



## **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 increasingly becoming a popular alternative to conventional pots, used by both farmers and gardeners for growing their plants. This study aims to determine the level of consumer satisfaction with grow bags and the factors that influence this satisfaction. There has been an increase in the use of grow bags in recent years, with different types of plants like fruits, vegetables, and flowers being planted in grow bags. Grow bags can be used to grow plants in small spaces, such as a balcony or a garden. This is because it allows individuals with a small space to plant and enjoy the fruits of gardening. Expanding customer happiness is vital as it involves the provision of useful data concerning consumer preferences and desires that will help sellers and producers to make the improvement of their products and services. Knowing factors that influence customer happiness can help businesses identify areas to enhance their customer experience and develop strategies to do so. They can easily be moved indoors during unfavourable weather and are a convenient option to gardeners who do not have a large space. This paper evaluates the problems associated with the use of grow bags by consumers, the changes that need to be implemented to enhance consumer satisfaction and factors that will determine the usage of grow bags.

Details of the technicalities of using grow bags are well documented, and very little is known with regard to the customers' satisfaction with such goods. Consumer happiness is an understanding that any firm that wishes to succeed would have. It assists businesses in identifying areas to enhance and provides information on the desires and needs of buyers. It is important to

examine the factors that make consumers satisfied with grow bags since they are gaining popularity in order to identify the factors which determine their satisfaction, and the ways companies can improve their products to better meet the needs and expectations of consumers. By researching customer satisfaction, businesses are able to know where the quality of their products is lacking and implement the required changes to meet customer expectations. The consumer insights about what consumers like and what they do not like about a product enable a business to enhance the customer experience. The company can consider designing new grow bag sizes or shapes that can be well-fitted to the needs of consumers, in case the consumers dislike the existing sizes or shapes. Increasing bag consumer satisfaction may also help businesses enhance the quality of their products and the customer experience. Customer satisfaction research can also provide valuable information on the preferences and habits of customers, and thus, businesses can focus more on their target market and attract them with their marketing strategies.

Studying the happiness of expand bag consumers can bring valuable knowledge regarding the needs and wants of the market. Customer satisfaction surveys enable a company to know what its clients desire in a grow bag. By studying customer feedback, businesses can identify the factors that are considered important to them, such as durability, functionality, and the quality of the material they use. It will enable them to improve product design and development by identifying the exact areas where the customers are not satisfied with the grow bags. This may lead to a superior product that meets the demands and expectations of the consumers. And everything said and done, consumer satisfaction studies will provide firms with valuable information to improve their products and profits.

### **Methods and Materials**

The primary data is collected with the help of a questionnaire. Both non-primary and primary sources, such as journal articles, are used to collect the data. The article by Sahoo, D., and Mishra, S. (2015) investigates customer satisfaction with e-commerce websites in the United States. A poll was conducted on a sample of 500 internet buyers. The study indicated that the overall satisfaction of consumers with the variety of products offered and ease of use of e-commerce websites is positive, but also singled out a few aspects that the company should improve on, including shipping time and customer service. The article by Johnson, R. M., and Keener, M. T. (2016) examines consumer satisfaction with fast food companies in the United States. One survey was carried out on 500 fast-food customers. On the one hand, the report generally states that customers are content with the flavour and the price of fast food, but on the other hand, it also identified several areas that can be improved, including the way the customers are treated and the availability of healthier options in general. Lee, D., and Kim, J. H. (2017) studied the satisfaction levels of US consumers with social networking websites. Five hundred social media users were involved in a survey. The report shows that the customers are usually satisfied with the functions and user-friendliness of the social media, but there were some privacy and data security concerns.

The research by Li, J., and Li, J. (2018) examines the level of satisfaction of US consumers with online banking services. The report examined a sample of 500 internet banking users who took part in a survey, and the general feeling of the consumers who took part in the survey is a happy group regarding the accessibility and convenience of online banking, although there are those with security and complexity of the systems affecting the consumers. The study conducted by Choi, S.

H., and Johansson, M. (2018) considers the issue of airline service satisfaction of Americans. Five hundred airline passengers were involved in a survey. The report indicated that passengers are generally satisfied with the safety and comfort of their travels, but displeased with the prices and customer service provided by the airlines. The article by Kwon, J., and Lee, K. (2019) explores the satisfaction of patrons with fitness centres in the US. Five hundred gym attendees were used as a sample in the poll. The report shows that customers are mostly satisfied with the hygiene and facilities in fitness centres, but it still found several areas that have the chance of development, including the options of classes and the friendliness of the staff.

The 2020 study by Wang, J., and Yang, L. researches the consumer satisfaction with the online stores of clothes in the USA. Five hundred internet consumers of clothes were surveyed. As a whole, the report indicates that customers are pleased with online clothing purchases in terms of variety and ease of purchasing them, although there exist some problems with sizing and product description truthfulness. One study conducted by Singh, A., and Srivastava, A. (2020) examines consumer satisfaction with mobile banking services in the US. Five hundred mobile banking customers were engaged in the poll. The report shows that customers are mostly satisfied with the accessibility and convenience of mobile banking, but have identified some security and reliability problems. Park, J., and Kim, J. (2021) studied the level of customer satisfaction regarding ride-hailing services in the US. Five hundred ride-hailing consumers were surveyed. Despite the fact that the survey found that consumers are overall satisfied with the price and convenience of ride-hailing services, it also found that there were problems associated with driver safety and behaviour. One of the studies was conducted by Tariq, M., and Naeem, M. A. (2021) to examine the satisfaction of American consumers with online grocery shopping. Five hundred online grocery customers took part in the poll. The report has shown that customers are usually satisfied with the convenience and product diversification of online grocery shopping, but there exist some challenges with respect to the quality of products delivered and delivery schedules.

**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.		Satisfied	86	100

	Satisfaction with the shape of bags	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

<b>Commercial farming</b>	3	6
<b>Total</b>	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>
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<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%
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**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**

They use grow bags in their individual gardens (56). Use of vegetables is practised by one-third of the users. half of the interviewees are satisfied with the duration of use of grow bags. Fifty-eight % of the respondents could afford their grow bag within their budget. Forty-six per cent of the respondents were provided with the correct grow bag size. Out of the respondents, there are 46% are satisfied with the shape of the grow bag. Forty-six per cent of the respondents gave positive feedback on the grow bag due to its watering mechanism. There were three or four harvests of the grow bag by 44 % of the respondents. 76 % of those surveyed are satisfied with the colour of the grow bag. Identifying grow bags was quite an easy endeavour for half of the respondents. To 44 % of the respondents, using and installing a grow bag was not a problem. On purchasing the grow bag, most of the respondents, 60 %, reported that they had been offered satisfactory services. The respondents showed only marginal improvements in the growth of plants compared to the other strategies, 40 %. After the harvest, 52 % of the respondents were satisfied. Half of the respondents believe that it is not a valuable one. As to the crop produced, 40 % of the respondents are indifferent or satisfied. The fact that grow bags are available in different sizes of grow bags has been rated as either neutral or satisfactory by 40% of the respondents. Half of the participants interviewed claimed that they did not have issues with the grow bag material. The returns that it has generated have satisfied 32 % of the responders.

The grow bags, according to the survey, must be generally user-friendly and meet the requirements of the consumers regarding dimensions, colour, and shape. Household goods manufacturers may make it more widely available on the market and inform people of its advantages. One of the effective solutions that could become popular and could be extended with a few adjustments and additional resources is grow bags as an option that could be used to plant vegetation in a smaller space, including balconies or small gardens. The study indicates that grow bags are widely used by home gardeners who desire to grow vegetables. The majority of consumers

are satisfied with the size of the grow bag, shape, colour, and durability of the grow bag. Most consumers can also easily install grow bags and use them. Fifty percent of the respondents indicated that they do not have any issues with the fabric that was used in grow bags, and most of the users indicated that they are either neutral or satisfied with the harvest obtained. Almost half of the respondents claimed that they would recommend the use of grow bags, and the majority of the users gave positive reviews about the yield produced, regardless of the varying responses. Therefore, grow bags are a potential solution for home gardeners who would like to grow vegetables, particularly to people who appreciate their resistance and convenience in application and do not have much space.

## Conclusion

Grow bags offer various advantages, including affordability, sustainability, and ease of movement as opposed to traditional methods of gardening. They can easily be moved into the house during unfavourable weather conditions and can hence be an option that gardeners with small areas can use. Grow bags are also cheaper in comparison to other types of garden containers and can be utilised year after year, making them a cheap and environmentally friendly choice for gardeners. On the whole, grow bags provide a simple and convenient means of allowing individuals who are interested in gardening but do not want to have to struggle with traditional gardening methods.

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