



# EMPIRICAL STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TOWARDS GREEN FMCG PRODUCTS

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## ABSTRACT

**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. Current paper highlights the view point of both marketer & consumer towards consumer satisfaction with reference to green FMCG products. This paper intends to project the view of customer towards these changing green daily products.**

**Key Words: Customer Satisfaction, Green products, FMCG products, Consumer perception**

## INTRODUCTION

Now-a-days consumers are more conscious about environment and related issues. To satisfy the growing need of society and consumers business emerged with a new concept called 'Green Marketing'. The topic on "Green Marketing" or "Ecological Marketing" first raised in an American Marketing Association (AMA) held workshop in 1975. Whereas the term "Green marketing" came into eminence in the late 1980's and early 1990's.

*Soonthonsmai (2007)* defined green marketing as the activities taken by firms that are concern about the environment or green problems by delivering the environmentally sound goods or services to create consumers and society's satisfaction.

Green products show a way to tackle towards growing environmental dilemma. Green products are nothing but the product that will not pollute the earth or deplore natural resources, and can be recycled or conserved *Shamdasami et al., (1993)*.

The current paper highlights on consumer satisfaction especially on green FMCG products. Present study basically projected to create a green society with minute daily use products like paste, detergent, talcum powdered. With the use of various tools and techniques researcher tries to find out the consumer perception towards green FMCG products.

## OBJECTIVE

To find out whether customers are satisfied with green FMCG product.

To find customer perception towards green FMCG product.

## FORMULATION OF HYPOTHESIS

### Hypothesis of the study

Null Hypothesis ( $H_0$ ) - There is a statistically insignificant relationship between the application of the concept of green product and consumer satisfaction.

Alternate Hypothesis ( $H_a$ ) - There is a statistically significant relationship between the application of the concept of green product and consumer satisfaction.

## LITERATURE REVIEW

Dr. H.C. Purohit, intended to measure the buying motives of the consumers and their awareness level of eco-friendly products in fast moving consumer goods category. Primarily this paper provides the empirical support to design the fast moving consumer goods as per the consumer

expectation and desire before market launch. Basic objective of the survey is to study the relationship between environmental values, consumer satisfaction and brand loyalty. Data obtained with the help of both the scales were analysed with the help of SPSS. Consumer age was found significant negative relationship with satisfaction but other demographic factors like income and family size were not found significant relationship with the consumer satisfaction.

According to survey by B. Nagaraju and Thejaswini H.D in 2014 intends to find out the market awareness of eco-friendly products in Mysore District. As per this study most of the customers of Mysore district are satisfied with the quality/performance of eco-friendly products compared to conventional products.

### **METHODOLOGY**

Data were collected from Primary and Secondary sources. For the purpose of the study, the primary data were collected by administering the predesigned questionnaires. This study uses the descriptive analytical approach since it is suitable to study the impact of green marketing efforts of companies' on the behaviour of the consumer. The study population consists of all the individuals related with consumer products. Because the study population is large enough; so, Simple Random Sampling has been used. The whole respondents were divided into two parts, customers & marketers/Sales persons. A total of 355 questionnaires are distributed within consumers for the purpose of data collection, out of which 303 questionnaire are found suitable in all aspect so these 303 responses are included in the study. Similarly another set of 100 questionnaires were distributed within marketers/ Sale persons. From which 82 questionnaire are found suitable in all aspect. The study population consists of all the individuals using the consumer products. To test the formulated hypothesis, regression analysis is used. All the statistics are performed by taking the help MS EXCEL & SPSS 20.

### **DATA ANALYSIS AND INTERPRETATION**

#### **Consumer Reactions and Perceptions in purchasing green products (Consumer data)**

**Interpretation:** As per the survey only 45% of consumers prefer refilled packaging products and 90% of feel the use of Bio-degradable product is very necessary. About 65% of consumers say they absolutely plan for all green products and use of eco-products reflects their life-style. About 75% of consumers say they feel happy when they buy green products and 80% of consumers says when they find choices between two equal products they prefer those products which are less harmful to the environment. Moreover 50% customers frequently involve themselves in buying green FMCG products and 40% customers motivate other sharing their experience with respect to green product.

#### **Consumer Reactions and Perceptions in purchasing green products (Marketer data)**

**Interpretation:** As per the survey 40% customers frequently involve themselves in buying green FMCG products and 39% customers motivate other sharing their experience with respect to green product. Researcher finds from the survey about 66% of consumer shows a sign of happiness or satisfaction in the face while buying green FMCG products. Survey shows a satisfactory output from the given data which means about 40% to 50 % of customers are satisfied with the green products.

#### **Hypothesis Testing**

Null Hypothesis ( $H_0$ ) - There is a statistically insignificant relationship between the application of the concept of green product and consumer satisfaction.

Alternate Hypothesis ( $H_a$ ) - There is a statistically significant relationship between the application of the concept of green product and consumer satisfaction.

We had used regression analysis to test the hypothesis. Basically Regression is used to explain the variations in one variable – generally called dependent variable—by a set of independent variable. SPSS software has been used for the hypotheses analysis through regression technique.

**REGRESSION****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.149 <sup>a</sup>	.022	.019	.68686

a. Predictors: (Constant), Customer Satisfaction

b. Dependent Variable: Green product concept

**Anova**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.227	1	3.227	6.840	.009 <sup>b</sup>
	Residual	142.005	301	.472		
	Total	145.232	302			

a. Dependent Variable: Green product concept

b. Predictors: (Constant), Customer Satisfaction

One way Anova has been performed to determine the association between the concepts of green product and satisfactions of the customers. As the significance value is 0.009

(less than 0.05), Null Hypothesis is Rejected. Hence it can be concluded that there is significant relationship between concept of Green product and satisfaction of the customers.

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.159	.150		21.011	.000
	Customer Satisfaction	.119	.045	.149	2.615	.009

a. Dependent Variable: Green product concept

**Residuals Statistics**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.2780	3.7528	3.5388	.10337	303
Residual	-1.80497	1.14287	.00000	.68572	303
Std. Predicted Value	-2.523	2.070	.000	1.000	303
Std. Residual	-2.628	1.664	.000	.998	303

a. Dependent Variable: Green product concept

The result of the multiple regression analysis predicts the relationship between concept of green product and overall customer satisfaction. According to the above table calculated significance value is 0.009 which is less than Sig. value of 0.05. So it reveals that customer satisfaction is positively associated with green product concept.

**CONCLUSION**

As per "Green Buying Behaviour: Global online survey", 2012 conducted on the pretty well-

heeled community of Brazilian, China and India consumers. It is observed that no doubt quality and price are still the over-riding factors which impact customer's buying decision. But today we can detect a noticeable shift in the buying decision of customers in relation with "green" attribute in a product.

Really from our survey also we notice those consumers are satisfied with green products. Today customers are more focused on what they eat, how it is prepared, packaged and so on. Before using a product it maybe a small packet

of shampoo or a bottle of talcum powder customer at least put an overall look upon its brand name and content. Very interestingly to facade these changing customers need retailer and manufacturer has used this “green” attribute as a point of differentiation. From baby product to beauty, food to household goods the terms like “organic”, “natural”, “green”, “eco-friendly”, “recyclable” and “fair trade” has began to get its light on the labels for which today’s conscious consumer ready to pay a premium. This growing awareness among the general public not only became a crucial topic in academic research but also helped to elevate the unconscious corporate instinct for the fructification of the wonderful concept called “Green Marketing”. This is really a positive sign. Let all of us be conscious and try to create more conscious mass towards the green planet. Because researcher visualize a green tomorrow can only be possible with a serious change in grass root level which is ultimately not possible without the voluntary effort of common mass.

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