

Sustainable Consumption Practices and Customer Satisfaction on Green Products: Insights from Erode District

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ABSTRACT:

Green products are environmentally friendly products designed to minimize negative impacts on the environment throughout their life cycle. Sustainable consumption practices refer to the responsible purchase, use, and disposal of products and services in ways that minimize environmental impact and promote long-term sustainability. Customer satisfaction on green products refers to the extent to which consumers are pleased with environmentally friendly products that meet their expectations and sustainability needs. It enhances customer loyalty, repeat purchases, and positive attitudes towards sustainable consumption. The growing environmental awareness among consumers has increased the demand for green products in Erode District. However, customer satisfaction towards these products varies due to factors such as product quality, price, availability, and eco-friendly features. Limited empirical studies have examined the level of customer satisfaction and the factors influencing it in the local context. Therefore, this study aimed to analyze customer satisfaction on green products and provide insights for promoting sustainable consumption in Erode District. A descriptive research design is adopted for the study. The study utilizes both quantitative and qualitative approaches. The quantitative data are collected through a structured questionnaire administered to a sample of 206 consumers selected from Erode District. The qualitative data are gathered through semi-structured interviews with selected consumers to gain deeper insights into their satisfaction on green products. The collected data are analyzed using statistical techniques such as percentage analysis, mean score, standard deviation, chi-square test, correlation analysis and linear regression analysis via SPSS version 27.0. The null hypotheses are developed to examine the significant relationship between selected independent variables and customer satisfaction on green products. The analysis observed that maximum level of satisfaction on green products is perceived by the consumers belong to age group of 25–35 years, professional qualification, spending above Rs.10000 in the last year, using green products for 5–6 years and perceive green products as sustainable but limited to urban areas.

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1. INTRODUCTION

Green products are manufactured using sustainable materials and processes that reduce pollution, conserve natural resources, and promote energy efficiency. Green products in India have gained significant importance due to increasing environmental awareness and the growing demand for sustainable consumption. Indian consumers are gradually adopting eco-friendly products such as organic foods, biodegradable packaging, energy-efficient appliances, and natural personal care products. Government initiatives promoting sustainability and green marketing strategies have further encouraged the production and consumption of green products. Sustainable consumption practices on green products refer to the responsible purchase, use, and disposal of environmentally friendly products that minimize adverse environmental impacts. These practices encourage consumers to choose products that are recyclable, energy-efficient, biodegradable, and produced through sustainable methods. Consumers adopting sustainable consumption prioritize environmental protection, resource conservation, and long-term societal well-being. Increased environmental awareness and green marketing initiatives have significantly influenced sustainable purchasing behaviour. Sustainable consumption practices also promote waste reduction and support the growth of eco-friendly industries. Consequently, they play a vital role in achieving sustainable development and environmental sustainability. Customer satisfaction on green products refers to the degree to which consumers are pleased with environmentally friendly products that meet their expectations and sustainability preferences. It is influenced by factors such as product quality, price, eco-friendly attributes, durability, and brand credibility. Consumers tend to be more satisfied when green products provide both functional benefits and environmental value. Higher levels of satisfaction encourage repeat

purchases, positive word-of-mouth, and customer loyalty. Green marketing practices and increased environmental awareness also enhance customer satisfaction. Thus, customer satisfaction plays a crucial role in promoting the long-term success of green products.

2. REVIEW OF LITERATURE

The researchers Priya and Shivani (2026) examined that customer attitudes toward green products from a sustainable marketing perspective and to identify the factors influencing green purchase intentions. The analysis displayed that consumers generally exhibit positive attitudes toward eco-friendly products, with environmental awareness and brand trust emerging as the strongest determinants of purchase intention. However, affordability issues, limited product availability, and scepticism regarding green claims continue to hinder actual purchasing behaviour, thereby widening the intention-behaviour gap. In view of Mohan and Gupta (2025) assessed that the impact of green marketing on consumer purchase decisions by analyzing consumer attitudes, preferences, and purchasing behaviour towards environmentally sustainable products. The authors indicated that green marketing strategies such as eco-labelling, sustainable packaging, and green branding positively influence consumer trust and purchase intentions. In addition, consumers are willing to pay a premium for eco-friendly products; however, factors such as greenwashing, lack of awareness, and demographic differences affect their actual buying behaviour. The study of Kennedy et al. (2024) investigated that the impact of green consumption on adopting a sustainable lifestyle among consumers in India. The analysis displayed that green product orientation and social influence positively influence green purchase attitudes, which in turn promote green purchase behaviour and a sustainable lifestyle.

Additionally, green product literacy does not significantly affect green purchase attitudes.

According to Drison and Susidharan (2024) measured that the consumer awareness and attitudes towards green food products in Chennai City and to understand their perceptions of green marketing practices. It is observed that consumers perceive green products as safer and more environmentally friendly than conventional products and derive satisfaction from contributing to environmental sustainability. Also, social influence significantly affects consumers' purchase decisions, while high prices and inadequate product information act as major barriers. Regarding the study of Shivananda and Madhushree (2023) sought that the influence of green product attributes on consumer choice and satisfaction in Dakshina Kannada District and to explore the moderating effects of demographic factors. It is mentioned that consumers who value green attributes are more likely to choose green products, even when their prices are comparable to conventional products. In addition, green attributes do not directly influence overall customer satisfaction. The study also finds that education level may affect product choice, whereas age and income do not significantly moderate the relationship. In case of Kritika et al. (2022) aimed to measure the consumer behaviour towards green and eco-friendly products and to identify the factors influencing their purchase decisions. The study illustrated that consumers prefer green products due to their health benefits, environmental concern, and superior quality. Most consumers are willing to pay a premium price for green products as they believe these products help conserve resources and reduce environmental problems. Moreover, the non-availability of green products remains a major barrier to purchase, highlighting the need for government support and promotional initiatives.

3. STATEMENT OF THE PROBLEM

This study examines the growing importance of sustainable consumption practices and their influence on customer satisfaction towards green

products in Erode District. Although environmental awareness has increased considerably, consumers often face challenges in adopting sustainable consumption habits due to factors such as limited product availability, higher prices, inadequate awareness, and uncertainty regarding product quality and effectiveness. At the same time, customer satisfaction plays a main role in encouraging the continued purchase and acceptance of green products. However, there is limited empirical evidence regarding how sustainable consumption practices affect customer satisfaction in the local context of Erode District. Therefore, this study aimed to examine the sustainable consumption practices and customer satisfaction on green products in Erode district.

4. OBJECTIVES OF THE STUDY

- To explore the demographic profile of the customers who using green products in Erode District.
- To examine the customer satisfaction on green products in the study area.

5. HYPOTHESIS OF THE STUDY

- There is no significant relationship between age group and customer satisfaction on green products.
- There is no significant relationship between amount spent for purchasing in last year and customer satisfaction on green products.
- There is no significant relationship between period of using and customer satisfaction on green products.
- There is no positive significant association in customer satisfaction on green products.
- There is significant relationship with customer satisfaction on green products among selected variables.

6. RESEARCH METHODS

This study employed a descriptive research design and adopted a quantitative approach. Both primary and secondary data sources were utilized

for the purpose of the study. The primary data were collected through a structured questionnaire designed to gather information on the demographic profile of consumers, their sustainable consumption practices and their level of satisfaction with green products. The questionnaire incorporated a 5-point Likert scale to measure customers' satisfaction on green products in a quantifiable manner. A sample of 206 consumers from Erode District was selected using a random sampling technique. The collected data were coded and entered into Microsoft Excel and subsequently analyzed using

statistical tools such as percentage analysis, mean score, standard deviation, Chi-square test, correlation analysis and multiple regression analysis with the help of SPSS version 27.0.

7. RESULT AND DISCUSSION

7.1 Demographic Profile and Customer Satisfaction on Green Products

The details about the customers demographic profile and their satisfaction on green products are given in the table.

Table 1: Demographic Profile and Customer Satisfaction on Green Products

No.	Variables Name	Number of Respondents	%	Mean	SD
1	Age Group				
	• Less than 25 years	26	12.6	3.86	0.61
	• 25-35 years	61	29.7	3.89	0.71
	• 36-45 years	79	38.3	3.75	0.64
	• Above 45 years	40	19.4	3.66	0.61
	Total	206	100.0		
2	Educational Qualification				
	• School level	47	22.8	3.93	0.61
	• College level	76	36.9	3.64	0.63
	• Professional	56	27.2	4.14	0.65
	• No formal education	27	13.1	3.70	0.67
	Total	206	100.0		
3	Amount Spent for Purchasing in Last Year				
	• Below Rs.1000	34	16.5	3.55	0.61
	• Rs.1000 – Rs.5000	45	21.8	3.83	0.72
	• Rs.5001-Rs.10000	69	33.5	3.80	0.65
	• Above Rs.10000	58	28.2	3.89	0.59
	Total	206	100.0		
4	Period of Using Green Products				
	• Upto 2 years	46	22.3	3.68	0.62
	• 3-4 years	64	31.1	3.81	0.71
	• 5-6 years	26	12.6	3.85	0.57
	• Above 6 years	70	34.0	3.79	0.66
	Total	206	100.0		
5	Opinion on Sustainability of Green Products				
	• Sustainable due to strong market demand	67	32.5	3.79	0.65

No.	Variables Name	Number of Respondents	%	Mean	SD
	• Unsustainable due to high production costs	43	20.9	3.78	0.64
	• Sustainable but limited to urban areas	59	28.6	3.86	0.72
	• Not sustainable due to lack of consumer awareness	37	18.0	3.68	0.59
	Total	206	100.0		

• From the above analysis, it is observed that 12.6% of the customers are below 25 years, 29.7% belong to the age group of 25–35 years, 38.3% fall under 36–45 years and 19.4% are above 45 years.

• With regard to educational qualification, 22.8% of the customers have school-level education, 36.9% possess college-level education, 27.2% are professionals and 13.1% have no formal education.

• Regarding the amount spent on purchasing green products during the last year, 16.5% of the customers spent below Rs.1000, 21.8% spent between Rs.1000 and Rs.5000, 33.5% spent between Rs.5001 and Rs.10000 and 28.2% spent above Rs.10000.

• With respect to the period of using green products, 22.3% of the customers have been using green products for up to 2 years, 31.1% for 3–4 years, 12.6% for 5–6 years and 34.0% for above 6 years.

• Concerning the opinion on the sustainability of green products, 32.5% of the customers believe that green products are sustainable due to strong market demand, 20.9% consider them unsustainable due to high production costs, 28.6% feel they are sustainable but limited to urban areas and 18.0% believe they are not sustainable due to lack of consumer awareness.

7.2 Customer Satisfaction on Green Products

The following table presents various factors related to customer satisfaction on green products among consumers in Erode district. The factors include product quality, price competitiveness, brand reputation, environmental impact, product features, product performance, variety of products and durability. Each factor reflects the level of satisfaction experienced by customers towards green products and is evaluated based on the mean score and standard deviation derived from respondents' opinions.

Table 2: Customer Satisfaction on Green Products

S. No	Factors	Mean Score	SD
1	Product Quality	4.37	0.88
2	Price Competitiveness	3.48	1.35
3	Brand Reputation	3.51	1.22
4	Environmental Impact	3.77	0.92
5	Product Features	4.34	0.92
6	Product Performance	3.77	0.92
7	Variety of products	3.53	1.20
8	Durability	3.50	1.35

The Cronbach Alpha value for the statements of customer satisfaction on green products is 0.928 whereas customer responses were recorded using a 5-point Likert scale. This study indicates that the reliability of the customer satisfaction on green products is good and fit for analysis. It is noticed from the above table that product quality has the highest mean score of 4.37, indicating that customers are highly satisfied with the quality of green products. Also, product features follow with a mean score of 4.34, showing its significant contribution towards customer satisfaction. On the other hand, price competitiveness has the lowest mean score of 3.48 followed by durability with mean score of 3.50, reflecting comparatively lower customer satisfaction with these aspects of green products.

Testing of Hypothesis (Chi-Square Test)

Table 3: Age Group and Customer Satisfaction on Green Products

S. No	Age Group	Level of Satisfaction			Total	Chi-Square Value
		Low	Medium	High		
1	Less than 25 years	7 (26.9%)	13 (50.0%)	6 (23.1%)	26 (100.0%)	23.895 (0.001*)
2	25-35 years	6 (9.8%)	18 (29.5%)	37 (60.7%)	61 (100.0%)	
3	36-45 years	19 (24.1%)	22 (27.8%)	38 (48.1%)	79 (100.0%)	
4	Above 45 years	13 (32.5%)	19 (47.5%)	8 (20.0%)	40 (100.0%)	
	Total	45	72	89	206	

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

It is displayed from the above table that the 'p' value is lesser than 0.05 and the null hypothesis is rejected. Therefore, there is a close significant relationship between age group and customer satisfaction on green products.

7.3 Relationship between Demographic Profile and Customer Satisfaction on Green Products (Chi-Square Test)

With a view to find the degree of association between demographic profile of the selected customers and their satisfaction on green products, a cross-tabulation has been framed. In order to find the relationship between selected independent variables and customer satisfaction on green products, hypotheses are developed and analyzed by applying Chi-square test.

Age Group and Customer Satisfaction on Green Products

H₀: There is no significant relationship between age group and customer satisfaction on green products.

Amount Spent for Purchasing in Last Year and Customer Satisfaction on Green Products

H₀: There is no significant relationship between amount spent for purchasing in last year and customer satisfaction on green products.

Table 4: Amount Spent for Purchasing in Last Year and Customer Satisfaction on Green Products

S. No	Amount Spent	Level of Satisfaction			Total	Chi-Square Value
		Low	Medium	High		
1	Below Rs.1000	14 (41.2%)	17 (50.0%)	3 (8.8%)	34 (100.0%)	32.012 (0.000*)
2	Rs.1000 – Rs.5000	5 (11.1%)	9 (20.0%)	31 (68.9%)	45 (100.0%)	
3	Rs.5001-Rs.10000	17 (24.6%)	26 (37.7%)	26 (37.7%)	69 (100.0%)	
4	Above Rs.10000	9 (15.5%)	20 (34.5%)	29 (50.0%)	58 (100.0%)	
	Total	45	72	89	206	

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

It is revealed from the above table that the 'p' value is lesser than 0.05 and the null hypothesis is rejected. Hence, there is a close significant relationship between amount spent for purchasing in last year and customer satisfaction on green products.

Period of Using and Customer Satisfaction on Green Products

H₀: There is no significant relationship between period of using and customer satisfaction on green products.

Table 5: Period of Using and Customer Satisfaction on Green Products

S. No	Period of Using	Level of Satisfaction			Total	Chi-Square Value
		Low	Medium	High		
1	Upto 2 years	14 (30.4%)	15 (32.6%)	17 (37.0%)	46 (100.0%)	11.293 (0.080^{NS})
2	3-4 years	9 (14.1%)	19 (29.7%)	36 (56.3%)	64 (100.0%)	
3	5-6 years	7 (26.9%)	13 (50.0%)	6 (23.1%)	26 (100.0%)	
4	Above 6 years	15 (21.4%)	25 (35.7%)	30 (42.9%)	70 (100.0%)	
	Total	45	72	89	206	

Note: Parenthesis indicates 'p' value; NS – Not Significant

It is depicted from the above table that the 'p' value is greater than 0.05 and the null hypothesis is accepted. So, there is no significant relationship between period of using for purchasing in last year and customer satisfaction on green products.

7.4 Degree of Relationship between selected Independent Variables and Customer Satisfaction on Green Products (Correlation Analysis)

The following analysis has examined that the relationship between the selected independent

variables and the dependent variable customer satisfaction on green products by using correlation analysis. For this study, the independent variables have been chosen namely age group, educational qualification, amount

spent for purchasing in last year and period of using.

H₀: There is no positive significant association in customer satisfaction on green products.

Table 6: Degree of Relationship between Selected Independent Variables and Customer Satisfaction on Green Products (Correlation Analysis)

Variables	Age Group	Educational Qualification	Amount Spent for Purchasing in Last Year	Period of Using	Customer Satisfaction on Green Products
Age Group	1.000				
Educational Qualification	0.327 (0.000*)	1.000			
Amount Spent for Purchasing in Last Year	-0.392 (0.000*)	0.059 (0.401 ^{NS})	1.000		
Period of Using	0.120 (0.087 ^{NS})	-0.227 (0.000*)	0.151 (0.030**)	1.000	
Customer Satisfaction on Green Products	0.358 (0.000*)	0.293 (0.000*)	0.399 (0.000*)	0.040 (0.572 ^{NS})	1.000

Note: * - Significant at 1% level; ** - Significant at 5% level; NS - Not Significant

It is inferred from the above table that customer satisfaction on green products has a positive and significant relationship with age group ($r = 0.358$), educational qualification ($r = 0.293$) and amount spent for purchasing in the last year ($r = 0.399$) at 1% level. However, period of using green products has a positive but insignificant relationship with customer satisfaction on green products ($r = 0.040$). Hence, customer satisfaction on green products is mainly influenced by age, educational qualification and purchase expenditure of the customers.

7.5 Relationship of Customer Satisfaction on Green Products

The relationship of customer satisfaction on green products with selected variables is investigated in the following table.

H₀: There is significant relationship with customer satisfaction on green products among selected variables.

Table 7: Relationship of Customer Satisfaction on Green Products (Multiple Regression Analysis)

No.	Variables	Coefficient	SE	't' value	'p' value
	(Constant)	3.842			
1	Age Group	0.065	0.017	3.824	0.000*
2	Educational Qualification	0.078	0.016	4.875	0.000*
3	Amount Spent for Purchasing in Last Year	0.067	0.019	3.526	0.000*

4	Period of Using	0.024	0.046	0.522	0.284 ^{NS}
	R Value	0.933			
	R² Value	0.870			
	F Value	90.899*			

Note: * - Significant at 1% level

It is justified from the above table that the multiple regression model is significant as evidenced by the F value of 90.899 at 1% level. The R² value of 0.870 indicates that 87.0% of the variation in customer satisfaction on green products is explained by the selected independent variables. In addition, age group, educational qualification and amount spent for purchasing in the last year have a positive and significant influence on customer satisfaction on green products at 1% level. However, period of using green products has a positive but insignificant influence on customer satisfaction on green products. The regression equation thus indicated that customer satisfaction on green products is predicted by a 6.5% increase in age group, 7.8% increase in educational qualification, and 6.7% increase in amount spent for purchasing in the last year, whereas a 2.4% increase is associated with the period of using green products.

8. FINDINGS

- It is mentioned that the majority (38.3%) of the customers belong to the age group of 36–45 years. Further, customers belonging to the age group of 25–35 years have maximum level of satisfaction on green products with a mean score of 3.89.
- It is indicated that the majority (36.9%) of the customers have completed college-level education. It is evident from the mean values that professional customers exhibit the highest level of satisfaction on green products with a mean score of 4.14.
- It is observed that majority (33.5%) of the customers belong to the spending category of Rs.5001–Rs.10000 in the last year. The analysis measured that customers spending above Rs.10000 in the last year have the highest mean score (3.89) in satisfaction on green products.
- It is divulged that majority (34.0%) of the customers have been using green products for more than 6 years. The analysis asserted that customers using green products for 5–6 years have the highest mean score (3.85), indicating higher satisfaction on green products.
- It is noticed that majority (32.5%) of the customers opined that green products are sustainable due to strong market demand. However, customers who perceive green products as sustainable but limited to urban areas report the highest mean score (3.86) towards satisfaction on green products.
- It is examined from the mean score test that the customers are highly satisfied with the factors 'product quality' and 'product features' with the highest mean score of 4.37 and 4.34 respectively.
- The Chi-square test observed that there is a close significant relationship between age group and customer satisfaction on green products.
- From the Chi-square analysis, it is depicted that there is a close significant relationship between amount spent for purchasing in last year and customer satisfaction on green products.
- It is illuminated from the Chi-square test that there is no significant relationship between period of using for purchasing in last year and customer satisfaction on green products.
- It is displayed from the analysis that customer satisfaction on green products has a positive and significant relationship with age group, educational qualification and amount spent for purchasing in the last year at 1% level.

- It is revealed from the multiple regression analysis that age group, educational qualification and amount spent for purchasing in the last year have a positive and significant influence on customer satisfaction on green products at 1% level. Further, the customer satisfaction on green products is predicted by 6.5% increase in age group, 7.8% increase in educational qualification, and 6.7% increase in amount spent for purchasing in the last year, whereas a 2.4% increase is associated with the period of using green products.

9. SUGGESTIONS

- The findings displayed that customers belonging to the age group of 25–35 years exhibit a higher level of satisfaction on green products. Therefore, it is suggested that marketers should design targeted awareness campaigns and promotional strategies to sustain and enhance green consumption practices among all consumers.
- From the study, it is observed that professional qualified customers show the highest level of satisfaction on green products. Hence, this study suggested that educational institutions and organizations should promote environmental education and green literacy among lower educational groups to improve their satisfaction and adoption of green products.
- It is mentioned that customers spending above Rs.10000 in the last year on purchasing green products report higher satisfaction. So, it is stated that manufacturers should introduce affordable green products and attractive pricing strategies to encourage

consumers with lower purchasing power for enhancing their satisfaction.

- The study justified that customers using green products for 5–6 years exhibit higher satisfaction levels. Therefore, it is suggested that companies should focus on customer retention strategies and provide continuous product support to maintain long-term consumer engagement.
- It is depicted that customers who perceive green products as sustainable but limited to urban areas show higher satisfaction. Therefore, it is suggested that government agencies and marketers should improve the availability and accessibility of green products in all the areas to promote sustainable consumption practices.

10. CONCLUSION

This study aimed to analyze the sustainable consumption practices and customer satisfaction on green products in Erode district. This study indicated that the customers are highly satisfied with the factors like product quality and product features. Also, there is a close significant relationship between customer satisfaction on green products and their age group and amount spent for purchasing in last year. Hence, green product manufacturers should improve product quality, affordability and availability to increase customer satisfaction and encourage wider adoption of sustainable consumption practices. Also, government agencies, manufacturers and marketers should jointly promote awareness through campaigns and education to strengthen sustainable consumption practices.

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