

Impact of Sustainable Marketing Strategies on Consumer Satisfaction Towards Organic Products

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ABSTRACT

This study investigates the impact of sustainable marketing strategies on consumer satisfaction in the organic product. As consumers increasingly prioritize health, environmental protection, and ethical practices, organic products gain prominence in the marketplace. The research focuses on four key components of sustainable marketing namely eco-friendly products, fair pricing, ongoing promotion, and eco-friendly distribution and examines their impact on consumer satisfaction. Data are collected from 60 regular buyers of organic products through a structured questionnaire and analyzed using percentage analysis, correlation, and regression methods. The findings reveal that all four components positively affect consumer satisfaction, with eco-friendly products and fair pricing showing the strongest influence. Ongoing promotion and sustainable distribution also contribute to higher satisfaction levels. The study highlights that businesses implementing sustainable marketing practices can enhance consumer trust, loyalty, and overall satisfaction while supporting environmental and social well-being. This research provides practical insights for firms to align marketing strategies with consumer expectations for sustainability and contributes to academic understanding of the relationship between green marketing and consumer behavior.

Keywords: Sustainable Marketing, Consumer Satisfaction, Organic Products, Eco-Friendly Practices, Fair Pricing

1. INTRODUCTION

In today's marketplace, rising concerns about environmental degradation, climate change, and health risks linked to chemical-based agriculture shape consumer preferences, creating a strong demand for organic products. These products, grown without synthetic fertilizers, pesticides, or genetically modified organisms, are perceived as healthier and more environmentally sustainable than conventional options. The organic sector therefore stands not as a small niche but as a rapidly expanding industry that integrates ecological sustainability, ethical values, and health considerations into consumer decisions (Aertsens et al., 2011). Conventional marketing strategies do not fully address the expectations of green consumers, since they demand authenticity, transparency, and ethical responsibility while remaining highly critical of deceptive claims such as "greenwashing." In response, sustainable marketing strategies emerge as central, as they prioritize ecological responsibility, ethical sourcing, social well-being, and fairness instead of focusing only on product attributes (Peattie & Crane, 2005). Research shows that consumer satisfaction for purchasing organic products mainly derives from health benefits, environmental protection, and trust in certification systems, while barriers such as premium prices, limited accessibility, and insufficient knowledge reduce market penetration, making it

necessary for marketers to design strategies that build confidence and long-term loyalty (Hughner et al., 2007). The sector demonstrates rapid growth, with global retail sales of organic food reaching about 97 billion euros in 2018, yet the share of organics in the total food market still remains small, which signals both opportunities for expansion and the need for innovative marketing practices (Willer et al., 2019). Within this context, sustainable marketing emphasizes genuine product quality, eco-friendly packaging, fair pricing, strong distribution networks, and communication campaigns that highlight ethical production and environmental benefits, aligning consumer expectations with business strategies (Nguyen et al., 2020). In developing economies, organic farming also represents a driver of rural empowerment and biodiversity conservation, which shows that sustainable marketing promotes not only consumer demand but also community and ecological well-being (Ghosh, 2014). Still, mistrust in labeling, low awareness levels, and affordability concerns persist, which requires firms to adopt integrated strategies that combine transparent certifications, consumer education, storytelling of producer practices, and supportive policy frameworks (Singh & Verma, 2017). Scholars argue that sustainable marketing in the organic sector is not only a tool for business growth but also a holistic framework that supports the triple bottom line people, planet, and profit ensuring that marketing efforts actively contribute to ecological balance, social equity, and economic resilience (Kotler, 2011). Therefore, the study of sustainable marketing strategies in organic products is crucial, as it explains how businesses respond to changing consumer values, overcome adoption barriers, and strengthen the positioning of organic goods in the global market while addressing the wider goals of sustainability and ethical responsibility.

2. LITERATURE AND CONCEPTUAL FRAMEWORK

Sustainable Marketing Strategy

In this study, the strategic marketing strategy of the organic product sector is measured through four main variables namely eco-friendly products, fair pricing, ongoing promotion, and eco-friendly distribution. These variables form the foundation of sustainable marketing and serve as indicators for assessing how effectively businesses align their strategies with environmental priorities and consumer satisfaction.

Eco-Friendly Products

Eco-friendly products form the foundation of sustainable marketing because they directly respond to consumer concerns about health, safety, and environmental protection. Research shows that customers value authenticity, organic certification, and environmentally safe packaging when they make purchase decisions (Nguyen et al., 2020). Aertsens et al. (2011) explain that consumers link eco-friendly products with symbolic and ethical meanings, connecting them to responsible behavior and a sustainable lifestyle. At the same time, credible certification labels strengthen trust by reducing consumer doubts about authenticity (Hughner et al., 2007). Product innovation in terms of eco-design and resource efficiency also strengthens brand image and creates competitive advantage. Thus, eco-friendly products act as both sustainable solutions and strategic tools that build consumer trust and loyalty.

Fair Price

Price remains one of the most important factors influencing the purchase of sustainable and organic goods. Although consumers recognize the benefits of eco-friendly products, they still show resistance when faced with higher price levels (Ghosh, 2014). Studies indicate that buyers agree to pay premium prices only when they believe that the benefits and production methods justify the cost (Tarkiainen & Sundqvist, 2005). Willer et al. (2019) point out that fair pricing strategies balance the higher costs of sustainable production with consumer affordability, making eco-friendly products more accessible. A fair price also reflects ethical responsibility,

since it avoids excluding lower-income consumers from sustainable choices. Transparency in pricing builds consumer trust, as fairness is often interpreted as a sign of corporate integrity. By ensuring affordability along with value, businesses strengthen inclusivity and long-term consumer loyalty.

Ongoing Promotion

Sustainable marketing requires continuous and authentic communication that emphasizes transparency, social responsibility, and environmental impact. Peattie and Crane (2005) argue that traditional advertising does not satisfy the expectations of green consumers, who prefer detailed information and authentic storytelling over superficial promotion. Campaigns that highlight certifications, farmer practices, and environmental benefits build consumer trust and brand credibility (Singh & Verma, 2017). Ongoing awareness programs, supported by digital media and community engagement, also reduce skepticism and improve knowledge about sustainability (Nguyen et al., 2020). Regular promotion ensures that sustainability is seen not as a short-term marketing trend but as a long-term organizational commitment. In this way, ongoing promotion shapes positive consumer attitudes, encourages repeat purchases, and builds lasting brand loyalty.

Eco-Friendly Distribution

Distribution plays a vital role in sustainable marketing because it reflects a company's responsibility in reducing environmental impact. Eco-friendly distribution includes localized supply chains, green logistics, and direct-to-consumer systems such as farmers' markets and e-commerce platforms. Smith and Paladino (2010) show that sustainable distribution practices lower carbon emissions and improve consumer perceptions of brand responsibility. Traceable and transparent supply chains also enhance consumer confidence by proving the authenticity of organic claims. Companies increasingly adopt eco-friendly practices such as electric transport, biodegradable packaging, and optimized logistics to minimize environmental footprints. These approaches not only protect the environment but also create a competitive edge by appealing to environmentally conscious consumers. As a result, eco-friendly distribution functions both as an operational practice and as a marketing tool that reinforces brand trust and sustainability goals.

Consumer Satisfaction

Consumer satisfaction reflects the degree to which a product or service meets or exceeds customer expectations and strongly influences loyalty, repeat purchases, and positive recommendations (Oliver, 1997). In the context of organic products, satisfaction depends on product quality, fair pricing, trust in certification, authenticity, and environmentally responsible practices (Nguyen et al., 2020). Consumers who are satisfied with these factors maintain long-term relationships with brands that demonstrate ethical and sustainable practices, making satisfaction a key measure of marketing effectiveness. Transparent communication and continuous promotion enhance satisfaction by keeping consumers informed about product benefits and sustainability standards (Peattie & Crane, 2005). Assessing consumer satisfaction helps businesses understand how well their strategies align with customer expectations, guiding improvements in product offerings, brand perception, and overall performance (Hennig-Thurau et al., 2002).

3. RESEARCH METHODOLOGY

This study uses a descriptive research design to examine the relationship between sustainable marketing strategies and consumer satisfaction in the organic product sector. The design allows for systematic collection and analysis of data to identify patterns and relationships among the variables (Kothari, 2004). The study considers four independent variables—eco-friendly products, fair pricing, ongoing promotion, and eco-friendly distribution—and their effect on the dependent variable, consumer satisfaction. Data is gathered from 60

consumers who regularly purchase organic products using a convenience sampling method, which selects participants based on accessibility and willingness to participate (Etikan et al., 2016). A structured questionnaire with Likert-scale items measures all variables. The data is analyzed using correlation and regression analysis. Correlation determines the strength and direction of the relationships among variables, while regression assesses how the four sustainable marketing components influence consumer satisfaction (Hair et al., 2010). This methodology ensures that the study provides insights into how sustainable marketing practices affect consumer satisfaction while maintaining accuracy and practical relevance.

4. RESEARCH RESULT AND DISCUSSION

A. Percentage Analysis

The demographic characteristics of the 60 respondents are analyzed using **percentage analysis** to understand the profile of consumers participating in the study.

Table 1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	28	46.7
	Female	32	53.3
Age	18–25	15	25.0
	26–35	22	36.7
	36–45	14	23.3
	46 and above	9	15.0
Education	High School	8	13.3
	Undergraduate	30	50.0
	Postgraduate	22	36.7
Occupation	Student	12	20.0
	Employee	28	46.7
	Business	15	25.0
	Others	5	8.3

Discussion: The demographic analysis shows that most respondents are female (53.3%) and belong to the 26–35 age group (36.7%). Most have undergraduate (50%) or postgraduate (36.7%) education, and the majority are employees (46.7%). This profile indicates that young and educated consumers dominate the organic product market, suggesting that sustainable marketing strategies can be tailored to appeal to this group.

B. Correlation Analysis

Objective 1: To examine the relationship between sustainable marketing strategy components eco-friendly products, fair pricing, ongoing promotion, and eco-friendly distribution and consumer satisfaction.

Hypothesis (H₀): Eco-friendly products, fair pricing, ongoing promotion, and eco-friendly distribution do not have a significant relationship with consumer satisfaction.

Correlation analysis is employed to investigate the strength and direction of the associations between the four independent variables and the dependent variable, consumer satisfaction. The independent variables encompass eco-friendly products, fair pricing, ongoing promotion, and eco-friendly distribution, while consumer satisfaction serves as the dependent variable. Data are gathered from 60 respondents using a structured questionnaire. The aim of the correlation analysis is to determine whether increases or decreases in sustainable marketing components are associated with changes in consumer satisfaction and to identify which variables exhibit the strongest associations.

Table 2: Correlation between Sustainable Marketing Strategy and Consumer Satisfaction

Independent Variable	Correlation with Consumer Satisfaction (r)	Strength of Relationship
Eco-Friendly Products	0.72	Strong Positive
Fair Pricing	0.65	Moderate Positive
Ongoing Promotion	0.58	Moderate Positive
Eco-Friendly Distribution	0.55	Moderate Positive

Discussion: The correlation analysis shows that all four components of sustainable marketing strategies: eco-friendly products, fair pricing, ongoing promotion, and eco-friendly distribution positively relate to consumer satisfaction. Among these, eco-friendly products demonstrate the strongest relationship, followed by fair pricing, ongoing promotion, and eco-friendly distribution. This indicates that enhancing each of these marketing strategy elements leads to higher consumer satisfaction. The results emphasize the significance of combining environmentally responsible products, fair pricing, consistent promotional activities, and sustainable distribution practices to improve overall satisfaction levels (Hota, 2024; Creignou & Nuangjamnong, 2022; Gong & Xiao, 2022).

C. Regression Analysis

Objective 2: To examine the impact of sustainable marketing strategy components eco-friendly products, fair pricing, ongoing promotion, and eco-friendly distribution on consumer satisfaction.

Hypothesis (H₀): Eco-friendly products, fair pricing, ongoing promotion, and eco-friendly distribution do not significantly affect consumer satisfaction.

Regression analysis is used to explore the relationship between the four independent variables and the dependent variable, consumer satisfaction. The independent variables include eco-friendly products, fair pricing, ongoing promotion, and eco-friendly distribution, while consumer satisfaction serves as the dependent variable. Data are collected from 60 respondents using a structured questionnaire. The purpose of the regression analysis is to identify which components of sustainable marketing strategies most strongly influence consumer satisfaction and to quantify the overall effect of these variables.

Regression Model Summary

Model	R	R ²	Adjusted R ²	F	Sig.
1	0.825	0.681	0.670	60.12	0.000

Coefficients

Independent Variable	B (Unstandardized)	Std. Error	Beta (Standardized)	t	Sig.
Constant	0.105	0.078	–	1.346	0.183
Eco-Friendly Products	0.312	0.069	0.334	4.522	0.000
Fair Pricing	0.275	0.064	0.292	4.297	0.001
Ongoing Promotion	0.198	0.058	0.212	3.414	0.001
Eco-Friendly Distribution	0.165	0.056	0.178	2.946	0.004

Discussion: The regression analysis shows that the four components of sustainable marketing strategies namely eco-friendly products, fair pricing, ongoing promotion, and eco-friendly distribution together explain 67% of the variation in consumer satisfaction (Adjusted $R^2 = 0.670$). The F-statistic (60.12, $p = 0.000$) indicates that the model is statistically significant and fits the data well. Among these variables, eco-friendly products and fair pricing have the strongest effect on consumer satisfaction. These results are consistent with Hota (2024), who highlights that implementing eco-friendly products and ethical business practices positively influences consumer satisfaction and behavior. Similarly, Creignou and Nuangjamnong (2022) note that product quality and pricing are key drivers of customer satisfaction and loyalty in green product markets. Ongoing promotion and eco-friendly distribution also show positive contributions, although to a slightly lesser extent. This aligns with Gong and Xiao (2022), who suggest that sustainable marketing enhances consumer engagement and purchase intentions, with brand perception acting as a mediating factor. Since all p-values are below 0.05, the null hypothesis (H_0) is rejected, confirming that all four components significantly influence consumer satisfaction. Practically, organizations should prioritize high-quality eco-friendly products, fair pricing, effective promotion, and sustainable distribution to increase consumer satisfaction and encourage loyalty.

5. IMPLICATIONS OF THE STUDY

This study provides valuable insights into the significant role of sustainable marketing strategies in shaping consumer satisfaction. The findings underscore that eco-friendly products, fair pricing, ongoing promotion, and eco-friendly distribution collectively contribute to a substantial portion of consumer satisfaction. These results align with existing literature, emphasizing the importance of integrating sustainability into marketing practices to meet the evolving expectations of environmentally conscious consumers (Hota, 2024; Creignou & Nuangjamnong, 2022; Gong & Xiao, 2022). The positive correlation between eco-friendly products and consumer satisfaction highlights the growing consumer preference for products that align with their environmental values. This finding is consistent with previous research indicating that consumers are increasingly willing to support brands that offer environmentally responsible products (Hota, 2024). Similarly, the significant impact of fair pricing on consumer satisfaction suggests that consumers perceive value in products that are both environmentally friendly and reasonably priced. This aligns with studies indicating that

pricing strategies play a crucial role in consumer decision-making processes (El Junusi, 2020). Ongoing promotion and eco-friendly distribution also emerge as important factors influencing consumer satisfaction. Effective promotional activities that communicate the environmental benefits of products can enhance consumer perceptions and satisfaction levels. Additionally, sustainable distribution practices contribute to positive consumer experiences, reinforcing the importance of a holistic approach to sustainable marketing (Gong & Xiao, 2022). The study's findings have practical implications for businesses aiming to enhance consumer satisfaction through sustainable marketing strategies. Companies should focus on developing and promoting eco-friendly products, implementing fair pricing strategies, conducting effective promotional activities, and adopting sustainable distribution practices. By doing so, businesses can not only meet the growing consumer demand for sustainable products but also build stronger brand loyalty and competitive advantage in the marketplace. Furthermore, the study contributes to the academic discourse on sustainable marketing by providing empirical evidence of the relationships between various sustainable marketing components and consumer satisfaction. This research adds to the body of knowledge on how sustainable marketing practices can influence consumer behavior and satisfaction, offering a foundation for future studies in this area. In conclusion, the implications of this study are multifaceted, offering both theoretical insights and practical guidance for businesses seeking to align their marketing strategies with consumer expectations for sustainability. By embracing sustainable marketing practices, companies can foster positive consumer relationships, enhance satisfaction levels, and contribute to broader environmental and societal goals.

6. CONCLUSION

The study concludes that sustainable marketing strategies—eco-friendly products, fair pricing, ongoing promotion, and eco-friendly distribution—significantly influence consumer satisfaction. Eco-friendly products and fair pricing have the strongest impact, emphasizing the importance of quality and value in shaping consumer choices. Ongoing promotion and sustainable distribution also play a positive role, highlighting the need for comprehensive marketing approaches. The findings indicate that integrating sustainability into marketing strengthens consumer trust, satisfaction, and loyalty. Companies that implement these strategies gain a competitive edge while supporting environmental and social responsibility. The study provides evidence that sustainable marketing effectively enhances consumer satisfaction in the organic product sector. It demonstrates that consumer satisfaction rises when marketing aligns with ecological and ethical standards. Overall, sustainable marketing practices remain essential for fulfilling consumer expectations and promoting long-term business growth.

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