

# A STUDY ON CONSUMERS LEVEL OF SATISFACTION TOWARDS ECO-FRIENDLY PRODUCTS

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## ABSTRACT

*Making a truly eco-friendly product keeps both environmental and human safety in mind. At a minimum, the product is non-toxic. Other eco-friendly attributes include the use of sustainably grown or raised ingredients, produced in ways that do not deplete the ecosystem. This study confines its analysis only with regard to consumer satisfaction level towards eco-friendly products with the purpose of gaining a deeper understanding on it.*

**Keywords:** Eco-friendly, Environmental, Non-toxic, Sustainable, Ecosystem.

## INTRODUCTION

The term eco-friendly describes a product that is not hurtful to the environment. However, it can get more complex than that, as there are many factors of something that might be harmful to the environment. So many different things can negatively influence the environment, such as not using proper measures when disposing of products. Eco-friendly products may seem to be more expensive, but long-term they are actually more professional. Eco-friendly products tend to last much longer. These products are typically made from recycled materials and are sturdy, withstanding most drops, kicks, and dishwashers.

## STATEMENT OF THE PROBLEM

The purpose of the study is to find out the level of satisfaction towards the environmental concern products. The main aim is to find out how the consumer behaves when they are about to purchase eco-friendly product. Are they looking for the products which are creating any problem to the environment or not creating any harm to the environment? And to find out the steps or actions what they have taken and motivated others to go for making no harm to the society or the environment.

## OBJECTIVES OF THE STUDY

- To know the satisfaction level of eco-friendly product users.
- To know the environmental problems faced by the respondent.

## RESEARCH METHODOLOGY

### SAMPLE DESIGN:

The sampling design taken for the study is convenient sampling method.

### TOOLS FOR ANALYSIS:

- Percentage Analysis
- Ranking

## LIMITATIONS OF THE STUDY

- Availability of the information and data are limited by time factor.
- The study is conducted for a short period and so in depth analysis is not possible.

## REVIEW OF LITERATURE

**Kavita Kumara (2017)** Green marketing is used for environment friendly products that are considered to be green like low power consuming electrical appliances, organic foods, lead free paints, recyclable paper, and phosphate free detergents. Companies are finding that consumers are willing to pay more for a green product. Green marketing in a broader sense is corporate social responsibility because it helps business to become a collectively responsible as well. In different research conducted in India High level of awareness about green marketing practices was found among the Indian consumers.

**Dr. Neeti Kasliwal and Mrs. Irum Khan (2017)** states that, this study aims to give information about the trends and future scope of green marketing by taking different case studies. Literature review of past studies has also been done to analyse the challenges in green marketing. While going green was largely considered nothing more than a trend when it first entered the business scene, studies have shown that being more eco-friendly can have numerous positive effects on any type of business, from economic factors to consumer related ones. Green marketing is an attempt to characterize a product as being environmental - friendly (eco-friendly).

**Sri Sankara Vidyalaya (2017)** Environmental issues have gained importance in business as well as in public life throughout the world. It is not like that a few leaders of different countries or few big renowned business houses are concerned about the day to day deterioration of oxygen level in our atmosphere, but every common citizen of our country and the world is concerned about this common risk of Global Warming.

**Dr.Akankshya Patnaik (2017)** in the competitive business world customer plays a vital role. We can otherwise say that the whole business revolves around the customer. Honestly the whole market is hustling in satisfying customers. In this process of persuading customers everyone is busy in showing their unique capabilities and enhancing their brand positioning. Basically this paper is an empirical survey on consumer satisfaction especially on green FMCG products.

**D. Suganya and Dr. S. Kavitha (2017)** Consumer awareness is about making the consumer aware of his/her rights. It is a marketing term which means that consumers are aware of products or services, its characteristics and the other marketing P's (place to buy, price, and promotion). Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction. Product awareness can consist of consumer knowledge of brand benefits, features, slogan, tag lines and other brand messaging element

**PROCESSING OF DATA**

**TABLE-1 CLASSIFICATION OF RESPONDENTS BASED ON THE FACTOR THAT INFLUENCE MORE LEVEL ON BUYING ECO-FRIENDLY PRODUCTS**

S.NO	FACTORS	SA	%	A	%	N	%	D	%	SD	%
1.	EXACTLY WHAT I NEED	115	46%	79	32%	44	18%	7	3%	5	2%
2.	TRUST ON PRODUCT	47	19%	146	58%	47	19%	9	4%	1	0%
3.	BRAND PREFERNCE	53	21%	52	21%	108	43%	25	10%	12	5%
4.	FAMILIARITY	19	8%	98	39%	73	29%	44	18%	16	6%
5.	EXPECTATIONS	60	24%	89	36%	53	21%	31	12%	17	7%
6.	OVERALL QUALITY	61	24%	89	36%	68	27%	25	10%	7	3%
7.	VALUE	73	29%	76	31%	82	33%	16	6%	3	1%
8.	PURCHASE EXPERIENCE	46	18%	101	40%	89	36%	6	2%	8	3%
9.	USAGE EXPERIENCE	89	36%	58	23%	81	32%	22	9%	0	0%
10.	AFTER PURCHASE SERVICE	61	24%	72	29%	59	24%	31	12%	27	11%

**TABLE-2: RANK FOR THE PROBLEMS IN PURHASING ECO-FRIENDLY PRODUCT**

S. NO	FACTORS	1	2	3	4	5	6	7	8	9	10	TOTAL	RANK
1.	HIGH PRICE	79 (790)	43 (387)	25 (200)	23 (161)	28 (168)	5 (25)	8 (32)	8 (24)	8 (16)	23 (23)	1826	1
2.	LACK OF AWARENESS	22 (220)	40 (360)	38 (304)	42 (294)	25 (150)	27 (135)	11 (44)	17 (51)	20 (40)	8 (8)	1654	3
3.	LACK OF SHOPS	25 (250)	38 (342)	44 (352)	42 (294)	43 (258)	7 (35)	19 (76)	15 (45)	8 (16)	9 (9)	1677	2
4.	LACK OF AVAILABILIT Y	14 (140)	32 (288)	43 (344)	47 (329)	41 (246)	24 (120)	21 (84)	16 (48)	4 (8)	8 (8)	1615	4
5.	PREFERNCE AND TASTE	36 (360)	18 (162)	28 (224)	22 (154)	54 (324)	16 (80)	30 (120)	5 (15)	19 (38)	22 (22)	1499	5

6.	LEVEL OF EXPECTATION	15 (150)	8 (72)	15 (120)	16 (112)	16 (96)	39 (195)	51 (204)	21 (63)	37 (74)	32 (32)	1118	9
7.	RELIABILITY ON QUALITY	9 (90)	14 (126)	5 (40)	19 (133)	16 (96)	31 (155)	41 (164)	54 (162)	41 (82)	20 (20)	1068	10
8.	DUPLICATE PRODUCTS	7 (70)	26 (234)	22 (176)	10 (70)	9 (54)	38 (190)	24 (96)	50 (150)	36 (72)	28 (28)	1140	7
9.	LOW DEMAND IN MARKET	10 (100)	21 (189)	23 (184)	9 (63)	6 (36)	32 (160)	31 (124)	32 (160)	46 (92)	40 (40)	1148	6
10.	MNC'S AS COMPETITORS	34 (340)	11 (99)	7 (56)	18 (126)	12 (72)	33 (165)	12 (48)	28 (84)	34 (68)	61 (61)	1119	8

**FINDINGS:**

- ❖ Hence most of the respondents strongly agree the factor exactly what I need.
- ❖ High price is concerned as a major problem on purchasing eco-friendly products and it is ranked first

**SUGGESTIONS**

It is suggested that the public should be educated through audio and visual programs, demonstrations about eco-friendly products. The organizations which are manufacturing eco-friendly products can attract more number of users to purchase eco-friendly products at a minimising the price .

**CONCLUSIONS**

As the consumers are looking for branded products it is the responsibility of the producers that they should be more concerned for environmental sound products. Many people are helping their neighbours in understanding the environmental products. Many of the public have turned up for environmental concern products, which seems to be a positive sign for environmental protection.

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