



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor: 5.2  
IJAR 2016; 2(10): 267-272  
www.allresearchjournal.com  
Received: 11-08-2016  
Accepted: 13-09-2016

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## **An empirical study on awareness and satisfaction level of consumers towards green products in Mettupalayam Taluk, Coimbatore**

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### **Abstract**

The last decade has witnessed a dramatic increase in environmental consciousness worldwide. The green marketing products are slowly getting huge awareness in among the world through environmentalist and other social protection conscious people for avoiding the global warming. To study the consumer's attitude and behavior towards purchase of eco-friendly products in Mettupalayam Taluk in Coimbatore District a study has been conducted based on the primary data. Overall opinion of the respondents is "better" about Green products in their locality. Green marketing is a tool for protecting the environment for the future generation. In all over the Mettupalayam, the people and customer have awareness related to green products.

**Keywords:** Green Products, Eco-friendly, Environment

### **1.1 Introduction**

The increase in human pollution coupled with development of science and technology has been a serious threat to global ecological balance. Human activities through the years have degraded all the vital life supporting systems like air, water and land. According to the World Health Organization (WHO) report air pollution in India causes 5, 27, 700 deaths every year. 21% of communicable diseases in India are related to polluted water.

The last decade has witnessed a dramatic increase in environmental consciousness worldwide. A recent survey found that 82 per cent of British citizens rated the environment as an immediate and urgent problem, while another study established that 69 per cent of the general public believes that pollution and other environmental damage are impacting on their everyday life.

### **1.2. Statement of the Problem**

The green marketing products are slowly getting huge awareness in among the world through environmentalist and other social protection conscious people for avoiding the global warming. The tough task to cover the entire green marketing producers and customers view in all over the world by research. So, the researcher is trying to portrait the public attitude and awareness towards green marketing products in Coimbatore.

### **1.3. Objectives of the Study**

- To study the consumer's attitude and behavior towards purchase of ecofriendly products in Mettupalayam
- To analyse the level of satisfaction of green product customers
- To find out the factors influencing the consumers to purchase ecofriendly products
- To sort out the problems faced by the green consumers

### **1.4. Green Consumers and Green Products**

**Green product** is the product that will not pollute the earth or deplore natural resources, and can be recycled or conserved. In other words, green product refers to product that incorporates the strategies in recycling or with recycled content, reduced packaging or using less toxic materials to reduce the impact on the natural environment. Consumers

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who are aware of and interested in environmental issues are called **Green consumers**. These green consumers usually organized petitions, boycotted manufacturers and retailers and actively promote the preservation of the planet.

### 1.5. Current Green Product Scenario In India

Many analysts are predicting that 2012-13 will be a make-or-break-it year for many green businesses as increasing competition in the green sector drives some businesses to new heights of innovation and service while other businesses lag behind. Trends may come and go, however, keeping track of green business trends is a great way to ensure that your business stays fresh, flexible, and creative in the face of new challenges and opportunities, the surest way to green business success in 2013 and beyond.

### 1.6. Green Marketing In India

In India, the concept of Green Marketing has been utilizing right from the use of biogas in the villages to using environment-friendly products like bamboo furniture, CFL, etc. In fact, the pottery made from earthenware and the use of traditional surai and matka for drinking cool water rather than the refrigerator, is another interesting example. Use of steel utensils which are reusable, rather than disposable plates, can also be viewed as a green initiative. The use of coolers rather than air conditioners goes a long way in reducing the carbon footprint. However, these traditional items seem to be gradually losing their sheen, with more and more people using modern gadgets and gizmos. According to Google Trends report 2007, on a relative basis, more searches for "green marketing" originated from India than from any other country. Recently, the entire country people attitudes turn towards "going green". A lot of people from all different parts of the world are doing their part in order to keep the earth healthy. More and more people are switching to behaviour that is safer for the earth: they are driving hybrid cars, using solar and wind power, recycling, and cleaning with "green" products.

### 1.7. Top Green Brands In India

- Amul
- Dabur India ltd
- Infosys
- Taj Hotels
- Britannia Industries ltd
- Suzlon India
- Hindustan Unilever Ltd
- Wipro technologies ltd
- Maruti Udyog ltd
- Godrej Consumer Products

### 1.8. Review of Literature

Josephine Pickett-Baker *et al* (2008) <sup>[1]</sup>, in his paper investigated marketing and branding techniques for green brands and introduce greener patterns of consumption into contemporary lifestyles. The results show a correlation between consumer confidence in the performance of green products and their pro-environmental beliefs in general.

Johan Jansson *et al* (2010) <sup>[2]</sup>, in their study shows knowledge of green consumer behaviour is important for environmental and business reasons. The results show that values, beliefs, norms, and habit strength determine willingness to curtail and willingness for eco-innovation adoption. The other determinants have varying influence depending on type of behaviour.

Elham Rahbar *et al* ((2011) <sup>[3]</sup>, the purpose of this research is to determine the effect of green marketing tools on consumer's actual purchase behaviour in case of Penang (Malaysia). The result revealed that customer's trust in eco-label and eco-brand and their perception of eco-brand show positive and significant impact on their actual purchase behaviour.

Hee Yeon Kim *et al* (2011) <sup>[4]</sup>, using the Theory of Planned Behaviour (TPB) to examine the effects of consumer values and past experiences on consumer purchase intention of organic personal care products, this study aims to consider further the moderating effect of perceived behavioural control on the attitude-intention relationship. The results indicate that environmental consciousness and appearance consciousness positively influence attitude toward buying organic personal care products.

### 1.9. Research Methodology of The Study

This study is based on the primary data. The required information was collected through the questionnaire by interviewing the samples directly. In this study convenient sampling method is used and data were collected from hundred and twelve samples and according to the fulfillment of the questionnaire hundred samples were finalised and taken for analysis. The collected data was analysed using the following two methods

- Percentage analysis
- Ranking method
- Weighted average method

**Table 1.1:** Age Group of the Respondents

S. No	Particulars	No. Of Respondents	Percentage
1	20 – 30	46	46%
2	31 – 40	28	28%
3	41 – 50	18	18%
4	50 & Above	8	8%
5	Total	100	100%

Source: Primary data

This table indicates the age group of the respondents. The table shows that 46% of the respondents belongs to the age group of 20 – 30, 28% of the respondents belongs to the age group of 31 – 40, 18% of the respondents belongs to the age group of 41 – 50 and 8% of the respondents are above 50 years of age.

**Table 1.2:** Gender of The Respondents

S.NO	Particulars	No. Of Respondents	Percentage
1	Male	48	48%
2	Female	52	52%
3	Total	100	100%

Source: Primary data

The gender of the respondents are interpreted in this table. From the above table it is interpreted that 52% of the respondents are Female and 48% of the respondents are Male.

**Table 1.3:** Marital Status of the Respondents

S.No	Particulars	No. Of Respondents	Percentage
1	Married	78	78%
2	Un Married	22	22%
3	Total	100	100%

Source: Primary data

This table represents the marital status of the respondents. This table states that among 100 respondents 78% of the respondents are married and 22% of the respondents are unmarried.

**Table 1.4:** Residential Area of the Respondents

S.No	Particulars	No. Of Respondents	Percentage
1	Rural	28	28%
2	Urban	72	72%
3	Total	100	100%

Source: primary data

This table indicates the residential area of the respondents as a whole. The result of this table states that among 100 of the respondents 72% of the respondents are from urban area and 28% of the respondents are from rural area.

**Table 1.5:** Educational Qualification of the Respondents

S.No	Particulars	No. Of Respondents	Percentage
1	Graduates	54	54%
2	Higher Secondary	28	28%
3	Below Higher Secondary	18	18%
4	Total	100	100%

Source: Primary data

The table shows that 54% of the respondents are graduates, 28% of the respondents completed their school education and 18% of the respondents have not completed their school education.

**Table 1.6:** Occupation of the Respondents

S.No	Particulars	No. Of Respondents	Percentage
1	Govt. Employees	14	14%
2	Private Employees	32	32%
3	Business person	16	16%
4	Students	10	10%
5	Home Makers	22	22%
6	Others	6	6%
7	Total	100	100%

Source: Primary data

From this table it is interpreted that 32% of the respondents are employed in private firms 22% of the respondents are students, 16% of the respondents are involved in business, 14% of the respondents are government employees, 10% of the respondents are students and 6% of the respondents belongs to various others categories of works.

**Table 1.7:** Annual Income of the Respondents

S.No	Particulars	No. Of Respondents	Percentage
1	Less than 1lakh	28	28%
2	1-3 Lakhs	50	50%
3	3-5 Lakhs	20	20%
4	Above 5Lakhs	2	2%
5	Total	100	100%

Source: primary data

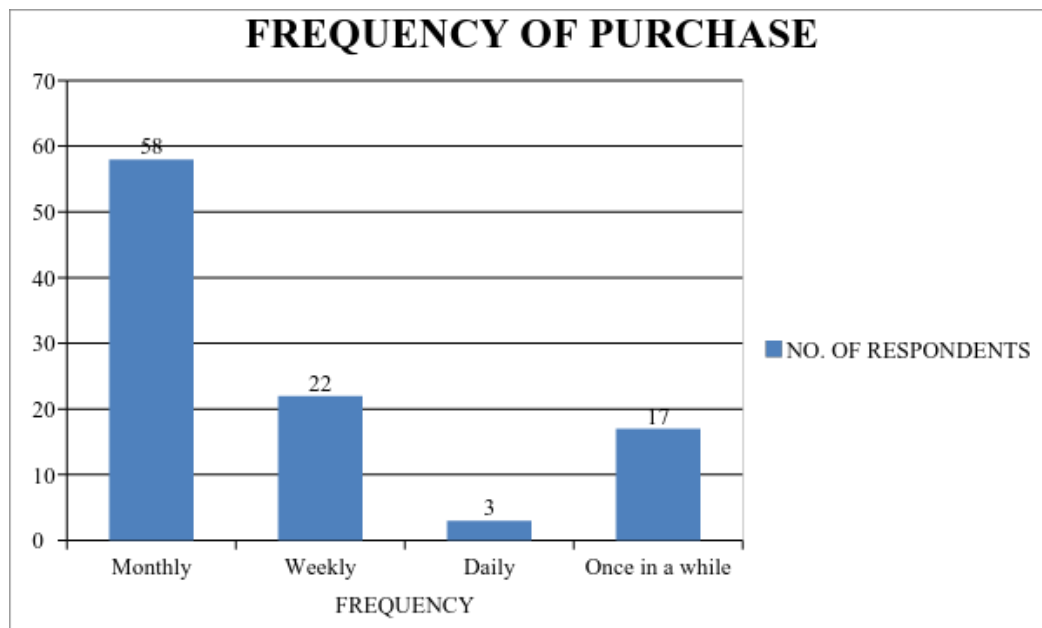
This table represents the annual income of the respondents. The table states that 50% of the respondents have an income of 1 – 3 lakhs, 28% of the respondents have an income of less than 1 lakh, 20% of the respondents have an income of 3 – 5 lakhs and 2% of the respondents have an income of above 5 lakhs.

**Table 1.8:** Frequency of Purchase

S.No	Particulars	No. Of Respondents	Percentage
1	Monthly	58	58%
2	Weekly	22	22%
3	Daily	3	3%
4	Once in a while	17	17%
5	Total	100	100%

Source: Primary data

The above table represents the frequency of purchase. Among 100 respondents 58% of the respondents purchases green products on monthly basis, 22% of the respondents purchases green products on weekly basis, 17% of the respondents purchases green products once in a while and 3% of the respondents purchases green products on daily basis.



**Table 1.9:** Usage Duration

S.No	Particulars	No. Of Respondents	Percentage
1	0-1 Years	39	39%
2	1-3 Years	46	46%
3	3-5 Years	15	15%
4	Total	100	100%

Source: Primary data

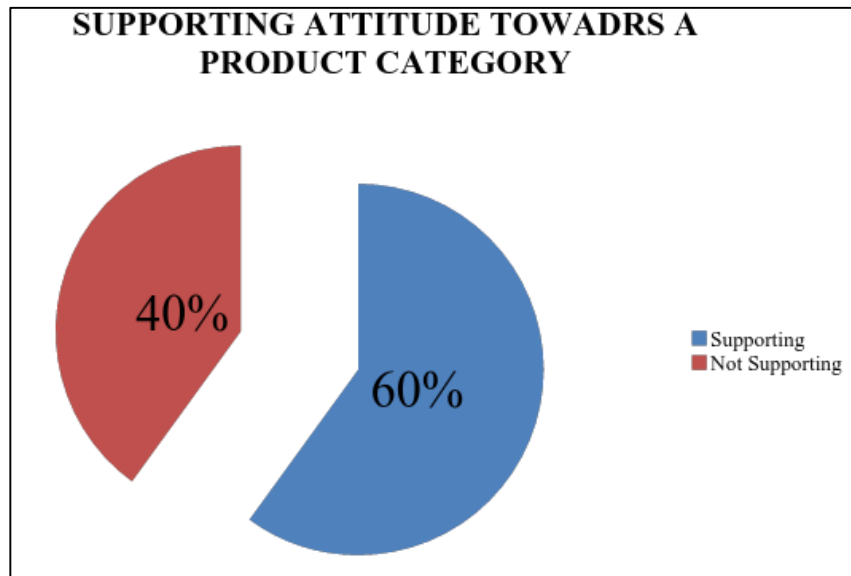
The table shows that the usage duration between 1 – 3 years acquires 46%, the usage duration between 0 – 1 years acquires 39% and the usage duration between 3 – 5 years acquires 15%.

**Table 1.10:** Supporting Attitude towards a Product Category

S.No	Particulars	No. Of Respondents	Percentage
1	Supporting	60	60%
2	Not Supporting	40	40%
3	Total	100	100%

Source: Primary data

This table says that among 100, 60% of the respondents are showing their supporting attitude towards a product category and 40% of the respondents are showing their non-supporting attitude towards a product category.



**Table 1.11:** Product Category Supported and Suggested To Outsiders

S.No	Particulars	No. Of Respondents	Percentage
1	Cosmetics	16	27%
2	House Hold	35	58%
3	Accessories	6	10%
4	Others	3	5%
5	Total	60	100%

Source: Primary data

This table shows that 58% of the respondents are supporting and suggesting house hold products, 27% of the respondents are supporting and suggesting cosmetics, 10% of the respondents are supporting and suggesting accessories and 5% of the respondents are supporting and suggesting other categories of products.

**Table 1.12:** Recommendation Attitude Regarding Green Products

S.No	Particulars	No. Of Respondents	Percentage
1	Recommending	82	82%
2	Not Recommending	18	18%
3	Total	100	100%

Source: Primary data

From this table it is interpreted that 82% of the respondents have recommending attitude towards green products and 18% of the respondents do not have recommending attitude towards green products.

**Rank Analysis**

**Table 1.13:** Category of Product Used

S.No	Particulars	No. Of Respondents	Percentage	Rank
1	Cosmetics	30	30%	2
2	House Hold	41	41%	1
3	Accessories	17	17%	3
4	Others	12	12%	4
5	Total	100	100%	

Source: Primary data

This table shows that House hold products stands first in the usage category with 41%, Cosmetic products stands second in the usage category with 30%, Accessories products stands third in the usage category with 17% and Other categories of products stands fourth with 12% in the usage category.

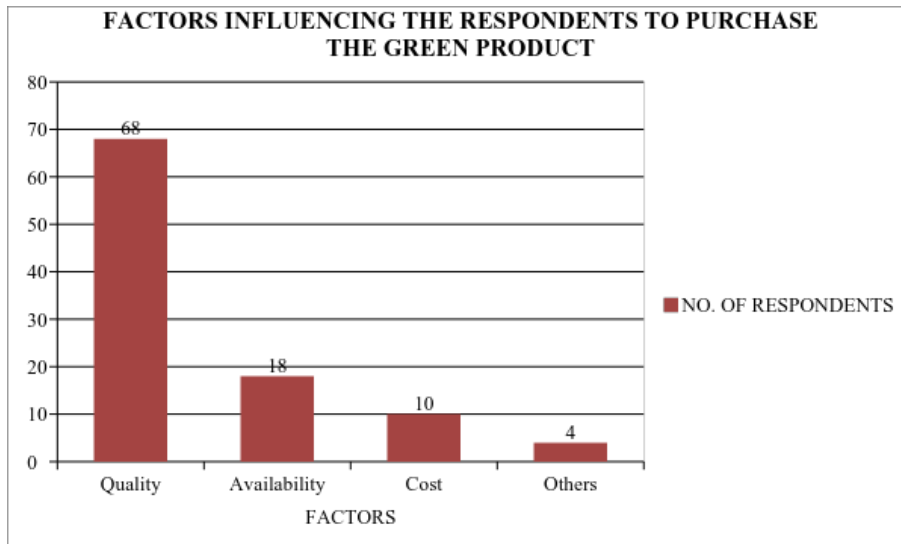
**Table 1.14:** Factors Influencing the Respondents to Purchase the Green Product

S.No	Particulars	No. Of Respondents	Percentage	Rank
1	Quality	68	68%	1
2	Availability	18	18%	2
3	Cost	10	10%	3
4	Others	4	4%	4
5	Total	100	100%	

Source: Primary data

The table shows that in the ranking basis quality factor of the product ranks 1<sup>st</sup>, the availability factor of the product

ranks 2<sup>nd</sup>, the cost factor of the product ranks 3<sup>rd</sup> and the other factors of the product ranks 4<sup>th</sup>.



**Weighted Average**

**Table 1.15:** Opinion about the Cost of Green Products

S.No	Particulars	No. Of Respondents	Weighted Score
1	High	58	174
2	Moderate	33	66
3	Low	9	9
4	Total	100	249

Source: primary data

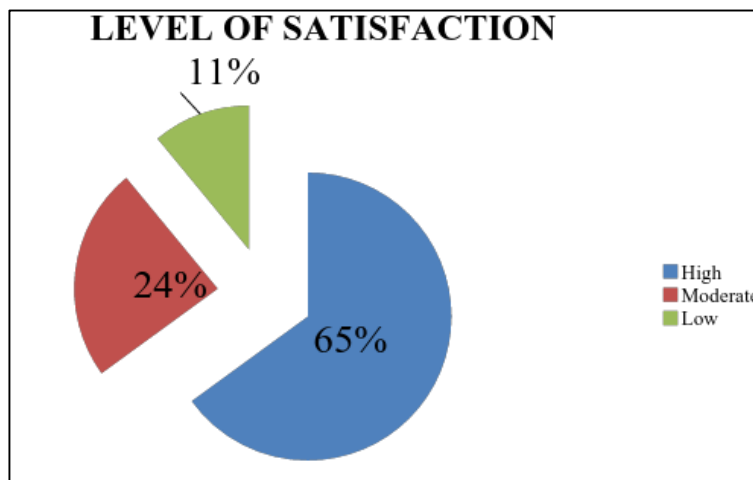
From this table it is interpreted that the opinion of high cost acquired the weighted score of 174, the opinion of moderate cost acquired the weighted score of 66 and the opinion of low cost acquired the weighted score of 9.

**Table 4.3.2:** Level of Satisfaction

S.No	Particulars	No. Of Respondents	Weighted Score
1	High	65	195
2	Moderate	24	48
3	Low	11	11
4	Total	100	254

Source: Primary data

This table indicates that the high level of satisfaction possess a weighted score of 195, the moderate level of satisfaction possess a weighted score of 48 and the high level of satisfaction possess a weighted score of 11.



**Table 4.3.3:** Opinion about the Product Variety

S.No	Particulars	No. Of Respondents	Weighted Score
1	High	18	54
2	Moderate	52	104
3	Low	30	30
4	Total	100	188

Source: Primary data

This table represents the opinion about the product variety. From this table it is interpreted that moderate product variety acquires a weighted score of 104, high product

variety acquires a weighted score of 54 and low product variety acquires a weighted score of 30.

**Table 4.3.4:** Overall Opinion of the Respondents about Green Products

S.No	Particulars	No. Of Respondents	Weighted Score
1	Good	46	46
2	Better	36	72
3	Best	18	54
4	Total	100	172

Source: primary data

From this table it is interpreted that overall opinion of the respondents stating better acquires a weighted score of 72, overall opinion of the respondents stating best acquires a weighted score of 54 and overall opinion of the respondents stating good acquires a weighted score of 46.

#### 1.10. Findings

The study found that majority - 58% of the respondents purchases green products on monthly and 46% of the respondents are using green products for 1 – 3 years. About 60% of the respondents are showing their supporting attitude towards a product category to outsiders and 58% of the respondents are supporting and suggesting house hold products to outsiders. 82% of the respondents have recommending attitude towards green products. House-hold products stands first in the usage category with 41% and the quality factor of the product ranks 1<sup>st</sup> with 68%. Majority of the customers feels that the cost of Green products are High and Maximum of the respondents showed a high level of satisfaction and Moderate product variety availability about green products.

#### 1.11. Conclusion

Green marketing is a tool for protecting the environment for the future generation. It has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is green market. Now this is the right time to select "Green Marketing" globally. If all nations make strict rules it will come with drastic change in the world of business because green marketing is essential to save world from pollution. Green marketing is a tool for protecting the environment for the future generation. In all over the Mettupalayam, the people and customer have awareness related to green products. Meanwhile, if the entire Mettupalayam customers became natural eco-friendly user, then definitely Mettupalayam will become one of the finest clean place in the future.

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