

REVIEW OF CUSTOMER SATISFACTION OF GREEN PRODUCTS

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Abstract

This paper aimed to identify those factors that determine the green consumer satisfaction. Green marketing is a promotional activities aimed at taking advantage of changing consumer attitude towards a brand. An important goal of the research paper is to identifying the drivers of the consumer purchasing. It is identified that there is three main areas of the green dimension of customer satisfaction. They are related to Company, Product/service, and Price. Then some considerations regarding an integrated approach of strategic mix from a 'green' perspective have been presented. Study shown that in order to obtain a Green Advantage, companies should enhance their strategic mix taking into considerations green planning, green processes, green product, and green promotion.

Key words

Customer satisfaction, Sustainable development, Green dimension, Strategic mix, Green planning, Green Product, Green promotion.

Introduction

The American Marketing Association (AMA) held the first workshop on ecological marketing in 1975. The concept of green marketing came into existence in 1980. AMA defines green marketing as the marketing of products that are presumed to be environmentally safe; it incorporates several activities such as product modification, changes to production processes, and packaging, advertising strategies and also increases awareness on compliance marketing amongst industries.

Customer satisfaction has been defined in two basic ways,

As either an **Outcome** or as a **Process**,

As an outcome, satisfying the end state resulting from the consumption experience.

As a process, it is the perceptual evaluative and psychological process that contributes to satisfaction.

The definition is varied with regards to their level of simplicity which includes,

- Product satisfaction
- Satisfaction with the purchase decision experience
- Satisfaction with the performance attributes
- Satisfaction with the store or institution
- Satisfaction with pre-purchase experience.

Objective of study

- ❖ This study of customer satisfaction helps in identifying the various factors related to the customer satisfaction.
- ❖ To study what is green product.
- ❖ To understand the factors affecting customer satisfaction.
- ❖ To study the satisfaction level of customer with regard to green product.

Limitation of study

- ❖ The numbers of respondents are limited.
- ❖ The study is conducted in and around Dombivli area only. Hence the results may not be applicable to other geographical areas.
- ❖ The time period is very short.
- ❖ The study was limited to extend of abilities and willingness of the respondents to answers appropriately to the questions.
- ❖ Only some important questions are dealt with customer satisfaction and other questions are not covered in this study.

Research Methodology

The study is based on primary and secondary data, though primary data becomes the main crux of collecting information as it will comprise the major thrust area to collect reliable, complete and firsthand information. To test the objectives of the study direct approach comprising of questionnaire, discussions and observational techniques was followed. Secondary data was collected from books, journals, reports, newspapers etc. The research is conducted in Dombivli area. The total number of respondents were taken is 50. Out of the 50 respondents the 28 respondents are female and 22 respondents are mail respondents. The majority of respondents are youth they are in the age group of 20 to 25.

Findings

Research has shown that green consumers,

- Are sincere in their intentions, with a growing commitment to greener lifestyles,
- Almost always judge their environmental practices as inadequate,
- Do not expect companies to be perfect in order to be considered 'green'. Rather, they look for companies that are taking substantive steps and have made a commitment to improve.

However, they also,

- Tend to overstate their green behavior, including the number of green products they actually use,

- Want environmental protection to be easy, and not to entail major sacrifices,
- Tend to distrust companies' environmental claims, unless they have been independently verified,
- Lack knowledge about environmental issues, and tend not to trust them to evaluate scientific information about environmental impacts. However, at the same time they are eager to learn, and this means that consumer education is one of the most effective strategies that entrepreneurs can use.

Study shows that there is a relationship between customer satisfaction and loyalty. Satisfaction leads to attitudinal loyalty. It could be seen as the intension to purchase, and Satisfaction is an outcome that occurs without comparing expectations. It is an overall judgment on satisfaction, based on the assumption that satisfaction is the outcome of service quality. Studies have shown the significant influence of environmental knowledge and consciousness on consumer environmental attitude. Consequently, companies that communicate their 'green product' in their packaging, advertisement or manufacturing process, gain satisfied customers. Because of the green trend, companies that fail to 'go green' are not failing to fail in their industry. Customers want to associate themselves with companies and products that are eco-friendly.

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 the green market. For companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy. The study expressed that the green product quality likely influence green customer satisfaction and green customer loyalty. Next, the study showed that green customer satisfaction had potential impact on green customer.

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Bio

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