



# Consumer preference and satisfaction towards eco- friendly products with special reference to malappuram district

<sup>1</sup> Febina K Kallidumban, <sup>2</sup> Noufila K, <sup>3</sup> Muhsina UM

<sup>1</sup>Assistant Professor, Department of Commerce, MES Arts and Science College Kuttippuram, Kerala, India  
Email – [febinaasadath@gmail.com](mailto:febinaasadath@gmail.com), [Noufilajv@gmail.com](mailto:Noufilajv@gmail.com), [muhsinaeagle@gmail.com](mailto:muhsinaeagle@gmail.com)

**Abstract :** *The Indian consumers, particularly the middle-class consumers, over the last two decades have become environmentally more conscious. This has been reflected in various surveys. Consumers are becoming more aware about the environmental problems and have started realizing that majority of the issues are because of increasing population, our consumption habits and are the consequences of technological advancement. Consumers are now ready to change their preferences from main stream products to greener products which have least impact on the environment. Now a days one of the major strategies adopted by companies to capture market is the marketing of green products or eco friendly products. This study is to identify the preference and satisfaction of customers about the Eco friendly products.*

**Key Words:** *Consumer, Consumption Habit, Technological Advancement, Eco friendly Products.*

## 1. 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. Competition is one of the major challenges that a business man wants 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 these firms. So in order to become 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. Today people give more attention to protection of environment, as they are aware about the appearance of hole in the ozone layer, destruction of forest etc. Because of these factors green products get more attention in today's world. This study is to identify the preference and satisfaction of customers about the eco- friendly products

## 2. STATEMENT OF THE PROBLEM :

In today's global business environment, businesses are facing increased competitive, regulatory and community pressures. Furthermore, there is also pressure for environmental sustainability, which requires strategies to be put in place to reduce the environmental impacts caused by the products and services offered. Going green reflects a social consciousness around saving and advancing the Earth's natural resources, preserving and protecting them for the sake of civilization. If customers don't become aware of environmental issues, there will be a decrease in the demand for ecological products which results in environmental issues. By this study the awareness level, preference and satisfaction of customers towards eco-friendly products is studied. This increase in awareness of and sensitivity towards environmental issues places certain demands on business functions to become greener.

## 3. LITERATURE REVIEW:

Mishra, P. & Sharma, P. (2010) in their article have discussed how businesses have increased their rate of targeting green consumers, those who are concerned about the environment and allow it to affect their purchasing decisions. The paper has identified the three particular segments of green consumers and has explored the challenges and opportunities businesses have with green marketing. The paper has also examined the present trends of green marketing in India, described the reason why companies are adopting it, future of green marketing and has concluded that green marketing is something that will continuously grow in both practice and demand. The need for standardization and authenticity,



lack of awareness, lack of patience and perseverance on the part of the marketers who expect immediate results were found to be the major challenges of green marketing.

Das and Nath (2003) conducted a study in Delhi to examine the environmental impact of fast food industry. The study revealed that while 77% of the consumers were aware of the ingredients of the product, 62% of them didn't consider any impact the product is going to have on the environment. Less than half of the consumers (44%) noticed the environmental benefits that fast food houses provided (e.g., use of paper bags and accessories). About 50% of the consumers were willing to take part in programs related to environment conservation while 40% said that they are willing but didn't have time for it.

#### 4. OBJECTIVES:

- To investigate customer's level of awareness of eco-friendly products
- To investigate the preference of customers towards eco-friendly products.
- To analyse satisfaction of customers towards eco-friendly Products
- To understand the issues and challenges of eco-friendly marketing practices.

#### 5. RESEARCH METHODOLOGY:

The research methodology is a descriptive study based on secondary data and primary data, obtained through pre-tested questionnaire, direct personal interviews of selected persons involved in this sector as well as customers. The primary data for this study is collected from 100 regular pre tested questionnaires. The method of sampling used is convenient sampling. The units and respondent in each unit has been selected by convenient sampling. Responses will be tabulated and analysed using simple statistical tools like percentages and frequencies.

#### 6. LIMITATIONS:

- Sample is limited to 100 respondents only.
- All the findings and suggestion is given totally based on the information collected through questionnaire. Therefore, there is a possibility of personal bias.  
The study was conducted and data collected within a short period which may affect in getting the reliable data

#### 7. RESULTS AND DISCUSSIONS

**Table No 1: Awareness of Eco-friendly products**

| SL No | Particulars | No. Respondent | Percentage |
|-------|-------------|----------------|------------|
| 1     | Yes         | 95             | 95         |
| 2     | No          | 5              | 5          |

It is found that majority of respondent i.e 95% of respondents know about eco-friendly products and 5% of respondents are unaware of eco-friendly products.

**Table No 2: Preference of respondents of eco-friendly products over conventional products**

| SLNO | Variables         | Total | Percentage |
|------|-------------------|-------|------------|
| 1    | Strongly Agree    | 12    | 12         |
| 2    | Agree             | 55    | 55         |
| 3    | Neutral           | 25    | 25         |
| 4    | Disagree          | 6     | 6          |
| 5    | Strongly disagree | 2     | 2          |

From the study it is found that 12% respondents strongly agree they prefer eco-friendly products over conventional products. While 55% agrees they prefer eco-friendly products over conventional products, 25% respondents neither agrees nor disagrees, 6 disagrees they prefer eco-friendly products over conventional products and 2% respondents Strongly disagree they prefer eco-friendly products over conventional products.

**Table No 3: Satisfaction of respondents with quality of eco-friendly products**

| SLNO | Variables      | Total | Percentage |
|------|----------------|-------|------------|
| 1    | Strongly Agree | 12    | 12         |



|   |                   |    |    |
|---|-------------------|----|----|
| 2 | Agree             | 46 | 46 |
| 3 | Neutral           | 30 | 30 |
| 4 | Disagree          | 12 | 12 |
| 5 | Strongly disagree | 0  | 0  |

From the study it is found that 12% respondents strongly agree they satisfied with quality of eco-friendly products. While 46% agrees satisfied with quality of eco-friendly products,, 30% respondents neither agrees nor disagrees, 12% disagrees they are satisfied and No respondents Strongly disagree that they are satisfied.

**Table No 4: Problems of Eco-Friendly Products**

| SLNO | Problems                   | Weight | Rank |
|------|----------------------------|--------|------|
| 1    | High Price                 | 4.42   | 1    |
| 2    | Non Availability           | 4.25   | 2    |
| 3    | Low awareness              | 3.87   | 3    |
| 4    | Low quality                | 3.18   | 4    |
| 5    | Few promotional activities | 2.9    | 5    |
| 6    | Confusing labels           | 2.3    | 6    |

From the study it is found that the main problem of eco-friendly product is High price, the 2nd problem is the Non-Availability of Eco-Friendly Products,3rd problem is low awareness of eco-friendly products.5th problem arises because of the few promotional activities and the last but not least is the problem of confusing labels.

#### 8. FINDINGS:

- 95% of customers know about Eco-friendly products.
- 55% of the total customers would like to prefer eco-friendly products over conventional products.
- Around half of the total customers are satisfied with eco-friendly products, ie 46%
- main problem of eco-friendly product is High price, the 2nd problem is the Non-Availability of Eco-Friendly Products,3rd problem is low awareness of eco-friendly products.

#### 9. SUGGESTIONS :

- Eco-friendly products should be available at reasonable price.
- Eco-friendly products should be more attractive

#### 10. CONCLUSION:

From the study, we understand that consumers are aware of eco-friendly products. Hence, promotional activities should be improved. The quality of eco-friendly products must be improved. Consumers like to prefer eco-friendly products. But they face the problem of high price and Non-availability of eco-friendly products. Eco - Friendly Products will be a great success and though we can save our environment of a great extent.

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