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## A study on customer satisfaction level on green products with special reference to Coimbatore district

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### Abstract

The growth of green marketing research dates back to 1980s when there was emergence of concept of green marketing. Early literature indicates green marketing to be an approach which indicated signs of shift in consumer attention to green product. Nowadays people started to realize their role and responsibilities. The current study introduces the concept of green product and looks into the various ways in which the different consumer satisfactions are related to the concept of green products. A conceptual framework is presented and the information is analyzed on the basis of the framework.

**Keywords:** Green Products, Green Marketing, Customer Satisfaction.

### 1. Introduction

The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing".

The Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry's where the financial report was supplemented by a greater view on the company's environmental impact. In 1987 a document prepared by the World Commission on Environment and Development defined sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own need", this became known as the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity. Two tangible milestones for wave 1 of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America.

### 1.2 Literature Review

1. A Study on Consumer Preference towards Green Marketing Products by Dr.S.M Yamuna, says that According to research consumer demographic and socio-economic characters respond positive in purchasing green products moreover, respondents suggested that green products are low priced and eco-friendly. Green products generally use eco-friendly materials and energy-efficient means of production, thereby causing less or no detrimental impact on the environment.

2. Elkington (1994: 93) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries

### 1.3 Green Marketing:

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising.

### 1.4 Green Products:

Green products can be defined as "Products which have minimal impact on the environment"

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In today's world, we have lot of green marketing products which are mostly not know to people and awareness about the products are also very low. Let's see some of world's famous green energy products.

- Power from wind and solar energy
- Solar heater
- Solar kitchen appliances
- Gas fitted vehicles
- CFL bulbs
- LED Lights
- Green data centers
- Electricity powered vehicles
- Electric kitchen appliances

### 1.5 Need for Green Products:

A consumer products companies found that greater focus on health and well-being, a rising incidence of allergies, and concern about chemical safety have all increased demand for organic and natural household and personal products. Companies are responding with products such as Clorox's recently launched Green Works, a line of household cleaning products that contain environmentally friendly cleaning agents. So green marketing is inevitable.

### 1.6 Need For The Study:

Procter & Gamble (P&G) also cites new research that finds strong consumer interest in goods that offer both environmental and economic benefits. The company recently announced plans to convert its entire powder laundry detergents to a compacted formula in February 2011. The new formula is expected to reduce waste and save energy and water. The announcement comes on the heels of related aspirations to reach more than 50 million US households with information on how P&G products such as Tide Coldwater liquid laundry detergent can save water, energy, and waste.

Even though awareness among the customer on environment is increasing awareness about green products is of great importance for companies. This is to be found for the improvement of green project for the companies. Companies are interested in finding the willingness by the customers to pay a premium price for green products.

### 1.7 Objectives:

1. To find the customers willingness to buy green products in Coimbatore district.
2. To find the satisfaction level of existing products which the customers use

### 1.8 Scope for the Study:

A recent survey revealed that those customers want products with an environmental benefit. Since fewer research are done in green products this study will in finding newer information which will for companies in starting projects on green products.

### 1.9 Limitations of the Study:

- The study is limited to Coimbatore District only and therefore the findings of the study can't be extended to other areas.
- Time and cost are the other factors limiting the study to a sample of 100 respondents.

### 1.10 Sampling Design

The Sampling design used for the research was non-probabilistic convenient sampling.

### 1.11 Sample Size:

Sample size of 100 was selected for the research.

### 1.12 Research Design:

Research design is descriptive analysis. The research is descriptive in nature.

### 1.13 Source of Data

Primary data for the research was collected in the form of structured questionnaire from general public in Coimbatore District.

Secondary data for the research was collected from the journals and records. Apart from journals, web sources were also used for the research.

### 1.14 Tools Used:

- Kolmogorov-Smirnov test
- Mann-Whitney test
- Kruskal-Wallis test

### 1.15 Data Analysis and Interpretation

#### 1. Customer Satisfaction Level on Green Products:

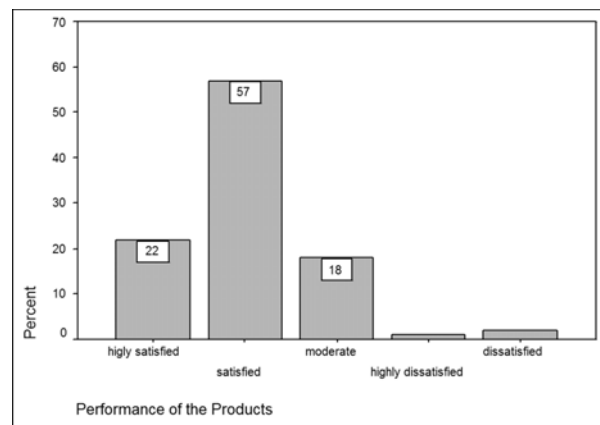


Fig 1: Customer Satisfaction level on Green Products

#### Interpretation:

Satisfying existing customers are important for any company. This applies for companies offering green products also. Even though the products are green it must satisfy its customer requirements to ensure sustainable growth. In the study 56% of the customers are satisfied about the performance of green products that they have used is a good indicator for the growth for green products. 22% are highly satisfied only a small percentage of the people are not satisfied with the performance of green products.

## 2. Respondents Awareness about Green Products

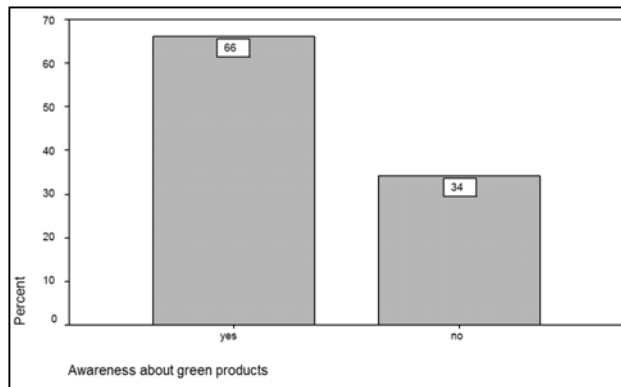


Fig 2: Respondents Awareness about Green Products

### Interpretation:

The objective of the study is to find the awareness about green products among customers. 66% of survey respondents

are aware of green products. Concerns for environment are increasing and this percentage may even go up.

## 3. Respondents View on View on Green Products:

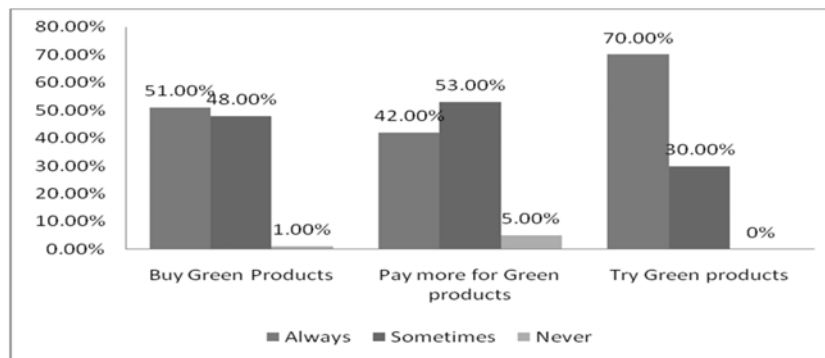


Fig 3: Respondents view on view on green products

### Interpretation:

Survey respondents were asked few question about green products the first one was their willingness to buy green products 51% of respondents were ready to try green products always and 48% of respondents are ready to try green products sometimes. The second questions was survey respondents willingness to pay more for green products 42% of respondents were ready to pay more for green products always and 53% of survey respondents were ready pay more for green sometimes. The third question was about trying

green products 70% of the respondents were ready to try green products always. No customer was in the category of never trying green products.

## 4. Validation of Data

H0: There is no difference between the distribution and test distribution.

H1: There is a significant difference between variable distribution and test distribution.

Table4: Validation of Data  
One-Sample Kolmogorov-Smirnov Test

		Age	Advertisement	Performance of the Products
N		100	100	100
Normal Parameters	Mean	1.4700	4.0800	2.0400
	Std. Deviation	.68836	1.93156	.79035
Most Extreme Differences	Absolute	.373	.210	.310
	Positive	.373	.119	.310
	Negative	-.247	-.210	-.260
Kolmogorov-Smirnov Z		3.726	2.099	3.102
Asymp. Sig. (2-tailed)		.000	.000	.000

a. Test distribution is Normal.

b. Calculated from data.

**Interpretation:** Kolmogorov-Smirnov test was performed to check the distribution of samples and to check whether non-parametric test can be performed. Significance value was .000 which was below .05. So H0 was rejected and it was inferred that all the variables are not normally distributed. Hence only non-parametric tests can be performed.

**5. Awareness of Green Products among Male And Female Customers**

H0: Male and Female have same level of awareness  
 H1: Male and Female don't have same level of awareness

**Table5:** Awareness of green products among male and female customers

**Test Statistics<sup>a</sup>**

	Awareness about green products
Mann-Whitney U	854.000
Wilcoxon W	1154.000
Z	-.570
Asymp. Sig. (2-tailed)	.568

a. Grouping Variable: Gender

**Interpretation:**

Significance value is .568 which is greater than .05 hence H0 must be accepted. It was inferred as both male and female have same level of awareness about green products.

**6. Buying Green Products among Male and Female Customers**

H0: Male and Female have same level of willingness to buy green products  
 H1: Male and Female don't have same level of willingness to buy green products

**Table6:** Buying green products among male and female customers

**Test Statistics<sup>a</sup>**

	Buying green products
Mann-Whitney U	856.500
Wilcoxon W	3782.500
Z	-.515
Asymp. Sig. (2-tailed)	.607

a. Grouping Variable: Gender

**Interpretation:**

Significance value is .607 which is greater than .05 hence H0 must be accepted. It was inferred as both male and female have same level of willingness to buy green products.

**7. Relation between Gender and Satisfaction Level for Green Products**

H0: Male and Female have same level of satisfaction for green products  
 H1: Male and Female don't have same level of satisfaction for green products

**Table 7:** Relation between Gender and Satisfaction Level for Green Products

**Test Statistics<sup>a</sup>**

	Performance of the Products
Mann-Whitney U	797.500
Wilcoxon W	1097.500
Z	-1.034
Asymp. Sig. (2-tailed)	.301

a. Grouping Variable: Gender

**Interpretation:**

Significance value is .301 which is greater than .05 hence H0 must be accepted. It was inferred as both male and female have same level of satisfaction for green products.

**1.16 Findings**

- 56% of the customers are satisfied about the performance of green products.
- 57% of respondents are in satisfaction level after using green products. 22% are in highly satisfied level.
- 66% of respondents are aware of green products.
- Male and female respondents have same level of awareness about green products.
- Male and female respondents have same level of willingness to pay more for green products.
- Male and female respondents have same level of willingness in trying for green products.
- Satisfaction level among male and female are of same level.

**1.17 Conclusion**

The current study is a compilation of various aspects related to green marketing. It is clearly evident from review of literatures and the conceptual model that the majority of the consumers still lack 'green' knowledge and because of such low awareness towards green products organizations are still not pushing towards developing more green products nor are they working hard on green packaging. Nowadays people started to realize their role and responsibilities. Even the company which focused on the profit now turned towards Green Marketing Companies and producing eco-friendly products. Nowadays companies with the help of advertising started to educate the consumer about the benefits of Green Products.

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