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 மா.தே. அருண் மொழி நங்கை

## A Study on Customers Satisfaction Towards Green Products in Nagercoil Town

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### ABSTRACT

*Green products are presumed to be environmentally safe. Green products are also known as environmentally safe products or sustainable products. Divergent aspects of green products include ecology safer products, recyclable and biodegradable packing, energy efficient & better pollution controls. The threatening alarm of global warming pushes the corporate towards sharing the responsibility of making a safe environment for all by involving themselves as a part to the social contract. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. Data were collected from hundred sample respondents who are using green products. The area selected for the study is in and around Nagercoil. From the findings made, the sample respondents very much prefer and satisfied with the organic food they are consuming. The respondents are not much aware of green products.*

**Keywords:** *Green, Satisfaction, Products, Customers.*

### Introduction

Green products are those items considered as eco-friendly. The manufacturer of a particular product take 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. The term 'Green' has nothing to do with colour, but the choice of name is appropriate because Green is a colour that is often associated with nature. Green products are considered kinder to the environment than non-green goods, in one way or another. The term is widely used and it do not take much for a product to be called Green, so it can cover a wide range of consumer goods. A product is considered earth-friendly if it is biodegradable, that it will pose no threat to the earth and environment, when it is released to the air, water or earth while in use or when disposed of. These types of products usually decompose much quicker in a landfill, than similar items that are not biodegradable. Biodegradable household cleaners, soaps, dish and dishwasher detergents and laundry soaps are just a few examples of green products. If a product contains any amount of recycled goods in its construction, it is also considered Green for two reasons, because recycling reuses a



material keeping it out of the landfill, as well as saves on the environment when alternative materials are not manufactured and used for that component.

### **Statement of the Problem**

Green products have become a global struggling to achieve the purpose of environment protection by using various means to persuade the consumers segments to change their attitude from the conventional product towards green products and also to satisfy the needs. In this study, the researchers have made an attempt to highlight the preference, satisfaction level and the problems faced by the sample respondents while using green products.

### **Objectives of the Study**

The following are the objectives of selecting the topic.

- To analyze the preference level of the sample respondents
- To find out the satisfaction level of the respondents.
- To find out the problems faced by the sample respondents.

### **Scope of the Study**

The research is carried out among the respondents in Nagercoil. The main purpose of the research is to study the preference and satisfaction level of the sample respondents towards green products.

### **Methodology**

Data are collected on the basis of both primary and secondary data. Primary data were collected by means of systematically prepared questionnaire by way of Google forms from the users of green products in Nagercoil. Secondary data has been collected from Websites, Newspapers, Books and Journals. The researchers collect the data by using convenient sampling technique.

### **Limitations of the Study**

- The time at the disposal of the researcher was very short.
- The respondents were not co-operative while providing the information.
- The area of the study covers only Nagercoil town.
- Respondents are not much aware of green products.

### **Results and Discussion**

#### **Consumer Preference wise Distribution of Respondents**

Green products are convenient and quick. But it is not suitable for all the products. Each customer has his own preference towards the product according to their level of comfort, ability and satisfaction.

**Table 1. Consumer Preference wise Distribution of Respondents**

S. No.	Preference	Garrett's mean score	Rank
1.	Organic food	69.3	I
2.	Detergent or cleaning	63.49	IV
3.	Soft drink or beverage	62.38	VI
4.	Herbal cosmetics	65.13	II
5.	Pure cotton dress	64.99	III
6.	Tupperware	62.37	VII
7.	Solar water heaters or solar energy	62.94	V
8.	Sanitary items	62.18	VIII
9.	Bio- degradable products	61.17	IX
10.	Electronic products	58.51	X

**Source:** Primary data

From the above table it was inferred that the first rank is given to 'Organic food' with a mean score of 69.3, while the second rank is given to "Herbal cosmetics" with a mean score of 65.13 and the last rank is given to "Electronic products" with a mean score of 58.51. This shows that the respondents prefer 'Organic food' and not much interested in buying electronic products. This shows that most of the sample respondents are health conscious.

### **Satisfaction Level Wise Distribution of Respondents**

Satisfaction varies from person to person and product to product. Following table 2 represents the Satisfaction level of the respondents towards green products.

**Table 2. Satisfaction Level Wise Distribution of Respondents**

S.No.	Particulars	Highly satisfied (5)	Satisfied (4)	Dissatisfied (3)	Highly dissatisfied (2)	No opinion (1)	Total	Rank
1.	Organic food	(82) 410	(13) 52	–	(2) 4	(3) 3	(100) 464	I
2.	Detergent or cleaning	(21) 105	(64) 256	(8) 24	(4) 8	(3) 3	(100) 396	VIII
3.	Soft drink or beverage	(42) 210	(36) 144	(11) 33	(3) 6	(8) 8	(100) 401	VI
4.	Herbal cosmetics	(32) 160	(50) 100	(8) 24	(8) 16	(2) 2	(100) 402	V
5.	Pure cotton dress	(48) 240	(32) 128	(10) 30	(3) 6	(7) 7	(100) 411	III

6.	Tupperware	(27) 135	(48) 192	(11) 33	(8) 16	(6) 6	(100) 382	X
7.	Solar water heaters or solar energy	(40) 200	(32) 128	(18) 54	(4) 8	(6) 6	(100) 396	VIII
8.	Sanitary items	(36) 180	(49) 196	(9) 27	(2) 4	(4) 4	(100) 411	III
9.	Bio-degradable products	(51) 255	(34) 136	(7) 21	(4) 8	(4) 4	(100) 424	II
10.	Electronic products	(35) 175	(42) 168	(13) 39	(5) 10	(5) 5	(100) 397	VII

**Source:** Primary data (Figures with parenthesis indicate the number of sample respondents)

The above table 2 portrays the Satisfaction level of the sample respondents. In this regard, first rank is given to 'Organic food' with a total of 464. Last rank is given to 'Tupperware' with a total of 382. It is observed that most of the respondents are very much satisfied by using green products. The respondents are not much satisfied about 'Tupperware' because using 'Tupperware' is not much advisable and not good for health too.

### Problems Regarding Green Products

Every product or service or method or technique has both merits and demerits. The following Table 3 depicts the problems faced by the respondents while purchasing green products. This is analyzed with the help of Weighted Average method.

**Table 3. Problems Regarding Green Products**

S. No.	Particular	Agree (3)	Disagree (2)	No opinion (1)	Total	Mean score	Rank
1.	Lack of awareness	(78) 234	(15) 30	(7) 7	(100) 271	2.71	I
2.	Lack of availability	(48) 144	(37) 74	(15) 15	(100) 233	2.33	III
3.	High cost	(56) 168	(30) 30	(14) 14	(100) 242	2.42	II
4.	Inadequate promotional mix	(36) 108	(38) 76	(26) 26	(100) 210	2.10	VII
5.	Lack of Eco-Consciousness	(55) 165	(23) 46	(22) 22	(100) 233	2.33	III
6.	Minimum retail outlets	(45) 135	(32) 64	(23) 23	(100) 222	2.22	V
7.	Unbranded products	(42) 126	(33) 66	(25) 25	(100) 217	2.17	VI

**Source:** Primary data (Figures with parenthesis indicate the number of sample respondents)

From the above table it was inferred that 'Lack of awareness' ranks first with the mean score of 2.71. 'High cost' ranks second with the mean score of 2.42. The last rank is given to

‘Inadequate promotional mix’ with the mean score of 2.10

Most of the respondents mentioned that their main difficulty is, lack of awareness, and cost is very high and it is not easily affordable by the middle-class people.

### **Findings**

The summary of findings is the natural and logical result of analysis and interpretation carried out by the researchers.

- With regard to Preference level, first rank is given to ‘Organic food’ with a mean score of 69.3. The least rank is given to ‘Electronic products’ with a mean score of 58.51. This is because most of the sample respondents are interested in buying organic food. This shows that most of the sample respondents are health conscious.
- Regarding the level of satisfaction, first rank is given to ‘Organic food’ with a total of 464. Least rank is given to ‘Tupperware’ with a total of 382. It is observed that most of are very much satisfied with green products. The respondents are not much satisfied about ‘Tupperware’ because using ‘Tupperware’ is not much advisable and not good for health too.
- Regarding the problems faced by the respondents, ‘Lack of awareness’ ranks first with the mean score of 2.71. ‘High cost’ ranks second with the mean score of 2.42. The last rank is given to ‘Inadequate promotional mix’ with the mean score of 2.10. Most of the respondents mentioned that their main difficulty is, lack of awareness, and cost is very high and it is not easily affordable by the middle-class people.

### **Suggestions**

Following are the suggestions recommended by the researchers to the manufacturers.

- Take much care while manufacturing ‘Electronic products’, since less preference is given by the sample respondents.
- Health conscious should be taken into consideration while producing ‘Tupper ware’.
- Provide information about eco label to those who are not aware of it.

### **Conclusion**

Green products or eco-friendly products it has a prominent role in conservation of environment. So, there is a need for promoting the green products. From this study, it is clear that most of the people are having the habit of purchasing green products like solar light, solar heater, paper bags, handicraft items and clay products. Most of the customers are willing to pay higher price for these products because of the quality and environment protection. This study reveals that people have positive opinion towards solar lights and solar heater. On the other

hand, handicraft items, paper bags and clay products are not much attracted by the respondents. The sample respondents are very much satisfied with the organic foods. Most of the respondents feel that the cost is very high to afford green products.

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