



AN ANALYSIS ON CONSUMER AWARENESS AND SATISFACTION TOWARDS GREEN PRODUCTS WITH REFERENCE TO COIMBATORE CITY

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Abstract:

The world today is becoming highly aware of the challenges posed to the environment and the resulting problems. There was rapid economic growth with the increase in consumer consumption around the world. This excessive consumption has led to environmental degradation. The consequences of this environmental degradation have led to environmental pollution, global warming, etc., which has become a cause of public concern, which in turn has led to the green movement for environmental preservation. The purpose of this article was to analyse the consumer's awareness, and satisfaction with the usage of green products. The study was conducted in Coimbatore district. 192 respondents were chosen to collect data for the article using a structured questionnaire. Simple percentages, Descriptive statistics, and One-way ANOVA were used to analyse the data. The study revealed that consumers are aware of the availability of green products, and they are satisfied with the usage of environmentally friendly products.

Keywords: *Consumer awareness, Environment, Green Products, Satisfaction.*

Introduction:

A green product is a sustainable product that is designed to minimize its environmental impact throughout its life cycle and even after it has been left unused. Typically, green products are characterized as having two basic goals such as reducing waste and maximizing efficient resources. They are produced using non-toxic ingredients and environmentally friendly processes and are certified by recognized organizations such as Energy Star (EPA), Forest Stewardship Council (FSC), Green Seal, USDA Organic, Electronic Product Environmental Assessment Tool (EPEAT), etc. In the face of an environmental crisis, today's consumers have become more aware of the impact it is having on the planet. Such that, they seek for brands that adopt sustainable practices and are environmentally conscious.

Green products are often marketed as being better for the environment and for the health of consumers, as they may be free of harmful chemicals and toxins. They may also be marketed as being more cost-effective over time, as they may require less energy and resources to produce and use, and may have a longer lifespan.

Examples of green products include energy-efficient light bulbs, reusable shopping bags, eco-friendly cleaning products, organic and sustainably produced food, and renewable energy technologies such as solar panels and wind turbines.

Consumer Awareness Towards Green Products:

People are becoming more mindful of the negative impact that chemical products can have on the surroundings. For instance, plastic products can take hundreds of years to disintegrate and can damage wildlife. Consumers are starting to realize that green products aren't only good for the surroundings but can also be good for their health. Multiple green products are made from natural and non-toxic paraphernalia, which can be safer for consumers to utilize. As technology has advanced, it has become more cost-effective to produce and distribute green products, making them more accessible and affordable. The increased consumer consciousness towards green products has steered to an increase in demand for them. As a result, additional companies are now producing and selling green products. The trend towards green products is anticipated to continue as consumers get more educated and conscious about their impact on the surroundings.

Consumer Perception Towards Green Products:

Study shows that consumers are willing to pay more for green products, as they believe that these products are better for the surroundings and their health. nevertheless, it's important to note that consumers' willingness to pay more for green products is impacted by a variety of factors, such as the perceived quality of the product, the reliability of the brand, and the accessibility of alternate products. Consumers' perception of green products can be affected by various factors, such as marketing campaigns, product labeling, and the availability of information about the product's environmental impact. One of the main factors that affect consumer perception towards green products is their degree of environmental knowledge. Companies that invest in eco-friendly practices and sustainable products are also more likely to be perceived as socially responsible, which can appreciatively impact their brand reputation and customer loyalty. Therefore, companies need to communicate the benefits and features of their green products to consumers.

Consumer Satisfaction Towards Green Products

Consumer satisfaction can be influenced by several factors, such as product quality, price, perceived environmental benefits, and brand reputation.

Product quality: Consumers may be satisfied with green products if they meet their quality expectations. Green products should perform their intended functions as well as, or better than, their non-green products.

They should be durable, reliable, and effective in meeting consumers' needs.

Price: Consumers' satisfaction with green products can also be influenced by the price. Green products are often more expensive than non-green products, which can be a barrier to purchasing them. Consumers may be willing to pay a premium for green products if they perceive them to have significant environmental benefits.

Perceived environmental benefits: Consumers may be satisfied with green products if they perceive them to have significant environmental benefits. For example, products made from sustainable materials or those that reduce carbon emissions may appeal to consumers who are concerned about the environment. If consumers believe that their purchases are making a positive impact on the environment, they may be more satisfied with their purchases.

Brand reputation: Brands that are known for their commitment to sustainability and environmental protection may be more attractive to consumers who are interested in purchasing green products. Consumers may feel more confident about their purchase if they believe that the brand has taken steps to ensure that the product is environmentally friendly. Marketers and manufacturers of green products need to consider these factors when developing and promoting green products to consumers.

Indian Government Initiatives Towards Green Products

The Indian government has taken several initiatives towards promoting the use of eco-friendly products and reducing environmental impact. Some of these initiatives include:

National Clean Energy Fund: Established in 2010, this fund aims to promote research and development in the renewable energy sector and provide financial support to projects related to clean energy. Solar water heaters, Green India Mission, Fuel gas-based aqua ammonia power cycle, Establishment of 1200 KV National Test Station, and financial support for extending subsidies for installation of PV lights and small systems through NABARD, Bihar Saur Kranti Sinchai Yojana are a few important projects of NCEF.

Plastic Waste Management Rules: The government has introduced Plastic Waste Management Rules (2016) and amendments to 2018 and 2020 to regulate the use of plastic and promote its responsible use. These rules include the ban on the use of plastic bags below 50 microns. The plastic packaging waste that does not fall under the phase-out of identified single-use plastic items must be collected and managed in an environmentally responsible manner through the Extended Producer Responsibility of the Manufacturer, Importer, and Brand Owner (PIBO) according to the Plastics Waste Management Code, 2016.

E-Waste Management Rules: The government has introduced E-waste Management Rules 2022, which came into existence on 1 April 2022 to regulate the disposal and management of electronic waste. These rules require producers to take back their products and ensure the safe disposal of at least 60% of their

electronic waste and recycled by 2023. The target will increase to 70% and 80% in 2024 and 2025.

Review of Literature:

Fizza Iftikhar, Ayesha Asghar, Maha Khan (2022), did a study on the Impact of Green Marketing and Environmental Awareness on Consumers Green and Conscious Consumption of Green Products. The main objective of this study was to examine how environmental awareness and green marketing play an important role in forming a conscious and green consumer attitude towards the purchasing behavior of green products. A cross-sectional survey method was used to collect data. The results of this study showed a positive relationship between environmental awareness and green marketing.

Peter Ansu-Mensah (2021), did a study on Green product awareness effect on green purchase intentions of university students: An emerging market's perspective. The specific objective of this study was to determine whether awareness, price, availability, value, and quality influence college student intent to buy green products. A Quantitative research method was used to collect data in this study. The result of this study suggested that perceived environmental quality has the greatest positive impact on university students' green purchasing intentions, while green perceived price is the second-best predictor of university students' green purchasing intentions.

Pradeep Kautish, Rajesh Sharma (2021), conducted a study on relationships among terminal and instrumental values, environmental consciousness, and behavioral intentions for green products. The main objective of this study was to examine the functional relationships between end and instrumental values, environmental awareness, and behavioral intentions for green products in India in light of the Value Attitude Behavior Framework. Hypo-deductive research design was used to collect data. This study showed that environmental awareness acts as a partial mediator while providing a link between instrumental/ultimate value and behavioral intentions towards green products.

Swetarupa Chatterjee, Naman Sreen, Pradip H. Sadarangania, et.al (2021), did a study on the impact of Green Consumption Value, and Context-Specific Reasons on Green Purchase Intentions: A Behavioral Reasoning Theory Perspective. The main objective of this study was to examine the impact of green consumer value, reasons to buy green products, and reasons not to buy green products on consumer attitudes towards green products and green purchasing intent. Cross-sectional survey was used to collect data. The results showed that the value of green consumption was positively associated with reasons for buying green products and attitudes towards green products, which in turn has a positive impact on the intention to buy green products.

Objectives of the Study:

- To study the consumer's awareness, perception, and satisfaction towards green products.
- To study the consumption behavior of consumers towards green products.

Scope of the Study:

Environmental problems have recently been increasing at an alarming rate. In this situation, green-labeled products that can reduce environmental problems and health hazards are gaining importance. The number of consumers consuming green products is very small due to a lack of awareness, less availability, high prices, etc. In this regard, this study was undertaken to find the consumer's awareness, perception, and satisfaction towards green products in Coimbatore city.

Research Methodology:

- **Design of Research:** Descriptive Research design was used to observe, document, and present facts and details about “Consumer awareness and satisfaction towards green products”.
- **Data Collection Source:** The researcher used both primary and secondary data.
 - **Primary Data** - In this study, primary data was gathered through the use of a structured questionnaire.
 - **Secondary Data** - Data that has already been analyzed is referred to as secondary data. Secondary data was gathered from books, journals, published and unpublished reports, company records, websites, and magazines, among other sources.
- **Area of the study:** The study area is Coimbatore district.
- **Sample size:** The research sample size is 192 respondents.
- **Statistical tools for analysis:** The data collected from the survey were analyzed using statistical analysis, such as simple percentage analysis, descriptive statistics, one-way ANOVA and Chi-square to determine the consumers awareness, perception and satisfaction towards green products.

Analysis and Interpretations:

Table No-1: Demographic Profile of Respondents

S.No	Variables	No of Respondents	Percentage
Gender			
1	Male	104	54
2	Female	88	46
	Total	192	100
Age			
1	18 – 27 Yrs	45	24
2	28 – 37 Yrs	91	47
3	38 – 47 Yrs	19	10
4	48 – 57 Yrs	23	12
5	Above 58 Yrs	14	7
	Total	192	100
Area of Residence			
1	Urban	73	38
2	Semi-Urban	59	31
3	Rural	60	31
	Total	192	100
Educational Qualification			
1	Uneducated	7	4

2	School Education	21	11
3	Under Graduate	119	62
4	Post Graduate	25	13
5	Diploma	10	5
6	Ph.D.	10	5
	Total	192	100
Occupation			
1	Student	25	13
2	Public Employee	33	17
3	Private Employee	54	28
4	Professional	21	11
5	Homemaker	59	31
	Total	192	100
Period of usage of green products			
1	Less than a year	64	33
2	1 - 2 years	66	34
3	2 - 3 years	34	18
4	More than 3 years	28	15
	Total	192	100

Interpretation:

From the above table, it was inferred that the majority of

- 54% of the respondents are male
- 47% of respondents are between the age group of 28 – 37 years of age.
- 38% of respondents are from urban areas.
- 62% of respondents are under-graduated.
- 31% of respondents are homemakers.
- 34% of respondents use green products for 1 – 2years.

Table No-2 Respondent's source of awareness about green products

S. No	Factor	No. of Respondents	Percentage
Source			
1	TV advertisements and infomercials	40	21
2	Family, friends and colleagues	62	32
3	Awareness campaign in shops	30	16
4	Newspaper	21	11
5	Social media	39	20
	Total	192	100
Type of green products used by respondents			
1	Organic vegetables/fruits	62	32
2	Cosmetics/body care	32	17
3	Toiletries	13	7
4	Fabric/Clothing	27	14
5	Furniture & home appliances	12	6
6	Solar lamps/heaters	7	4
7	Paper bags/cups/plates	23	12
8	Groceries/food products	16	8
	Total	192	100

Interpretation: From the table, it was inferred that 21% of respondents are aware from TV advertisements and infomercials, 32% aware of family, friends and colleagues, 16% aware from awareness campaign in shops, 11% are aware from newspaper, 20% aware from social media. Response towards the

types of green products used by the respondents 32% of respondents use organic vegetables/fruits, 17% use cosmetics/body care, 7 % use toiletries, 14% use fabric/clothing, 6% use furniture & home appliances, 4% use solar lamps/heaters, 12% use paper bags/cups/plates, 8% use groceries/food products.

Table No-3: Descriptive Statistics

Respondent's awareness towards green products

Statement showing the respondents' awareness towards green products	Mean	Std. Deviation
Green products are made with natural and renewable resources.	4.32	0.793
Green products are healthier.	4.24	0.778
The environment is protected by green products.	4.08	0.874
Numerous brands are available in green products.	3.97	1.01
There are numerous symbols and certifications for green products.	3.95	0.948
Products can be recycled, degraded or reused.	3.96	1.015
Green products help in reducing pollution.	4.15	0.917
Average mean score	4.095	

N = 192

Interpretation:

Table 4.2.1, the respondent's awareness towards green products. The total number of respondents are 192 respondents. It is seen that the highest mean score of 4.32 indicates that the respondents agree that green products are made with natural and renewable resources, the mean score of 4.24 indicates that green products are healthier, the mean score of 4.15 indicates that green products help in reducing pollution, the mean score of 4.08 indicates that the environment is protected by green products, the mean score of 3.97 indicates that numerous brands are available in green products, the mean score of 3.96 indicates that green products can be recycled, degraded or reused and the mean score of 3.95 indicates there are numerous symbols and certifications for green products.

Hence, the average mean score of 4.095 implied that respondents agree with the awareness towards green products.

Table No-3: One way ANOVA

Null Hypothesis (H0): There is no significant mean difference between respondents' level of satisfaction towards green products about independent variables.

Alternative Hypothesis (H1): There is a significant mean difference between respondents' level of satisfaction towards green products about independent variables.

		Sum of Squares	df	Mean Square	F	Sig.	Sig result
Gender	Between Groups	.154	1	.154	.231	.632	NS
	Within Groups	126.716	190	.667			
	Total	126.870	191				
Age	Between Groups	.809	1	.809	1.240	.267	NS
	Within Groups	123.936	190	.652			
	Total	124.745	191				
Residence	Between Groups	.441	1	.441	.547	.460	NS
	Within Groups	153.038	190	.805			
	Total	153.479	191				
Educational Qualification	Between Groups	.606	1	.606	.727	.395	NS
	Within Groups	158.347	190	.833			
	Total	158.953	191				
Occupation	Between Groups	.694	1	.694	1.053	.306	NS
	Within Groups	125.119	190	.659			
	Total	125.812	191				
Period of Usage	Between Groups	.386	1	.386	.407	.524	NS
	Within Groups	180.483	190	.950			
	Total	180.870	191				

Interpretation:

From the above table, it is observed that the null hypothesis is rejected for the independent variables. Hence, it is observed that there is no significant mean difference between respondents' level of satisfaction towards green products about independent variables.

Discussion and Implications:

The primary objective of the study was to find consumers' awareness and satisfaction with green products. As a result of the changing times and the numerous environmental difficulties and problems that exist today, green marketing tactics have become more crucial for every business. Marketing is therefore essential for increasing consumer awareness of any goods or services. The results of the research show

that consumers prefer green products and they are environmentally conscious and they are looking for environment-safe products to substitute the product they use now. The study revealed that customers are satisfied with the usage of green products. Another side we came to know about is the price of green products is high and many customers are not able to afford the products. Because of the expensive nature, the producers are not able to make repeated purchases. Therefore, the government should take measures to encourage the use of environmentally friendly products. Marketing elements should be improved, and increasing investments in production units will help to reduce production costs. Government, non-governmental organizations, educational institutions, business houses, and society should take the initiative to promote green products.

Conclusion:

The research paper aimed to investigate consumers' purchasing behavior regarding green products. The findings indicate that age, gender, income, and educational qualifications do not significantly influence consumers' purchase behavior or satisfaction with green products. Instead, the key determinant of purchasing behavior is consumers' satisfaction levels with these products. Notably, younger consumers exhibit a heightened concern for the environment. The study reveals that consumers prioritize the features of green products when making purchasing decisions and are willing to pay a premium to support environmental protection. It is evident that consumers are motivated to choose green products not only for environmental reasons but also due to perceived health benefits. Therefore, organizations should prioritize enhancing the quality of green products and ensure they are offered at fair prices. Addressing concerns related to high prices and subpar quality is crucial, as these are the primary factors that deter and discourage consumers from considering the purchase of green products.

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