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This is to certify that the article entitled

**CONSUMER ATTITUDE AND PERCEPTION TOWARDS ECO FRIENDLY PRODUCTS WITH SPECIAL  
REFERENCE TO COIMBATORE DISTRICT**

Authored By

**Dr. M. Akilanayaki,**

Assistant Professor, Department of Commerce, Nallamuthu Gounder Mahalingam, College, Pollachi,  
Tamilnadu, India

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# Kanpur Philosophers

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Authored by :

**Dr.P.Gurusamy, Assistant Professor**

From

**NGM College, Pollachi, Coimbatore, Tamilnadu, India**

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## CONSUMER ATTITUDE AND PERCEPTION TOWARDS ECO FRIENDLY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

**Dr. M. Akilanayaki**, Assistant Professor, Department of Commerce, Nallamuthu Gounder Mahalingam, College, Pollachi, Tamilnadu, India

### ABSTRACT

*Eco-friendly items are also referred to as ecologically risky products and market-driven products that just slightly harm the environment. Human activity has caused environmental deterioration to worsen over the past few decades; as a result, eco-friendly products encourage green livelihoods to reduce energy use, air pollution, water pollution, and noise pollution. They arise from the degradation of human health. The study's goal was to investigate how customer attitudes and the concept of eco-friendly products relate to one another. Random sampling was used to choose the samples. 125 individuals who use environmentally friendly items took part in the study. The findings of the study reveal that Majority of the respondent are highly aware about the reusable bread bags, reusable bulk food bags, recycled floor mats, recycled plastic toothbrush , wool footwear and Natural and recycled rubber thongs. .*

**Key Words:** *Eco-friendly products, Attitude, Perception, Environment, Green Product*

### INTRODUCTION

When a product respects the needs of the environment over its entire life cycle, or "from cradle to grave," can it be considered to be environmentally friendly (Stauffer, 1997). The green revolution has encouraged people to purchase more environmentally friendly goods. By using less energy, chemicals, and waste, environmentally friendly products significantly safeguard the environment. Additionally, they offer advantages for individuals that go along with purchasing ecologically friendly items. The ecologically friendly goods enhance life quality in terms of age, diseases, and illnesses and shield kids and adults from harmful substances. Additionally, it makes sure that families and planets are safe. Although it may appear that eco-friendly products are more expensive than conventional ones, many of them endure longer and provide numerous advantages, including cheaper prices and sustainability to the world, healthier living, recyclable and reusable items, and sustainability for the planet. According to Kerry, the global consumer links sustainability to a number of other issues, including food waste (78 percent), health and nutrition (77 percent), public hygiene and sanitation (80 percent), environmental preservation (80 percent), and animal welfare and protection (77 percent).

A high-quality eco-friendly product is one that benefits both society and the environment. Eco-friendly items come in a variety of forms they are Clothing, Reusable Coffee Cups, Recycled Toilet Paper, Reusable Bags , House Décor, Shower Curtains, Cleaning Products, Eco-Friendly Technology:, Recycled Toys and Accessories

### REVIEW OF LITERATURE

1. Ali (2011) in his study titled "Green Purchase Attitude and Intention of Pakistan Consumers," Ali (2011) showed that although many consumers have a favourable attitude and intention to buy eco-friendly products, they end up choosing non-eco-friendly ones due to exorbitant prices and subpar quality.
2. According to Rao (2011)'s study, "Consumers Perception and Purchase Intentions towards Green Products," consumers will start purchasing environmentally friendly goods if they are offered by businesses at a competitive price and of superior quality to conventional goods.
3. Chang and Fong (2010) surveyed consumers who had purchased green or eco-friendly items in Taiwan for their study, "Green Product Quality, Green Corporate Image, Green Customer Satisfaction, and Green Customer Loyalty," and discovered that green product quality and green corporate image could bring green customer satisfaction and green customer loyalty.



## **A STUDY ON CONSUMERS LEVEL OF SATISFACTION TOWARDS ECO-FRIENDLY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT**

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### **ABSTRACT**

*Eco-friendly products are those that don't endanger the environment or people's health. The world was only recently attacked by the coronavirus epidemic, which has had serious adverse effects on both the environment and human health. According to the survey report the study results, after the pandemic situation, individuals began to switch from eco-friendly to non-eco-friendly products. The market for eco-friendly products has grown by 73 percent over the last five years, according to the report by the international marketing firm Terra Choice, and the new businesses and eco-friendly products are started to enter into the market. The study's aim is to find out how satisfied consumers are with environmentally friendly products. The samples are chosen using a convenient sampling technique. 150 people who utilize environmentally friendly products participated in the survey. The study's findings show that the majority of respondents are very satisfied with the Reusable shopping bags, the Recycled Plastic Mats for Yoga, Stainless Steel Drink Bottles and Natural and Recycled Rubber Thongs.*

**Key Words:** *Eco-friendly products, Satisfaction, Pandemic, Environment, Green Product*

### **INTRODUCTION**

Over the past few decades due to the rise in air pollution, inadequate waste management practices, increased water shortages, water pollution, deforestation, and extravagant resource use over the past few decades, environmentalism has become a highly significant concern. As a result, during the past seven years, environmentally friendly items have become increasingly popular everywhere. Additionally, consumers made the decision to purchase products that are healthier, more sustainable, and less harmful to the environment. Because they are less toxic, safer for the environment, biodegradable, recyclable, and reusable, most consumers have come to favor environmentally friendly products. According to the research, those that utilize environmentally friendly products would undoubtedly practice RRR, or reduce, reuse, and recycle. Therefore, environmentally friendly products not only protect the environment but also keep our family safe from dangerous chemical exposure.

### **REVIEW OF LITERATURE**

1. Dr. P. Sivasakkaravarthi and Dr. V.Venkatragavan in their study entitled "A Study on Consumer Attitude towards Eco-Friendly Products in Coimbatore City"; found that greater part of the individuals are not aware about the eco-friendly products, but the marketer and the government are conducting various programme to motivate them to purchase eco-friendly product.





## **A STUDY ON BRAND PREFERENCE & BRAND SATISFACTION OF REFRIGERATOR**

**Dr. T. Mohana Sundari\* & Dr. R. Gayathri\*\***

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### **Abstract:**

A brand is essential for businesses of all sizes because it increases value, gives employees direction and motivation, and makes acquiring new customers easier. One of the significant components of a brand is a logo because people instantly recognize it as the ‘face’ of a business. A professional logo design is simple enough to be memorable but powerful enough to give a company’s desired impression. The finished logo is simple enough to be memorable but powerful enough to make the right impression. Just as people are likely to purchase from a business that appears polished and legitimate, families need to feel comfortable before committing to a product. Consumer durables are those products which do not wear out quickly and can be used for a long period. Today so many brands of consumer durables are available in the market. Brand & price are two most important variables which influence consumer’s decision regarding purchase of consumer durables. The studies observe Brand preference & satisfaction of Refrigerator. The implement adopted for the collection of data was the questionnaire. The sample size is 100 respondents. Convenient sampling method is used to test the research. This study used in percentage analysis for factors influence brand preference & brand satisfaction of refrigerator. This research of the study conducted in Coimbatore district.

**Key Words:** Brand, Branding, Brand Preference, Brand Satisfaction

### **Introduction:**

Consumer durables are those products which do not wear out quickly and can be used for a long period. Today so many brands of consumer durables are available in the market. Brand & price are two most important variables which influence consumer’s decision regarding purchase of consumer durables. “Brand is a name that influences buyers”. While purchasing a single consumer durable, people generally come across so many brands. The present study is intended to find out different brands used and preferred by consumers in the market. People tend to buy quality products or top brands when it comes to consumer durables. But price sometimes becomes a barrier. So it is seen that people tend to compare brands with price. Because there are customers who are willing to buy several trusted brands of consumer durables but because of high price they cannot afford to purchase those. It is also seen that some consumers are very much loyal to some brands when it comes to consumer durables. The study also focuses on those consumers in the sense that what propels them to buy only selected brands i.e., to find out the reasons for brand preference. In today’s marketplace teeming with thousands of products and services, all of which are being commoditized, a brand stands out from the clutter and attracts attention. A brand name can create and stand for loyalty, trust, faith, premium-less or mass-market appeal, depending on how the brand is advertised and promoted. A brand differentiates a product from similar products and enables it to charge a higher premium in return for identity and greater faith in its function. A brand is also likely to survive longer than just an undifferentiated product. A brand is akin to a living being; it has an identity, personality, name, culture, vision, emotion, and intelligence. The brand owner confers all these. It and needs to be continuously looked at to keep the brand relevant to the target it intends to sell.

### **Brand Preference:**

Brand preference represents which brands are preferred under assumptions of equality in price and availability. Brand preference measures quantify the impact of marketing activities in customers’ hearts and minds and potential customers. Higher brand preference usually indicates revenues and profit, making it an indicator of company financial performance. It signifies desirability or selection of an alternative. It can be further seen as a consumer’s predisposition towards a brand that varies according to the cognitive, affective and cognitive effects that the brand has had on the consumer. Understanding the pattern of consumer preference can be critical for a brand’s success. To drive preference towards a brand, marketers strategies to improve top-of-mind awareness and increase the probability that the brand is included in the consideration set.

### **Brand Satisfaction:**

Satisfaction is often used as a predictor of future consumer purchases. Satisfied customers have a higher likelihood of repeating purchases in time, recommending that others try the source of satisfaction and becoming less receptive to the competitor’s offerings. Specifically, satisfaction is found to be a necessary precursor of

## **ROLE OF ELECTRONIC DATA INTERCHANGE (EDI) EXIM DOCUMENTATION IN SHIPPING INDUSTRY- AN ANALYTICAL STUDY**

Dr.P.Gurusamy, Assistant Professor of Commerce, NGM College, Pollachi, Coimbatore, Tamilnadu, India.

Dr. Reshmi A. Rajan, Associate Professor, School of Commerce, Kumaraguru College of Liberal Arts and Science, Coimbatore, Tamilnadu, India.

### **ABSTRACT:**

Shipping industry is one of the most globalised industries operating in a highly competitive business environment that is far more liberalized than Most of the other industries and is, thus, intricately linked to the world Economy and trade. This peculiar structure of the industry throws both Opportunity as well as challenges as it opens the global markets for Indian Shipping companies, while at the same time exposing them to global Competition even on their home turf. The shipping documentation contains the proper shipping name, the hazard clause or division of material, ID number and the appropriate packing group etc. Shipping documentations formulates based on the EXIM policies of particular nation only.

Keywords; EDI, EXIM, Shipping documentation, Exporter/importer, Seaport, Customs office  
and

### **PREAMBLE**

Shipping industry is one of the most globalised industries operating in a highly competitive business environment that is far more liberalized than Most of the other industries and is, thus, intricately linked to the world Economy and trade. This peculiar structure of the industry throws both Opportunity as well as challenges as it opens the global markets for Indian Shipping companies, while at the same time exposing them to global Competition even on their home turf. In Indian shipping industry has lot of procedure in connected with the filing of documents for clearing the export and import cargo from the port of loading and unloading place based on the foreign trade policy of India. Documentation is the evidence of transaction, which is required for the buyers or importers, suppliers or export for the purpose of setting legal validity and also to protect the transaction between the two parties as legal documents. The shipping document provides vital information when responding to hazardous materials/dangerous goods. The shipping document contains information needed to identify the materials involved, and then identifying to initiate protective actions for exporter's/importer 'safety. The shipping documentation contains the

## **SATISFACTION LEVEL OF IMPULSIVE BUYING BEHAVIOUR OF WOMEN MILLENNIAL CONSUMERS ON ONLINE SHOPPING DURING PANDEMIC**

**Dr.V.Meera**, Associate Professor, Department of B.Com (BPS) Nallamuthu Gounder Mahalingam, College, Pollachi, Tamilnadu, India : vmeera73@gmail.com

### **ABSTRACT:**

In this paper we present an integrative view of Satisfaction level of Millennial consumers impulsive buying behaviour on online shopping. Millennials are thoughtful buyers. They look a lot of information before making purchasedecisions. More than half of millennials say that theyalmost always research before buying,which issharply higher than other cohorts The millennialconsumers having more purchasing power. In the pandemic situation, owing to several reasons, millennial consumers behaved impulsively while shopping. This study aims to ascertain the satisfaction level of the impulse buying behavior of women millennial consumers during a pandemic. In the pandemic situation consumers don't want to go outside. So, they prefer online shopping. A pilot study was carried out with a sample of 50 respondents to determine the variables, which influence the satisfaction level of millennial consumers.

### **INTRODUCTION:**

The buying process for millennial is a time of enjoyment, where loyalty to the brands theypurchase is relative. Also, millennials tend to spend their income quickly and more often through the web, and particularly through social networks like Face book. Compared to the previous generation, millennial tend to make quick decisions in their buying process and make more impulsive purchases. Millennia are also considered materialistic and self-controlled, and they tend to spend their money quickly on consumer goods and personal services. The group consists of people born between 1981 and 1996,millennialis the most racially and ethnically diverse generation – ever.Millennial are well educated, skilled in technology, very self-confident, able to multi-task, and have plenty of energy. They have high expectations for themselves, and prefer to work in teams, rather than as individuals. Millennial seek challenges, yet work life balance is of utmost importance to them. People born roughly between 1980 and 2000 are commonly known as millennial generation or Generation Y, who in the modern day they are entering adulthood. Millennial young adults are becoming of sharper social, academic and marketing focus due to the vastness of the generation, its growing impact on the society and increasing buying power. Identifying general definitive features of the chosen generation was made one of the thesis objectives.

### **REVIEW OF LITERATURE:**

1. According to Rinihandayani and Irma nisasari “Creating Millennial Customer Satisfaction Through Pricing (Case Study on Grand Star Holiday) (2021)” study stated that the Price fixing affects millennial consumer satisfaction at the Grand Star Holiday Bandung.
  2. In the view of Flor Madrigal Moreno<sup>1</sup>, Jaime Gil Lafuente<sup>2</sup>, Fernando Ávila Carreón<sup>1</sup> & Salvador Madrigal Moreno<sup>1</sup> (2017)determines that the loyalty of this market segment is relative, however, they are in constant search to implement valuable marketing strategies that generate a positive perception and consequently the purchase.
  3. Sudhakar. D. and Swarna Deva Kumari.R (2016) suggested that online shopping is a present phenomenon which has developed a good importance in the trendy business environment. The evolution of online shopping has opened door of chance to provide acompetitive advantage over firms. Online shopping has grown in popularity over the yearsmainly because people find it convenient for the comfort of their home or workplace. In the recent past web possesses a precious place within the economic activities. It makes the lifetime of customers prosper and sleek. Nowa-days individuals show their interest on web. They currently feel glad by getting the product online.
- Muhammad Gunawan Alif (2019)The factors affecting customer satisfaction, loyalty, and



## **MOTIVATIONAL FACTORS OF WOMEN MILLENNIAL CONSUMERS IN IMPULSIVE BUYING BEHAVIOUR ON ONLINE SHOPPING DURING PANDEMIC**

**Dr.V.Meera**, Associate Professor, Department of B.Com (BPS) Nallamuthu Gounder Mahalingam, College, Pollachi, Tamilnadu, India : vmeera73@gmail.com

### **ABSTRACT:**

*The era of COVID-19 is one of the biggest crises in modern world and came as a huge shock for healthcare professionals, governments, businesses, and people around the world. Many countries and legislators were taking bold and strict measures for preventing the virus' further wide spread and a collapse of the healthcare system. As people have to stay at home and practice social distancing, many businesses and industries are facing serious issues. On the other hand, the spread of digital technologies and the internet allows humans to still connect and communicate – and companies are able to interact with their customers despite being physical distant. The wide range of technology further allows brands and merchants to still sell their products to their clients and maintain their business activities. Impulse Buying plays a role as a mediator in this research. The objective of this research is to investigate how utilitarian shopping value, self-indulged shopping value, and online advertising influence the cognitive dissonance of customers. 50 response data have been collected from consumers. This study, will conduct themotivational factors of the women millennial consumers on online shopping. The pandemic has reshaped the way businesses operations and for the country's e-commerce industry, the crisis has presented anaccumulation of opportunities to evolve and thrive.*

**Key Words:** *Impulsive, women millennial, online, pandemic*

### **INTRODUCTION:**

India is growing fast, and people are using the internet as the evolution of human society. The improvement in communication processes and digital convergence open innovative opportunities and challenges for marketing. Subsequently, the internet has moved ahead to play a significant role in the consumer decision-making process. The internet is the most exceptional non-store measures, which are typically used by today's consumers for shopping. Also, businesses begin using the internet, which reduces marketing costs and cutting the price of the products and services in competitive markets. Internet moderates consumers' deals with products and services, and it creates a substantial impact.

Over the past few decades, the rise of the internet has developed a large global group in exchanging of products and services. Other key benefits of the Internet are to transmit, converse and circulate adequate information, to sell the product or service, to get feedback and also to carry out satisfaction surveys with the end-users. Now a days, new generation consumers utilize the internet not only to acquire the product online but also for comparing prices, product characteristics and after-sale service benefits.

The internet has become the most potent medium all over the world, offering an extensive collection of products and services with round the clock availability. Current advancement of the internet and its extended benefits has made a substantial impact on the universal marketing surroundings. The internet could develop most of the business by reaching targeted