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To analyse the consumer perception and satisfaction level for green products

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Abstract

Understanding how customers feel about green goods is a complex endeavour that calls for a holistic strategy. As a first step, we must collect information on how people feel about eco-friendly items using surveys, focus groups, and internet reviews. Product quality, environmental effect, cost, and brand reputation are just few of the areas that this information should cover. Insights may be gleaned from the data by using statistical methods and sentiment analysis. We can learn more about whether customers identify green goods with positive or negative feelings by using sentiment analysis, and we can uncover relationships between various parameters and customer satisfaction using statistical analysis. It's important to think about things like customer awareness, knowledge, and morals while trying to shape a product's image in their minds. Consumers' perceptions and assessments of environmentally friendly items may be affected by these variables. Qualitative insights on these antecedents may be gleaned via in-depth interviews and ethnographic research. Customer retention, purchase frequency, and word-of-mouth recommendations may all be used as barometers of contentment (NPS). In addition, benchmarking information may be gained by comparing customers' levels of satisfaction with green and non-green items in the same category. Quantitative and qualitative data, sentiment analysis, and an investigation of underlying issues are all required for a comprehensive study of customer perception and satisfaction for green goods. Companies may better serve environmentally aware customers by improving their green product offerings as they obtain a more nuanced knowledge of consumer attitudes and behaviours.

Keywords :Consumer Perception, Satisfaction Levels, Green Products, Eco-friendly, Environmental Impact, Product Quality

Introduction

Understanding how customers feel about green goods is crucial in today's eco-conscious economy. Customers are placing a higher value on buying things that are good for the environment, therefore companies need a better understanding of how customers feel about their green offerings and whether or not they deliver. Quantitative and qualitative research methodologies, as well as sentiment analysis and an examination of the underlying causes that drive customer behaviour, are all part of this process. Companies may better serve their customers and contribute to larger sustainability objectives by gaining a deeper understanding of consumer preferences and how they feel about green goods. In the following



paragraphs, we'll go further into the approaches and concerns involved in this critical examination, illuminating ways in which firms might succeed in an environmentally aware market. Understanding how consumers see and feel about green goods in the context of shifting consumer tastes and growing environmental awareness requires a proactive and strategic approach. Offering eco-friendly options is just the beginning; understanding the complex web of feelings and hopes that consumers have for these goods is essential. As the green movement gathers steam throughout the world, businesses will need to adjust their approaches to keep up with consumer expectations. The examination of customer opinions and levels of satisfaction acts as a map, showing companies where they can make changes and helping them strike a better balance between social and environmental responsibility without sacrificing profits. To not only fulfil but also surpass customer expectations for green goods, we will dig into the methods, problems, and possibilities inherent to this process in the following paragraphs. The analysis of customer perception and satisfaction for green goods is a dynamic and strategic activity in the context of the ever-changing environment of consumer preferences and sustainability concerns. Offering eco-friendly options is just the beginning; understanding the complex web of feelings and hopes that consumers have for these goods is essential. Companies need to adjust and fine-tune their approaches to satisfy the changing needs of consumers as the worldwide movement towards eco-consciousness gathers steam. To better understand the elements that drive the adoption of green products, this study acts as a conduit between companies and consumers. It includes both the emotional investment customers have in eco-friendly options and the cold hard facts of cost, value, and name recognition. company may take advantage of chances for effective sustainability communication as it reveals the essential role of education and awareness in impacting customer perceptions and decisions. Sustainability is more than simply a business plan; it's also a dedication to understanding how customers feel about green goods. Companies can help create a greener world and thrive in a market driven by environmental awareness by simply listening to their customers, learning about the values they hold dear, and designing goods that meet those needs.

Factors Influencing Consumer Perceptions

Understanding the dynamics of sustainable consumerism requires an examination of the elements that shape consumers' views of green goods. These elements are complex and may have wide-ranging effects on how people perceive and rate environmentally friendly products. Awareness and education about environmental challenges and sustainable behaviours are major factors. Consumers who have more information tend to have a more favourable opinion of eco-friendly goods. People who place a high importance on protecting the environment are also more inclined to choose eco-friendly products and services. Branding and marketing play a role as well, with customers seeking verifiability and clarity in sustainable promises. In addition, customers continue to place a premium on affordability, portability, and product performance as they strike a balance between ethical and functional purchasing decisions. In this regard, firms who are trying to tailor their wares to the changing tastes of environmentally aware customers might benefit from an understanding of the elements impacting consumers' opinions.

Measuring Environmental Impact

In today's environmentally concerned society, measuring the environmental effect of goods has emerged as an integral part of sustainability initiatives. Businesses and consumers alike may make better decisions for a greener future if they have accurate information about the environmental impact of the products and services they use. Everything from the sourcing of raw materials to the product's distribution, use, and eventual disposal is taken into account throughout this process. Energy use,



greenhouse gas emissions, water consumption, and trash production are all examined. To put a number on these effects, in-depth life cycle assessments (LCAs) and ecological foot printing investigations are typically necessary. As customers demand for more openness in product origins and manufacturing processes, sustainability in the supply chain has become an integral part of environmental impact assessment. Growing consumer and regulatory pressure is prompting businesses to disclose their environmental impact. In this way, environmental impact measurement serves not only as a tool for environmental responsibility but also as a method of supporting sustainable innovation and encouraging more environmentally aware consumer decisions. If we want to make a difference and learn more about the environmental effects of our purchasing habits, we need better tools for evaluating environmental impact.

Pricing Strategies for Green Products

Promoting sustainability in the marketplace relies in large part on the creation of successful pricing strategies for green goods. Production costs, customer perceptions, and market competitiveness are just few of the elements that might affect the price of eco-friendly products and services. Finding the sweet spot between accessibility and accurately representing the value offered by sustainability is a major difficulty when setting prices for environmentally friendly items. Many shoppers are eager to shell out more cash for eco-friendly goods, but they want assurances that their purchases won't negatively impact the planet. The manufacturing costs, which may be greater than expected due to the use of more environmentally friendly methods and components, must be well understood. As a result, companies need to think about more than just short-term gains when making decisions, such as how to best appeal to environmentally sensitive customers and foster brand loyalty. Different markets and competitors call for different approaches to pricing green goods. Sustainable product landscapes may benefit from a variety of pricing strategies, including price skimming, value-based pricing, and competitive pricing. Pricing methods for environmentally friendly goods need a careful balancing act between production costs, customer willingness to pay, and moral marketing goals. It is crucial to have a pricing plan that encourages greater environmentally responsible consumption while simultaneously ensuring the economic sustainability of sustainable goods.

Building Brand Reputation in Sustainability

In today's environmentally concerned corporate market, building a solid reputation for your brand's commitment to sustainability is no more a nice-to-have. More and more people want to buy goods and services that reflect their own beliefs and help build a better, more sustainable world. More than merely selling eco-friendly goods, a genuine and all-encompassing dedication to protecting the planet is needed to establish a name for a company as an industry leader in sustainability. Transparency is essential to this procedure. Consumers want transparent and believable details about a company's sustainability initiatives, including supply chain procedures and product lifecycle evaluations. Consumers that care about the environment are more inclined to support brands that are transparent about their sustainability efforts and provide supporting information, such as third-party certifications and statistics. Sustainability should be ingrained in the beliefs and practises of every company. Sustainability shouldn't be used as a marketing ploy, but rather as an integral part of the company's culture. Environmentally friendly production methods include recycling, composting, reuse, and energy efficiency. Consumer and community involvement is crucial to developing a positive reputation for a brand in the context of sustainability. Brands may increase their reputation and popularity by supporting



environmental issues, joining partnerships focused on sustainability, and paying close attention to consumer input. Reputation in sustainability may be built by showing true commitment to environmental stewardship and ensuring that corporate actions are in line with consumer values. It's a smart move that pays off in the long run by increasing consumer loyalty and making for a greener future.

Research methodology

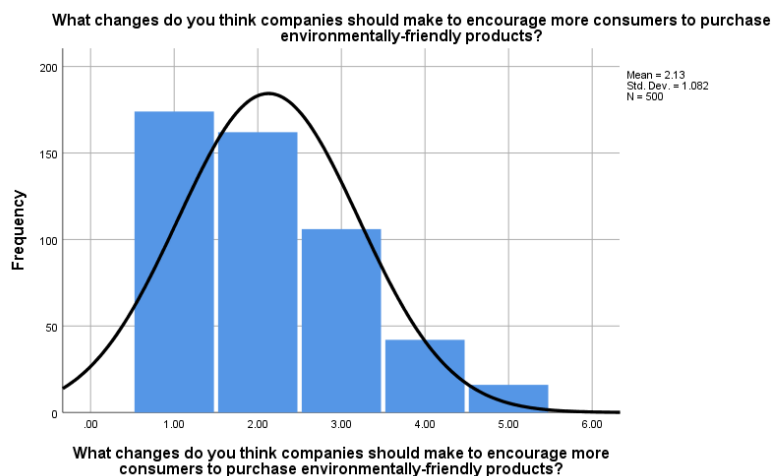
A strong and varied research approach is necessary to explore further into the perception and satisfaction levels of consumers for green goods. A thorough comprehension of customer attitudes and behaviours toward eco-friendly offers requires an approach that incorporates a wide range of research methodologies and data sources. Quantitative research techniques, like as surveys and questionnaires delivered to a cross-section of the target market, may be used. Questions on a Likert scale may be used to measure customers' happiness, while more open-ended inquiries can glean in-depth information about consumers' perspectives and the reasons driving their purchasing decisions. Focus groups and in-depth interviews are two examples of qualitative research methodologies that may provide insightful results. These approaches make it possible to delve more deeply into the beliefs, priorities, and sentiments of green product buyers. Quantitative statistics may miss subtleties that might be uncovered by qualitative research. Consumer mood may be gauged in real time by analysing internet reviews and social media conversations. It is possible to learn about consumer trends and feelings about green goods by analysing the language they use in internet conversations. Longitudinal studies that observe buyers' habits over time may reveal how eco-friendly goods affect customer loyalty and repeat business. This may help us understand how sustainability efforts will affect consumer tastes in the long run. Research that compares the levels of satisfaction with green items to those with non-green options in the same category may also be helpful. Using this method of comparison, you can see whether the green items you're considering are up to par with the standards your customers have set for you. Surveys, focus groups, sentiment analysis, and longitudinal studies are just some of the quantitative and qualitative methods that might be used in a comprehensive study of how consumers feel about green goods. By considering the whole picture, companies are better able to make data-driven choices that will improve their green product offerings and reflect consumers' actual tastes and behaviour in the context of sustainability.

Data analysis

Table 1

What changes do you think companies should make to encourage more consumers to purchase environmentally-friendly products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower prices	174	34.8	34.8	34.8
	Increase availability	162	32.4	32.4	67.2
	Improve marketing and advertising	106	21.2	21.2	88.4
	Improve product design and packaging	42	8.4	8.4	96.8
	Other (please specify)	16	3.2	3.2	100.0
	Total	500	100.0	100.0	

Graph 1

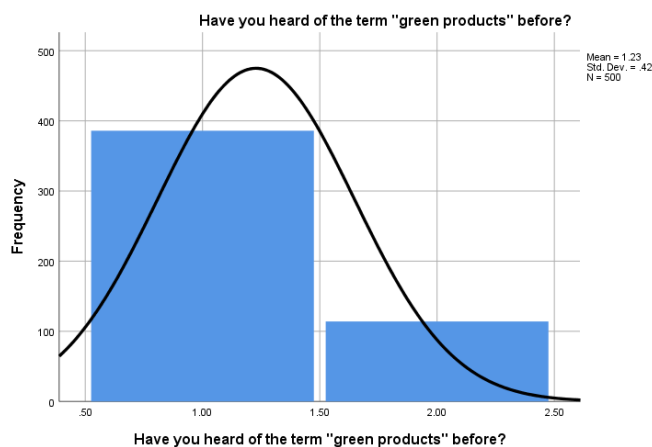


From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 500 respondents."What changes do you think companies should make to encourage more consumers to purchase environmentally-friendly products?" 174(34.8%) respondents responded Lower prices, 162(32.4%) respondents responded Increase availability, 106(21.2%) respondents responded Improve marketing and advertising and 42(8.4%) respondents responded Improve product design and packaging and 16(3.2%) respondents responded Other (please specify).

Table 2

Have you heard of the term "green products" before?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	386	77.2	77.2	77.2
	No	114	22.8	22.8	100.0
	Total	500	100.0	100.0	

Graph 2

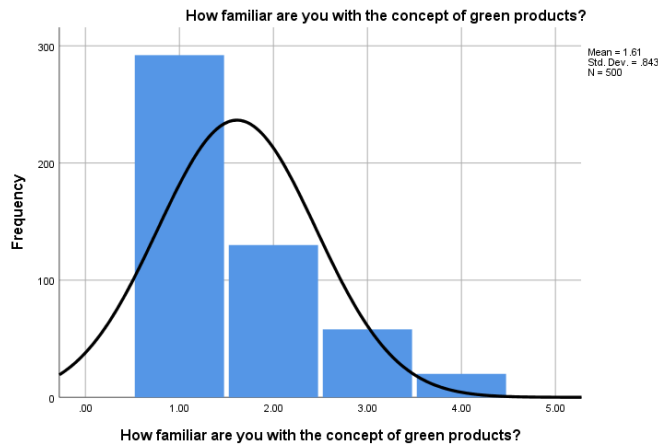


From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 500 respondents. "Have you heard of the term "green products" before?" 386(77.2%) respondents responded as yes, whereas 114(22.8%) respondents responded as No

Table 3

How familiar are you with the concept of green products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very familiar	292	58.4	58.4	58.4
	Somewhat familiar	130	26.0	26.0	84.4
	Not very familiar	58	11.6	11.6	96.0
	Not at all familiar	20	4.0	4.0	100.0
	Total	500	100.0	100.0	

Graph 3

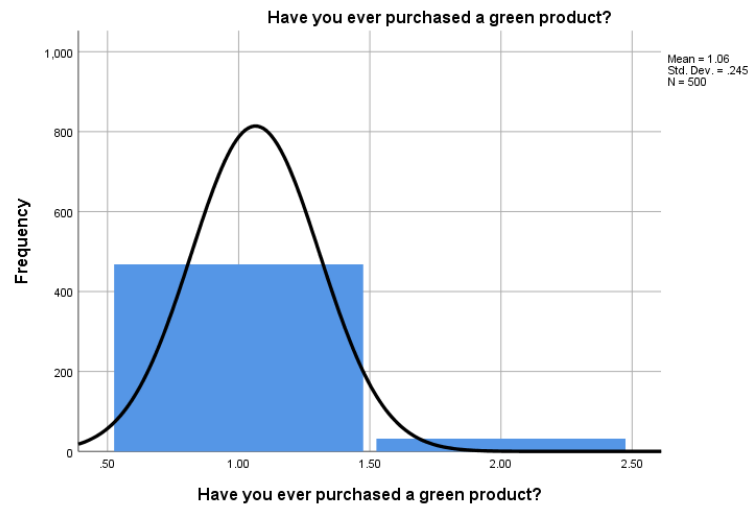


From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 500 respondents. "How familiar are you with the concept of green products?" 292(58.4%) respondents responded Very familiar, 130(26%) respondents responded Somewhat familiar and 58(11.6%) respondents responded Not very familiar whereas 20(4%) respondents responded Not at all familiar.

Table 4

Have you ever purchased a green product?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	468	93.6	93.6	93.6
	No	32	6.4	6.4	100.0
	Total	500	100.0	100.0	

Graph 4



From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 500 respondents. "Have you ever purchased a green product?" 468(93.6%) respondents responded as Yes, whereas 32(6.4%) respondents responded as No

Conclusion

Understanding how people feel about green goods is a crucial endeavour with important practical ramifications, not just an intellectual exercise. Numerous elements, such as knowledge, values, transparency, and emotional ties, influence customers' perspectives and actions in relation to environmentally friendly products and services. With sustainability's rising profile in the business world, companies need to not only provide eco-friendly options but also decipher the complex web of customer expectations that surrounds them. Quantitative and qualitative methods should be used to investigate both the short- and long-term effects of these dynamics on customer satisfaction and brand loyalty. This multi-pronged strategy helps businesses learn more about their customers and make more informed decisions about their sustainability efforts, product lines, and outreach efforts. Satisfying customers' needs in the market for eco-friendly goods is more than an organisational priority; it's a community effort. A more sustainable future is possible when individual decisions have a beneficial impact on the natural world. Businesses may succeed in today's environmentally sensitive consumer market by tailoring their operations to meet customer preferences and expanding their green product lines.

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