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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

CUSTOMERS AWARENESS AND SATISFACTION TOWARDS GREEN PRODUCTS

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ABSTRACT

More than ever, customers are concerned about how their purchases will affect the environment. To meet this demand, businesses are adopting green business trends. In 60 different nations as of 2014, "55 percent of consumers are willing to pay more for products made by businesses that practice environmental responsibility. The number of people who have switched to a more sustainable way of life has sharply increased. The objectives of the paper are to know about the customer's awareness and satisfaction towards green product. Apart from this, the focus of the paper is also to find out the factors that influence the purchase behavior of customers towards green products. From analysis, it is found that majority of respondents were aware about green products and peer group was the main sources of awareness. It is also evident that majority wants to purchase green products again; it means they were satisfied with the product.

KEYWORDS

awareness, customer satisfaction, green product.

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INTRODUCTION

Humans have used more resources in the last 50 years than at any other time in history. The benefits of green products have attracted a lot of end-user interest. These consumers, often known as the "green generation," are more likely to "go green"; they support making ecologically responsible decisions and using sustainable products that emit little to no pollution. In a more connected world, consumers are becoming more aware of the environmental effects of a growing population competing for scarce natural resources. Simply put, most customers are more open to buying safer products, especially if they are just as easy to use and find as other products.

Numerous studies have examined the connections between demographic factors (primarily gender, age, education, and income), environmental factors (environmental concern, eco-literacy, perceive environmental responsibility, etc.), and non-environmental factors (interpersonal influence, religiosity, collectivism, and individualism) (Laroche et al., 2001; Rice, 2006; Lee, 2008; Lee 2009; Cheah and Phau, 2011; Awad, 2011). Researchers have made an effort to pinpoint the causes of the "green mindset" (Laroche et al., 2001; Cheah and Phau, 2011). Researchers have also looked at how customer attitudes toward green products are affected by green marketing tactics such as green labelling, packaging, branding, advertising, etc. (Juwaheer et al., 2012; Rahbar and Wahid, 2011; Mourad, 2012; Raska and Shaw, 2012; Nath et al, 2013). The majority of those early investigations focused on the identification of the green consumer and the investigation of the relationships between environmental concern and behaviour (mostly consumer participation in recycling systems) (Chamorro et al., 2009). The numerous waves of public concern about the environment have been reflected in research on green marketing. The research on green marketing was primarily descriptive and lacked academic rigour and perspective until the early 1990s (Jain & Kaur, 2004). During this time, research was conducted from a "managerial perspective," with a particular emphasis on issues related to marketing, market segmentation, and "green" consumer behaviour (Peattie, 1999). A new study programme that concentrated on broader and more conceptual questions surrounding the material sustainability of marketing started to develop towards the middle of the 1990s (Peattie, 1999). Researchers in this new era concentrated on a larger range of challenges than those previously studied (Chamorro et al., 2009). Since the 1990s, researchers have been conducting academic analyses of customers' green attitudes and behaviours in order to give green marketers managerial insights into how to more successfully sell their green concepts and goods. Chamorro et al. (2009) examined the key traits of studies on green marketing that were published between 1993 and 2003.

OBJECTIVES OF THE PAPER

The objectives of the paper are to know about the customer's awareness and satisfaction towards green product. Apart from this, the focus of the paper is also to find out the factors that influence the purchase behavior of customers towards green products.

METHODS

To achieve the objectives primary data is collected through questionnaire. Percentage method is used to analyse the data.

SCOPE OF THE STUDY

The study is conducted in Rohtak City.

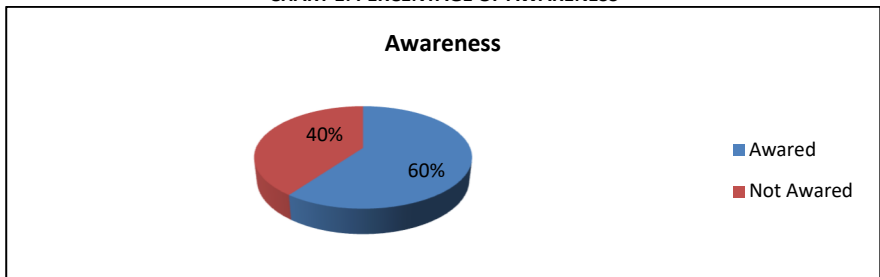
SAMPLE SIZE

The sample size of the present study is 100. Convenient sampling technique is used.

RESULTS AND DISCUSSION**TABLE 1: AWARENESS ABOUT GREEN PRODUCTS**

Particulars/Awareness	Frequency	Percentage
Aware	60	60
Not Aware	40	40
Total	100	100

CHART 1: PERCENTAGE OF AWARENESS

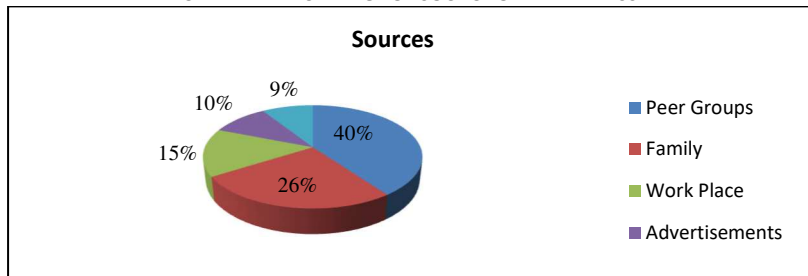


From the above table and chart, it is cleared that 60 percent respondents were aware about the green products while 40 percent were not aware.

TABLE 2: SOURCE OF AWARENESS ABOUT GREEN PRODUCTS

Reasons	Frequency	Percentage
Peer Groups	40	40
Family	26	26
Work Place	15	15
Advertisements	10	10
Others	9	9
Total	100	100

CHART 2: PERCENTAGE OF SOURCE OF AWARENESS

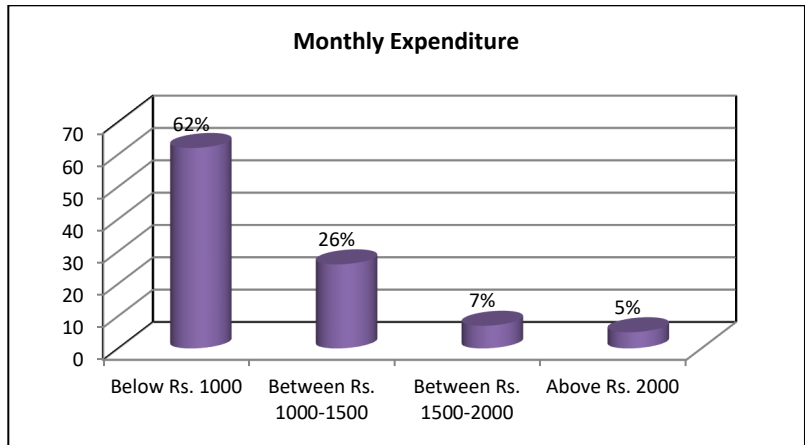


From the above table and chart, it is cleared that majority of respondents said that the peer group is the source of awareness while purchasing green products which is followed by family, workplace and advertisement.

TABLE 3: MONTHLY EXPENDITURE ON GREEN PRODUCTS

Expenditure	Frequency	Percentage
Below Rs. 1000	62	62
Between Rs. 1000-1500	26	26
Between Rs. 1500-2000	7	7
Above Rs. 2000	5	5
Total	100	100

CHART 3: PERCENTAGE OF MONTHLY EXPENDITURE ON GREEN PRODUCTS

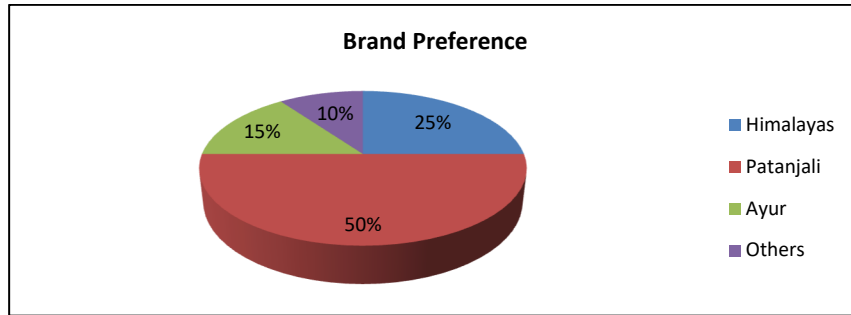


From the above table and chart, it is cleared that 62 percent respondents spent less than Rs. 1000 on green products. After that 26 percent respondents spent between Rs. 1000-1500, followed by between Rs. 1500-2000 with 7 percent. Only 5 percent respondents spent more than Rs. 2000 on green products.

TABLE 4: BRANDS PREFERRED IN GREEN PRODUCTS CATEGORY

Brands	Frequency	Percentage
Himalayas	25	25
Patanjali	50	50
Ayur	15	15
Others	10	10
Total	100	100

CHART 4: PERCENTAGE OF BRAND PREFERENCE

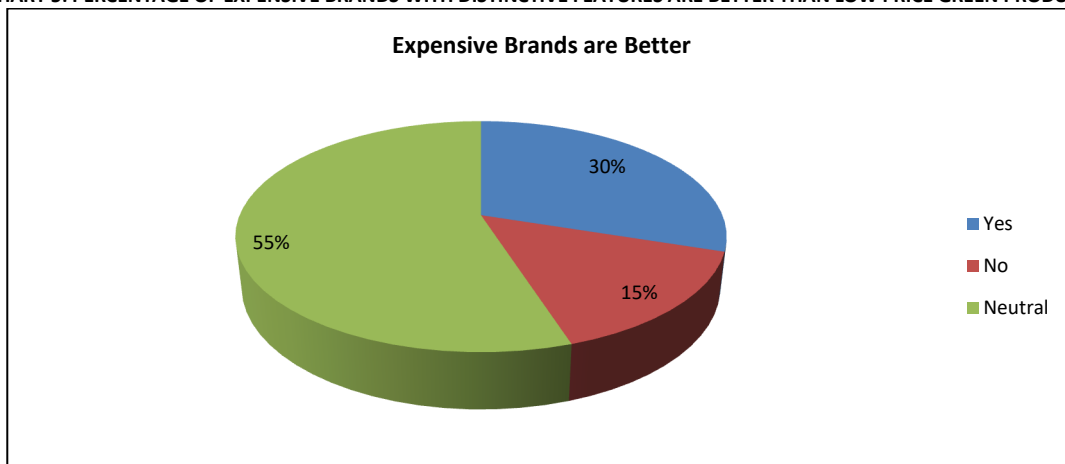


From the above table and chart, it is cleared that majority of respondents preferred Patanjali, after that Himalayas followed by Ayur.

TABLE 5: EXPENSIVE BRANDS WITH DISTINCTIVE FEATURES ARE BETTER THAN LOW PRICE GREEN PRODUCTS

Particulars	Frequency	Percentage
Yes	30	30
No	15	15
Neutral	55	55
Total	100	100

CHART 5: PERCENTAGE OF EXPENSIVE BRANDS WITH DISTINCTIVE FEATURES ARE BETTER THAN LOW PRICE GREEN PRODUCTS

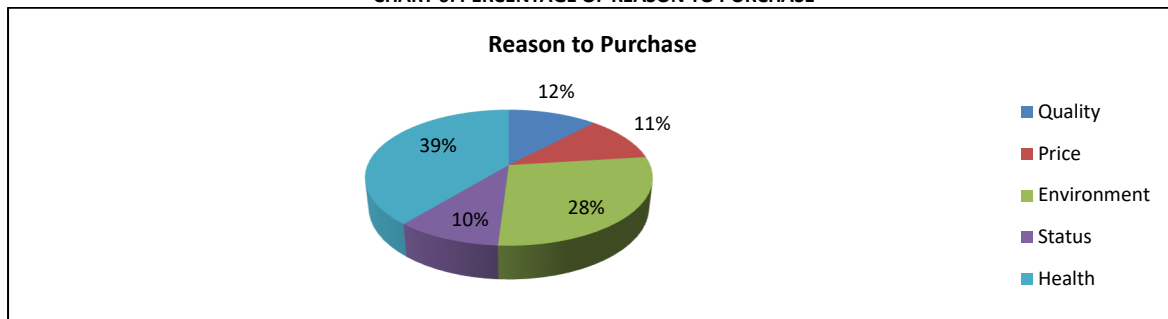


From the above table and chart, it is cleared that majority of respondents are neutral which is followed by yes, that expensive brands with distinctive features are better than the low price green products.

TABLE 6: REASON TO PURCHASE GREEN PRODUCTS

Reason	Frequency	Percentage
Quality	12	12
Price	11	11
Environment	28	28
Status	10	10
Health	39	39
Total	100	100

CHART 6: PERCENTAGE OF REASON TO PURCHASE

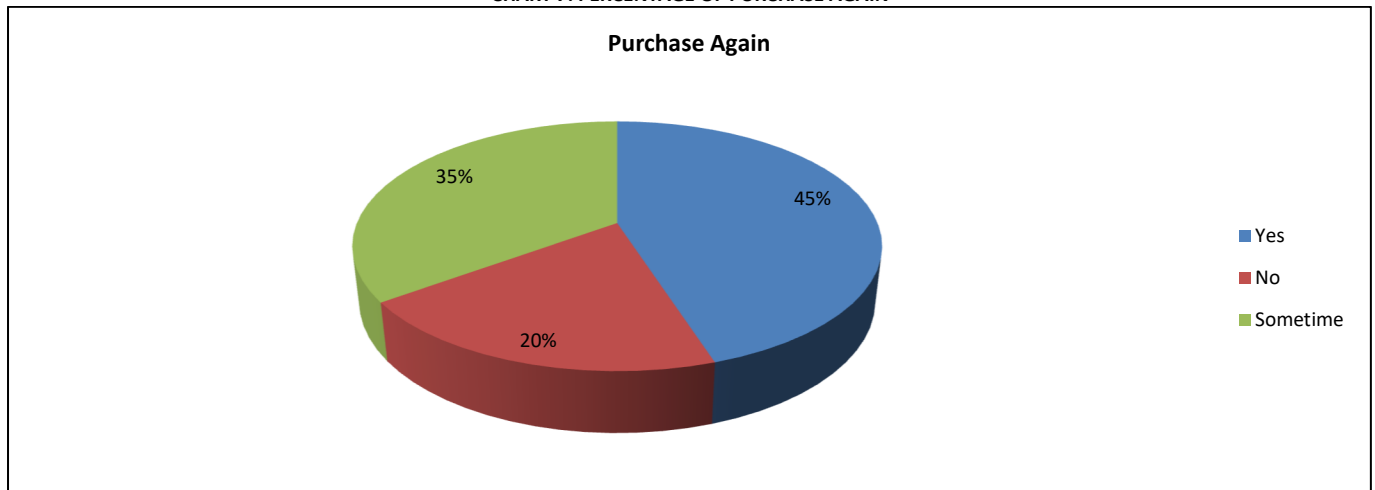


From the above table and chart, it is evident that concern for health is the main reason to purchase green products which is followed by environment factor, quality, price and status.

TABLE 7: PURCHASE AGAIN

Particulars	Frequency	Percentage
Yes	45	45
No	20	20
Sometime	35	35
Total	100	100

CHART 7: PERCENTAGE OF PURCHASE AGAIN



From the above table and chart, it is cleared that 45 percent of respondents said yes, they want to purchase again the green products while 35 percent said they want to purchase sometimes. Majority is satisfied.

MANAGERIAL IMPLICATION

It is evident from the paper that there is room for the producer or marketer to raise awareness of green products. Social media may be quite important in this. Customers might be encouraged to buy green products by informing them of the necessity of such products in halting environmental destruction. One of the main factors influencing the purchasing of green products is health, but quality can also be crucial. Better-quality green products may cause consumers to spend more each month on those products, and they may also transform their perception of green products from being inferior to costly brands with standout characteristics. All of these elements will entice buyers to buy green products more frequently in the future.

CONCLUSION

Consumers are becoming more informed about the environmental effects of a growing population contending for limited natural resources in our more connected world. Simply put, most consumers are more receptive to safer items; particularly Consumers are becoming more informed about the environmental effects of a growing population contending for limited natural resources in our more connected world. Simply put, most consumers are more receptive to safer items, particularly if they are equally simple to use and locate as other products. Most customers start living more sustainably at home by recycling, composting, or minimising food waste. The third area of concentration is having consumers reevaluate how they shop and consume, whether it be by consuming less single-use plastic, purchasing fewer new items, or by purchasing more seasonal goods. One in two consumers claims to have fixed an item rather than purchasing a new counterpart, demonstrating how consumers are embracing "circularity."

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