contribute to a more sustainable future by reducing waste, conserving resources, and promoting eco-friendly practices across various industries.

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