



Influence of Customer Integrity and context of Sustainable Marketing Strategies in Tamil Nadu

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Abstract. This study aims to explore the causal relationship between various facets of customer authenticity and a long-term marketing approach in Tamil Nadu. Employing a quantitative approach, the research conducted a structured survey among 286 participants across Tamil Nadu who engages with environmentally friendly products marketed through ethical strategies. The sample population was intentionally chosen through judgment sampling, a non-random method, due to the impractical size of the overall population. Statistical analyses, including f-tests, chi-square tests, and regression, were performed using SPSS on the collected data. The results underscore a significant impact of consumers' demographic characteristics on their integrity concerning sustainable marketing strategies.

Keywords: Customer, sustainable, Marketing strategy, Consumers, Integrity.

1 Introduction

These days' consumers care about their favourite brands more than ever before, and they want to know everything they can about the positive social and economic impact their purchases are having on the companies they support. This is more applicable today than ever before. These days, consumers look to a company's fiscal, social, and environmental responsibility to assess whether or not they can trust its products or services. When the firm's marketing communications highlight its efforts to improve its environmental and social effect, it will be able to differentiate itself from its rivals and establish a more significant place in the minds and hearts of all of its stakeholders. This will help the company achieve greater success.

According to the principles of marketing, products and services must be developed with the customer's needs and wants in mind at all times. This means that companies can't even think about producing items or running ads until they know exactly who will be interested in them and why. It is incumbent upon them to ensure that

their knowledge, abilities, and assets meet the needs of a certain clientele. It is always advisable to focus on the customer first in any marketing endeavor. The acquisition and continued fulfillment of a loyal customer base should be among the major aims of any successful marketing operation. In the long term, marketers may increase customer loyalty by giving their consumers more satisfaction via providing unique products and superior service. It is possible for the marketing process to be transformed from an activity that is based on transactions into an activity that is based on transformations, which will ultimately result in a connection that is maintained over the long term if the business or brand is successful in using this strategy to establish a strong relationship with its customers.

1.1 Strategies for Long-Term Marketing Success

Marketers with a sustainable mindset play a key role in boosting an organization's profitability and gaining a competitive advantage. Their unique ability to understand the bigger picture allows them to customize services, create market programs, and integrate systems based on customer needs. This approach extends to developing new products tailored for the target audience. Clear communication about cost savings or added value is crucial to attract customers. Distributors also need to demonstrate how their offerings benefit customers. Collaboration between marketers and businesses is essential for sustained cost savings and revenue growth. Long-term success involves working closely with consumers to document outcomes and utilizing this information to enhance customer value models, develop case histories, and improve the product's image. The precision and timeliness of delivering customer value propositions are highlighted as critical factors for the success of sustainable organizations and business strategies.

1.2 Honesty and Values for Customers

Indian businesses emphasize integrating client value propositions into their strategies, recognizing their role in innovation and corporate performance. It's crucial for both management and divisions to ensure alignment with Indian consumer preferences. Overcoming challenges in promoting environmentally friendly products necessitates a shift in consumer habits. Organizations practicing "sustainable marketing" now recognize the need to educate consumers on proper product use and disposal, going beyond merely reducing resource usage. Product design, often overlooked, significantly influences environmental impact, encompassing material selection, energy consumption, recyclability, and lifespan. Leveraging demand forecasting with a four-step framework enhances strategic decision-making and fosters consensus. Long-term strategies may face challenges, requiring careful consideration of market adoption rates and factors influenced by major political, economic, or technological changes. Managers using this framework enhance their ability to identify market discontinuities, make informed investments, and compete effectively by aligning strategies with client needs.

2 Review of Literature

[1] The green marketing evolution has been started the early 1990s, it offering critical analysis of theory as well as practice to understand the marketing discipline also it contribute to increased sustainability. Drawing inspiration from the foundational work "Has advertising failed, or was it never truly tried" from 1985, research scrutinizes environmentally friendly marketing over the past fifteen years, seeking to identify instances of "false marketing" that hinder progress. The examination categorizes five types of green marketing—green whirling around, greener marketing, green picking, enviropreneur marketing, and compliance marketing—highlighting nuances and shortcomings in the pursuit of higher levels of sustainability.

[2] Eco-marketers must strategically position their environmentally friendly products to appeal to consumers with ethical and environmental considerations. Given the ethical complexities in environmental marketing, businesses aim to attract both environmentally conscious customers and those evaluating natural products alongside conventional ones. Consequently, eco-marketing shapes a multifaceted ethical identity for the environmentally conscious consumer, prompting businesses to incorporate eco-friendly elements into their products for broader appeal.

[3] Both Muslim and non-Muslim customers exhibit a growing interest in products aligning with Islamic Shariah principles. The satisfied customers often contribute to positive awareness through their recommendations and reviews. The effective marketing strategies will lead to increased satisfaction by setting accurate expectations. The awareness and customer satisfaction need continuous monitoring and adjustment based on customer preferences and changing market conditions.

[4] The study aimed to explore factors influencing environmentally conscious purchases among Hong Kong youth, surveying 6,010 teenagers through multi-stage random sampling. Questions encompassed eco-friendly habits, attitudes, perceptions of environmental issues, personal greening efforts, social and peer pressure, and self-worth in environmental protection. Social influence emerged as the primary predictor of green purchasing behaviour among the respondents.

[5] Despite the constant grumblings from inside companies that environmental management is not being adopted quickly enough, it is important to recall the remarkable speed with which industry in practically

the entire industrialized world has taken up environmental challenges. Although environmental accounting is (still) in its infancy, after barely five years practically all enterprises claiming to be among the "great and the good" have started to produce an account of their environmental consequences. Businesses today have the additional issue of answering questions regarding the extent to which they contribute to societal well-being.

[6] This study reveals the marketing strategies of green marketing, the regular customer feedback from satisfaction surveys will help the companies to improve the marketing strategies. Market awareness insights can guide improvements in products or services to enhance satisfaction. The study's findings led to several recommendations for green marketing in manufacturing, including that companies take an entrepreneur and compliance marketing approach to green marketing in order to provide ecological products that don't harm the environment.

[7] The report indicates that Jordanian consumers were environmentally sensitive in general, and that their awareness of environmental concerns was above average. But this eco-friendly outlook wasn't enough to get people to actually purchase green items, probably because of things like brand loyalty and doubts about the veracity of "green" promises. The study envisions that these initiatives will, over time, foster a culture of environmentally conscious consumption.

[8] When a business prioritizes sustainability in its advertising, it benefits in several ways, including with consumers, investors, and society at large. If done well, green marketing may strengthen the connection people feel with their favorite businesses. A company's stock price and revenue both stand to benefit from being seen as environmentally responsible. There's some evidence that showing concern for the environment might boost customer interest in a brand or product. Environmental friendliness has clear advantages when used to consumer marketing, but it also comes with major concerns.

[8] They examined, customer satisfaction and awareness are interlinked aspects in green marketing that require ongoing attention and strategic management for a business to succeed in a competitive environment. The green marketing positively impacts green trust, attitude loyalty, and word of mouth. Findings suggest that environmentally friendly marketing significantly influences customer recommendations to potential clients, emphasizing the importance of customer loyalty in building

trust and indirect connections through word of mouth. Executives can leverage these insights for both theoretical and managerial applications. [10] The 'beyond petroleum' ad campaign for BP employed an image orientation structure to transform the company's reputation from that of a crude oil producer into that of an energy solution provider. The group's overall impression of BP improved as a result of the company's green advertising strategy. The findings were then utilized as evidence to support established hypotheses about green advertising. According to the report, BP's new advertising approach is most in line with modern ideas regarding green advertising. Future firms that care about sustainable communication and sustainable consumption may benefit from the results.

2.1 Research Gap

Few studies globally, particularly in India and specifically in Tamil Nadu, examine the holistic impact of eco-friendly advertising on customer behavior. Existing research, predominantly in the US and Europe, primarily focuses on consumer trust, with limited attention to Asian nations. While numerous studies in India explore eco-friendly products, they often center on service and store quality or consumer perspectives on the product selection process. Research on honest consumers is prevalent but usually limited to specific product categories or long-term marketing strategies. Scarce attention has been given to customer loyalty, especially in developing cities, with minimal exploration of individual customer perspectives. Overall, literature on consumer integrity concerning sustainable marketing strategies in Tamil Nadu remains insufficient.

2.2 Statement of the Problem

Traditional marketing, while prioritizing client needs, led to excessive resource use and environmental harm due to consumers' uninformed decisions. To address this, contemporary corporate oversight emphasizes sustainability and consumer integrity. In India's expanding market, the widespread consumption of products with green marketing concepts poses challenges to both health and the environment. Stores responded by introducing greener products and marketing strategies to meet consumer demands. This research explores how elements of sus-

tainable marketing influence consumer trust in a brand amid growing environmental concerns.

2.3 Research Questions

- What are the impacts of demographics on the dimensions of customer's integrity towards the sustainable marketing strategy in Tamil Nadu?
- What are the underlying relationship among the variables of customer integrity and sustainable marketing strategy?

2.4 Significance of the Study

Sustainable marketing is seen as a way for companies to boost profits and cut operational costs. Consumers are ready to pay more for eco-friendly products, understanding that corporations share responsibility for environmental issues. By reevaluating manufacturing methods, companies can reduce waste and create more efficient processes, often repurposing waste as a new input. Businesses are now expected to act responsibly in society, experimenting with waste disposal and recycling to make a positive impact. Sustainable marketing is crucial for companies to stand out in the Indian market, prompting many, including multinational companies, to adopt socially conscious practices. This study explore the causal connection between customer integrity and the responsible promotion of green products, providing valuable insights into long-term marketing approaches.

2.5 Objectives of the Study

- To measure the impacts of demographics variables and dimensions of customer's integrity towards the sustainable marketing strategy in Tamil Nadu
- To investigate the link between various aspects of consumer integrity and long-term success in advertising.

3 Research Methodology

This section outlines the reasoning behind the conventional processes employed in researching a problem, often referred to as "research methodology." Employing a systematic research methodology is crucial

for elevating the study to the level of scientific inquiry. The innovation of a study lies in how it differs in data gathering and analysis from the previous research, while its value is determined by how well it aligns with research objectives. Researchers must tailor the methodology to the specific topic, and its applicability may vary across different issues. The section then details the approach for achieving the study's objectives through data collection, assembly, analysis, and interpretation. Research designs are chosen based on objectives, philosophies, methods, and strategies. In this quantitative study, data was collected from 286 individuals in Tamil Nadu using a well-structured questionnaire on green products marketed sustainably. Judgment sampling, a non-random method, was employed due to the population's indefinite size. Data analysis involved SPSS and AMOS, employing chi-square tests, ANOVA, and regression analysis.

3.1 Analysis and Interpretations

In this section, research delves into the results of the statistical analysis conducted on the acquired data, presenting and explaining the study's findings. The use of factor analysis helps identify the factors with the most significant relationship to a particular element and eliminates those with inadequate connections to other items. The analysis and findings are detailed, utilizing the statistical tools outlined in the methodology section. The following outcomes were revealed through exploratory factor analysis:

3.2 Relationship between Demographic Impacts on Dimensions of Consumer Integrity

The opinion towards consumer integrity on sustainable marketing strategy are measured using consumers' opinions which are compared with the demographic variables. This will help to understand the impacts created by the socio-economic impact of the consumer background on sustainable marketing practices. The following presents the results of the comparison

H_0 : There is no association between demographic impacts on dimensions of consumers' integrity

H_1 : There is an association between demographic impacts on dimensions of consumers' integrity.

Table -1
Demographic Impacts on Dimensions of Consumer Integrity

S. No	Variable in Comparisons	Variable in Comparisons	F-Value	Sig Value
F-Test				
1.	<i>Income</i>	<i>Enhancing Sustainable thoughts</i>	6.099	0.004**
2.	<i>Occupation</i>	<i>Building of Consumer Loyalty</i>	1.152	0.001**
3.	<i>Educational Qualification</i>	<i>Reduced effects on green values</i>	3.126	0.006**
Chi- Square Value				
4.	<i>Gender</i>	<i>Process of Minimizing impacts on environment based on green consumption</i>	5.224	0.353
5.	<i>Marital Status</i>	<i>Heightened product satisfaction among the consumers</i>	4.215	<0.001**
6.	<i>Age Group</i>	<i>Shared raise of goodwill among consumers</i>	1.209	0.002**

(Source: Primary Data; ** - validates relationship @ 1 % level & * - validates relationship @ 5 % level)

The hypothesis testing using one-way ANOVA indicates that the annual income among different demographic variables significantly affects consumer integrity based on sustainable marketing practices. The assessment of consumer integrity is notably influenced by the socio-economic position of consumers. Opinions on consumer integrity in sustainable marketing show significant differences across demographic categories, as indicated by the rejection of the hypothesis. Income, occupation, education, gender, and age group significantly influence consumer integrity dimensions, impacting the effectiveness of sustainable marketing strategies. The null hypothesis is consistently rejected, underscoring the impact of socio-economic variables on sustainable marketing strategies.

3.3 Cause and Effect Relationship – Impacts of Advertising and Influence of Demographic Variables on Consumer Integrity

The impacts of consumer integrity can be influenced by various factors which is analysed from the views of consumers. The various influence of demographic variables can be analysed from opinions gathered using the data collection instrument. The following uses a multiple regression model to analyse the impacts caused by the independent variable on consumer integrity.

Table – 2
Model Summary- Impacts of Advertising and Influence of Demographic Variables on Consumer Integrity

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.785	0.625	0.567	1.09564	1.160	26.440	6	280	<0.001	1.246

The phenomenon of auto- among the residuals is rejected by the durbin Watson's statistics since it is below the critical level. According to the coefficient of determination (R), the independent factors may predict the dependent parameter of consumers' trustworthiness 79% of the time. Residual statistics demonstrate the model's high degree of dependability.

Table – 3
Model Summary- ANOVA- Impacts of Advertising and Influence of Demographic Variables on Consumer Integrity

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	324.126	6	54.021	11.677	<0.001**
Residual	1295.326	280	4.626		
Total	1619.254	286			

Dependent Variable: Consumer Integrity

The p-value from the ANOVA testing determines whether or not the model is appropriate for use, and this decision is dependent on whether or not the link between the variables of demographic characteristics and advertising on consumer integrity leads to sustainable marketing tactics.

Table – 4
Model Summary- Co-efficients- Impacts of Advertising and Influence of Demographic Variables on Consumer Integrity

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	65.124	0.045		95.235	0.000*		
Income	3.451	0.045	0.034	1.049	0.046*	1.000	1.000
Age	2.131	0.045	0.024	0.733	0.003*	1.000	1.000
Occupation	1.089	0.045	0.298	9.075	0.000*	1.000	1.000
Educational Qualification	1.596	0.045	0.380	11.566	0.001*	1.000	1.000
Gender	0.645	0.045	0.452	5.462	0.004*	1.000	1.000
Advertising	3.142	0.045	0.325	4.231	0.006*	1.000	1.000

a. Dependent Variable: High Usage of Mobile Wallet

The regression equation has the following representation.

- Consumer Integrity =
 65.124 -
 3.451 (*Income*) +

$$\begin{aligned}
 &2.131 \text{ (Age) +} \\
 &1.089 \text{ (Occupation) +} \\
 &1.596 \text{ (Educational Qualification)} \\
 &+ \\
 &0.645 \text{ (Gender)} \\
 &3.142 \text{ (Advertising)}
 \end{aligned}$$

According to the beta coefficients of the model, all of these obstructive elements are having a substantial influence on the consumer's integrity when it comes to sustainable marketing tactics. Consumer integrity may be significantly impacted by demographic factors such as income, age, employment, educational qualification, gender, and advertising. These factors are crucial because of their critical significance. The results of the regression analysis strongly reverberate and support the influence of the limiting variables.

4 Summary and Conclusion

Consumer integrity, driven by various factors, plays a vital role in fostering customer loyalty and expanding a product's market share. Sustainable marketing tactics are significantly shaping consumer integrity, with key aspects such as enhancing sustainable thoughts, building loyalty, minimizing impacts on green values, reducing environmental effects through green consumption, and fostering goodwill. Customer satisfaction is the level of happiness that customers experience with a product, service, or interaction with a business. Satisfied customers are more likely to become repeat customers and brand advocates. Customer trustworthiness elevates product standards, leading to positive reviews and post-purchase satisfaction, which, in turn, drives substantial advertising among new consumers.

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