



CUSTOMERS PREFERENCE AND SATISFACTION TOWARDS TAMIL NADU PALM PRODUCTS DEVELOPMENT BOARD

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Cite This Article: M. Vasuki & A. Dinesh Kumar, "Customers Preference and Satisfaction Towards Tamil Nadu Palm Products Development Board", International Journal of Multidisciplinary Research and Modern Education, Volume 9, Issue 1, Page Number 142-149, 2023.

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Abstract:

The palmyra tree is the sanctioned tree of Tamil Nadu. Largely admired in Tamil culture, it's called "karpaha Veruksham". The study is mainly focused on to analyze the customers and preference satisfaction level and opinion of the customers while using the Tamil Nadu Palm Products Development Board. Total samples of 150 respondents were selected using convenience sampling method. The collected data has been analysed using simple percentage, chi square test and ranking method. All marketing decisions are based on the assumptions about customer preference. An understanding of the customer preference will help in understanding different market segments and evolve strategies to effect penetration with these markets. The market for palmyra products is becoming more competitive nowadays. The study concluded that Tamil Nadu Palm Products Development Board a who understands the preference of the customers plan his marketing strategies to suit the needs and aspiration of the target market will definitely have an advantage over his competitors.

Key Words: Preference, Satisfaction, Customers, Market, Palmyra Products, Palmyra Tree, Etc.,

Introduction:

The palmyra tree is the sanctioned tree of Tamil Nadu. Largely admired in Tamil culture, it's called "karpaha Veruksham" (Elysian tree) because its entire corridor have a use. The Asian palmyra win is a symbol of Cambodia where it's a veritably common win, set up each over the country. It also grows near the Angkor Wat tabernacle. In Indonesia the Palmyra tree is the symbol of South Sulawesi fiefdom. This factory has captured the imagination of Bengalis, especially in the words of Rabindranth Tagore whose nursery minstrely 'Taal Gaach ek Paye daariye' (literally Altitudinous tree standing on a single leg) in Sahaj Path is a staple reading material in utmost seminaries in West Bengal and Bangladesh. In India, it's planted as a windbreak on the plains. It's also used as a natural sanctum by catcalls, batons and wild creatures. The word Palmyra is also known as "Borassus flabellifer" the name borassus was deduced from a Greek word. The meaning of borassus means tough covering of the fruit, and the word flabellifer means Addict deliverer. Borassus flabellifer is a robust tree. It can live more than 100 times and reach the height of 50 to 60 measures. In severe climatic situation it's veritably tough to repel for palmyra tree. These can be grown in waste lands, ranch filed boundaries, ocean costs, premises, artificial estates and house colonies. The palmyra win throws out spathes during the flowering season. The box is slate; robust and old leaves remain attached to the box for several times before falling fairly. The leaves are look like addict- shaped and it grows up to 3 measures long, with robust black teeth on the petiole perimeters. It's clear, nearly transparent, sweet, affable smelling and refreshing and popular drink on account of its largely nutritional value, succulent taste and agreeable flavor.

The different part of the factory similar as root, leaves, seeds, and fruit are used for colorful purposes. Currently win trees are being cut by people because of not knowing the medical and marketable values. Proper ways have to be taken to stop cutting triumphs through mindfulness among people. The Palmyra win products are being exported all over the countries like USA, UK, Canada, Malaysia, Auspice, Australia, Germany, Poland, Spain, Japan, etc. The products Palmyra triumphs are adding the country's frugality growth. The periodic growth rate of Palmyra is 5.1. The Palmyra tree contains colorful nutritive and medicinal benefits. It includes both comestible and non-edible products. India has around 102 million win trees, out of 102 million triumphs half of them are in Tamilnadu. Tamilnadu has 51.9 million win trees, in that thoothukudi quarter alone has 10 million triumphs. It provides colorful employment openings in pastoral area peoples and also provides further income to poor peoples. The Palmyra tree is one of the India's most important trees.

Objectives of the Tamilnadu palm products Board:

The Tamilnadu Palm Products Development Board was established in 1995 grounded at Egmore, Chennai. Under Tamil Nadu Act (15) of 1994 to achieve the following objects

- To organize the pastoral workers involved in the product of win products.
- To promote and introduce ultramodern generalities in the assiduity.

or) womanish bones win wine is alcoholic libation that are made by stirring the sticky tire from colorful win shops. It's collected by tapping the top of the box by felling the win tree and a hole into the box it's a cloudy whitish libation with sweet alcoholic taste and veritably short shelf life of only one day, the wine is consumed in a variety of flavors varying froth sweet unfermented to sour, fermented and sour, there are producing numerous colorful of the products and no individualities system or form win wine is particularly common in corridor of Africa, South India, Mayanmar and Mexico. These products are having some original like emu and ogogoro in Nigeria and Nsafufuo in Ghana, kallu in south India and tuba in Mexico. Palm tire naturally has incentive because of that it begins stirring incontinently within two hours. It has further health benefits. It has the capability to increase eye sight and fight against the cancer. It helps to maintaining healthier hair, nail and skin. It reduces the threat of cardiovascular complaint.

Palm Jaggery:

Jaggery means the product attained by boiling or recycling juice uprooted from Palmyra win. The yield of win jaggery obviously depends on sugar content of the juice and the effectiveness of birth process. Liquid jaggery is an intermediate product attained during jaggery timber. It's one of the important sweetening agents known from ancient times. The unfermented juice is filtered and also boiled till it bubbles in iron vats. Once it's cooled, it's poured into moulds most granges use coconut shells for the moulds. Once it's set in these moulds, the karupatti or Jaggery is ready for consumption. It's collected insemi-liquid form, from the boiling juice at a particular temperature and could be saved for a time or further.

Price of jaggery is determined by quality, especially the flavour. Since the vacuity of win jaggery is seasonal and demand is generally further than its product. Its price is comparatively much advanced than sugarcane sugar. India produces about 6 Mt of jaggery annually, which accounts for 70 per cent of the total product in the world, 65-70 per cent of the total jaggery is from sugarcane and the remaining 30 per cent is from triumphs. India is world's largest patron of sugar and sugarcane. Sugarcane in India is reused in to sugar, gur and khandsari and undergoes considerable weight reduction during processing. The styles of converting sugarcane and manufacturing sugar, gur and khandsari are different but a great value is added in the manufacturing of these consumable final products. Further it offers employment occasion to millions of people. Gur is prepared in all corridor of the country. It's also known as Gul, gud, Jaggery. It's called in original language Vellum and Bella.

Palm Delicacy:

The medicinal and nutritive benefits of win delicacy were mentioned in Siddha and ayurveda books. Palm delicacy has been used in our country since ancient times. But in tamilnadu in every vill they're using win delicacy in their day moment life. Tamilnadu is a marketable leader in making win delicacy. In the thirunelveli quarter, udankudi, kottangkaadu, sirunadar, sathankulam, adaikalapuram win delicacy product produced in similar townlets have great marketable significance. Palm delicacy is made from neera tire of Palmyra.

Palm Sugar:

They bring down win sugar from four verities of trees similar as Palmyra tree; lure tree, Sago win tree and Coconut tree. Palm sugar is a sweetener that's made from the tire present in the flower kids of the win tree. Palm sugar nutrients from variety of trees (Source Sampantham. K win assiduity book 1968) Neera tire Nutrients of sugar Coconut tree 14.12 Lure tree 12.93 Palmyra tree 12.45 it's known as natural sugar because it involves minimal processing and no chemicals are used. The tire from the tree is hotted to wick down the humidity content until thick saccharinity is attained, and this sweet quencher is also further reduced to chargers. In the stores, win sugar is available in the block, grainy and liquid form. Palm sugar helps to help heart complaint and helps to avoid osteoporosis. The main nutrient set up in win sugar is mineral. A single tablespoon of win sugar give one percent of potassium. It helps the digestive system to serve duly. It helps to treat dry cough, cold and loss weight. Palm sugar helps to reducing bloats passions and retention of water.

Nungu or Palm Fruit:

Palm fruit has anti-inflammatory and antioxidant parcels. The antioxidant exertion could be attributed due to the presence of high content of crude flavonoids. The fruit pulp helps to cure skin inflammations. It's used to treat nausea and puking as well as worm infestation. It's used as an expectorant and also as a liver alcohol. A thin subcaste of sugar win fruit jelly applied on the affected area has a soothing effect and incontinently alleviates the itchiness associated with prickly heat. Being rich in minerals and vitamins, sugar win fruits are a healthy option for people on diet or suffering from diabetes. It's a rich source of vitamins similar as B, C and rich in minerals similar as iron, zinc, potassium, calcium, phosphorus, thiamine, and during summers use win fruit, to keep body doused. It also replenishes the lost minerals and nutrients of the body and prevents painful urination and frazzle in the body. It's used effectively to treat digestive problems and other stomach affections. It's also used as a laxative. Sugar win fruit is a good option for those who are on a diet. It also prevents malnutrition in children and grown-ups (14). The Nungu season generally runs from May through August. The fruit of this tree is borne in clusters and is about 4 to 7 elevation in periphery with a black shell. Inside the black shell are three sweet jelly seed sockets covered by a thin, unheroic- brown skin. The fleshy

white body contains watery fluid still; the stringy and matured external subcase of the win can also be eaten raw, broiled or roasted. The fruit is like jelly.

Palmyra Sprouts:

Palmyra sow (also known as Palmyra tuber) is a sow that grows on Palmyra triumphs or Borassus flabellifer. The germinated seed's hard shell is also cut open to take out the brickle kernel, which tastes like a sweeter water groaner. Palmyra sprouts are containing colorful health benefits. It's good in taste. Palmyra sprouts are available in particular season only. It helps to reduce the body heat and help constipation. It contains further fiber so, it reduces the weight. It help stomach problem and helps to ameliorate impunity. Palmyra sprouts can strengthen the bones and good for uterus. It has great source of omega 3 so, it reduce the high cholesterol. Sprouts help heart complaint, cancer and ameliorate vulnerable system.

Palmyra Fiber Products:

Palmyra fibre is a natural fibre that derives from treatment of the splint sheats of the Palmyra Palm and is produced in souther and eastern India. Bassine is affordable and durable. Its broad rates are fair, but it isn't flexible and may distort in use especially when wet. Bassine is packed in packets ready to use in a encounter-making machine, which makes it veritably seductive to the encounter manufacturer. It's used in cheaper storehouse brooms, in fusions for recalling skirmishes, and in cheaper ménage skirmishes and brooms. The fiber is sorted in grades. Win- splint handwriting win- splint calligraphies are calligraphies made out of dried win leaves. Palm leaves were used as writing accoutrements in the Indian key and in Southeast Asia dating back to the 5th century BCE and conceivably much before The textbook in win splint calligraphies was inscribed with a cutter pen on blockish cut and cured win splint wastes; colourings were also applied to the face and wiped off, leaving the essay in the incised grooves. Each distance generally had a hole through which a string could pass through, and with these the wastes were tied together with a string to bind like a book. The individual wastes of win leaves were called Patra or Parna in Sanskrit (Pali / Prakrit Panna), and the medium when ready to write was called Tada- patra (or Tala- patra, Tali, Tadi). The notorious 5th century CE Indian handwriting called the Bower Manuscript discovered in Chinese Turkestan, was written on birch dinghy wastes shaped in the form of treated win leaves.

Review of Literature:

Vishwanatha Guptha (1990) in his composition subscribes that systematized request will alone insure fair price to directors as well as consumers. Growers' requests operate in the same line. Vishwanatha Guptha opines that, "if marketing of agrarian yield is duly organized, it can cost a good price to the planter and he'll be inspired to produce further. The interest of the consumer will also be taken care of side by side. An effective and duly organized marketing should, thus, ensure fair price to the patron as well as to the consumer.

Sunilkumar's (2003) "part of futures requests in stabilisation of agro commodity prices" expressed concern over the wide price oscillations in the commodity requests and the absence of request grounded threat instruments and the plight of growers towards less parlous civilization which perpetuates the growth of Indian husbandry.

Chilar Mohamed and Shahul Hameed (2003) revealed that with the appearance of artificial fibre in European countries, Indian exports of coir and coir wares had met with an extreme reversal. They concluded that a many shape of technological development withinside the coir enterprise had turn out to be pressing for you to hold its part with inside the global business for its wares and sought progressive advertising and marketing ways which includes enhancement of recent drop wares which alone may want to contrary the recession in India's coir exports.

Sivarajah and Ponniah (2010) end of this study is to develop amulti-market model for the analysis of an indispensable policy options to increase exports of coconut products from Sri Lanka. The secondary data demanded for the study is collected from the product and exports of coconut products are used. Simulations as an analysis tool indicate that depreciation of the rupee exchange rate has a significant impact on import prices, volume of exports and income of assiduity stakeholders, but there's no significant impact on the patron prices or patron inflows, and force of coconut products. This will help the exporters; therefore chancing the depreciation of the rupee could raise the income of exporters and the government duty profit, which could be used for investing in development of new technology or plant modernization subvention schemes. Hence the study concludes that increased import prices can also boost processing of coconuts and encourage enterprises to export further coconut products.

Statement of the Problem:

Customer is the nerve center of the modern marketing. Understanding their preference is quite essential for efficient and effective marketing management. Customers may state their needs, taste, uses, wants but act otherwise. Marketing problems confronted from the customer preference has a greater degree of similarity with preferenceal problems. The use of palmyah products is becoming increasingly popular in recent years in India. The introduction of different types of palmyra products and their medicinal values has also brought out many significant changes in the ultimate taste and preference of customers in recent years. There are various producers producing palmyra products such as Palm sugar, Palm candy, Palm fibres and Palm jaggerys in India and they

are playing an important role in fulfilling the needs of the customers. Tamilnadu Palm Products Development Board wants to popularize product image in the mind of public through their quality and durability. Hence this study is undertaken to analyse the customers' satisfaction level of customers towards palmyra products.

Objectives of the Study:

- To study the socio-economic characteristics of the respondents.
- To study the level of preference towards Tamil Nadu Palm Products Development Board.
- To analyze the satisfaction level and opinion of the customers while using the Tamil Nadu Palm Products Development Board.

Scope of the Study:

It is revealed from the present study that customer preference depends on a number of variables such as demographic variables, personal needs and buying motives, family life cycle state, health issues, taste, health benefits, use of the product and the factors included in the choice criteria. The Present study covers palmyra products like Neera, Palm jaggery, palm fibre, Palm sugar, Palm candys, Palm naar article, Mobile phone, Palm fruit jam, Preserved Nungu, Brush varieties, Handmade palm products, and Palm chocolate. It also included tastes, quality of the product and necessity of the household products.

Research Methodology:

Type of Research: Descriptive Research

Data Collection:

- Primary Data: Primary data has been used with the study for collecting the data from the respondents using questionnaire.
- Secondary Data: Articles, Journals and Websites.

Sampling Design: As the population size is large convenience sampling method has been for the study.

Sample Size: A total of 150 samples were collected for the study.

Tools Used for the Study:

- Simple Percentage
- Chi-Square
- Ranking Method

Limitations of the Study:

- The area of sampling is limited to Tamil Nadu Palm Products Development Board and the results may not impact with other demographic areas across the country.
- There may be a bias towards primary data collected from the respondents.
- The present study is mainly focused on Tamil Nadu Palm Products Development Board specifically. Every product has a unique nature.

Analysis and Interpretation:

Table 1: Demographic variables of the respondents

Particulars	Demographic Variables	No. of Respondents	Percentage
Domicile	Rural	84	55.8
	Urban	66	44.2
	Total	150	100
Gender	Male	67	44.9
	Female	83	55.1
	Total	150	100
Age	Below 20 Years	17	11.4
	21-40 Years	49	32.5
	41-60 Years	63	42
	Above 60 Years	21	14
	Total	150	100
Educational Qualification	Illiterate	25	16.5
	School Level	41	27.2
	Graduate	50	33.2
	Post Graduate	21	14
	Professional	14	9.1
	Total	150	100
Occupation	Government employee	33	21.7
	Private employee	84	55.9
	Professional	13	8.9
	Others	20	13.5
	Total	150	100

Out of 150 respondents majority (55.8%) of the sample respondents belong to the rural area and (44.2%) of the sample respondents belong to the category of urban area. Majorities (55.1%) of the sample respondent are female and remaining (44.9%) of the sample respondents are male. Majority (42.0%) of the sample respondents belong to the age group of up to 41-60 years and (32.5%) of the respondents belong to the age group of up to 21-40 years and (14.0%) of the respondents belong to the age group of above 60 years and remaining (11.4%) of the respondents age group is below 20 years. Majority (33.2%) of the respondents are graduates and (27.2%) of the respondent's educational qualification is school level and (16.5%) of the respondents are illiterate and (14.0%) of the respondents are post graduates and remaining (9.1%) of the respondents educational qualification is professional course. Majority (55.9%) of the respondents are private employees and (21.7%) of the respondents are government employees, and (13.5%) of the respondents belong to the category of others and remaining (8.9%) of the respondents are professionals in terms of their occupation.

Table 2: Palmyra products wise classification of the respondents

S.No	Palmyra Products	Frequency	Percentage
1	Neera	146	97.3
2	Palm Jaggery	135	90.1
3	Palm Sugar	108	72.3
4	Palm Candy	97	64.4
5	Palm Fruit Jam	54	36.3
6	Palm Chocolate	148	98.5
7	Palm Leaf Article	145	96.4
8	Palm Naar Article	84	56.3
9	Palm Fibre	146	97.3
10	Preserved Nungu	57	38.0
11	Brush Varieties	132	88.0
12	Handmade Palm Products	118	78.7

It is evident that 98.5% of the respondents own Palm chocolate, 97.3% of the respondents own Palm fibre, and Neera, 96.4% of the respondents own Palm leaf article, 90.1% of the respondents own Palm jaggery, 88.0% of the respondents own Brush varieties, 78.7% of the respondents own Handmade palm products, 72.3% of the respondents own Palm sugar, 64.4% of the respondents own Palm candy, 56.3% of the respondents own Palm naar article, 38.0% of the respondents own Preserved Nungu, and the remaining 36.3% of the respondents own Palm fruit jam.

Table 3: Level of preference for selecting the products

Preference	White products		
	Total Score	Mean Score	Rank
No chemicals	26251	37.07	V
Price	18951	26.76	VI
Quality	32933	46.51	IV
Natural product	44529	62.89	II
Durability	36816	52.00	III
Health benefits	53026	74.89	I

It is revealed that the ranking of customer preference for selecting Palmyra products. "A Health benefit was ranked first position by the selected sample respondents with the total score of 53026 and the mean score of 74.89. "Natural product" was ranked second position with the total score of 44529 and the mean score of 62.89. "Durability" was ranked third position with the total score of 36816 and the mean score of 52.00. "Quality" was ranked fourth position with the total score of 32933 and the mean score of 46.51. "No chemicals" was occupied fifth position with the total score of 26251 and the mean score of 37.07. "Price" was occupied last position with the total score of 18951 and the mean score of 26.76.

Table 4: Palmyra products and level of satisfaction of the respondents

Palmyra Products	Level of Satisfaction					
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Highly Satisfied	49	47	61	23	25	205
	6.9%	6.6%	8.6%	3.2%	3.5%	29.0%
Satisfied	27	52	35	20	31	165
	3.8%	7.3%	4.9%	2.8%	4.4%	23.3%
Neutral	20	35	35	13	31	134
	2.8%	4.9%	4.9%	1.8%	4.4%	18.9%
Highly Dissatisfied	13	40	23	8	17	101
	1.8%	5.6%	3.2%	1.1%	2.4%	14.3%

Dissatisfied	10	40	24	10	19	103	
	1.4%	5.6%	3.4%	1.4%	2.7%	14.5%	
Total	119	214	178	74	123	708	
	16.8%	30.2%	25.1%	10.5%	17.4%	100.0%	

Source: Primary data

In order to find out the relationship between Palmyra products and level of satisfaction of the respondents, the following null hypothesis has been framed and tested with help of Chi-square test and the result is shown in the following table.

H₀: There is no significant relationship between Palmyra products and level of satisfaction of the respondents.

H₁: There is significant relationship between Palmyra products and level of satisfaction of the respondents.

Chi-Square Test:

Pearson Chi-Square	Calculated Chi-Square Value	DF	Table Value	P-Value	S/NS	Remarks
Neera	30.842	16	26.296	0.014**	S	Rejected

Inference:

It is evident from the above table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the null hypothesis (H₀) is rejected and alternative hypothesis is accepted. The hypothesis “Palmyra products of the respondents and overall satisfaction of the respondents are associated” and holds good. From the analysis it is concluded that there is a close relationship between Palmyra products and overall satisfaction of the respondents.

Findings:

- Majority 406 (55.8 percent) of the respondents are belonging to rural area.
- Majority 401 (55.1 percent) of the respondents are female in the study.
- Most of the respondents (42.0 percent) belong to the age group between 41-60 years.
- That majority 242 (33.2 per cent) of the respondents educational qualification is Under Graduation.
- Most of the respondents (55.9 percent) are working in private employees.
- Majority 338 (46.4 per cent) of the respondents income falls between Rs. 15,001 to Rs. 30,000.
- Majority (84.3 percent) of the respondents are married.
- Majority (80.4 percent) of the respondents live in a Nuclear family atmosphere.
- Majority 326 (44.7 per cent) of the sample respondents earning members of the family is two.
- There is a close significant relationship between the domicile of the respondent and overall opinion towards economic factors of the respondents.
- There is no significant relationship between gender of the respondent and overall opinion towards economic factors of the respondents.
- There is a close relationship between age of the respondent and overall opinion towards economic factors of the respondents.
- There is no significant relationship between Educational qualification of the respondents and overall economic factors of the respondents.

Conclusion:

Palmyra tree plays an important role in human life. Every part of the tree is using for various types of products and it gives more health benefits. But everyone is not aware about this tree. So, we should make more awareness programs regard Palmyra products. The government not offers facilities or subsidies to improve the Palmyra grower’s. So, these workers are struggling to improve their work. It also affects the country’s economic level. If the state and central government provide some assistance, their poverty may remove and they produce many more new products from these palm materials. The palm board started but not forecasting effectively, necessary steps required. The market for palmyra products is becoming more competitive and innovative ideas nowadays. Therefore, the producer of palmyra products should understand customer interest much to find higher sale of their products. Palmyra product producers communicate with customers and try to convince through every possible media. Thus, Tamil Nadu Palm Products Development Board understands the preference of the customers plan his marketing strategies to suit the needs and aspiration of the target market will definitely have an advantage over his competitors.

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