



A STUDY ON CONSUMER SATISFACTION TOWARDS ECO-FRIENDLY PRODUCTS IN ERODE DISTRICT

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Abstract

In today's business world environmental issues plays an important role in marketing. All most all the governments around the world have concerned about green marketing activities that they have attempted to regulate them. Today, the world requires new decision and innovations which leads to green marketing environment and also creates a new market condition to the potential buyers. The main objectives of the study are to know the awareness and satisfaction level of the consumers about the Eco-friendly products. A well-structured methodology has been adopted to collect primary from 200 respondents and secondary data. The statistical tools such as percentage analysis and chi-square test were used for analysis and this study reveals that there is a high level of satisfaction towards Eco-friendly products and suggestions also made based on the study.

Introduction

Most of the companies are venturing into green marketing because of the following reasons : Issues like Global warming and depletion of ozone umbrella are important for the healthy survival. Every person rich or poor would be interested in quality life with full of health and vigour and so would the corporate class. Financial gain and economic profit is the main aim of any corporate business. But harm to environment cost by sustain business across the globe is realized now though off late. This sense is building corporate citizenship in the business class. So green marketing by the business class is still in the selfish anthological perspective of long term sustainable business and to please the consumer and obtain the sanction license by the governing body. Industries in Asian countries are catching the need of green marketing from the developed countries but still there is a wide gap between their understanding and implementation.

They are discovering that well-formulated environmental strategies can lead to a number of business advantages, such as better quality, reduced costs, improved environmental image, and the opening of new markets. Increasing concerns about environmental and social issues in society and business mean that companies must consider the views of various interest groups in their decision-making. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So, green marketing is inevitable. There is growing interest among the consumers all over the world regarding the protection of the environment. The worldwide evidence indicates that people are concerned about the environment and are changing their behavior. In this context, the present study has been undertaken to examine the consumers' satisfaction towards usage of Eco-friendly products in Erode district.

Review of Literature

Manjunath .G and Gundupagi Manjunath (2013) research paper aimed to study the theoretical concepts of the green marketing, green marketing management and Eco-friendly Products. The paper also studied the theory contributed by researchers in the area of environment marketing which includes Eco-friendly Products, green customers, green marketing mix and ecological processes .The research paper concludes that business firms need to change their mind set from traditional marketing strategies to green marketing strategies in order to survive in the green competitive world and to have a positive impact on the environment through green marketing elements.

Mostafa (2007) research study aimed to analyse the Gender differences in Egyptian consumers' green purchase behavior: the effects of environmental knowledge, concern and attitude. The findings of the study states that green purchasing behavior refers to the consumption of products that are: benevolent/ beneficial to the environment; recyclable/ conservable; or sensitive/responsive to ecological concerns.

Gan et. al. (2008) found that consumers who are environmentally conscious are more likely to purchase Eco-friendly Products. Traditional product attributes such as price, quality, and brand are still the most important attributes that consumers consider when making green purchasing decision. Product attributes play a very important role in product development since they affect consumer product choices and they help marketers to satisfy customers' needs, wants and demands that all types of consumers both individual and industrial are becoming more concerned and aware about the natural environment.

Objectives of The Study

The followings are the main objectives of the study:

1. To examine the level of awareness of consumers towards Eco-friendly products in Erode District.
2. To evaluate the satisfaction level of consumers towards Eco-friendly products in Erode District.

Research Methodology

A study on consumers' satisfaction towards Eco-friendly products has been limited to the buying respondents located in Erode District only. In order to realize the objectives, the primary data is used. The required primary data have been collected through a survey method from the respondents. The convenience sampling technique was employed in the selection of the sample. A sample of 200 respondents was selected to carry out the present study in Erode district. Besides the primary data, the secondary data were also collected from various sources to make highlights on Eco-friendly products. The statistical tools such as Simple Percentage Analysis and Chi-square test were used for the present study.

Findings of The Study

Profile of The Respondents: Percentage Analysis (Table 1.1)

In order to have knowledge on the profile of the respondents, it has been analyzed by employing simple percentage analysis. The profile of the respondents has been classified as socio-economic profile and profile based on their buying attributes of Eco-friendly products.

The Socio-Economic Profile of The Respondents Reveals That

1. The majority (67%) of the respondents are female.
2. The majority (53%) of the respondents are in the age group between 20-30 years.
3. The majority (54%) of the respondents are unmarried.
4. The majority (57%) of the respondents are at college level.
5. The majority (36%) of the respondents are private employees.
6. The majority (42%) of the respondents' monthly income ranges up to Rs.20, 000.
7. The majority (38%) of the respondents are in urban area.
8. The majority (65%) of the respondents belongs to the joint family.
9. The majority (43%) of the respondents belong to the family size of 4 to 5 members in a family.

The Profile of The Respondents Based on Their Buying Attributes Reveals That

1. The majority (30%) of the respondents are aware of Eco-friendly products through friends and relatives.
2. The majority (51%) of the respondents are aware of the Eco-friendly products for the past 3 years.
3. The majority (43%) of the respondents are using organic vegetables.
4. The majority (35%) of the respondents are purchasing Eco-friendly products in departmental stores.
5. The majority (42%) of the respondents are influenced by the product than other factors such as package, place and promotion.
6. The majority (43%) of the respondents spent Rs.1000 to Rs.5000 for purchasing Eco-friendly products in the last year.
7. The majority (42%) of the respondents purchased 5 to 10 products in the last year.
8. The majority (45%) of the respondents are using Eco-friendly products for a period of 3 to 4 years.

Satisfaction Level of Respondents Towards Eco-Friendly Products: Chi-Square Test (Table 1.2)

To examine the association between satisfaction level and independent variables towards usage of Eco-friendly products the following null hypotheses has been framed.

H₀: There is no close association between the various independent variables (gender, age, marital status, educational qualification, family monthly income and place of residence) and their satisfaction level of the respondents towards the usage of Eco-friendly products.

It is revealed that,

1. There is a close association between the gender, age, educational qualification, family monthly income and level of satisfaction of the respondents towards the usage of Eco-friendly products.
2. There is no significant association between the marital status, place of residence and level satisfaction of the respondents towards the usage of Eco-friendly products.

Suggestions

The following suggestions are made based on the findings of the present study:

1. It is found that, the majority of the respondents are using organic vegetables. Hence, it is suggested that the Eco-friendly product manufacturers and also marketers should create awareness about the other Eco-friendly products such as cosmetics, toiletries and fabric products etc., for increasing the sales of above products.
2. It is inferred further from the study that, the most of respondents have high level of satisfaction towards Eco-friendly products. Hence, it is suggested that the Eco-friendly product producers should focus more on the quality of the product to retain their existing customers and also to attract new customers.

Conclusion

The present study is a compilation of various aspects related to green marketing. It is clearly evident that the majority of the consumers still lack 'Eco-friendly' knowledge because of low awareness towards Eco-friendly products. The organizations are still not pushing towards developing more Eco-friendly products and green packaging. Now-a-days, the people started to realize their roles and responsibilities. Even the company which focused on the profit now turned towards green marketing and producing eco-friendly products. The present study has made an attempt to analyze the consumer's satisfaction on usage of Eco-friendly products and it is concluded that the most of the respondents have high level of satisfaction towards Eco-friendly products. Hence awareness should be created to enhance the number of consumers towards Eco-friendly products.

References

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Data Analysis

Socio-Economic Profile of the Respondents – Table 1.1

No.	Variables	No. of Respondents	Percentage
Gender			
1.	Male	66	33
2.	Female	134	67
Total		200	100
Age			
1.	Less than 20 years	28	14
2.	20 – 30 years	106	53
3.	30 – 40 years	52	26
4.	40 – 50 years	10	5
5.	Above 50 years	4	2
Total		200	100
Marital status			
1.	Married	92	46
2.	Unmarried	108	54
Total		200	100
Educational Qualification			
1.	School level	10	5
2.	College level	114	57
3.	Professional	66	33
4.	No formal education	10	5

	Total	200	100
	Occupation		
1.	Business man	18	9
2.	Govt. Employee	26	13
3.	Private Employee	72	36
4.	House wife	14	7
5.	Professional	36	18
6.	Other	34	17
	Total	200	101
	Family Monthly Income		
1.	Upto Rs.20,000	84	42
2.	Rs.20001-Rs.40000	68	34
3.	Rs.40001-Rs.60000	28	14
4.	Above Rs.60000	20	10
	Total	200	100
	Place of residence		
1.	Urban	76	38
2.	Semi Urban	70	35
3.	Rural	54	27
	Total	200	100
	Family Type		
1.	Nuclear Family	70	35
2.	Joint Family	130	65
	Total	200	100
	Size of the family		
1.	Upto 3 members	66	33
2.	4to 5 members	86	43
3.	Above 5 members	48	24
	Total	200	100
	Sources of awareness		
1.	Through Audio Visual Media	42	21
2.	Friends and Relative	58	29
3.	Through Audio Media	8	4
4.	Through Print Media	8	4
5.	Websites	16	8
6.	Exhibition	8	4
7.	Company Representative	8	4
8.	Self Identity	30	15
9.	Neighbour	6	3
10.	Others	16	8
	Total	200	100
	Period of awareness		
1.	Up to 3 years	102	51
2.	4-6 years	50	25
3.	7-9 years	28	14
4.	Above 9 years	20	10
	Total	200	100
	Using green products using in home		
1.	Organic vegetables	86	43
2.	Food products	78	39
3.	Cosmetics (Herbal)	20	10
4.	Toiletries	10	5

5.	Fabrics	6	3
	Total	200	100
	Place of Purchase		
1.	Whole seller	26	13
2.	Retailer	56	28
3.	Departmental Stores	70	35
4.	Showroom	12	6
5.	Others	36	18
	Total	200	100
	Influencing factor for purchasing green products		
1.	Product	80	40
2.	Package	38	19
3.	Place	20	10
4.	Promotion	12	6
5.	All the above	50	25
	Total	200	100
	Amount Spent for Purchasing green products		
1.	Below	74	37
2.	Rs.1000-Rs.5000	84	42
3.	Rs.5001-Rs.10000	24	12
4.	Above Rs.10000	18	9
	Total	200	100
	Number of Green products Purchased		
1.	Below 5 products	68	34
2.	5 – 10 products	84	42
3.	11- 15 products	26	13
4.	Above 15 products	22	11
	Total	200	100
	Period of Using		
1.	Up to 2 Years	66	33
2.	3-4 Years	90	45
3.	5-6 Years	24	12
4.	Above 6 Years	20	10
	Total	200	100

Consumers' Satisfaction Towards Green Products – Table 1.2 –Chi Square Analysis

S.No.	Variables	D.F	Calculated value	Table value	Result s
1.	Gender	2	10.209	5.991	Rejected
2.	Age	8	26.654	15.507	Rejected
3.	Marital Status	2	4.329	5.991	Accepted
4.	Educational Qualification	6	29.702	16.811	Rejected
5.	Family Monthly income	6	24.409	16.811	Rejected
6.	Place of Residence	4	19.742	13.276	Accepted