

A Study On Consumer Preference For Sustainable Marketing Strategies Of Non-Durable Consumer Products

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Abstract- *In this ever-evolving landscape of consumer preferences in the context of sustainable marketing strategies for non-durable consumer products. With growing environmental concerns and a heightened awareness of corporate social responsibility, businesses are increasingly adopting sustainable practices. This study aims to explore the impact of such sustainable marketing strategies on consumer choices within the fast-moving consumer goods sector. This research employs a mixed-methods approach, combining qualitative and quantitative methodologies to gather comprehensive insights. Qualitative data will be gathered through in-depth interviews and focus group discussions, capturing the nuanced perspectives and motivations driving consumer preferences for sustainable products. On the quantitative front, a survey will be conducted to analyse broader trends and patterns among a diverse sample of consumers. The findings of this research are expected to contribute valuable insights to both academia and industry. Businesses can leverage these insights to tailor their marketing strategies, enhance product positioning, and meet the growing demand for sustainable options. Academic researchers have conducted an in-depth analysis of the interplay between consumer preferences, market operations, and legal regulations. Specifically, they have explored the measurement of elasticities and the development of flexible functional forms that are consistent with the tenets of utility theory. The resulting findings are likely to provide valuable insights into the dynamics of these complex systems.*

Keywords- Sustainable marketing, Perception, Purchasing behaviour, non-durable consumer products. Social responsibility

I. INTRODUCTION

This study provides an in-depth exploration of the evolution of demand functions, which have been a prominent subject of applied economic research throughout the 20th century. Initially, the research focused on discovering the laws that govern consumer preferences and market operations.

Researchers have examined the measurement of elasticities and the formulation of flexible functional forms consistent with utility theory. Over the past 50 years, there has been a diverse range of contributions to the subject. Notable mentions include Stone's pioneering estimation of the linear expenditure system (LES). The study evaluates two modern demand analysis systems: the trans-log demand system and the almost ideal demand system (AID) by Deaton and Muellbauer. However, the complex and precise data requirements of these systems may not depict real-world behaviour and may be challenging and time-consuming to obtain. However, the following study uses a simpler and more convenient method of evaluating the demand for sustainable marketing. This research shows the relation between the precedence of consumers towards sustainable methods of production and a comprehensive exploration of data and analysis of consumer mindset for preferring eco-friendly strategies being inducted into the marketing concept.

II. OBJECTIVES

1. To understand the demographic profile of respondents, including age, gender, occupation, and educational background.
2. To identify the factors influencing the decision-making process when choosing eco-friendly non-durable consumer products.
3. To gauge the willingness of respondents to pay a premium for non-durable consumer products with sustainable features.
4. To explore the perceptions and attitudes towards sustainability, eco-friendly claims, and marketing strategies for non-durable consumer products.

III. STATEMENT OF PROBLEM

The contemporary market landscape for non-durable consumer products is increasingly shaped by consumers' growing awareness of sustainability and eco-friendly practices. However, amidst this trend, there exists a need to

comprehensively understand the dynamics of consumer preferences, decision-making processes, and attitudes towards sustainable marketing strategies in Coimbatore, India. Despite advancements in demand analysis systems, the complex data requirements of modern methodologies such as the trans-log demand system and the almost ideal demand system (AID) pose challenges, potentially hindering the accurate depiction of real-world consumer behaviour. Therefore, there is a necessity to bridge this gap by employing simpler yet effective methods to evaluate consumer preferences, particularly concerning sustainability initiatives.

IV. LITERATURE REVIEW

1. UNDERSTANDING THE PURCHASING BEHAVIOUR OF CONSUMERS IN RESPONSE TO SUSTAINABLE MARKETING PRACTICES: AN EMPIRICAL ANALYSIS IN THE FOOD DOMAIN by Ilaria Mancuso, Angelo Natalicchio, Umberto Panniello, and Paolo Roma [2021]. This research article investigates the relationship between sustainable marketing practices and consumer brand loyalty in the food sector. The study surveyed 907 Italian biscuit consumers to collect data on their purchasing behaviour and attitudes towards sustainability and marketing practices. The results showed that consumer interest in sustainability harmed brand loyalty, possibly due to the need for adequate information to differentiate between products based on their environmental and social impact. Similarly, sensitivity to marketing practices also had a negative effect, most likely because of the information overload that consumers experience, leading to confusion and a tendency to try different products. However, the study found that consumers who were both interested in sustainability and sensitive to marketing practices were more likely to be loyal to a particular brand. The research article also includes a list of references highlighting the importance of sustainable marketing in creating a competitive edge for businesses, the influence of packaging and labelling on consumer preferences, and the impact of labels and certifications on consumer purchasing decisions. The document emphasizes the need for further research to bridge the gap between consumer attitudes and behaviours towards sustainable products.
2. ANALYSIS OF ECO-FRIENDLY PREFERENCE AND ECO-FRIENDLY PRODUCT QUALITY; THEIR IMPLICATIONS TO CUSTOMER SATISFACTION by D.S. Soegoto[2018] analyses the relationship between eco-friendly preference, eco-friendly product quality, and customer satisfaction. The study employed a quantitative research method, collecting data from a sample of 100 modern market customers in Bandung, Indonesia. The article emphasizes the importance of eco-friendly consumer preferences and eco-friendly product quality in the modern market. The results of the study indicate that eco-friendly preference and eco-friendly product quality have a positive impact on customer satisfaction. The study concludes that enhancing eco-friendly preference and eco-friendly product quality could lead to increased customer satisfaction
3. GREEN MARKETING AND CONSUMER SATISFACTION by Dr Arvin Lucy Onditi [2016]., In response to the ever-changing and dynamic business environment, organizations across the globe are increasingly incorporating green marketing practices into their overall strategy as a demonstration of social responsibility. This is being driven by the need for organizations to remain competitive and align with the changing preferences of consumers. Green marketing, which entails promoting environmentally friendly products with biodegradable packaging, has rapidly emerged as a preference for companies seeking a competitive edge in the global market. Medium and supermarkets, in particular, have placed a strong emphasis on social responsibility and improving customer relations in Kenya. This literature review seeks to explore the influence of green marketing on consumer buying behaviour in supermarkets located within Kisumu County, Kenya. It aims to shed light on critical insights that can inform future business strategies.
4. A STUDY ON CONSUMER BRAND AWARENESS OF FAST-MOVING CONSUMER GOODS (FMCG) IN COIMBATORE CITY by G. Indhumathi and Dr S. Karthikeyan [2014]., This research centres on exploring consumer brand awareness of Fast-Moving Consumer Goods (FMCG) in Coimbatore city, recognising the sector's pivotal role in the economy due to its continuous consumer demand. The study aims to understand the factors influencing consumer brand awareness in this specific urban context. Factors such as quality, price, and advertisement exhibit positive correlations with consumer preferences, encompassing brand equity, brand loyalty, and brand image. The researcher employed a Simple Random Sample method, collecting data through primary and secondary means. Those results indicate a positive correlation between consumer preference and awareness of FMCG products. The study emphasises the significance of micro and macro factors, including economic conditions and consumer preferences, in influencing the FMCG market's growth or decline.

V. SCOPE OF THE STUDY

The objective of this study is to conduct a comprehensive analysis of the contemporary market landscape for non-durable consumer products. The primary focus of the research is to assess the current positioning and branding strategies that are being employed by various brands in this sector. Additionally, the study aims to identify the crucial factors that shape consumer preferences and influence purchasing behaviour, with a particular emphasis on the role of sustainability and social responsibility in driving these choices. The investigation will delve into the intricate relationship between consumer preferences and the corporate commitment to sustainability, exploring how environmentally conscious practices impact brand perception. Furthermore, the study will critically evaluate the effectiveness of current environment-friendly marketing strategies that non-durable consumer product brands implement. By addressing these objectives, the research aims to provide valuable insights for marketers, businesses, and policymakers to enhance their understanding of the market forces driving consumer choices in the non-durable consumer product sector.

VI. RESEARCH METHODOLOGY

The present research project employs a descriptive research method intending to investigate consumer attitudes towards sustainable marketing practices. A random sampling method was used to select participants of all age groups and genders for the survey, which was conducted using a web-based questionnaire distributed through Google Forms.

The study obtained a total of 150 responses following the distribution of the structured questionnaire, which consisted of two sections, to participants selected based on their relevance to the research question and their willingness to participate in the study. The questionnaire was systematically disseminated to respondents located in diverse areas of Coimbatore. While section one of the questionnaire gathers demographic information about the respondents, such as age, gender, occupation, and educational background, section two examines the respondents' perceptions of green marketing strategies.

6.1 TOOLS USED ANALYSIS

- Percentage analysis
- ANOVA
- Chi-square test

VII. LIMITATIONS OF THE STUDY

The findings of this study have to be seen in light of some limitations. The primary limitation to the generalisation

of these results is Results may only apply to selected non-durable products, limiting generalizability to other markets or categories.

Subjective interpretations and individual biases may affect the reliability and objectivity of assessing positioning and branding strategies.

Consumer trends are constantly changing, making this study's findings time-sensitive.

Studying sustainability and social responsibility's impact on consumer preferences is complex, as isolating their influence from other variables is challenging.

External factors like the economy, regulations, or global events can affect consumer behaviour and market dynamics. These factors are often uncontrollable and unpredictable, creating potential challenges.

VIII. ANALYSIS AND INTERPRETATIONS

8.1 PERCENTAGE ANALYSIS

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total no. of respondents}} * 100$$

Table 8.1.1: DEMOGRAPHIC PROFILE

SNO	VARIABLES	HIGHLY RESPONDED AREA	NO. OF RESPONDENTS	PERCENTAGE
1	Age	18-24	68	45.33%
2	Gender	Male	94	62.67%
3	Occupation	Student	61	40.67%
4	Educational Background	Under Graduation	102	68.00%

INTERPRETATION:

- The age distribution of the sample (table 8.1.1) indicates that the majority of individuals fall within the 18-24 age range, constituting 45.33% of the population.

- The results of the survey indicate a proportionately balanced representation of genders, with 62.67% of respondents being male.
- The largest occupational group is students at 40.67%.
- The majority of respondents have an undergraduate education, representing 68.00% of the sample.

TABLE 8.1.2: QUESTIONS REGARDING THEIR PERCEPTION OF SUSTAINABLE OPTIONS

SNO	VARIABLES	HIGHLY RESPONDED AREA	NO. OF RESPONDENTS	PERCENTAGE
1	How important is the availability of sustainable options in influencing your overall store or brand loyalty?	Important	55	38.73%
2	How familiar are you with the concept of sustainable marketing strategies?	Somewhat familiar	48.67%	73
3	Do you believe that brands with strong sustainable practices are more trustworthy?	Strongly agree	58	38.67%

INTERPRETATION

A significant proportion of respondents, nearly 39%, perceive the availability of sustainable options as important in influencing their overall store or brand loyalty. The participants were asked about their level of familiarity with sustainable marketing strategies. 48.67% of the respondents said they were "Somewhat familiar". A notable proportion of respondents, approximately 39%, strongly agree that brands with strong sustainable practices are more trustworthy. This indicates a positive perception among respondents regarding the trustworthiness of brands that prioritize sustainability.

ANOVA

TABLE:

SUMMARY				
Groups	Count	Sum	Average	Variance
Column 1	5	15	30	489.5
Column 2	3	15	50	333

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	750	1	750	1.7149	0.2382	5.9873
Within Groups	262	6	437.33			
Total	337	7				

INTERPRETATION:

From the above table, it can be observed that the F-statistic is 1.715, and the corresponding p-value is 0.238. Since The p-value is higher than the standard significance level of 0.05. Therefore, we can conclude that the null hypothesis can be rejected, indicating that there are no statistically significant differences in willingness to pay a premium for sustainable marketing strategies based on occupation.

CHI-SQUARE

Comparison Between the Likelihood Of Being Switched To A Different Brand & Nature Of Occupation

	Very likely	Like ly	Neutr al	Unlike ly	Very unlikely	Tot al
Student	11	26	19	4	1	61
Employed	8	11	8	1	0	28
Unoccupie d	0	3	1	0	0	4
Business	24	13	3	1	0	41
Self-employe d	7	6	3	0	0	16
Total	50	59	34	6	1	150

X²	768.702864
df	16
p-value	2.9986E-153

INTERPRETATION:

The chi-square test was conducted to examine the association between occupation and Likert scale response categories. The observed and expected frequencies were analysed, resulting in a highly significant chi-square test statistic ($\chi^2 = 768.702864$) with 16 degrees of freedom. The

associated p-value, calculated at 2.9986E-153 (close to zero), provides robust evidence against the null hypothesis.

IX. KEY FINDINGS

- **Statistical Significance:** The low p-value indicates a highly significant association between occupation and Likert scale responses.
- **Rejection of Null Hypothesis:** Upon conducting a rigorous statistical analysis, we have successfully rejected the null hypothesis and established that the distribution of Likert scale responses exhibits significant variation across diverse occupational categories.
- **Practical Implications:** The findings imply that there are substantial variations in Likert scale responses among different occupational groups.

X. SUGGESTIONS

In today's ever-changing business landscape, companies need to focus on targeted marketing strategies that leverage demographic insights to tailor their approaches effectively. This approach can help them gain a better understanding of consumer behaviour, preferences, and needs. Additionally, there is a growing need for enhanced consumer education initiatives to raise awareness about sustainability and eco-friendly practices. These initiatives can empower consumers to make informed choices, leading to a positive impact on the environment. Recent research suggests companies that prioritize sustainability in their brand identity foster trust and loyalty among consumers. Such a positive perception is a result of a shared vision for a sustainable future. Therefore, collaborations with stakeholders and a commitment to transparency and accountability throughout supply chains are vital for driving meaningful change towards sustainability. To uphold a long-term commitment to sustainability, businesses must integrate it into their core values and strategies. This approach ensures consistency and credibility, which are essential for maintaining consumer trust. Finally, implementing these recommendations will enable businesses to navigate the dynamic landscape of sustainable marketing effectively while contributing to positive social and environmental impacts.

XI. CONCLUSION

The study has yielded comprehensive insights into consumer attitudes and behaviours concerning sustainable marketing strategies for non-durable consumer products. Through meticulous analysis, significant patterns and trends have been uncovered, allowing for a deeper understanding of

consumer preferences. The examination of demographic data unveiled key characteristics such as age distribution, gender representation, and educational backgrounds among respondents. Moreover, the exploration of associations between various factors, such as occupation and perceptions of sustainable options, provided valuable insights into consumer decision-making processes. These findings offer actionable recommendations for businesses aiming to tailor their marketing strategies and product offerings to meet consumer demands effectively. By leveraging these cognizances, companies can enhance their competitiveness while contributing to broader sustainability goals. Overall, this research enriches our understanding of sustainable marketing dynamics and offers practical guidance for businesses navigating this evolving landscape.

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