



A STUDY ON CONSUMERS LEVEL OF SATISFACTION TOWARDS ECO-FRIENDLY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

Eco-friendly products are those that don't endanger the environment or people's health. The world was only recently attacked by the coronavirus epidemic, which has had serious adverse effects on both the environment and human health. According to the survey report the study results, after the pandemic situation, individuals began to switch from eco-friendly to non-eco-friendly products. The market for eco-friendly products has grown by 73 percent over the last five years, according to the report by the international marketing firm Terra Choice, and the new businesses and eco-friendly products are started to enter into the market. The study's aim is to find out how satisfied consumers are with environmentally friendly products. The samples are chosen using a convenient sampling technique. 150 people who utilize environmentally friendly products participated in the survey. The study's findings show that the majority of respondents are very satisfied with the Reusable shopping bags, the Recycled Plastic Mats for Yoga, Stainless Steel Drink Bottles and Natural and Recycled Rubber Thongs.

Key Words: *Eco-friendly products, Satisfaction, Pandemic, Environment, Green Product*

INTRODUCTION

Over the past few decades due to the rise in air pollution, inadequate waste management practices, increased water shortages, water pollution, deforestation, and extravagant resource use over the past few decades, environmentalism has become a highly significant concern. As a result, during the past seven years, environmentally friendly items have become increasingly popular everywhere. Additionally, consumers made the decision to purchase products that are healthier, more sustainable, and less harmful to the environment. Because they are less toxic, safer for the environment, biodegradable, recyclable, and reusable, most consumers have come to favor environmentally friendly products. According to the research, those that utilize environmentally friendly products would undoubtedly practice RRR, or reduce, reuse, and recycle. Therefore, environmentally friendly products not only protect the environment but also keep our family safe from dangerous chemical exposure.

REVIEW OF LITERATURE

1. Dr. P. Sivasakkaravarthi and Dr. V.Venkatragavan in their study entitled "A Study on Consumer Attitude towards Eco-Friendly Products in Coimbatore City"; found that greater part of the individuals are not aware about the eco-friendly products, but the marketer and the government are conducting various programme to motivate them to purchase eco-friendly product.

2. According to Hess and Timen (2008), A dominating approach to eco-friendly product and due to the nature of environmental problems, the marketers and corporation started to adopt an eco-friendly strategy.
3. According to Ozaki & Josephine pickett-Baker (2008), in their study stated that there is a slit between environmental trusts and customer green behavior towards eco-friendly product.
4. In view of Shirmila Stanley (2015) determined from the results that awareness about eco-friendly products was gradually started to increase and also larger part of the women would like to purchase eco-friendly.

STATEMENT OF PROBLEM

The study's goal is to determine consumer level of satisfaction with substances that address environmental concerns. The major objective is to ascertain how consumers act when they buy the eco-friendly. Are they examining for goods that hurt the environment or ones that don't? And to learn what steps or activities they took that stimulated others to take parallel actions to evade injuring society or the environment.

GOALS OF THE STUDY

The primary goals of this study are listed below.

1. To investigate the demographic and usage characteristics of the chosen respondent.
2. To measure consumer satisfaction with environmentally friendly products in the Coimbatore district.

RESEARCH METHODOLOGY

Sample Design

The research methodology used in this study is entirely descriptive. A questionnaire-based approach is used to gather the data. The sample design used in this study if Convenient Sampling Method.

Area of Study

The study is conducted in the Coimbatore District.

Sample Size

150 respondents from Coimbatore district were randomly selected to collect their opinion.

Tools Used for Analysis

Percentage Analysis Method

LIMITATIONS OF THE STUDY

- The study is conducted only in Coimbatore district.
- The respondent's opinion might be prejudiced in some way.

DATA ANALYSIS

DEMOGRAPIC PROFILE OF THE RESPONDENT

TABLE:-1

Variables		Number of Respondents	Percentage
Area of Residence	Rural	64	42.67
	Urban	54	36.00
	Semiurban	32	21.33
Age	Below 25 Years	48	32.00
	25-50 Years	59	39.33
	Above 50 Years	43	28.67
Gender	Male	72	48.00
	Female	78	52.00

Educational Qualification	10 th	24	16.00
	12 th	32	21.33
	UG	56	37.33
	PG	26	17.33
	M.Phil,Ph.D	12	08.00
Occupation	Private Employee	43	28.67
	Government Employee	22	14.67
	Business	24	16.00
	Professional	33	22.00
	Agriculturist	22	14.67
	Others	06	04.00
Marital Status	Married	85	56.67
	Unmarried	65	43.33
Type of Family	Nuclear	91	60.67
	Joint	59	39.33
Members in the Family	1-2 Members	68	45.33
	3-4 Members	54	36.00
	Above 4 Members	28	18.67
Members in the Family (Earning)	1-2 Members	64	42.67
	3-4 Members	58	38.67
	Above 4 Members	28	18.67
Number of Children in the Family	1-2	97	64.67
	2-3	33	22.00
	Above 3	20	13.33
Monthly Income	Below 20,000	62	41.33
	20,001-50,000	45	30.00
	Above 50,001	43	28.67
Family Income	Below 50,000	58	38.67
	50,001-1,00,000	66	44.00
	Above 1,00,001	26	17.33
Purchasing Experience	Below 1 Year	66	44.00
	1-3	45	30.00
	3-5	24	16.00
	Above 5 Years	15	10.00
Sources of Information	Advertisement	32	21.33
	Television	12	08.00
	Newspaper	04	02.67
	Radio	06	04.00
	Social Media	48	32.00
	Magazine	38	25.33
	Educational Institution	10	06.67
Motivation to Buy	Self-Motivated	57	38.00
	Spouse	32	21.33
	Family Members	21	14.00
	Friends	15	10.00
	Colleagues	15	10.00
	Neighbour	10	06.67

The table 1 reveals that majority of the respondent 64(42.67%) residing in rural area, 59(39.33%) of the respondent are below the age group of below twenty five years, 78(52.00%) of the respondent are female, 56(37.33%) of the respondents are undergraduates, 36 (26.80%) respondents

are students, 85(56.67%) respondents marital status are married, 91(60.67%) of the respondents are from nuclear family, 68(45.33%) respondents have one to two members in the family, 97(64.66%) of the respondents have one to two children in the family, 62(41.33%) of the respondents monthly income is below Rs.20,000, 58(38.67%) of the respondent family income is below Rs 50,000, 48(32.00%) collect the information about the eco-friendly product through social media and 57(38.00%) of the respondent are self-motivated to buy the green product.

TABLE:-2 : SATISFACTION LEVEL OF RESPONDENTS TOWARDS ECO FRIENDLY PRODUCTS

Factors	Level of Satisfaction				
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Zero Waste Shopping Gear					
Reusable Bread Bag	51 (34.00)	42 (28.00)	31 (20.67)	15 (33.33)	11 (07.33)
Reusable Produce Bags	44 (29.33)	59 (39.33)	24 (16.00)	16 (10.67)	07 (04.67)
Reusable Bulk Food Bags	51 (34.00)	56 (37.33)	18 (12.00)	13 (08.67)	12 (08.00)
Reusable Shopping Bags	62 (41.33)	51 (34.00)	12 (08.00)	14 (09.33)	11 (07.33)
Ethical Personal Accessories					
Recycled Ocean Plastic Eyewear	53 (35.33)	55 (36.67)	31 (20.67)	05 (03.33)	06 (04.00)
Side Bag Made From Recycled Plastic Drink Bottles	59 (39.33)	52 (34.67)	19 (12.67)	10 (06.67)	10 (06.67)
Eco Friendly Phone Cases	61 (40.67)	54 (36.00)	12 (08.00)	11 (07.33)	12 (08.00)
Recycled Plastic Belts	56 (37.33)	55 (36.67)	22 (14.67)	12 (08.00)	05 (03.33)
Upcycled Eco Friendly Handbags	49 (32.67)	68 (45.33)	10 (06.67)	11 (07.33)	12 (08.00)
Recycled Plastic Mat For Yoga Or The Beach	64 (42.67)	64 (42.67)	08 (05.33)	07 (04.67)	07 (04.67)
Reusable Beverage Containers And Accessories					
Reusable Beverage Containers	62 (41.33)	59 (39.33)	09 (06.00)	12 (08.00)	08 (05.33)
Reusable Coffee Cups	60 (40.00)	58 (38.67)	12 (08.00)	11 (07.33)	09 (06.00)
Reusable Coffee Cup Lids	57 (38.00)	58 (38.67)	15 (10.00)	13 (08.67)	07 (04.67)
Stainless Steel Drink Bottles	66 (44.00)	61 (40.67)	09 (06.00)	06 (04.00)	08 (05.33)
Drink Bottle Lids	65 (43.33)	63 (42.00)	09 (06.00)	07 (04.67)	06 (04.00)
Low Impact Picnic, Camping And Travel Products					
Reusable Lunch Wraps	57	71	10	09	03

	(38.00)	(47.33)	(06.67)	(06.00)	(02.00)
Recycled And Recyclable Cutlery	71 (47.33)	67 (44.67)	10 (06.67)	02 (01.33)	0 (00.00)
Vortex's Rechargeable Crank Flashlight	69 (46.00)	65 (43.33)	08 (05.33)	07 (04.67)	01 (00.67)
Compostable Party Plates	57 (38.00)	65 (43.33)	18 (12.00)	06 (04.00)	04 (02.67)
Compostable Bowls	54 (36.00)	71 (47.33)	12 (08.00)	11 (07.33)	02 (01.33)
Travel Pouch Made From Recycled Bike Tubes	63 (42.00)	67 (40.67)	10 (06.67)	10 (06.67)	0 (00.00)
Sustainable Travel Towels	61 (40.67)	61 (40.67)	14 (09.33)	06 (04.00)	08 (05.33)
Eco Friendly Home Items					
Certified Compostable Bin Liners	55 (36.67)	67 (44.67)	18 (12.00)	07 (04.67)	03 (02.00)
Recycled Toilet Tissue	66 (44.00)	64 (42.67)	12 (08.00)	06 (04.00)	02 (01.33)
Recycled Plastic Toothbrush	72 (48.00)	46 (30.67)	16 (10.67)	13 (08.67)	03 (02.00)
Recycled Sari Table Linen Collection	69 (46.00)	67 (44.67)	08 (05.33)	06 (04.00)	0 (00.00)
Recycled Plastic Rugs	48 (32.00)	58 (38.67)	20 (13.33)	12 (08.00)	12 (08.00)
Ballpoint Pens Made From Recycled Water Bottles	72 (48.00)	61 (40.67)	09 (06.00)	06 (04.00)	02 (01.33)
Recycled Floor Mats	68 (45.33)	66 (44.00)	10 (06.67)	05 (03.33)	01 (00.67)
Eco Touch Screen Computer	66 (44.00)	61 (40.67)	13 (08.67)	06 (04.00)	04 (02.67)
Eco Laptop	72 (48.00)	73 (48.67)	02 (01.33)	03 (02.00)	0 (00.00)
Eco Computer Accessories	58 (38.67)	61 (40.67)	09 (06.00)	10 (06.67)	12 (08.00)
Toys Made From Recycled Milk Jugs	65 (43.33)	62 (41.33)	13 (08.67)	07 (04.67)	03 (02.00)
Biodegradable Garden Pots	71 (47.33)	56 (37.33)	06 (04.00)	11 (07.33)	06 (04.00)
Sustainable Clothing And Shoes					
Natural And Recycled Rubber Thongs	69 (46.00)	67 (44.67)	10 (06.67)	04 (02.67)	0 (00.00)
Board Shorts Made From Recycled Plastic Bottles	65 (43.33)	67 (44.67)	09 (06.00)	10 (06.67)	07 (04.67)

The table 2 reveals that in **Zero Waste Shopping Gear**, 62(41.33%) of the respondents are highly satisfied with Reusable shopping bags, 59(39.33%) of the respondent are satisfied with Reusable Produce Bags, 31(20.67%) of the respondent are neutral with Reusable Bread Bags, 16(10.67%) of the respondent reveals that they are dissatisfied with the Reusable Produce Bags and 12(08.00%) respondents are highly dissatisfied with Reusable Bread Bags.

In **Ethical Personal Accessories**, 64(42.67%) of the respondents are highly satisfied with the Recycled Plastic Mats for Yoga, 68(45.33%) of the respondents says that they are satisfied with the Up cycled Eco-Friendly Hand Bags, 31(20.67%) of the respondent are neutral with Recycled Ocean Plastic Eyewear, 12(8.00%) of the respondent reveals that they are dissatisfied with Recycled Plastic Belts and 12(8.00%) of the respondent reveals that they are highly dissatisfied with Eco-Friendly Phone cases and Up cycled Eco-Friendly Hand Bags.

In **Reusable Beverage Container and Accessories**, 66(44.00%) of the respondents are highly satisfied with the Stainless Steel Drink Bottles, 63(42.00%) of the respondents says that they are satisfied with the Drinking Bottle Lids, 15(10.00%) of the respondent are neutral with Reusable Coffee Cup Lids, 13(8.67%) of the respondent reveals that they are dissatisfied with Reusable Coffee Cup Lids and 09(6.00%) of the respondent reveals that they are highly dissatisfied with Reusable Coffee Cups.

In **Low Impact Picnic, Camping and Travel Products**, 71(47.33%) of the respondents are highly satisfied with the Recycled and Recyclable Cutlery, 71(47.33%) of the respondents says that they are satisfied with the Reusable Lunch Wraps and Compostable Bowls, 18(12.00%) of the respondent are neutral with Compostable Party Plates, 11(7.33%) of the respondent reveals that they are dissatisfied with Compostable Bowls and 08(5.33%) of the respondent reveals that they are highly dissatisfied with Sustainable Travel Towels.

In **Eco-Friendly Home Item**, 72(48.00%) of the respondents are highly satisfied with the Recycled Plastic Toothbrush, Ball Pen made from Recycled Water Bottles and Eco Laptop, 73(48.67%) of the respondents says that they are satisfied with the Eco Laptop, 20(13.33%) of the respondent are neutral with Recycled Plastic Rugs, 13(8.67%) of the respondent reveals that they are dissatisfied with Recycled Plastic Toothbrush and 12(8.00%) of the respondent reveals that they are highly dissatisfied with Recycled Plastic Rugs and Eco Computer Accessories.

In **Sustainable Clothing and Shoes**, 69(46.00%) of the respondents are highly satisfied with the Natural and Recycled Rubber Thongs, 67(44.67%) of the respondents says that they are satisfied with the Natural and Recycled Rubber Thongs and Board Shorts made from Recycled Plastic Bottles, 10(06.67%) of the respondent are neutral with Natural and Recycled Rubber Thongs, 10(06.67%) of the respondent reveals that they are dissatisfied with Board Shorts made from Recycled Plastic Bottles and 07(4.67%) of the respondent reveals that they are highly dissatisfied with Board Shorts made from Recycled Plastic Bottles.

KEY RESULTS OF THE STUDY

1. Majority 64(42.67%) of the respondent residing in rural area
2. 78(52.00%) of the respondent are female.
3. 85(56.67%) respondents marital status are married.
4. More than 91(60.67%) of the respondents are from nuclear family
5. Nearly 97(64.66.%) of the respondents have one to two children in the family
6. 48(32.00%) collect the information about the eco-friendly product through social media
7. Majority 57(38.00%) of the respondent are self-motivated to buy the green product
8. In Zero Waste Shopping Gear, majority 62(41.33%) of the respondents are highly satisfied with Reusable shopping bags.
9. In Ethical Personal Accessories, 64(42.67%) of the respondents are highly satisfied with the Recycled Plastic Mats for Yoga.
10. 66(44.00%) of the respondents are highly satisfied with the Stainless Steel Drink Bottles, in Reusable Beverage Container and Accessories.
11. In Low Impact Picnic, Camping and Travel Products, Majority 71(47.33%) of the respondents are highly satisfied with the Recycled and Recyclable Cutlery
12. 72(48.00%) of the respondents are highly satisfied with the Recycled Plastic Toothbrush, Ball Pen made from Recycled Water Bottles and Eco Laptop, In Eco-Friendly Home Item.
13. In Sustainable Clothing and Shoes, 69(46.00%) of the respondents are highly satisfied with the Natural and Recycled Rubber Thongs.

CONCLUSION

The public's increased interest in environmentally friendly products these days appears to be encouraging for the preservation of the environment. Producers should be more concerned with eco-friendly items than non-ecofriendly products because consumers want clean, branded products that have been disinfected.

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