

A study on “Customer’s satisfaction level and the influencing factors towards Green Products”

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Abstract

"Being green is more than just buying eco. It is an unshakable commitment to a sustainable lifestyle." Green Products have less effect on the environment, creating a rapidly growing shift towards going green and purchasing green products. In this specific circumstance, green products are becoming a vital component in progress to sustainable consumption of the environment. This research has been endowed with additional information in narrowing the research gap about understanding consumers' green awareness befitting the role of consciousness enhancing consumers' changing attitudes and perception levels towards green products and their green purchasing behaviour. This paper is an exploratory and quantitative study on consumer Satisfaction levels and factors influencing consumers towards green products. A hypothetical framework is been presented, and the information is analysed based on the framework of data collection through a structured Questionnaire. The survey was conducted with a sample size of 104 respondents following the data techniques of purposive sampling which focused the representatives of all the consumers using green products with the age group 18-50+ respectively. The study used the primary data effectively with the statistical analysis of ANOVA, correlation (both bivariate and partial), and regression through SPSS to provide the exact outcomes. The results of the present study stated that the most of the respondents felt agreeing that the price, health consciousness and the quality factors are most influencing their primary choice towards green products whereas most of the respondents felt neutral for the factor that product influence impacts their primary choice towards green products and hence the product influence factor has less impact. Correspondingly, there is a positive relationship between the variables, green loyalty and dependability comes with customer satisfaction and the more customer is satisfied, the more loyal towards green brand. Further, consumer's belief towards the green marketing or going green has control over the purchase of green products and the frequent purchase of green product. Also revealed that, there is a relationship between the independent variables, consumer's reason for their use of green products and the dependent variable, the purchase of green products is to enhance the development of the environment.

Keywords: Green Products, understanding consumers, environment, development

Introduction

A new evolution to a circular economy can be initiated and completed through the development of a model that aids in progressing the economy. This newly developed model should be capable enough to perform better than the conventional linear models of production and consumption. The linear models would aid in evolving to an enhanced consumption and widespread utilization of natural resources that, in turn, paves the path for enlarged waste, hastened climatic change, and environmental pollution (Patel, Kumari, Kumari, & Ghosh, 2021). These effects would restrict growth, diminish renewable resources, and negatively impact the ecosystem and human welfare. Recent decades have produced a heavy burden on the environment with an attempt to meet up the demands of the market demands which in turn caused over-exploitation (Lunstrum et al., 2021). Though there are several ways to address the demands, one effective way is to switch to a circular framework of the economy by producing and consuming green products (Bonoli, Zanni, & Serrano-Bernardo, 2021). In this aspect, green products can play a significant role by moving towards a sustainable way of producing and consuming. This can be achieved if the population is well aware of the advantages that can be cherished. This would probably lessen the effect on natural resources. Many of the researches associated with green consumption were observed to be interesting in associated with customer satisfaction which made a huge preference for green products (Ali, 2021).

Green marketing has enabled customers to experience environmentally friendly, ozone-friendly, and recyclable products (Nedumaran, 2020). Notably, green marketing is not restricted to these terms, it has a wider scope of marketing activity that can be implemented for industrial goods, consumer goods, and even services. Services associated with green marketing serve two main purposes where one is to improve the goods, which would demand the customer and reasonable prices and environmentally friendly products that cause minimal damage to natural resources (Fernando, Jabbour, & Wah, 2019). From the overall observation of the existing practices, it is obvious that consumers play a key role in assuring the implementation of green marketing strategies. In association with this, consumer behaviour is considered significant regarding the enforced use of environmentally friendly products (Sun, Li, & Wang, 2022).

Outline on Green marketing

Green products are eco-friendly, bio-degradable, and non-toxic since most of the products are made up of paper, cans, and glasses. The increase in environmental issues has considerably increased people's concerns about environmental welfare (Rangappa, Siengchin, & Dhakal, 2020). These concerns later increased the demand for green products, increasing the novel philosophy of green marketing. From this, more green products are available in the market, and awareness regarding the advantages and disadvantages of green goods has considerably increased (Wong, Wong, & Boon-itt, 2020). These merits and demerits have impacted the willingness of the consumer to buy or deny green products. In association with this, the benefits of using these green products proffer an idea regarding the demands and preferences for green products. People who spend more on green products are the ones who are more concerned about environmental wellness (Ahmed, Zehou, Raza, Qureshi, & Yousufi, 2020). Green products are recycled from food and food products instead of chemical fertilizers. Since consumers and manufacturers are more into the utilization of green products, the awareness regarding the contribution of these products is growing day by day (Hameed, Hyder, Imran, & Shafiq, 2021).

Green consumers behaviours

Consumer behaviour is regarded through the attitude or behaviour through which they search for, use, evaluate, and purchase and disposal the product and services that they expect will meet their demands. Consumer behaviour intends how individuals decide to purchase and spends on resources. Green consumers are the ones who adopt environmentally friendly practices and the ones who purchase green products over regular ones (Nekmahmud & Fekete-Farkas, 2020). Green consumers are more internally regulated as they believe that one individual's usage might influence or affect the protection of the environment. They also realize that the jobs of the protection of the environment should not only be taken care of government but also by each individual who cherishes it. This is largely appreciated since using environmentally friendly products will not affect human health and environmental welfare (Begum, Ashfaq, Xia, & Awan, 2022). Behaviours and attitudes based on the preference for green products vary based on the satisfaction of the individuals with the usage of green products. Satisfaction is largely associated with the price, quality, benefits, knowledge regarding environmental wellness, and concern for environmental development (Melović, Cirović, Backovic-Vulić, Dudić, & Gubiniova, 2020).

Another significant way of marketing green products is green washing, which is a communication that is adopted by organizations and other companies. It aims to put forward arguments regarding enforcing the ecologically responsible image amongst the community. It is concluded that when it is spotted to be the green washed product, it fails the features of satisfaction, benefits, and loyalty and becomes a product that bases consumption confusion. Moreover, consumer beliefs and attitudes demonstrate that they are directed through the features of perceived satisfaction, benefits, and loyalty and that the observed risk feature is always ignored. (Braga, Martínez, Correa, Moura-Leite, & Da Silva, 2019). Organizations not only prefer green marketing for profit purposes and to gain customer loyalty, but it also aids in improving the sustainability of the planet. Organizations that adapt through their norms would significantly assist in slowing down the climatic change and also promote the conservation of the environment. Though several advantages are pinned along with the utilization of green products, certain criticisms are reported by some consumers who implement the strategies to adhere to the current trends. In addition, an increase in cost is another significant disadvantage pointed out. Since it would occupy many resources to plan and apply new advertising strategies. This again forces organizations to invest in more new technologies and equipment, boosting the expenses. Organizations

must realize the initial investments that can be translated into long-term savings that result from more sustained and increased sales and operations (Hazaee et al., 2022). From extensive analysis, it is obvious that several existing researches have aimed to improve awareness of utilizing green products.

Problem statement

Green products are becoming an essential component nowadays as it makes the environment and lifestyles ecological. As a known fact, green products helps in the consumers health benefits and also have less impact on climate change, so it has changed most consumer buying behaviour and created awareness among consumers of green products. In conducting research, it was clear that most studies have not concentrated on both influencing factors of consumer behaviour and their satisfaction towards green products. Hence, the present study made a peculiar effort to fill those research gaps by focusing on the consumers' satisfaction specifically and also the exact factors influencing consumers to go green which benefits the marketers to develop their organization by understanding the need of the consumers to purchase green products.

Objectives of the study

To examine the consumer's awareness of buying green goods.

To identify the impacting factors on consumers buying behaviour to move them towards the go-green concept.

To determine the level of consumer satisfaction in using green products.

Paper organization

To achieve the purposes, the present research is established in such a way that section 1 commences with the introductory part, section 2 with a literature review where the existing literature is reviewed, section 3 includes the methodology of research, section 4 comes with the results and 5 with discussions, section 6 conveys the limitations of the present study and section 7 concludes the study with section 8 with future recommendations.

Literature review

Consumer awareness of eco-friendly products is getting enhanced. The previous study (Alamsyah, Othman, & Mohammed, 2020) aimed to analyse the correlation between green advertising, consumer green awareness, and green brand image. Data were collected from 102 consumers of superstores in Bandung city through a questionnaire and tabulated through path analysis by SmartPLS. The results show that green awareness among consumers impacts consumers' purchase intentions on eco-friendly products. So, several organizations concentrated on promoting and selling their products with a green marketing strategy. (Gelderman, Schijns, Lambrechts, & Vijgen, 2021) Targeted the effect of strategies on green marketing towards professional buyers' loyalty and satisfaction. The data were collected from the purchasing managers in "Dutch" manufacturing firms that have kicked into cleaning-related green products recently. The results revealed an effective impact on the loyalty and satisfaction of professional buyers by developing a strategy to create the importance of the price, quality and corporate image of green products. Likewise, to enhance the corporate image and performance of the business, many organizations engaged with green marketing strategies. Using retail giants, Pick n Pay and Woolworths of South Africa, the study (Mukonza & Swarts, 2020) adopted a case study. Purposive sampling method was used for collecting data through in-depth interviews and gathering data through questionnaires from top management of certain stores. Added website and document analysis were reviewed for triangular purposes. The correlation was measured using path and content analysis. The results conveyed that a green marketing strategy positively impacts the performance of the business and corporate image.

(Tan, Ojo, & Thurasamy, 2019) Investigated to identify the elements which may influence the buying behaviour of young consumers in Malaysia toward green products. Data were gathered through a questionnaire from 217 participants aged between 18 -25, and to analyse, the conventional technique of sampling was used. The outcome of the analysis denoted that eco-label, environmental consciousness, advertising, and pricing were the important interpreters to develop the consumer's buying behaviour on green products. Similarly, (Widyastuti, Said, Siswono, & Firmansyah, 2019) Purpose was to understand public awareness of consuming green products. The study collected data through a survey from Unilever consumers. The purposive Sampling method was used to sample about 225 consumers in Jakarta. The

result conveyed that by installing the process of green marketing into the marketing strategy, Unilever has created a good corporate image among the public.

The waste disposal of plastic in the ocean of Indonesia created a severe issue as it kills plenty of animals in the sea and makes the environment unhealthy. The purpose of the study (Ramli, Permana, Soelton, Hariani, & Yanuar, 2020) was to examine and install green marketing in fast-food hotels to create awareness among consumers regarding the harmfulness of using plastic bags or products and to restrict fast food hotels. The data collection was done through a questionnaire from the participants of Jakarta. Purposive random sampling was used to determine the sample, and the analysis of data used partial least square. The outcomes showed that both consumer behaviour and attitude positively affect green marketing, and consumer behaviour has the most important effect on consumer awareness of green marketing. Therefore, human is responsible for the rise of pollution in the world. Hence, another author (Khan, Saengon, Alganad, Chongcharoen, & Farrukh, 2020) targeted to examine a model which could benefit change consumers' behaviour into consumers' green behaviour. Data were gathered from consumers in Malaysia (Cyberjaya) and Thailand (Bangkok). 320 participants were given questionnaires, and only 215 were filled by the participants. Non-probability techniques were used. The result was that both attitude and knowledge have a significant relationship in positively impacting the green behaviour of consumers, and the ban on plastic bags policy implemented by the government also positively impacted the development of the consumer's eco-friendly behaviour.

(Indriani, Rahayu, & Hadiwidjojo, 2019) Aimed to evaluate the relationship between green brand image and environmental knowledge on green products and purchase intention of green products in raising awareness in purchasing eco-friendly products for cosmetic and body care. The data were collected from the state university students in Manado, Indonesia, quantitative analysis was used, and SmartPLS was used for analysis. The results indicated no major association between consumers' green purchase intentions and environmental knowledge. However, the attitude was a complete intervention effect on the relationship between consumers' green purchase intentions and environmental knowledge. Similarly, another author (Chen, Chang, Li, & Chen, 2020) evaluated the effect of green brand impact on green purchase intents and discovered the mediation effect of green brand associations and attitudes in terms of the Structural Equation Model (SEM). Its objective was to focus on Taiwanese consumers with experience purchasing electronic products. A total of 1000 consumers were targeted, and out of that, 365 valuable responses were gathered through a questionnaire survey and SEM. The outcome disclosed that the effect of the green brand has no impact on the purchase intents of green products and indicated that green brand attitudes and associations completely intervene the relationship between the effect of green brand and the purchase intents of green products.

(Rustam, Wang, & Zameer, 2020) Investigated the potential impacts of corporate environmental sustainability towards green consumerism. The primary data was gathered using the questionnaire method, and secondary data was gathered from the organization's annual records and the database of global reporting initiatives. To access the data, multiple regression techniques were used. The outcomes pointed out that the sustainability exposure of the organizations and environmental responses create green consumption practices among consumers.

Research gaps

One of the research (Widyastuti et al., 2019) has concentrated only on one company rather, it may extend to another area of manufacturing or private sectors. Another study (Ramli et al., 2020) focused only on the plastic waste that affects the green environment, instead, it can be made considered that the other sorts of waste also as all the wastes needed to be controlled in order to protect the environment. Similarly, (Khan et al., 2020) was done only based on the ban on plastics, further, the predictors were selected only based on knowledge and attitude towards the green behaviour of the consumer, rather it can focus the other wastes and predictors. (Indriani et al., 2019) limited only to the Indonesia State Universities and does not concentrate on other consumers in various areas.

Research Methodology

This section will brief about the method of research used in this study. This study aims to analyze the customer satisfaction level and the factors impacting consumers toward green products. In the present study, primary data is used by a quantitative method, which is fetched through questionnaires.

Quantitative methods are used as it is strong at reviewing large sets of public and creating generalities from the sample being considered to larger sets outside the sample (Holton & Burnett, 2005). Quantitative analysis uses statistical methods with the samples collected through a structured questionnaire to justify the research objectives and framed hypothesis.

Research Design

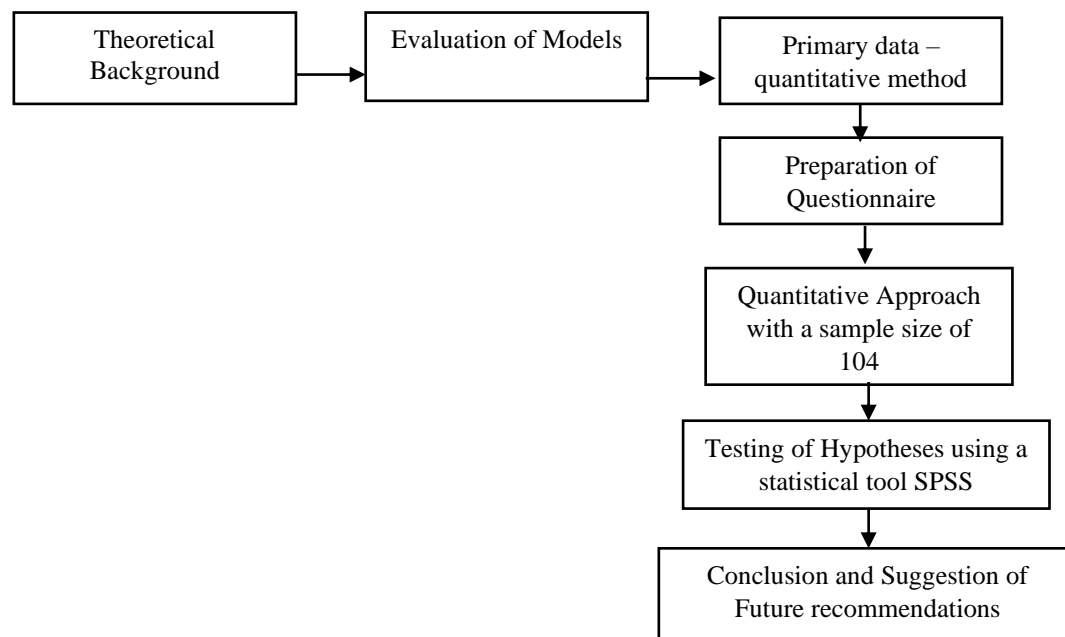


Figure 1 Research design

Variable definition

Investigators often work or explore dependent and independent variables in their studies to calculate the relations of cause and effect. The cause is the Independent variable, hence it rests independent among other variables. The effect is the dependent variable, therefore it depend on the Independent variable.

As a known fact, the study aimed to analyze consumer Satisfaction levels and factors influencing consumers towards green products.

Independent variables

The present study has considered the green products and the consumer's purchasing green products as the independent variables.

Dependent variables

The present study has considered the factors influencing the consumers towards green products and the customer's satisfaction level towards green products as the dependent variables.

Hypothesis

H1: There are certain awareness existing among consumers regarding the purchase of green products.

H2: There are some factors that influence the consumers to the concept of going green.

H3: There exists a significant relationship between consumer satisfaction and green products.

Research Instruments

The research instrument is referred to as a tool that is used to calculate, examine and gather data based on the research interests which is being proposed. The research used a quantitative approach. The quantitative method used a structured

questionnaire as a research tool featuring the structure of questions engaged in collecting valuable data from the participants. These tools were especially effective in computing customer satisfaction and influencing consumers toward green products.

Data Collection

The sample size used in the present study is 104 participants by purposive sampling technique for the quantitative approach through a structured questionnaire which focused on the representatives of all those consumers using green products from the age group of 18-50+ and above accordingly to be more manageable.

Data Analysis

The quantitative method used a statistical tool called Statistical Package for Social Science (SPSS) excel for examining the correlation, regression, and ANOVA analysis based on the respondent's data in the structured questionnaire.

Ethical Considerations

The research respondents will be informed clearly about the purposes of the study. They will be assured that the information gathered is strictly for educational purposes and that all the particulars will be kept confidential. The date and time for the data gathering through a questionnaire.

Results

The numerical results using quantitative research methodology have been shown in this section. Responses collected from the target respondents were calculated using SPSS. These outcomes formulated are represented in the form of charts and tables in this section.

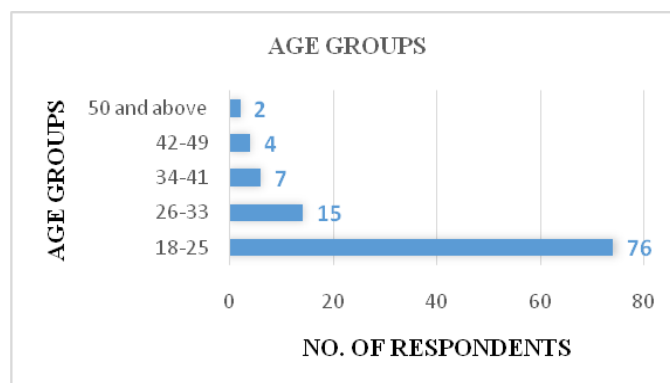


Figure 2 Respondents age groups

From figure 1, the age groups of the respondents and the highest respondents are from which group can be observed. Out of 104 respondents, around 76 were between the age group of 18-25 that indicates the more number of next generation population.

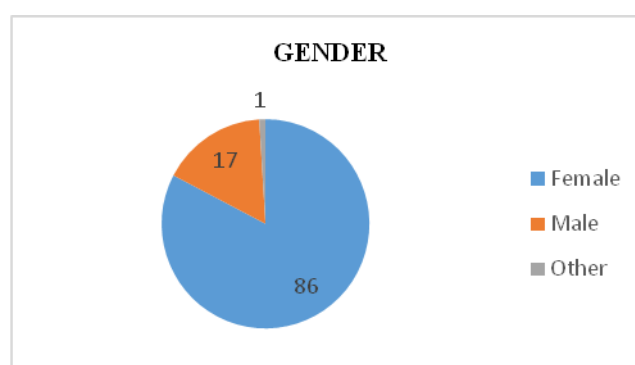


Figure 3 Respondents count based on gender

Out of 104 respondents, around 83 were female which implies the awareness of the products and the well-organized purchase behavior in women.

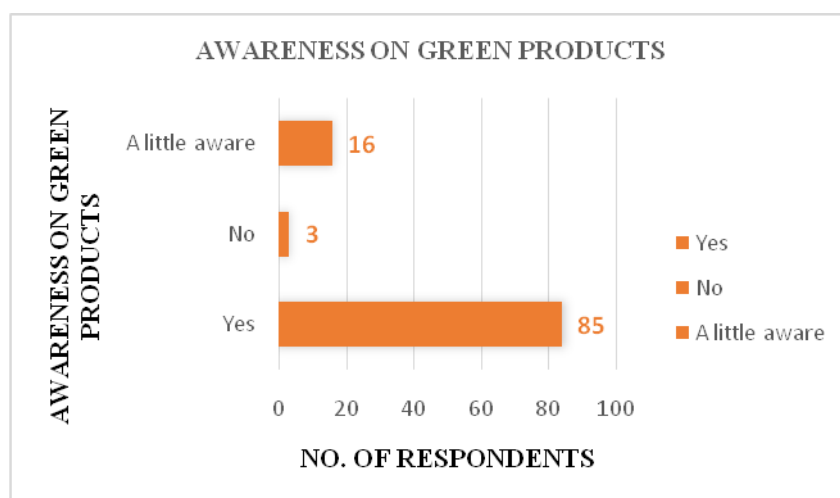


Figure 4 Awareness of green products

From the above figure 3, the awareness regarding green products among the respondents can be identified. From the total of 104 respondents, it can be inferred that around 84 were completely aware of green products and hence it can be confessed that since most of the respondents are female and young, they might be updating their knowledge towards the recent trends and the good/bad products.

Quantitative results

Results formulated and extracted from the SPSS tool have been listed in this section. Furthermore, to compute the customer satisfaction level and the factors impacting consumers towards green products, certain statistical analyses such as ANOVA, Regression, and Correlation analysis have been performed.

Table 1 ANOVA Descriptive

Table 1 ANOVA Descriptive										
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
						Lower Bound	Upper Bound			
Factors affecting your purchase decision? [Price]	disagree	5	2.20	.837	.374	1.16	3.24	1	3	
	neutral	40	1.83	1.281	.203	2.09	2.91	1	5	
	agree	59	2.50	.950	.124	1.58	2.08	1	5	
	Total	104	2.11	1.123	.110	1.89	2.32	1	5	
Factors affecting your purchase decision? [Health Factor or Role of Consciousness]	disagree	5	2.80	1.304	.583	1.18	4.42	2	5	
	neutral	40	1.68	1.339	.212	2.10	2.95	1	5	
	agree	59	2.53	.937	.122	1.43	1.92	1	5	
	Total	104	2.06	1.197	.117	1.82	2.29	1	5	
Factors affecting your purchase decision? [Quality]	disagree	5	2.60	1.517	.678	.72	4.48	1	5	
	neutral	40	1.68	1.358	.215	2.02	2.88	1	5	
	agree	59	2.45	.880	.115	1.45	1.91	1	4	
	Total	104	2.02	1.174	.115	1.79	2.25	1	5	
Factors affecting your purchase decision? [product Influence]	disagree	5	2.40	1.140	.510	.98	3.82	1	4	
	neutral	40	3.00	1.109	.175	2.65	3.35	1	5	
	agree	59	2.61	.831	.108	2.39	2.83	1	4	
	Total	104	2.75	.973	.095	2.56	2.94	1	5	

Independent variable: Green products have become the primary choice for consumers in present day world.

Table 1 clearly explains the independent variable that is the consumers choosing green products as their primary choice considering the dependent variable, the factors that influencing them to consider the green products as their primary choice such as price, quality, health consciousness and product influence. The acquired data has shown in the tabulated layout. From the results, the highest mean value (2.50), (2.53) and (2.45) implies that most of the respondents felt agreeing that the price, health consciousness and the quality factors are most influencing their primary choice towards green products whereas the highest mean value (3.00) denoted that most of the respondents felt neutral for the factor that product influence impacts their primary choice towards green products and hence the product influence factor has less impact.

Table 2 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Factors affecting your purchase decision? [Price]	Between Groups	10.731	2	5.366	4.550	.013
	Within Groups	119.105	101	1.179		
	Total	129.837	103			
Factors affecting your purchase decision? [Health Factor or Role of Consciousness]	Between Groups	19.997	2	9.999	7.911	.001
	Within Groups	127.656	101	1.264		
	Total	147.654	103			
Factors affecting your purchase decision? [Quality]	Between Groups	15.980	2	7.990	6.406	.002
	Within Groups	125.981	101	1.247		
	Total	141.962	103			
Factors affecting your purchase decision? [product Influence]	Between Groups	4.266	2	2.133	2.311	.104
	Within Groups	93.234	101	.923		
	Total	97.500	103			

Table 2 shows the outcomes attained through ANOVA. The significant values attained for the measured concepts are 0.013, 0.001, 0.002 and 0.104. As for the price, health consciousness and quality factors, the significant value is less than 0.05, which is the default p-value, there exists a significant relationship among independent groups. This denotes that the reason representing the consumers choosing green products as their primary choice has significant impact on these factors whereas for the product influence factor, the significant value is more than 0.05 which determines the less significant relationship among the independent groups.

Table 3 Correlations (Bivariate)

		Green Loyalty and Dependability comes with consumer satisfaction?	The more customer is satisfied, the more loyal towards the green brand?
Green Loyalty and Dependability comes with consumer satisfaction?	Pearson Correlation	1	.262**
	Sig. (2-tailed)		.007
	N	104	104
The more customer is satisfied, the more loyal towards the green brand?	Pearson Correlation	.262**	1
	Sig. (2-tailed)	.007	
	N	104	104

** . Correlation is significant at the 0.01 level (2-tailed).

Analysing correlation in data exploration is a statistical method used to calculate the power of the correlation or relationship among the measured factors and calculate their association through the significant coefficient value of Pearson. The results shown in table 3 are the results intended by considering the responses of 104 participants who were

using green products. When the Pearson correlation coefficient values of the variables are observed to be the same, they are positively correlated. The Pearson coefficient value 0.262 represent that there is a positive relationship between every considered variable with every other variables. Here, there is a positive relationship between the variables, green loyalty and dependability comes with customer satisfaction and the more customer is satisfied, the more loyal towards green brand. Hence, there occurs relationship between the considered variables as the significant value is also less than 0.05 which is the default p value.

Table 4 Correlations (Partial)				
Control Variables			Did you ever purchase a green products?	How frequently do you purchase green products?
Do you believe in concept of "green marketing or going green"?	Did you ever purchase a green products?	Correlation	1.000	-.222
		Significance (2-tailed)	.	.024
		df	0	101
	How frequently do you purchase green products?	Correlation	-.222	1.000
		Significance (2-tailed)	.024	.
		df	101	0

The outcomes shown in table 4 are the results intended by considering the responses of 104 participants who were using green products. Once the significant coefficient values of two or more variables are perceived to be equal to the control variables, they are positively correlated with one another. The consumer's belief towards the concept of green marketing or going green have been chosen as the control variable. The correlation coefficient of the parameters representing the purchase of green products and the frequent purchase of green products is 1.000 and hence the controlling variable here controls these two parameters. This shows the positive relationship among the variables. As the significant value is 0.00, this signifies that the consumer's belief towards the green marketing or going green will make them to purchase the green products and also make them to frequently rely on them.

Table 5 Regression analysis-Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.453a	.205	.193	.363
a. Predictors: (Constant), Why do we use green products?				

From the outcomes shown in table 5 above, the R² value discloses the relation among the dependent variable and its factors measured for regression analysis. When 100 is multiplied by the R-value 0.205, the appropriate percentage value of the relation can be calculated. Therefore, it has been observed that 20.5% of the predictor variables that represents the consumer's reason for their use of green products contributed effects to the dependent variable, the purchase of green products is to enhance the development of the environment and thus the consumer's purchase decision towards green products is mostly happening considering their health benefits which may simultaneously benefits the environment also.

Table 6 Regression analysis-ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.148	1	2.148	16.278	.000b
	Residual	8.313	63	.132		
	Total	10.462	64			
a. Dependent Variable: Does the purchase of green products enhance the development of environment?						
b. Predictors: (Constant), Why do we use green products?						

In the above table 6, as the significant value of regression is 0.00, it is been observed that the predictors and the dependent variables are relatively contributing effects to each other.

Table 7 Regression analysis- Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.180	.094		23.143	.000
	Why do we use green products?	-.249	.062	-.453	-4.035	.000

a. Dependent Variable: Does the purchase of green products enhance the development of environment?

The outcomes of the ANOVA contributed to the analysis of regression have been shown in the above table 7. There is a relationship between the independent variables, consumer's reason for their use of green products and the dependent variable, the purchase of green products is to enhance the development of the environment since the significant value is 0.00 which is less than 0.05 (default p value).

Discussions

Awareness and the factors impacting consumer satisfaction toward the purchase of green products have gained good attention among researchers. In the present study, out of 104 respondents, around 76 were between the age group of 18-25 that indicates the more number of next generation population and around 83 were female which implies the awareness of the products and the well-organized purchase behavior in women. Also it can be inferred that around 84 were completely aware of green products and hence it can be confessed that since most of the respondents are female and young, they might be updating their knowledge towards the recent trends and the good/bad products. The results of the present study stated that the most of the respondents felt agreeing that the price, health consciousness and the quality factors are most influencing their primary choice towards green products whereas most of the respondents felt neutral for the factor that product influence impacts their primary choice towards green products and hence the product influence factor has less impact. Correspondingly, there is a positive relationship between the variables, green loyalty and dependability comes with customer satisfaction and the more customer is satisfied, the more loyal towards green brand. Further, consumer's belief towards the green marketing or going green has control over the purchase of green products and the frequent purchase of green product. Also revealed that, there is a relationship between the independent variables, consumer's reason for their use of green products and the dependent variable, the purchase of green products is to enhance the development of the environment.

Similar to the present study, the researcher (Alamsyah et al., 2020) aimed to analyse the correlation between green advertising, consumer green awareness, and green brand image. The result revealed that green awareness among consumers impacts the purchase intents of consumers on eco-friendly products. Likewise, another research (Tan et al., 2019) investigated identify the factors which may influence young consumer's buying behaviour in Malaysia towards green products, and the results of the analysis denoted that eco-label, environmental consciousness, advertising, and pricing were the important interpreters to develop the consumer's buying behaviour on green products. Similarly, (Wang, Ma, & Bai, 2019) aim was to study the connection between the green products awareness and their purchase intentions. The result showed that green trust partially relates to the awareness and purchase intentions of green products. (Ansu-Mensah, 2021) evaluated the awareness among the university students and the factors impacting them towards the purchase intention, and the result concluded that the awareness of green products highly impacts the students towards the purchase decision by the value, price, and quality. (Suhaily & Darmoyo, 2019) Analysed the effect of green product advertising on the loyalty and satisfaction of the consumer's purchase decision, and the result came that the purchase decision has a direct impact on consumer satisfaction, and the consumer satisfaction has a direct influence on consumer loyalty.

Though several studies have aimed to research the factors influencing consumer and their satisfaction towards green products, with the statistical analysis of ANOVA, correlation (both bivariate and partial), and regression through SPSS, the present study has effectively used primary data by aiming to focus on both the consumer satisfaction and also the factors impacting consumer purchase intention towards green products mainly focusing on the consumer's health consciousness which is considered significant.

Limitations and Future recommendations

Every study has its limitation so does the present study. The study has focussed only on small samples, instead, the samples can be collected widely. However, the study concentrated on the impacting factors of consumers towards the purchase intention of green products, the future study can also concentrate on other factors. In future, the research can be done in both quantitative and qualitative method in order to get the in depth results.

Conclusion

The present study focussed on the factors impacting consumer purchase intention towards green products and consumer satisfaction towards green products. The research used a quantitative approach. The sample size used in the present study is 104 respondents by means of purposive sampling technique for the quantitative approach through a structured questionnaire featuring structure of questions engaged in collecting valuable data from the participants, which focused the representatives of all the consumers using green products with the age group of 18-50+ accordingly to be more manageable. The study's overall results revealed that major participants have awareness towards green products and its welfare. Mainly stated that the reason representing the consumers choosing green products as their primary choice has significant impact on the price, health consciousness and the quality factors rather than the product influence factor. Similarly, there is a positive relationship between the variables, green loyalty and dependability comes with customer satisfaction and the more customer is satisfied, the more loyal towards green brand. Further, consumer's belief towards the green marketing or going green has control over the purchase of green products and the frequent purchase of green product. Also revealed that, 20.5% of the predictor variables that represents the consumer's reason for their use of green products contributed effects to the dependent variable, the purchase of green products is to enhance the development of the environment and thus the consumer's purchase decision towards green products is mostly happening considering their health benefits which may simultaneously benefits the environment as well.

Future recommendation

Future researchers could inspect some particular green products and relate them to the purchase intentions of the consumers and their satisfaction with various green products.

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