

CONSUMER SATISFACTION AND PERCEPTION OF GREEN CONSUMERISM IN NAGAPATTINAM

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ABSTRACT

Consumer Satisfaction and Perception change is a vital condition for making a hopeful cultural progress to an asset compelled future. There is an earnest need to advance the office and independence as to singular protection Satisfaction and Perception, while at the same time advancing care of aggregate effects on the planet. In view of an examination of results from a network based investigation of lead in Nagapattinam town, this article builds up a profile of a green resident and records how it contrasts from that of a green purchaser. Attributes of green citizenship go past the genius ecological information and mentality and perceptive customer Satisfaction and Perception. Green residents hold a particular rational inspiration for the economical utilization of assets and exhibit an association with nature, contrasted with green shoppers, who are persuaded by helping other people and relate to ace ecological perspectives. The rising profile of green residents and their related practices recommend a requirement for approach and network activity activities that significantly vary from those presently planned for advancing green commercialization. A re surrounding of natural projects, away from commercialization and toward citizenship, may demonstrate testing. Profoundly installed in most current ecological endeavors is a perspective on individuals as shoppers who can be controlled to settle on the right choices. The information revealed here reveal careful on-screen characters with force and office. The article finishes up by offering proposals for policymakers, instructors, and coordinators to encourage solid change in our networks.

KEY WORDS: Commercialization, Citizenship, Green Products, Policymakers, Green Innovation.

INTRODUCTION

Green industrialism alludes to a state wherein shoppers request items and administrations that have experienced an eco-accommodating creation procedure or one that includes reusing and protecting the planets' assets. The predominant reaction to this issue is advancement of a green financial progress. This market-based worldview recommends that by greening the materials and administrations of the world's economy, mechanical society's present degrees of utilisation can stay unaltered while we possibly divert development and alleviate natural effect. Notwithstanding society's bury generational natural predicament, the anticipated job of the individual remains tied down to that which it has been for quite a long time the sovereign customer whose essential space is the commercial centre¹. Therefore, while proceeding to channel people conducts reactions through market-based examples of utilisation, we should likewise encourage more extensive social commitment that stretches out past people's recommended job as green customers. In this paper, we inspect an option cultural job green citizenship and the degree to which it identifies with and is particularly from green consumerism. We likewise examine how the green resident may move past the political activity depicted in the thought of the 'biological resident' to incorporate ordinary practices. In any case, there are numerous components that altogether influence the buyer's

expectation towards green buying. Among them are socio segment factors, mindfulness, experience and information about green items, parental impact and companions' conviction, and item cost and quality too. Moreover, all things considered, shoppers express their anxiety towards the earth doesn't really convert into green buys. It is in this manner clear that there exists a hole between customers' reasoning and real activities².

GREEN PRODUCT

Planet earth is confronting a significant test of a worldwide temperature alteration. Green promoting the idea is a lot of the same the green plants that give oxygen, which is the essential need of living. So on the off chance that each individual on this planet lean towards a green item, at that point the day won't be far when we can really spare our "mother earth"; the "maker" of people, so right now is an ideal opportunity to consider the Mother Nature. Green advertising fuses an expansive scope of the exercises beginning from alteration of an item and bundling³. Green things suggest things which add to green living or practices that may help apportion things like condition, water and imperatives. They foresee land, water and air defilement. They don't hurt the earth, whether in their creation, use or move. By their use, most of these things help screen essentials, limit carbon impression or the outpouring of greenhouse gases meanwhile and don't instant a general augmentation in the toxic quality or defilement. Prevailing piece of these things is biodegradable, recyclable or can be dealt with the dirt. Subsequently, their exchanges don't irritate the ecological change⁴. The new phenotype fills in as the reason for choice and further rearing. At the time exceptionally troublesomely delivering the various trees and different creative strategies follow the Indian producers. The information on the agribusiness improved, yet greater part cultivators are not following the current situation in farming⁵.

REVIEW OF LITERATURE

Haliza Abdul Rahman (2018)⁶, in her article entitled "Green Consumerism" observed that the produce products and enterprises are utilised by the buyer for fulfilling their requirements and needs. The items those are made through green innovation and that caused no ecological dangers are called green items. What's more, a green customer is one who worries about the earth and, in this manner, just buys items that are naturally amicable or eco-accommodating. Items with next to zero bundling, items produced using regular fixings and items that are made without causing contamination are for the most part instances of eco-accommodating items. Advancement of green innovation and green items is fundamental for the protection of characteristic assets and practical turn of events.

Handayani, and Wiwik. (2017)⁷ in their paper entitled "Green Consumerism : an Eco-Friendly Behaviour Form Through the Green Product Consumption and Green Marketing" highlighted that shopper has the option to decipher the image of eco-accommodating later on the item and will getting mindful that by purchasing and utilising green item, it implies that partake in condition manageability. The organisation is smarter to include data and advancement programs that can draw in purchaser buy expectation toward the green item. Next research can learn green item advancement factors, correspondence and innovation of data build the information and understanding of purchaser and the factors green commercialization variable.

Shubhendu S. Shukla (2014)⁸, in his paper entitled "Green Marketing: Promoting Green Consumerism for Sustainable Development" Observed that customers are more concerned than any time in recent memory about the natural effect of items they purchase. Down to earth shoppers buy those items and bundles that can be reused or in any case

securely arranged off in their networks. Accordingly, the quantity of ventures enduring an onslaught from naturalists has become quicker. Green Consumerism has assisted with prodding huge moves in the manner by which a few ventures see the natural challenge. Numerous shoppers will pick items that don't harm the earth, regardless of whether they cost more. With green promoting, publicists center around natural advantages to sell items, for example, recyclable diapers, vitality effective lights, what's more, ecologically safe cleansers. As assets are restricted and human needs are boundless, it is significant for the advertisers to use the assets productively without squander just as to accomplish the association's goal. So green showcasing is unavoidable.

Yatish Joshi, and Zillur Rahman (2015)⁹, in their article entitled "Factors Affecting Green Purchase Behaviour and Future Research Directions" highlighted that consumer utilization of goods and services has increased greatly across the world, most important to exhaustion of expected resources and harsh harm to the environment. This consciousness and concern towards the environment and society has led to the appearance of 'sustainable development' which emphasizes the need to encourage sustainability and advocates that form of development which minimizes negative impact on the environment and society. Sustainable development further encourages Eco novelty and green consumption. Eco innovation focuses on incorporating ecological sustainability practices at every stage of creation of goods and services.

Kirmani, Mohd, et al (2016)¹⁰ in their paper entitled "Green Consumerism- A Review of Extent Literature" Observed that young consumers are also held to be attentive of the current scenarios and they are thought to influence the purchasing decisions of their families. Even though the there swot up has helped to identify the important predictors of green consumerism, but there is a lack of consensus among the researchers as far as findings are anxiety. The inconsistency in conclusion related to demographics is even elevated with researchers in diverse settings have reached altered conclusions. Religiosity is an important changeable, which may influence green consumerism. Environmental concern, apparent consumer efficiency and ecological attitude are recognized as significant predictors of the consumers' attitude towards the green products as both are surely related to the attitude towards green products in about all the studies.

OBJECTIVES OF THE STUDY

1. To study on Green consumerism.
2. To determine the Significance of Green Consumerism.
3. To analysis the Consumer Satisfaction and Perception of Green Consumerism.

RESEARCH METHODOLOGY

Both Primary and Secondary data have been collected for this study. Primary data have collected through Questionnaire and secondary data has been collected through various journals, articles, magazines, etc.,

I. GREEN CONSUMERISM

The initiative "Green Consumerism" is associated with supportable purchaser conduct imagined formalization of asset, including regular, man made and financial assets, having the cert of its permanency. It is a type of utilization that is agreeable to condition assurance. It suggests the usage of products and ventures which fulfill the essential needs empowering better life quality and simultaneously it limit utilization of characteristic assets, the age of harmful materials and waste and contamination over an actual existence cycle, so that there is

no danger of the inconceivability to fulfil the necessities of people in the future. More or less, green commercialization possesses huge job in embracing ecological awareness and lessening per capital nursery emanations¹¹.

Several planter not consider to the environment, exceptionally incorporate the inorganic manure, pesticides, harm the land from other users, and same item will be constantly creation of the same land¹². There is an crisis in agrarian part since of the immense advances and advances which are remunerated by the banks to the ranchers¹³. Enhance productivity in agrarian administration through mechanized learning and electronic transference of administrations¹⁴. The greatest confront for Khadi is from the handloom, factory made, marked ethnic fragment from one viewpoint and from bogus, deceiving, be similar to the other the same items being sold as khadi the whole way across the realm¹⁵. Green displaying incorporates promoting of green things/organisations, green advancement, green impact/imitativeness for which a lot of money must be spent on R&D programs for their improvement and ensuing restricted time programs which in the end may provoke extended costs¹⁶.

Agriculturists were the manner by which to help nature and security guideline of the eco-administrative used to compost, bundling, promoting, shipping in the time consider for the earth. Numerous rancher not consider to the air, profoundly incorporate the inorganic manure, pesticides, harm the land from other use, and same item will be constantly creation of same land. Critical rancher was persistently acceptable fertiliser utilised for creation of horticulture item so in the time same idea of publicising follows the ranchers¹⁷. The reputation meets the customer needs depending upon their taste and tendencies. A huge segment of the ranch are using this E-advancing and through that they are attracting the customers and inducing them to buy the normal eating regimen things in on the web. The authority has analyzed the distinctive online interfaces in India that are accepting otherworldly employment in moving the common sustenance things and how they are displayed the electronic life¹⁸.

II. SIGNIFICANCE OF GREEN CONSUMERISM

Green commercialisation is an all encompassing and capable procedure of the executives that fulfils, recognises, satisfies, and foresees the requirements of the partners in keeping up the regular prosperity of the earth and one that doesn't jeopardise the well being of people. The significance of green industrialism, along these lines, include:

1. Diminished waste in bundles

Green industrialism advocates for cheap bundling choices. It has social perspectives, for example, the inclination to buy free items like vegetables and organic products rather than pre-bundled items. Likewise, it empowers reuse of paper and plastic bundling packs and tins that frequently cause natural corruption.

2. Expanded vitality productivity

Green industrialism mentalities advocate for the effective utilisation of vitality, which at last aides in setting aside cash, decreasing service charges, bringing down emanations of ozone harming substance, and empowering economies to satisfy the developing vitality needs. Through green industrialism, ecological and financial advantages of utility frameworks, just as the administration of hazard related to wasteful creation forms, have likewise been achieved.

3. Diminished arrival of discharges and different poisons during creation and transportation forms

Because of green industrialism, outflows from the transportation part and businesses have been impressively diminished. Likewise, due to green industrialism backings and projects, tough guidelines against discharge have been set up along these lines bringing down emanations from motors and engines and the progression of clean-copying fuel alternatives.

4. Consumption of increasingly solid nourishment

Through green commercialisation backings, there has been an expanding requirement for more eco-accommodating food creation. Therefore, individuals are step by step building up a culture of purchasing increasingly natural and neighborhood food, which is ostensibly more beneficial as they are not developed or created utilising fake compound manures, anti-microbial, hormones, or pesticides.

III. ANALYSIS THE CONSUMER SATISFACTION AND PERCEPTION OF GREEN CONSUMERISM IN NAGAPATTINAM TOWN

Relationship Between Educational Qualification and Knowledgeable about the Green Consumerism

Table 1

EDUCATIONAL QUALIFICATION	HOW TO KNOW ABOUT GREEN CONSUMERISM				Total
	Internet advertisement	TV	Magazines	Newspaper	
HSC	3	6	6	3	18
	5.2	4.1	4.3	4.4	18.0
UG	16	9	15	6	46
	13.2	10.4	11.0	11.3	46.0
PG	9	19	6	25	59
	16.9	13.4	14.2	14.6	59.0

Professional	15	0	9	3	27
	7.7	6.1	6.5	6.7	27.0
Total	43	34	36	37	150
	43.0	34.0	36.0	37.0	150.0

Source: Primary data

A chi square test was used and the result of the test is shown in the following table

TABLE: 2
Chi-Square Test

Factor	Calculated value	Table Value	Df	Sig	Hypothesis Accepted/Rejected
Pearson Chi-Square	a 41.855	.000	9	5% level	Rejected

Source: Primary data

Interpretation

From the Chi-square test, it is understood that the calculated value is (41.855) and its level of significance is .000 at a degree of freedom of 9. Therefore, the calculated value is greater than the table value (.000), the significant value by which the null hypothesis has been rejected at a 5% level of significance. There is no significant association between educational qualification and knowledge about green consumerism.

Relation Between Occupation and Practices of Green Consumerism

The test is conducted to know whether the occupation of respondents has green practices of green products follow while shopping. In order to analyze the relationship between occupation and practices of green consumerism follow while shopping.

H0: There is no significant relationship between occupation and practices of green consumerism.

H1: There is a significant relationship between occupation and practices of green consumerism.

TABLE: 3
RELATION BETWEEN OCCUPATION AND PRACTICES OF GREEN CONSUMERISM

Occupation	Practices of green consumerism				Total
	Using recyclable bags	Avoiding plastic bags	Prefer eco-friendly products	Avoiding package bags	
Un employed	3	6	11	2	22
	4.0	8.2	7.9	1.9	22.0
Business/ Profession	10	28	23	6	67
	12.1	25.0	24.1	5.8	67.0
Private service	8	14	10	3	35
	6.3	13.1	12.6	3.0	35.0
Government	6	8	10	2	26
	4.7	9.7	9.4	2.3	26.0
Total	27	56	54	13	150
	27.0	56.0	54.0	13.0	150.0

Source: Primary data

A chi square test was used and the result of the test is shown in the following table

TABLE: 4
Chi-Square Test

Factor	Calculated value	Table Value	Df	Sig	Hypothesis Accepted/Rejected
Pearson Chi-Square	^a 4.605	.867	9	5% level	Accepted

Source: Primary data

Interpretation

From the Chi-square test, it is understood that the calculated value is (4.605) and its level of significance is .867 at a degree of freedom of 9. Therefore, the calculated value is greater than the table value (.867), the significant value by which the null hypothesis has been rejected at a 5% level of significance. There is a significant association between the occupation of the respondents and the practices of green consumerism.

CONCLUSION

Through inspecting how central mental components identify with the appropriation of green resident versus green customer practices, the current research gives an underlying

profile of green citizenship. Among this current investigation's example of ecologically drew in people, green residents were particularly inspired by their association with nature and the inherent fulfilment got from the parsimonious utilisation of assets. Green customers, interestingly, were driven by genius ecological mentalities and fulfillment got from aiding and offering to other people. This exploration offers an elective pathway to ecological stewardship, one that centers on resident activity past that of just being greener and less fatty. Future research could additionally inspect the attributes of green residents and, specifically, how to all the more adequately inspire such citizenship from inside our mechanical shopper society.

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