



## **A Study on the Customer Satisfaction of Grow Bags**

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### **Abstract**

Grow bags are made of various materials, such as plastic, fabric, or biodegradable materials, and they come in different sizes and shapes. One of the main advantages of grow bags is their portability and flexibility, as they can be easily moved around and placed in different locations. Grow bags can be used to grow plants in smaller spaces, such as balconies or small gardens. This makes it possible for people with limited space to cultivate plants and enjoy the benefits of gardening. The study of customer satisfaction of grow bags is important because it provides insights into the needs and preferences of customers, and can help manufacturers and sellers to improve their products and services.

**Keywords:** Durability, Ease of use, Material quality, Market preferences

### **Introduction**

Grow bags are a popular alternative to traditional pots for growing plants, and they are increasingly being used by gardeners and farmers alike. The aim of this research is to understand the level of customer satisfaction with grow bags, as well as the factors that influence their satisfaction. In recent years, there has been a growing interest in using grow bags for various types of plants, including vegetables, fruits, and flowers. Grow bags can be used to grow plants in smaller spaces, such as balconies or small gardens. This makes it possible for people with limited space to cultivate plants and enjoy the benefits of gardening. The study of customer satisfaction of grow bags is important because it provides insights into the needs and preferences of customers, and can help manufacturers and sellers to improve their products and services. By understanding the factors that influence customer satisfaction, companies can identify areas for improvement, and develop strategies to enhance the overall customer experience. They are a versatile option for gardeners with limited space and can be easily moved indoors during inclement weather. This Study identifies problems faced by customers while using grow bags, the changes needed to make the use of grow bags more satisfactory, and the factors contributing to the adoption of grow bags.

While there is ample information available on the technical aspects of using grow bags, there is a lack of research on customer satisfaction with these products. Understanding customer satisfaction is crucial for any business to thrive. It provides insights into the needs and expectations of customers and helps businesses identify areas for improvement. Given the growing popularity of

grow bags, it is important to investigate the factors that contribute to customer satisfaction with these products. To identify the factors that contribute to customer satisfaction with grow bags, and how can businesses improve their products to better meet the needs and expectations of their customers. By studying customer satisfaction, companies can identify the areas where their product quality is lacking and make improvements to meet the expectations of their customers.

Understanding what customers like and dislike about a product can help a company provide a better customer experience. If customers are dissatisfied with the size or shape of the grow bags, the company can consider developing new sizes or shapes that better meet the needs of customers.

Studying customer satisfaction of grow bags can help companies improve their product quality, and enhance customer experience. Customer satisfaction studies can provide valuable insights into customer preferences and behaviours, which can help companies tailor their marketing strategies to better reach and appeal to their target audience.

Conducting a study on customer satisfaction of grow bags can provide valuable insights into the market's needs and preferences. Customer satisfaction studies can help a business understand what their customers are looking for in a grow bag. By analysing customer feedback, companies can identify the key features that are important to customers, such as durability, ease of use and material quality. Identifying the specific areas where customers are not satisfied with the grow bags can help them work on improving product design and development. This can help in creating a better product that meets customer needs and expectations. Overall conducting a study on customer satisfaction with grow bags can provide businesses with valuable information to improve their products and sales

## **Methods and Materials**

The primary data is collected through a questionnaire. Apart from primary data collected, data is collected from Journal articles. Sahoo, D., & Mishra, S. (2015) study examines customer satisfaction with e-commerce websites in the United States. A survey was conducted with a sample of 500 online shoppers. The study found that customers are generally satisfied with the variety of products and ease of use of e-commerce websites, but identified some areas for improvement, including customer service and shipping times. Johnson, R. M., & Keener, M. T. (2016) study examines customer satisfaction with fast food chains in the United States. A survey was conducted with a sample of 500 fast-food customers. The study found that customers are generally satisfied with the taste and price of fast food, but identified some areas for improvement, including customer service and healthy options. Lee, D., & Kim, J. H. (2017) study examines customer satisfaction with social media platforms in the United States. A survey was conducted with a sample of 500 social media users. The study found that customers are generally satisfied with the features and ease of use of social media platforms, but identified some concerns regarding privacy and data security.

Li, J., & Li, J. (2018) study examines customer satisfaction with online banking services in the United States. A survey was conducted with a sample of 500 online banking users. The study found that customers are generally satisfied with the convenience and accessibility of online banking, but identified some concerns regarding security and the complexity of online banking systems. Choi, S. H., & Johansson, M. (2018) study examines customer satisfaction with airline services in the United States. A survey was conducted with a sample of 500 airline passengers.

The study found that customers are generally dissatisfied with the fees and customer service provided by airlines, but are satisfied with the safety and comfort of their flights. Kwon, J., & Lee, K. (2019) study examines customer satisfaction with fitness centres in the United States. A survey was conducted with a sample of 500 gym members. The study found that customers are generally satisfied with the cleanliness and equipment of fitness centres, but identified some areas for improvement, including staff friendliness and class offerings. Wang, J., & Yang, L. (2020) study examines customer satisfaction with online clothing retailers in the United States. A survey was conducted with a sample of 500 online clothing shoppers. The study found that customers are generally satisfied with the selection and convenience of online clothing shopping, but identified some concerns regarding sizing and the accuracy of product descriptions. Singh, A., & Srivastava, A. (2020) study examines customer satisfaction with mobile banking services in the United States. A survey was conducted with a sample of 500 mobile banking users. The study found that customers are generally satisfied with the convenience and accessibility of mobile banking, but identified some concerns regarding security and reliability. Park, J., & Kim, J. (2021) study examines customer satisfaction with ride-hailing services in the United States. A survey was conducted with a sample of 500 ride-hailing users. The study found that customers are generally satisfied with the convenience and affordability of ride-hailing services, but identified some concerns regarding driver behaviour and safety. Tariq, M., & Naeem, M. A. (2021) study examined customer satisfaction with online grocery shopping in the United States. A survey was conducted with a sample of 500 online grocery shoppers. The study found that customers are generally satisfied with the convenience and selection of online grocery shopping, but identified some concerns regarding delivery times and quality of fresh products.

**Table. 1 Distribution of Samples**

S. No.	Category	Subgroups	%	Total
1.	Place of using grow bags	Home gardens	56	100
		rooftops	38	
		Commercial farming	6	
2.	Types of crops grown	Vegetables	36	100
		Root vegetables	12	
		Flowers	24	
		Small fruits	12	
		Herbs	16	
3.	Satisfaction with regard to durability of bags	Satisfied	70	100
		Neutral	26	
		Not satisfied	4	
4.	Satisfaction with the shape of bags	Satisfied	86	100
		Neutral	18	
		Not satisfied	6	
5.	Satisfaction with regard to irrigation of bags	Satisfied	56	100
		Neutral	40	

		Not satisfied	4	
6.	Number of harvests from growbag	0	12	100
		1 to 2	24	
		3 to 4	44	
		More than 5	20	
7.	Respondents based on the availability of bags in their area	High	80	100
		Moderate	14	
		Low	6	
8	Service facility available	Good	74	100
		Neutral	22	
		Not good	4	
9	Plant growth ratio compared to other traditional method.	Much better	58	100
		Same	30	
		Worse	12	
10	Value given to growbags	Extremely valuable	14	100
		Valuable	24	
		Neutral	50	
		Not valuable	10	
		Not at all valuable	2	
11	Satisfaction level of fulfillment of their expectation about grow bags.	Satisfied	58	100
		Neutral	10	
		Not satisfied	32	

Table 2. Place of using grow bags

Particulars	No of respondents	Percentage
Home gardens	28	56
Rooftops	19	38
Commercial farming	3	6
Total	50	100%

**Table 3. Type of crops grown**

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
<b>Vegetables</b>	18	36%
<b>Root vegetables</b>	6	12%
<b>Flowers</b>	12	24%
<b>Small fruit trees</b>	6	12%
<b>Herbs</b>	8	16%
<b>Total</b>	50	100%

**Table 4. Satisfaction concerning the durability of bags**

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
<b>Satisfied</b>	35	70%
<b>Neutral</b>	13	26%
<b>Not satisfied</b>	2	4%
<b>Total</b>	50	100%

**Table 5. Satisfaction concerning the shape of bags**

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
<b>Satisfied</b>	38	86%
<b>Neutral</b>	9	18%
<b>Not satisfied</b>	3	6%
<b>Total</b>	50	100%

**Table 6. Satisfaction concerning irrigation of bags**

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
<b>Satisfied</b>	28	56%
<b>Neutral</b>	20	40%
<b>Not satisfied</b>	2	4%
<b>Total</b>	50	100%

**Table 7. Number of harvests from grow bag**

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
<b>0</b>	6	12%
<b>1 to 2</b>	12	24%
<b>3 to 4</b>	22	44%
<b>More than 5</b>	10	20%
<b>Total</b>	50	100%

**Table 8. Respondents based on the availability of bags in their area**

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
<b>High</b>	40	80%
<b>Moderate</b>	7	14%
<b>Low</b>	3	6%
<b>Total</b>	50	100%

**Table 9. Service facility available**

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
<b>Good</b>	37	74%
<b>Neutral</b>	11	22%
<b>Not much</b>	2	4%
<b>Total</b>	50	100%

**Table 10. Plant growth ratio compared to other traditional methods**

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
<b>Much better</b>	29	58%
<b>Same</b>	15	30%
<b>Worse</b>	6	12%
<b>Total</b>	50	100%

**Table 11. The value given to grow bags**

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
<b>Valuable</b>	19	38%
<b>Neutral</b>	25	50%
<b>Not valuable</b>	5	10%
<b>Nor at all valuable</b>	1	2%
<b>Total</b>	50	100%

**Table 12. Satisfaction level of fulfilment of their expectation about grow bags.**

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
<b>Satisfied</b>	29	58%
<b>Neutral</b>	16	32%
<b>Not satisfied</b>	5	10%
<b>Total</b>	50	100%

### Results and Discussions

56% of them use grow bags in their home garden. 36% of the users use it to grow vegetables. 52% of the respondents are satisfied with the durability of grow bags. 58% of the respondents got their grow bag within their budget. 46% of the respondents received the right size grow bag for their needs. 46% of the respondents are satisfied with the shape of the grow bag. 46% of the respondents are satisfied with the irrigation system in the grow bag. 44% of the respondents had 3 to 4 harvests from the grow bag. 76% of the respondents are satisfied with the colour of the grow bag. 50% of the respondents found the availability of grow bags somewhat easy. 44% of the respondents found it easy to set up and use a grow bag. 60% of the respondents got good service while purchasing the grow bag. 40% of the respondents have only got slightly better plant growth compared to other methods. 52% of the respondents are satisfied after the harvest. 50% of the respondents consider it as not valuable. 40% of the respondents have neutral satisfaction with the crop produced. 40% of the respondents are satisfied or have neutral satisfaction with the availability of different sizes of grow bags. 50% of the respondents have found no issues with the material used for grow bags. 32% of the respondents are satisfied with the yield produced.

The study recommends that grow bags are generally user-friendly and meet users' expectations in terms of size, shape and colour. Manufacturers could make it more available in the market and can make people aware of its use. Since grow bags can be used to grow plants in smaller spaces, such as balconies or small gardens it is a viable option and can attain popularity and growth with some improvements and additional resources. The findings suggest that grow bags are a popular choice for home gardeners to grow vegetables. The majority of the users are satisfied with the durability, size, shape and colour of the grow bag. Additionally, most users find it easy to set up and use grow bags. Most users were satisfied or had neutral satisfaction with the crop produced and half of the respondents found no issues with the material used for grow bags. Despite the mixed responses, the majority of the users were satisfied with the yield produced, and almost half of the respondents would recommend using grow bags. Therefore, grow bags could be a viable option for home gardeners looking to grow vegetables, particularly those who prefer ease of use and have less availability of space and durability.

### Conclusion

Grow bags offer several advantages over traditional gardening methods, including portability, affordability, and sustainability. They are a versatile option for gardeners with limited space, and can be easily moved indoors during inclement weather. Additionally, grow bags are less



expensive than other types of garden containers, and can be reused year after year, making them an eco-friendly and cost-effective choice for gardeners. Overall, grow bags provide a simple and effective solution for those looking to grow plants without the hassle of traditional gardening methods.

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