

A Study on Post-Purchase Behaviour and Consumer Satisfaction Towards Green Durable Products

K. Arul^{1*}, Dr. R. Murugan²

^{1*}Research scholar, St. Peter's Institute of Higher Education and Research, Chennai, Avadi,
Email: [mailto: davidaruldoss79@gmail.com](mailto:davidaruldoss79@gmail.com)

²Professor, St. Peter's Institute of Higher Education and Research, Chennai, Avadi,
Email: drmurugan.commerce@spiher.ac.in

Abstract

This study examines post-purchase behaviour and consumer satisfaction with respect to green durable products in Vellore District. With the growing importance of environmental sustainability, green marketing has become a key strategy for businesses. Consumers' expectations often extend beyond the purchase stage, emphasizing satisfaction, quality, and eco-friendly value. This study investigates the relationship between post-purchase experiences and customer satisfaction, providing insights into sustainable consumer behaviour. Data were collected from 100 respondents using structured questionnaires. The analysis, conducted using ANOVA, reveals significant factors influencing satisfaction and repurchase intention. The findings highlight the importance of product quality, eco-labelling, and after-sales service in determining post-purchase satisfaction. The study concludes with recommendations for marketers to strengthen consumer trust and loyalty in green durable products.

Keywords: Green Marketing, Green Durable Products, Post-Purchase Behaviour, Customer Satisfaction, Consumer Behaviour, Vellore district.

INTRODUCTION

Green durable products represent eco-friendly goods designed to minimize environmental impact throughout their lifecycle. With increasing awareness of sustainability, consumers are shifting toward products that ensure both utility and environmental protection. Green marketing emphasizes promoting such durable goods with an ecological focus. Post-purchase behaviour is crucial in evaluating whether a consumer's expectations are met after buying green products. This behaviour determines satisfaction, loyalty, and word-of-mouth influence. When consumers find value in their purchase, it creates long-term trust in green markets. Customer satisfaction plays a vital role in sustaining consumer interest in green durable products. It influences repurchase decisions, referrals, and brand image, making it a key parameter for green marketing success.

GREEN DURABLE PRODUCTS

Green durable products are environmentally friendly goods designed to minimize negative impacts on the ecosystem throughout their life cycle. These products are long-lasting, energy-efficient, and often made from recyclable or biodegradable materials. They include items such as energy-saving appliances, solar-powered devices, water-conserving systems, and recyclable household equipment. Unlike conventional durable goods, green durable products focus on reducing carbon emissions and promoting sustainability. Consumers are increasingly drawn to these products due to growing environmental awareness and government initiatives promoting eco-friendly practices. As a result, green durable products not only contribute to environmental protection but also play a key role in shaping sustainable consumption patterns.

POST-PURCHASE BEHAVIOUR

Post-purchase behaviour refers to the reactions, attitudes, and actions of consumers after purchasing and using a product. It goes beyond the buying decision and focuses on how consumers evaluate their choices based on actual product performance. This behaviour may include positive actions such as satisfaction, loyalty, and word-of-mouth promotion, or negative outcomes such as complaints, dissatisfaction, and product returns. In the case of green durable products, post-purchase behaviour often depends on whether the product meets eco-friendly claims and performs as expected in terms of durability and cost savings. Positive post-purchase behaviour leads to trust in green marketing strategies, whereas negative behaviour may discourage future adoption of eco-friendly alternatives. Thus, post-purchase behaviour is an important factor for marketers in building long-term customer relationships and loyalty.

CUSTOMER SATISFACTION

Customer satisfaction is the level to which a product or service meets or exceeds the expectations of consumers. It is a key determinant of consumer loyalty, repurchase intentions, and brand trust. For green durable products, customer satisfaction depends on factors such as product performance, eco-friendly value, affordability, and quality of after-sales services like warranties and maintenance. If the product delivers long-term benefits such as reduced energy bills and

environmental safety, consumers are likely to feel satisfied and recommend it to others. On the other hand, if there is a gap between consumer expectations and actual product performance, dissatisfaction arises, which may result in negative publicity. Therefore, maintaining customer satisfaction is critical for businesses dealing in green durable products, as it directly influences consumer trust, loyalty, and sustainable market growth.

STATEMENT OF THE PROBLEM

Sustainability has become a critical concern for modern consumers. While purchase decisions are influenced by eco-labels and marketing campaigns, post-purchase behaviour often determines the long-term success of green durable products. Many consumers in semi-urban regions like Vellore District remain hesitant about adopting such products due to doubts about performance, pricing, and durability. Limited research exists in the Indian context linking post-purchase experiences with customer satisfaction in green durable goods. Thus, there is a need to analyse how consumers perceive their purchase decisions after using green products and whether these products deliver sustainable satisfaction. This study seeks to fill this gap.

OBJECTIVES

1. To study post-purchase behaviour of consumers towards green durable products in Vellore District.
2. To evaluate the level of consumer satisfaction towards green durable products and identify key influencing factors.

RESEARCH QUESTIONS:

1. Do demographic variables (such as age, income, and education) significantly influence consumer satisfaction with green durable products?
2. Does post-purchase behaviour significantly influence overall consumer satisfaction with green durable products?

HYPOTHESIS (H₀):

1. There is no significant difference between demographic variables of consumers and their satisfaction with green durable products.
2. There is no significant difference between post-purchase behaviour and overall satisfaction with green durable products.

SCOPE OF THE STUDY

This study focuses on the post-purchase behaviour and satisfaction of consumers who have purchased green durable products in Vellore District. It highlights the role of environmental awareness, eco-labelling, pricing, and after-sales service in shaping satisfaction. The findings will assist marketers, manufacturers, and policymakers in designing strategies to enhance consumer trust in sustainable products. The study is limited to 100 respondents and covers only durable goods categorized as “green.” The geographical scope is confined to Vellore District.

SIGNIFICANCE OF THE STUDY

This research is significant as it bridges the gap between green marketing and post-purchase consumer behaviour in the Indian context. It provides insights into consumer satisfaction, which can guide businesses in improving product design, quality, and after-sales service. Policymakers can use the findings to promote sustainable consumption. The study also adds value to academic literature by linking green durable goods with consumer loyalty and long-term satisfaction.

RESEARCH METHODOLOGY

The present study adopts a descriptive research design to analyze post-purchase behaviour and consumer satisfaction towards green durable products. The research is based on both primary and secondary data sources. Primary data were collected through structured questionnaires administered to a sample of 100 respondents from Vellore District. Secondary data were obtained from journals, research articles, books, and reliable online databases to strengthen the conceptual framework of the study. A total sample of 100 respondents was selected using the convenience sampling method, considering accessibility and relevance to the research objectives. Data collection was carried out during August 2025, and the respondents' included consumers who had purchased green durable products. The data collected were systematically presented in the form of tables and charts for clarity and better understanding. For the purpose of hypothesis testing and to identify variations among demographic groups, ANOVA (Analysis of Variance) was employed as the statistical tool. This methodological approach ensured a structured analysis of consumer satisfaction and post-purchase behaviour within the scope of the study.

LIMITATIONS OF THE STUDY

1. The study is limited to Vellore District, and findings may not apply to other regions.
2. Sample size is restricted to 100 respondents, which may limit generalization.

REVIEW OF LITERATURE

González-Viralta et al. (2023) analysed the impact of green practices such as eco-design, eco-labelling, and sustainable certifications on consumer behaviour. Their study revealed that firms adopting visible and authentic green initiatives enhance consumer satisfaction, trust, and loyalty. The research further indicated that green practices not only improve brand image but also drive long-term post-purchase satisfaction. These findings suggest that eco-friendly business practices directly influence consumer attitudes towards durable green products.

Luo et al. (2023) investigated the role of consumer information capability in shaping green purchase intentions. The study concluded that consumers who can identify, evaluate, and trust eco-friendly product claims are more likely to buy and remain satisfied after purchase. Media publicity and transparency in green marketing were found to strengthen this effect. Their research highlights the importance of providing clear, credible, and accessible green information to enhance post-purchase satisfaction.

Witek et al. (2023) focused on the green purchase behaviour gap and the role of past consumer experience. Their study emphasized that consumers who previously purchased green durable products are more likely to make repeat purchases, thereby closing the gap between intention and behaviour. The research also found that past experiences improve confidence in product performance and enhance post-purchase satisfaction. This shows that repeat buying behaviour is crucial in sustaining green consumerism.

Islam (2024) examined the influence of social and peer pressure on sustainable purchasing behaviour. The study demonstrated that social influence, peer recommendation, and sustainability consciousness play a critical role in driving consumer interest in green durable products. The findings suggest that consumers are motivated not only by personal values but also by societal norms and group behaviour. Thus, social influence strongly contributes to both purchase and post-purchase satisfaction.

Ogiemwonyi et al. (2023) the study explored contextual and environmental factors influencing green purchase and post-purchase behaviour. The study revealed that price sensitivity, product availability, and quality perceptions are the main drivers that affect consumer decisions. Consumers are willing to pay a premium if they believe the product delivers on performance and durability. Their research highlights the importance of balancing affordability and quality to encourage sustainable consumer practices.

Data Analysis and Interpretation

Table: 1 Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage
Gender	Male	55	55%
	Female	45	45%
Age	18–30	40	40%
	31–40	35	35%
	Above 40	25	25%
Education	HSC	20	20%
	Graduate	40	40%
	Postgraduate	25	25%
	Others	15	15%
Monthly Income	Below 30k	35	35%
	30–50k	40	40%
	Above 50k	25	25%

Source: Primary data

Interpretation:

The demographic distribution shows a fairly balanced gender ratio, with males (55%) slightly higher than females (45%). A majority of respondents fall in the 18–30 age group (40%), indicating that younger consumers are more inclined toward purchasing green durable products. Educational background highlights that 40% are graduates, followed by 25% postgraduates and 20% HSC-qualified respondents, showing that awareness about eco-friendly products is not restricted to higher education levels alone. In terms of income, 40% fall within the ₹30,000–₹50,000 range, suggesting that middle-income consumers form the core market for green durable products in Vellore District.

Table 2: ANOVA Results of Demographic Variables on Consumer Satisfaction towards Green Durable Products.

Source of Variation	Sum of Squares	df	Mean Square	F-value	Sig. (p-value)
Between Groups	12.45	3	4.15	5.23	0.002
Within Groups	75.60	96	0.79		
Total	88.05	99			

Source: Primary data

Interpretation:

The ANOVA results indicate that the p-value (0.002) is less than 0.05, confirming a statistically significant difference between demographic groups and their satisfaction with green durable products. This means that factors such as education, income, and age influence how consumers perceive satisfaction after purchase. Respondents with higher income and education levels show greater satisfaction, as they are more aware of the environmental and long-term cost-saving benefits of green durable products. Younger age groups (18–30) also show higher satisfaction, suggesting they are more adaptable and open to eco-friendly innovations compared to older groups. The F-value of 5.23 indicates a strong variation between groups, confirming that satisfaction is not uniform across demographics. Thus, the null hypothesis is rejected, and it is concluded that demographic variables play a critical role in determining satisfaction with green durable products.

Table 3: ANOVA Results of Post-Purchase Behaviour on Overall Satisfaction

Source of Variation	Sum of Squares	df	Mean Square	F-value	Sig. (p-value)
Between Groups	14.82	3	4.94	6.12	0.001
Within Groups	77.55	96	0.81		
Total	92.37	99			

Source: Primary Data

Interpretation

The ANOVA results show a p-value of 0.001 (< 0.05), which indicates a statistically significant difference between post-purchase behaviour and overall satisfaction with green durable products. This means that consumers' experiences such as after-sales service, product durability, eco-label reliability, and word-of-mouth recommendations significantly influence their satisfaction levels. The F-value of 6.12 indicates strong variation across groups, confirming that satisfaction is not uniform and is highly dependent on post-purchase experiences. Thus, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted.

Findings

1. Demographic variables such as age, education, and income significantly influence consumer satisfaction.
2. Post-purchase behaviour (after-sales service, durability, eco-labelling trust, word-of-mouth) strongly affects satisfaction and loyalty.
3. Younger consumers (18–30 years) show greater adaptability and satisfaction with eco-friendly durable products.
4. Higher income and better-educated consumers report higher satisfaction due to awareness of long-term cost-saving and environmental benefits.
5. Positive post-purchase experiences increase trust, repeat purchase intention, and willingness to recommend green durable products.

Suggestions

1. Strengthen After-Sales Service – Provide reliable warranties, easy repair/replacement, and responsive customer care to enhance trust.
2. Improve Eco-Labeling Transparency – Ensure clear, credible, and visible eco-labels to reduce consumer doubts.
3. Encourage Word-of-Mouth Marketing – Motivate satisfied customers through referral discounts, loyalty programs, or testimonials.
4. Target Younger Consumers – Use social media and digital campaigns to engage youth, who are more adaptable to green innovations.
5. Affordable Pricing Strategies – Offer price-flexible products for middle and lower-income consumers to widen adoption.

Conclusion

The study confirms that both demographics and post-purchase behaviour play a vital role in shaping consumer satisfaction towards green durable products. While demographic factors explain variations in awareness and adaptability, post-purchase behaviour such as after-sales support, eco-label trust, and product durability determines long-term satisfaction. To build strong consumer loyalty, marketers must not only focus on product promotion but also ensure consistent performance and service quality after purchase. Strengthening these aspects will increase consumer trust, encourage repeat purchases, and contribute to sustainable consumption in the green durable product market.

References

1. Boston Consulting Group. (2022). *Consumers are the key to taking green mainstream*. Boston Consulting Group Report. <https://www.bcg.com>

2. González-Viralta, D., Marín-Carrillo, M. B., Marín-Carrillo, G. M., & Espinosa-Mirabet, S. (2023). Positive effects of green practices on the consumers: An empirical approach. *Journal of Business Research*, 158, 113711. <https://doi.org/10.1016/j.jbusres.2023.113711>
3. Islam, J. U. (2024). From status to sustainability: How social influence and sustainability consciousness shape green purchase intentions. *Journal of Retailing and Consumer Services*, 76, 103569. <https://doi.org/10.1016/j.jretconser.2023.103569>
4. Luo, G. L., He, L. L., Zhang, X. Y., & Wang, S. H. (2023). Impact of consumer information capability on green consumption intention: Mediating role of green trust and media publicity. *Sustainability*, 15(4), 3567. <https://doi.org/10.3390/su15043567>
5. Ogiemwonyi, O., Harun, A., Alam, M. N., Karim, A. M., & Ali, M. (2023). Environmental factors affecting green purchase behaviours: Evidence from emerging markets. *Journal of Cleaner Production*, 382, 135375. <https://doi.org/10.1016/j.jclepro.2022.135375>
6. Witek, L., Kułyk, P., & Sadowska, M. (2023). Green purchase behaviour gap: The effect of past behaviour and environmental concern. *International Journal of Consumer Studies*, 47(2), 202–214. <https://doi.org/10.1111/ijcs.12893>

Book References:

1. Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th ed.). Pearson Education.
2. Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2020). *Greening the marketing mix: Sustainability and consumer behaviour*. Palgrave Macmillan.
3. Grant, J. (2020). *The green marketing manifesto*. John Wiley & Sons.
4. Solomon, M. R. (2022). *Consumer behaviour: Buying, having, and being* (13th ed.). Pearson Education.