



A Study on Consumer Satisfaction Towards Eco-Friendly Products

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Abstract: *The study was conducted among the consumers of eco-friendly products in Kalapatti, Coimbatore. The study is conducted to know the consumers satisfaction level towards eco-friendly products. The study is based on primary data. A sample of 155 respondents was selected by convenient sampling method. As resources are limited and scarce while human wants are unlimited, it is important for the marketers to utilize the resources effectively and efficiently without wastage as well as to achieve the organization's objective. The present study addresses the profile of the respondents, awareness of the eco-friendly users, satisfaction level of eco-friendly users, why to use eco-friendly products, advantages and disadvantages of using eco-friendly products.*

Key Words: *Eco-friendly, Environmental, Sustainable, eco-friendly products.*

1. INTRODUCTION:

Eco-friendly products are products that do not harm the environment, whether in their production, use or disposal. The word “eco-friendly” denotes the products or the activities of human beings in a way which is friendly to the environment. Eco-friendly products also known as green products are generally made with non-toxic locally obtained sustainable materials. A person being eco-friendly helps his surroundings to be less harmful to the fellow human beings and the animal around him. He does so, by using eco-friendly products and by using organic chemicals instead of harsh ones for his purpose. Eco-friendly products are readily available now a day and these include small articles from handmade paper bags, jute bags, and recycled papers to eco-friendly fuels so on.

2. LITERATURE REVIEW:

M.L. Ashok and Dr. T. Aswathanarayana (2018), Majority of the respondents were aware about the eco-friendly products existing in the market. Government should take more initiative and make policies to promote eco-friendly products in the market and the marketers and the Government agencies should create more awareness among the people about the need and utility of eco-friendly products. By the findings of the study, it can be concluded that people of all the strata of society are interested in purchasing eco-friendly products in order to control the increasing environment pollution. The manufacturers should maintain the good quality of the products added to the eco-friendly nature and make such products evident to the consumers through a different packaging in order to be easily identified by the consumers.

Kavita Kumara (2017) Green marketing is used for environment friendly products that are considered to be green like low power consuming electrical appliances, organic foods, lead free paints, recyclable paper, and phosphate free detergents. Companies are finding that consumers are willing to pay more for a green product. Green marketing in a broader sense is corporate social responsibility because it helps business to become a collectively responsible as well. In different research conducted in India High level of awareness about green marketing practices was found among the Indian consumers.

Barge, Dipti and More, Dinkar and Bhola, Sarang Shankar (2015) A common thread has been observed through rigorous review of literature about high price of eco-friendly products. Researchers attempted to study attitude of customers towards pricing of eco-friendly products and similar aspects of pricing of eco-friendly products. Effort has been made to study attitude of the users of eco-friendly products and non-users of eco-friendly products, towards pricing of eco-friendly products. It has observed that, users of eco-friendly products have shown favorable attitude towards pricing of eco-friendly products. However non-users of eco-friendly product shave unfavorable attitude towards pricing of eco-friendly products, as samples believe that the price of environmentally safe product is usually more than the other products. This unfavorable attitude about pricing is one of reason that these samples do not buy eco-friendly products despite being aware of.



Faizans Zafar Sheikh, Ashfaq Ahmed Mirza, Bilal Asghar (2014) This paper talks about the customer of our market how they will buy green products and how they will make decision while purchasing a green product. Eco-friendly good are more welcomed by customers who are environmentally responsible. It tells what factor are affecting green behaviour and decision making of customers. The basic objective of this paper was to see how consumer will make its green purchase decision and behaviour toward green products. Approach: Questionnaire was used for this paper. The sample was of 200 respondent's male and female both within the age range of 18-55. Data was collected from businessmen, jobholder and students with the family minimum income RS. 10000. And maximum is more than RS. 50000. Findings: Findings shows that there is strong positive relationship between consumer green behaviour and price, quality and green marketing while brand and gender difference has very weak relationship with consumer green behaviour.

P. Kishore Kumar & Dr. Byram Anand (2013) The purpose of this study is to understand the variables affecting the consumer behavior while purchasing green products. Eco-friendly paper i.e. paper which is manufactured from used paper and reduces the harm to environment. The dependent factor is purchasing intention and the independent factors are environmental behavior, attitude, knowledge and norms. The structured questionnaire was used collect primary data and analyzed using software package. From this research it is found that attitude and personal norms are positively influencing consumer purchase intention towards eco-friendly paper.

3. STATEMENT OF THE PROBLEM:

- There are lot of harmful effects of plastics, chemicals, non-biodegradable items, which is the main reason for us to start using eco-friendly products as soon as possible.
- The dangerous gases produced by these items not only pollute our environment but also causes respiratory problems in human beings.
- Due to this polluted air and water, there is a danger of complete extinction of various rare species of animals and birds.
- Not only this, but there is also a change in the global warming of the earth, which increases the earth's temperature, which in turn causes the Green House effect.

3.1. SCOPE OF THE STUDY

- This study will help to understand the consumer satisfaction on purchasing the Eco-friendly products or Green Products.
- It also opens the various factors which can affect the purchasing decisions of Consumer regarding Eco products.
- This study also helps to the marketers to know about the Consumer mind set regarding purchasing the Green Products or eco-friendly products.
- This project report will be helpful for the Retailer and Companies (which are manufacturer of the Eco Products) so that, they can easily understand the consumer buying and try to satisfy the consumer needs and requirements.
- This study also helps to the consumer to analyze their purchasing decision.

3.2. OBJECTIVE OF THE STUDY:

- To assess the awareness of consumers regarding green products.
- To examine the consumer's buying behavior towards eco-friendly products.
- To know the factors influencing consumer towards green products.
- To know the satisfaction level of eco-friendly product users.
- To know the environment problems faced by the respondents.

4. RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall result design, data collection methods, and analysis procedure.

5. RESEARCH DESIGN: The study has been followed to conduct the research by using the descriptive research design.

SAMPLING METHOD:

Convenience sampling method was used to conduct survey among the eco-friendly product users. Based on the convenience, the respondents are selected for the sample.



SAMPLE SIZE: The total number of respondents taken for the study is 155.

POPULATION: It covers the users of eco-friendly products in the selected area.

DATA COLLECTION: Data for this study were obtained from primary sources using a structural questionnaire. Therefore, the data for this study were entirely obtained from consumers of eco-friendly products.

PRIMARY DATA: Data that has been collected from first hand experience is known as primary data. Primary data has not been changed or altered by human being; therefore, its validity is greater than secondary data. Primary data is respondents concerned and collected by using structured questionnaire.

SECONDARY DATA : Secondary data is data collected by someone other than the actual user. It means that the information is already available, and someone analyses it. The secondary data includes magazines, newspapers, books, journals, etc.

AREA OF THE STUDY: Area of the study covers Kalapatti, Coimbatore.

TOOLS & TECHNIQUES USED FOR ANALYSIS: The following tools are used in this study for the purpose of analysis.

1. Simple percentage analysis
2. Weighted average analysis
3. Rank analysis
4. Chi-square test

6. SIMPLE PERCENTAGE ANALYSIS:

Simple percentage analysis is one of the basic statistical tools which is widely used in the analysis and interpretation of primary data. It deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the study. The simple percentage can be calculated by using the formula, **Percentage Analysis = Number of respondents / Total number of respondents * 100**

TABLE 1.1
TABLE SHOWING GENDER OF THE RESPONDENTS

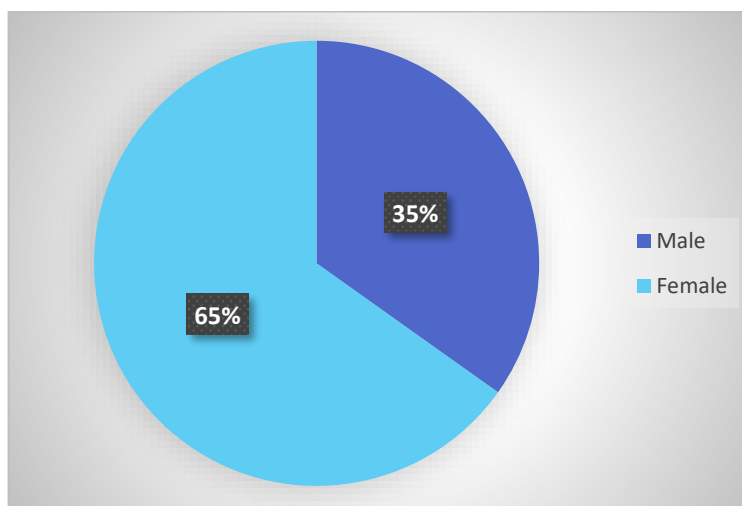
S.NO.	GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Male	54	34.8%
2.	Female	101	65.2%
	TOTAL	155	100

SOURCE: Primary Data

INTERPRETATION: The above table shows the gender of the respondents, 34.8% percentage of the respondents were male and 65.2% of the respondents were female.

INFERENCE: Here majority 65.2% of the respondents belong to the gender of female.

TABLE 1.1.1
CHART SHOWING GENDER OF THE RESPONDENTS





RANK ANALYSIS:

Under this method the respondents are asked to rank the choices. This method is earlier a foster. In this study respondents are asked to rank the various features which influence the act of social media among social media and respondents are used to rank 1 to 5. The score of each expectation of 155 respondents were totaled and the total score has arrived. Final ranking has been done based of the score and their ranks are given in the below.

TABLE 2.1
TABLE SHOWING RANK FOR THE ECO-FRIENDLY PRODUCTS

FACTORS	RANK										T	A	R
	I (10)	II (9)	III (8)	IV (7)	V (6)	VI (5)	VII (4)	VIII (3)	IX (2)	X (1)			
Fresh vegetables and fruits	111	14	4	4	1	1	2	1	1	16	1336	8.61	1
	(110)	(126)	(32)	(28)	(6)	(5)	(8)	(3)	(2)	(16)			
Cereals	4	96	15	4	3	5	5	2	15	6	1157	7.5	2
	40	864	120	28	18	25	20	6	30	6			
Milk products	9	9	98	11	5	2	1	14	3	3	1127	7.3	3
	90	81	784	77	30	10	4	42	6	3			
Meat and meat products	4	8	11	94	10	5	13	2	2	6	1011	6.5	4
	40	72	88	658	60	25	52	6	4	6			
Oil	2	0	4	13	89	18	8	3	8	10	834	5.4	5
	20	0	32	91	534	90	32	9	16	10			
Pulses	4	2	2	2	23	96	6	9	8	3	776	5.0	6
	40	18	16	14	138	480	24	27	16	3			
Baby products	4	7	2	13	8	5	102	7	6	1	725	4.8	7
	40	63	16	91	48	25	408	21	12	1			
Sugar products	0	2	12	5	1	12	11	97	4	11	569	3.8	9
	0	18	96	35	6	60	44	291	8	11			
Herbs and spices	1	13	6	3	9	6	4	8	99	6	524	3.9	8
	10	117	48	21	54	30	16	24	198	6			
Dry fruits and nuts	16	4	1	6	6	5	3	12	9	93	466	3.0	10
	160	36	8	42	36	25	12	36	18	93			

INTERPRETATION:

The respondents have ranked fresh vegetables and fruits as first (rank 1) among the factors of rank for eco-friendly products, followed eco-friendly products cereals (rank2), milk products (rank 3), meat and meat products (rank 4), oil (rank 5), pulses (rank 6), baby products (rank 7), herbs and spices (rank 8), sugar products (rank 9), and dry fruits and nuts (rank 10).

7. FINDINGS:

SIMPLE PERCENTAGE ANALYSIS:

- Majority 65.2% of the respondents belong to the gender of female.
- Majority 74.2% of the respondents belongs to the age group of 18-25 years.
- Majority 67.7% of the respondents were students.
- Majority 73.5% of the respondent's educational qualification is under graduate.
- Majority of 60.6% of the respondents were not earning.
- Majority 78.1% of the respondents were unmarried.
- Majority 94.8% of the respondents had the awareness of the eco-friendly products.
- Most 41.9% of the respondents were aware of the product through advertising.
- Majority 60.6% of the respondents were preferred household products.



- Most 38.7% of the respondents were buying a product once a month.
- Majority 58.7% of the respondents were using eco-friendly products for last 6 months.
- Most 40.9% of the respondents were buying in super market.
- Majority 54.8% of the respondents were using eco-friendly product because of healthy for me and family.
- Majority 49.7% of the respondents feel there is enough information about eco-friendly features while buying the products.
- Majority 83.2% of the respondents were willing to pay more for the eco-friendly products.
- Most 46.5% of the respondents were average in trusting the quality of the eco-friendly product.
- Majority 91% of the respondents were aware about the decision to purchase eco-friendly products will contribute to the sustainable future.
- Most 38.7% of the respondents think it is good to buy.
- Majority 58.7% of the respondents use eco-friendly sustainable products sometimes.
- Majority 50.3% of the respondent's primary reason for buying eco-friendly, sustainable products were quality.
- Majority 81.9% of the respondents were purchasing eco-friendly product more than common product.
- Majority 55.5% of the respondents think there is adulteration in eco-friendly products.
- Majority 54.8% of respondents face shortage of stock with eco-friendly products.

RANK ANALYSIS: The respondents have ranked for fresh vegetables and fruits as Rank 1.

SUGGESTIONS:

Eco friendly products should be made easily available to consumer. Awareness and education campaign should be undertaken seriously. Government scheme should be made use of and attempt should be made to reduce the cost. Using eco-friendly products are great, but the products are not easily available and are not cost effective. Need more information about eco-friendly products to public. Nowadays adulterated products have been spread widely. We have to pay more to the truest quality product while the world full of fake, quality less products. This world has to change in the aspect of #Stop producing quality less products.

8. CONCLUSION:

In the norm of sustainable development, the production and use of eco-friendly products has to be improved. The expenditure on eco-friendly products is significantly influenced by the income of consumer's households. The influence of education on the purchase of nature friendly products is not significant. Therefore, it is suggested that giving regular efforts to make aware by the government, NGOs, Education Policy makers, Businessmen and the society in general about the production and use of eco-friendly products.

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