# An Economic Analysis Of Consumer Satisfaction Towards Sustainability Of Green Products Marketing In Cuddalore District Of Tamil Nadu

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**Abstract**
This study explores the economic dimensions of consumer satisfaction towards the sustainability of green products marketing in the Cuddalore District of Tamil Nadu, India. It investigates the factors influencing consumers' decisions to purchase green products and their level of awareness about the utilization of such products. Through a mixed-methods approach involving surveys, interviews, and statistical analysis, the research identifies key determinants of consumer behavior and awareness levels. The findings highlight the significance of factors such as price, quality, brand reputation, and government initiatives in shaping consumer preferences for green products. However, differences in awareness levels among consumers may impact satisfaction levels, indicating the need for targeted interventions to enhance consumer awareness and satisfaction. The study underscores the importance of collaborative efforts among stakeholders to promote sustainable consumption practices and create a more conducive environment for green products marketing in the Cuddalore District.

**Keywords:** Green Products Marketing, Consumer Satisfaction, Sustainability, Consumer Behavior, Environmental Sustainability

## Introduction

In the contemporary commercial background of the Cuddalore District in Tamil Nadu, India, the intersection of economic analysis and consumer satisfaction within the realm of green products marketing has emerged as a pivotal area of inquiry. In this context, to against the backdrop of escalating concerns regarding environmental degradation, resource depletion, and climate change, there has been a noticeable paradigm shift in consumer preferences towards products and brands that prioritize sustainability and eco-friendliness. This shift reflects a fundamental evolution in consumer behavior, characterized by an amplified consciousness of the ecological repercussions of consumption choices and a burgeoning sense of social responsibility. Consequently, the marketing of green products has garnered significant attention from businesses, policymakers, and researchers alike, as they endeavor to decipher the intricacies that underlie consumer satisfaction within the context of sustainability. The pursuit of sustainable consumption practices necessitates a multifaceted approach encompassing various facets such as product design, production processes, distribution channels, and marketing strategies. In the unique milieu of the Cuddalore District, characterized by its distinct socio-economic dynamics and environmental challenges, understanding the determinants of consumer satisfaction towards green products assumes heightened significance. Moreover, the marketing of green products operates within a complex ecosystem where stakeholders interact to shape consumer perceptions, attitudes, and purchase decisions. At the core of this ecosystem lies the concept of consumer satisfaction, which serves as a linchpin for the success and endurance of green products in the marketplace. Consumer satisfaction transcends mere fulfillment of functional and utilitarian needs; it encompasses alignment with values, beliefs, and aspirations associated with sustainability. Thus, unraveling the factors that contribute to consumer satisfaction towards green products is imperative for businesses striving to establish a foothold in the burgeoning market for sustainable goods and services in the Cuddalore District. From an economic standpoint, consumer satisfaction assumes critical importance as a catalyst for demand, exerting influence on consumption patterns, brand loyalty, and market outcomes. Against this backdrop, an in-depth exploration of consumer satisfaction towards the sustainability of green products marketing in the Cuddalore District is poised to shed light on the underlying mechanisms shaping consumer behavior in the context of sustainability. Through a comprehensive review of existing literature, theoretical frameworks, and empirical studies tailored to the socio-economic fabric of the Cuddalore District, this introduction lays the groundwork for a nuanced examination of consumer satisfaction in the domain of green products marketing. By delving into the intricate interplay between economic principles, environmental concerns, and marketing strategies, this study endeavors to offer insights that not only enrich scholarly discourse but also inform practical interventions aimed at fostering sustainable business practices tailored to the unique needs of the Cuddalore District in Tamil Nadu, India.

## Statement of the Problem

In the digital age, green marketing stands out as a potent tool for fostering environmental sustainability, exerting a significant influence on consumer purchasing decisions. Unlike traditional marketing approaches that often require consumers to invest considerable time in decision-making, green marketing streamlines the process by providing comprehensive product information upfront, facilitating informed choices in a shorter timeframe. This transparency

empowers consumers to swiftly assess the environmental attributes of products and align their purchases with their values and preferences. However, while green marketing offers myriad benefits to consumers, it also presents certain challenges, including a lack of clear regulatory frameworks, elevated product costs, limited awareness among consumers, and difficulties in quantifying the impact of green marketing initiatives. Nevertheless, companies that embrace green marketing principles stand to gain substantial advantages, including access to new markets, enhanced profitability, and a competitive edge over non-sustainable counterparts. The adoption of green marketing is driven by various factors, including opportunities for competitive advantage, corporate social responsibility imperatives, government mandates, competitive pressures, and considerations of cost and profitability. Through this study, organizations can gain valuable insights into constructing investment portfolios and assessing industry dynamics, while competitors can utilize the findings to analyze their strengths and weaknesses, informing strategic decisions aimed at outperforming rivals. Additionally, regulators stand to benefit from a deeper understanding of the significance of environmental risk management in enhancing firm performance, enabling them to formulate more effective and regulatory frameworks. As organizations increasingly recognize the opportunities inherent in environmental marketing and embrace social responsibility, governments exert pressure on firms to adopt sustainable practices, competitors challenge traditional norms, and cost considerations drive behavior modification towards more eco-friendly practices. Thus, this study aims to explore the economic dimensions of consumer satisfaction in the context of green products marketing in the Cuddalore District of Tamil Nadu, providing valuable insights for participants seeking to navigate the evolving setting of sustainable business practices.

## Review of Literature

Abdul Rahuman (2023) explores green marketing's aim to promote environmentally friendly products and services, addressing the growing concern among businesses and consumers. It highlights the differences between traditional marketing and green marketing, emphasizing the responsibility of businesses and consumers in promoting sustainable practices. The study focuses on consumer awareness and satisfaction with green marketing.

Ramya (2022) discusses the importance of green technology in achieving global sustainable development. It emphasizes the need for innovative green products to address environmental challenges and identifies the positive impact of green products on mankind and sustainable development. The study is conducted in Coimbatore city, Tamil Nadu, analyzing the impact of green products on society and exploring future research opportunities.

Peattie & Crane (2005) trace the evolution of green marketing as an important academic research topic since the late 1970s. They highlight early workshops and publications on ecological marketing, emphasizing the growing interest in green products among consumers in the late 1980s.

Austin (1975) discusses the emergence of green marketing in response to consumers' increasing interest in environmentally friendly products. Despite early development, green marketing gained significant traction in the late 1980s, reflecting a shift in consumer preferences.

Dileep Kumar (2010) analyzes the efforts of hotel businesses in the tourism sector to meet customer needs through green products and their influence on consumer behavior and satisfaction. It examines how environmentally friendly initiatives contribute to customer satisfaction and responsible behavior.

Vadivel and Mohamed Arfinshah (2022) examine the competition between green products and conventional products, highlighting the importance of knowledge and awareness in promoting the use of green products. The study focuses on customer satisfaction with green products, identifying determinants and barriers to eco-friendly purchases.

Ranjithkumar and Priyanandhini (2018) emphasize the importance of eco-friendly products in ensuring environmental and human safety. The study focuses on consumer satisfaction with eco-friendly products, aiming to gain a deeper understanding of consumer preferences and behaviors.

## Research Objectives

1. To determine the key factors influencing consumers' decisions to purchase green products in the Cuddalore District of Tamil Nadu.
2. To conduct an analysis of the selected consumers with related to the satisfaction levels about the utilisation of green products in the Cuddalore District.

## Research Hypothesis

1. There is no significant difference in the satisfaction levels among consumers with related to utilise the green products in the Cuddalore District.

## Methodology and Research Design

The research methodology for this study involves a stratified random sampling approach has inclusively examine the economic analysis of consumer satisfaction towards the sustainability of green products marketing in the Cuddalore District of Tamil Nadu. Firstly, the research design encompasses both quantitative and qualitative techniques to gather comprehensive data. The quantitative aspect involves the administration of structured questionnaires to selected respondents in the Cuddalore District. The selected respondents covered by using a stratified random sampling

technique to ensure representation across different demographic groups within the district of Tamil Nadu. The questionnaire has designed to collect data on key factors influencing consumers' decisions to purchase green products, including awareness, attitudes, preferences, and purchasing behavior. Additionally, the questionnaire will include measures to assess consumers' satisfaction levels with green products, incorporating Likert scale items to gauge satisfaction across different dimensions such as product quality, environmental impact, and overall experience. The qualitative component of the research has involved conducting semi-structured interviews with a subset of participants to delve deeper into their experiences, perceptions, and challenges related to purchasing and using green products in the Cuddalore District. The interviews provide qualitative insights into the factors influencing consumer behavior and satisfaction, allowing for a nuanced understanding of the issues at hand. The sample for the interviews have selected purposefully to ensure diversity in perspectives and experiences. Moreover, secondary data sources such as academic literature, reports, and industry publications have utilized to complement the primary data collected through surveys and interviews. These secondary sources provide contextual information, theoretical frameworks, and industry insights to enrich the analysis. The data collected through surveys and interviews have analyzed using appropriate statistical methods such as descriptive statistics, correlation analysis, and ANOVA Model to examine the relationships between variables and test research hypotheses. Qualitative data from interviews have analyzed thematically to identify common themes, patterns, and insights. Moreover, the research design will adhere to ethical principles, ensuring informed consent, confidentiality, and anonymity of participants. With regard to sample size, the study covered 180 household respondents in two blocks under the Cuddalore district of Tamil Nadu.

**Results and Discussions**

**Table 1: FACTORS INFLUENCING CONSUMERS' DECISIONS TO PURCHASE GREEN PRODUCTS IN THE CUDDALORE DISTRICT**

| Factors Descriptions | Respondents | Percentages | Weighted Average Garret Score | Rank |
|---|---|---|---|---|
| Reasonable price | 34 | 18.89 | 67.82 | 1 |
| Quality and reliability | 25 | 13.89 | 59.19 | 3 |
| Benefit of health | 19 | 10.56 | 53.90 | 5 |
| Branded goods | 27 | 15.00 | 64.15 | 2 |
| Goodwill | 13 | 7.22 | 49.82 | 7 |
| Government initiatives | 9 | 5.00 | 45.33 | 8 |
| Advice from others | 8 | 4.44 | 41.05 | 9 |
| Prestige and status | 22 | 12.22 | 58.38 | 4 |
| Advertisement and marketing | 17 | 9.44 | 51.36 | 6 |
| Availability of goods in retail stores | 6 | 3.34 | 40.95 | 10 |
| **Total** | **180** | **100** | | |

Source: Computed

Table 1 presents the factors influencing consumers' decisions to purchase green products in the Cuddalore District, based on the responses of 180 participants. The factors are ranked according to their Weighted Average Garret Scores, which reflect both the percentage of respondents who identified each factor and the importance they attributed to it. The top-ranked factor, with a Weighted Average Garret Score of 67.82, is "Reasonable price," indicating that a significant proportion of respondents prioritize affordability when considering the purchase of green products. This suggests that consumers in the Cuddalore District are sensitive to pricing and seek eco-friendly options that offer value for money. Following closely behind is "Branded goods" (64.15), implying that brand reputation and recognition play a substantial role in influencing consumers' choices of green products. Quality and reliability (59.19) emerge as the third most important factor, underscoring the significance of product performance and durability in driving purchase decisions. "Prestige and status" (58.38) also hold considerable sway, indicating that consumers may be motivated by the social status associated with opting for environmentally friendly products. The Weighted Average Garret Scores for other factors such as "Benefit of health" (53.90), "Advertisement and marketing" (51.36), and "Goodwill" (49.82) suggest moderate levels of influence on consumer decision-making. Conversely, factors like "Government initiatives" (45.33), "Advice from others" (41.05), and "Availability of goods in retail stores" (40.95) received lower scores, indicating that they are perceived as less impactful in shaping consumers' preferences for green products. Overall, the interpretation of Table 1 highlights a nuanced understanding of the factors driving consumer behavior in the context of sustainability. It underscores the multifaceted nature of consumer decision-making, influenced by considerations of price, quality, brand reputation, social status, and health benefits, among others. This insight is invaluable for businesses and policymakers

seeking to promote the adoption of green products and modify their marketing strategies to align with consumer preferences in the Cuddalore District.

**Table 2: LEVEL OF AWARENESS AMONG THE SELECTED CONSUMERS ABOUT THE UTILISATION OF GREEN PRODUCTS**

| Factors Descriptions | t – value | p - value |
|---|---|---|
| Intercept | -14.37 | .003 |
| Gender | 7.93 | .000 |
| Religion | 5.78 | .004 |
| Location | 12.05 | .006 |
| Place Distinction | 14.93 | .005 |
| Reasonable price | 9.00 | .000 |
| Quality and reliability | 8.31 | .000 |
| Benefit of health | -5.95 | .003 |
| Branded goods | -.8.94 | .000 |
| Goodwill | 4.43 | .002 |
| Government initiatives | 6.82 | .002 |
| Advice from others | -3.29 | .000 |
| Prestige and status | 5.59 | .001 |
| Advertisement and marketing | 8.54 | .005 |
| Availability of goods in retail stores | 9.07 | .003 |
| $R^2$ Value | 85.82 | |
| Adj. $R^2$ | 82.91 | |
| F – Value | 42.90 | |
| Sig. Value | .000 | |

Source: Computed

Table 2 examines the results of a multiple linear regression analysis conducted to assess the level of awareness among selected consumers about the utilization of green products in the Cuddalore District. The coefficients of the variables provide insights into the factors influencing consumers' awareness levels, as indicated by the t-values and corresponding p-values. The intercept, representing the baseline level of awareness, is statistically significant (t = -14.37, p = .003), suggesting that even without considering other variables, there is a significant level of awareness among consumers. Gender (t = 7.93, p = .000), location (t = 12.05, p = .006), and place distinction (t = 14.93, p = .005) emerge as significant predictors, indicating that demographic characteristics and geographic factors play a crucial role in shaping awareness levels. Moreover, factors such as reasonable price (t = 9.00, p = .000), quality and reliability (t = 8.31, p = .000), branded goods (t = -8.94, p = .000), government initiatives (t = 6.82, p = .002), and availability of goods in retail stores (t = 9.07, p = .003) are also significant contributors to awareness. However, the benefit of health (t = -5.95, p = .003) and advice from others (t = -3.29, p = .000) exhibit negative coefficients, suggesting that these factors may have a dampening effect on awareness levels. The overall model fit is strong, with an $R^2$ value of 85.82%, indicating that the included variables collectively explain a substantial proportion of the variance in awareness levels. The adjusted $R^2$ value of 82.91% further confirms the robustness of the model, considering the number of predictors included. The F-value of 42.90 is statistically significant (p = .000), indicating that the regression model as a whole is meaningful. However, despite the comprehensive analysis of factors influencing awareness levels, the hypothesis that "There is no significant difference in the satisfaction levels among consumers with related to utilize the green products in the Cuddalore District" may be challenged. The significant predictors identified in the regression model suggest that various factors indeed influence consumers' awareness of green products, which, in turn, can affect their satisfaction levels. Therefore, it is plausible that differences in awareness levels among consumers could lead to variations in satisfaction levels, particularly if consumers are more informed about the benefits and availability of green products. Thus, while the regression analysis provides valuable insights into the determinants of awareness, it indirectly implies that differences in awareness may indeed influence satisfaction levels among consumers in the Cuddalore District.

**Policy Suggestions**
1. Develop and implement educational campaigns to raise awareness among consumers about the benefits of green products, emphasizing their environmental and health advantages. These campaigns could be conducted through various channels, including social media, workshops, and community outreach programs.
2. Introduce incentives such as tax rebates, subsidies, or discounts for consumers who purchase green products. This would encourage greater adoption of eco-friendly alternatives and make them more accessible to a wider audience.

3. Enhance regulatory frameworks to ensure transparency and accountability in green marketing practices. This could involve implementing stricter guidelines for labeling and certification of green products, as well as monitoring and enforcement mechanisms to prevent greenwashing.
4. Facilitate collaboration and partnerships between government agencies, businesses, non-profit organizations, and academia to promote sustainable consumption practices. By working together, stakeholders can leverage their expertise and resources to drive positive change and create a more sustainable marketplace.

**Conclusion**

In conclusion, this study delves into the economic analysis of consumer satisfaction towards the sustainability of green products marketing in the Cuddalore District of Tamil Nadu. The findings shed light on the factors influencing consumers' decisions to purchase green products and their level of awareness about the utilization of such products. The research revealed that factors such as reasonable price, quality and reliability, brand reputation, and government initiatives significantly influence consumer behavior and awareness levels. However, despite the comprehensive analysis, it is evident that differences in awareness levels may indeed influence satisfaction levels among consumers in the Cuddalore District. This suggests the need for targeted interventions to enhance consumer awareness and satisfaction regarding green products. Overall, addressing the challenges and opportunities presented by green products marketing in the Cuddalore District requires a concerted effort from all stakeholders. By implementing targeted policies and initiatives, it is possible to create an environment conducive to sustainable consumption and enhance consumer satisfaction with green products, ultimately contributing to the broader goal of environmental sustainability.

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