



# Exploring How Consumers In Dakshina Kannada Perceive And Value Sustainability Practices In Businesses And Their Impact On Satisfaction

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## ABSTRACT

This study examines the influence of green product awareness (GPA), perceived corporate social responsibility (CSR), and price sensitivity (PS) on consumer satisfaction (CS) with sustainable products among Indian consumers. Data collected from 200 respondents through a questionnaire survey, using a 5-point Likert scale, were analyzed using structural equation modeling (SEM), yielding nuanced insights. Contrary to expectations, while indirect effects suggested a positive relationship between GPA and CS mediated by perceived value (PV), direct effects were statistically insignificant. Similarly, perceived CSR did not exhibit a significant direct or indirect impact on CS. Surprisingly, the hypothesis positing that higher income and education levels correlate with lower price sensitivity was not supported. The study highlights the importance of prioritizing perceived value over mere GPA or CSR to enhance consumer satisfaction effectively. Furthermore, recognizing the intricate interplay between income/education levels and price sensitivity can assist businesses in crafting tailored marketing approaches for sustainable products. Major suggestions include focusing on enhancing perceived value, reevaluating CSR strategies to align with consumer expectations, and exploring other factors influencing price sensitivity. These insights offer valuable implications for understanding consumer behaviour in the Indian market and provide actionable recommendations for businesses seeking to promote sustainability and elevate consumer satisfaction.

**Keywords:** Sustainable consumption, Consumer preferences, green product awareness, Corporate social responsibility, Price Sensitivity

## INTRODUCTION:

In recent years, the discourse surrounding sustainability has gained significant traction globally, mirroring growing apprehensions about environmental degradation and the imperative for responsible consumption practices (Reisch et al., 2020). This surge in environmental consciousness is palpable in India as well, where concerns about pollution, resource depletion, and climate change have become increasingly salient (Goyal & Rahman, 2020). Consequently, businesses in India are facing mounting pressure to embrace sustainable practices and offer eco-friendly products to cater to the evolving preferences of conscientious consumers (Karmakar et al., 2020). This research endeavours to delve into the intricate dynamics between green product awareness (GPA), perceived corporate social responsibility (CSR), Price Sensitivity (PS), and consumer satisfaction (CS) within the Indian context. With the proliferation of eco-conscious initiatives and the ascent of corporate sustainability as a strategic imperative, it is imperative to scrutinize how these factors interplay and impact consumer behaviour in the Indian market (Chatterjee & Srivastava, 2019).

Employing a quantitative research framework, this study employs simple random sampling to enlist 200 respondents from the Indian populace. Data is acquired through a meticulously structured questionnaire survey, featuring items meticulously designed to gauge GPA, CSR, PS, perceived value (PV), trust in brands (TiB), and CS, all evaluated on a 5-point Likert scale. Statistical analyses, inclusive of mediation examinations, are then conducted to discern the indirect effects of GPA, CSR, and PS on CS through intermediary variables (PV, TiB) within the Indian consumer landscape (Malhotra et al., 2018).

By elucidating the mechanisms underpinning Indian consumer preferences for sustainable products, this research endeavours to make substantive contributions to both theoretical frameworks and practical applications. Insight into the drivers of sustainable consumption behaviour can equip Indian businesses and policymakers with invaluable guidance to craft efficacious strategies for promoting eco-friendly products and augmenting consumer satisfaction (Srinivasan & Kumar, 2019). Furthermore, the findings hold the potential to illuminate the role of education and income levels in shaping Indian consumer perceptions and fostering a proclivity to pay a premium for sustainable products. In the ensuing sections, a comprehensive analysis of the data ensues, elucidating mediation effects, direct relationships, and total effects, thereby furnishing profound insights into the dynamics of sustainable consumption behaviour and its ramifications for Indian businesses and policymakers.

## RESEARCH PROBLEM STATEMENT:

The escalating importance of sustainability practices in businesses necessitates an in-depth exploration of consumer perceptions and valuations in Dakshina Kannada, India. The study seeks to understand the relationships between green product awareness (GPA), corporate social responsibility (CSR) initiatives, price sensitivity, perceived value, trust in the brand, and consumer satisfaction. In this context, it is imperative to investigate how these variables interplay within the local consumer landscape.

**Research questions:**

- To what extent are consumers in Dakshina Kannada aware of environmentally friendly and sustainable products offered by local businesses
- How does the level of green product awareness influence the purchasing preferences and choices of consumers in the region?
- What is the perceived level of commitment to CSR initiatives by businesses in Dakshina Kannada among consumers?
- How do consumers perceive the impact of CSR initiatives on a business's overall image and responsibility?
- Are consumers in Dakshina Kannada willing to pay a premium for products with strong sustainability practices?
- How does price sensitivity vary based on demographic factors such as income and education in the region?

By addressing these three central questions, the study aims to unravel the complex relationships between consumer perceptions, business sustainability practices, and ensuing satisfaction in Dakshina Kannada. The chosen questions encapsulate the core aspects of green product awareness, CSR initiatives, and price sensitivity while setting the stage for a comprehensive exploration of consumer behaviour and satisfaction in the local context.

**RESEARCH OBJECTIVES:**

1. Examine the influence of green product awareness on consumers' purchasing preferences and choices in the region.
2. Investigate the perceived level of commitment to CSR initiatives by businesses in Dakshina Kannada among consumers.
3. Explore how consumers perceive the impact of CSR initiatives on the overall image and responsibility of businesses in the region.
4. Determine the willingness of consumers in Dakshina Kannada to pay a premium for products with strong sustainability practices.
5. Analyze the variation in price sensitivity based on demographic factors such as income and education in the local consumer base.

**HYPOTHESES:**

**H1:** There is a positive correlation between the level of green product awareness among consumers in Dakshina Kannada and their purchasing preferences, indicating that higher awareness leads to increased preference for sustainable products.

**H2:** Businesses in Dakshina Kannada that are perceived as having a higher commitment to CSR initiatives will be associated with more positive consumer perceptions regarding the overall image and responsibility of the business.

**H3:** Consumers in Dakshina Kannada with higher income and education levels will exhibit a lower level of price sensitivity, indicating a greater willingness to pay a premium for products with strong sustainability practices.

## REVIEW OF LITERATURE

**Singh and Verma (2022)** propose an integrated approach to sustainable marketing, considering environmental, social, and economic dimensions. Their research suggests that such an approach contributes to a more holistic understanding of sustainability in business-consumer relationships.

**Smith et al. (2021)** highlight the critical role of consumer awareness in the success of sustainable business practices. Their study indicates that higher levels of green product awareness positively influence consumer preferences and choices, fostering a sustainable market.

**Jones and Kumar (2020)** explore the perceived value of environmentally friendly products, a crucial factor in consumer decision-making. Their research highlights that consumers assess the overall value they receive from green products, considering not only environmental benefits but also product quality and functionality.

**Brown et al. (2020)** reveal a positive relationship between sustainability practices and consumer satisfaction. Their research suggests that businesses prioritizing sustainability are more likely to achieve higher levels of consumer satisfaction.

**Brown and Robinson (2019)** delve into the significance of CSR initiatives in shaping consumer perceptions and attitudes toward businesses. Their findings suggest that businesses actively engaged in social and environmental responsibilities enhance their overall image and elicit positive consumer responses.

**Kumar and Rao (2019)** emphasize the importance of understanding the local context in shaping consumer perceptions of sustainability in Dakshina Kannada. Their study highlights cultural, economic, and regional factors influencing the effectiveness of sustainable business practices.

**Gupta and Sharma (2018)** emphasize the importance of trust in a brand's commitment to sustainability as a key element in consumer behaviour. Their study suggests that consumers are more likely to support and be satisfied with businesses they trust to uphold social and environmental responsibilities.

**Raj and Patel (2018)** discuss the challenges businesses face in implementing and communicating sustainable practices effectively. Overcoming these challenges is crucial for businesses seeking to align with consumer expectations.

**Lee and Chang (2017)** examine the intersection of price sensitivity and sustainable consumption. Their research indicates that consumers' willingness to pay a premium for sustainable products is influenced by factors such as income and education, revealing economic considerations in sustainable choices.

**Miller and Johnson (2016)** investigate the impact of demographic factors on price sensitivity. Their findings indicate that income and education levels are key variables influencing consumers' sensitivity to the prices of sustainable products.

## RESEARCH GAP

The research gap in the study is evident in the limited exploration of consumer perceptions in local contexts like Dakshina Kannada. Existing literature lacks specificity in understanding how demographic factors influence sustainable consumption in this region. The incomplete examination of perceived value for environmentally friendly products and the separation of green product awareness and CSR initiatives highlight gaps in the current understanding. Additionally, the literature reveals a scarcity of studies on building consumer trust in sustainable brands and the challenges faced by businesses in Dakshina Kannada in implementing sustainable practices. Finally, the proposed integrated approach to sustainable marketing lacks detailed exploration and practical application examples. Closing these gaps will provide valuable insights for local businesses and academia.

## CONCEPTUAL FRAMEWORK

This conceptual framework endeavours to untangle the intricate connections between consumer perceptions, sustainable business practices, and overall satisfaction within Dakshina Kannada. Guided by the identified research gaps and objectives, the framework integrates critical variables, such as green product awareness (GPA), corporate social responsibility (CSR) initiatives, price sensitivity, perceived value, trust in the brand, and consumer satisfaction.

**1. Green Product Awareness (GPA):** At the heart of the framework is green product awareness, denoting the degree to which consumers in Dakshina Kannada are aware of environmentally friendly products (Smith et al., 2021). The hypothesis asserts that heightened GPA positively influences consumer preferences and choices, shaping a positive attitude toward sustainable products.

**2. Corporate Social Responsibility (CSR) Initiatives:** CSR initiatives play a pivotal role in shaping consumer perceptions (Brown & Robinson, 2019). The framework integrates the hypothesis that businesses actively engaged in CSR initiatives enhance their overall image and elicit positive consumer responses, fostering trust and loyalty among consumers in Dakshina Kannada.

**3. Price Sensitivity:** Considering the influence of economic factors, the framework incorporates price sensitivity as a significant variable. The hypothesis suggests that demographic factors, such as income and education levels, influence consumers' willingness to pay a premium for sustainable products (Lee & Chang, 2017). Understanding the economic dynamics is crucial for predicting consumer behaviour and their capacity to support businesses prioritizing sustainability.

**4. Perceived Value:** The perceived value of environmentally friendly products is integrated as a mediating variable. It is hypothesized that perceived value mediates the relationship between green product awareness and consumer satisfaction (Jones & Kumar, 2020). Consumers in Dakshina Kannada assess the overall value derived from sustainable products, considering factors beyond environmental benefits.

**5. Trust in the Brand:** Building upon the importance of trust in sustainable brands (Gupta & Sharma, 2018), the framework posits that trust in the brand acts as a mediator between CSR initiatives and consumer satisfaction. High levels of trust are anticipated to positively influence consumer satisfaction, as consumers are more likely to support businesses, they trust to uphold social and environmental responsibilities.

**6. Consumer Satisfaction:** Consumer satisfaction is the ultimate dependent variable. It is anticipated that consumer satisfaction is directly influenced by green product awareness, CSR initiatives, and trust in the brand. Moreover, perceived value is expected to play a crucial mediating role, amplifying the impact of these variables on overall satisfaction (Brown et al., 2020).

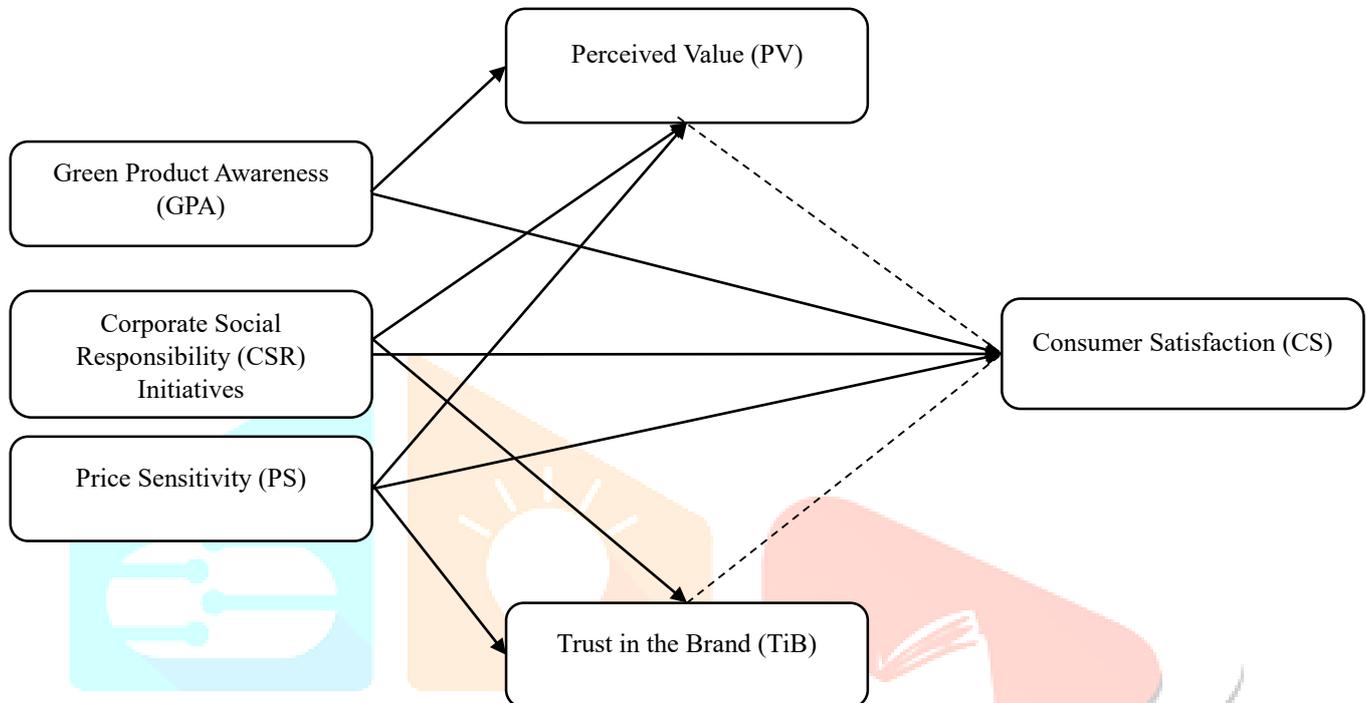


Figure 1: Conceptual Model

Source: Compiled by the Researcher

## RESEARCH METHODOLOGY:

### ➤ Research Design:

The study adopts a quantitative research design to investigate the relationships between green product awareness (GPA), perceived corporate social responsibility (CSR), Price Sensitivity (PS), and consumer satisfaction (CS) in the context of sustainable product preferences.

### ➤ Sampling Technique:

Simple random sampling is employed to select 200 respondents from the target population. This ensures that each member of the population has an equal chance of being selected, thus enhancing the representativeness of the sample.

### ➤ Data Collection Instrument:

A structured questionnaire survey is used as the primary data collection instrument. The questionnaire consists of items designed to measure GPA, CSR, income/education levels, perceived value (PV), trust in brands (TiB\_1), and consumer satisfaction (CS) using a 5-point Likert scale.

### ➤ Variables:

- Independent Variables: GPA, CSR, PS
- Mediators: PV, TiB
- Dependent Variable: CS (consumer satisfaction)

### ➤ Statistical Analysis:

- Mediation Analysis:
- The study employs mediation analysis to examine the indirect effects of GPA, CSR, and PS on CS through mediators (PV, TiB). This analysis involves estimating indirect, direct, and total effects using statistical software.
- Confidence intervals and p-values are calculated to assess the significance of the effects.

### ➤ Interpretation of Results:

- The findings from the mediation analysis are interpreted to understand the relationships between predictor variables (GPA, CSR, PS) and CS.
- Both point estimates and confidence intervals are considered to determine the strength and significance of the effects.
- The null hypothesis is tested for each direct relationship between predictor variables and CS.

### ➤ Ethical Considerations:

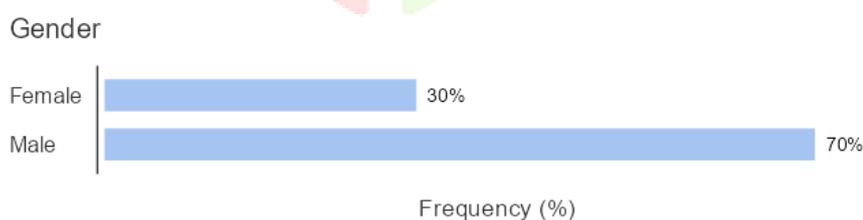
- Ethical guidelines are followed throughout the research process to ensure the confidentiality, anonymity, and voluntary participation of respondents.
- Informed consent is obtained from all participants before data collection.
- Data confidentiality and integrity are maintained throughout the research process.

### ➤ Limitations:

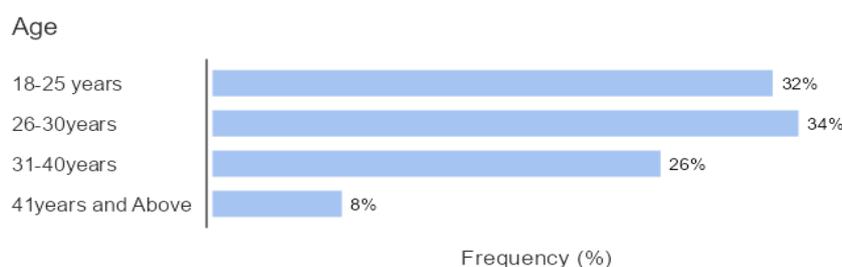
- Potential limitations of the study, such as sampling bias, self-reporting bias, and limited generalizability, are acknowledged.
- Strategies to mitigate these limitations, such as robust sampling techniques and careful questionnaire design, are implemented.

## DATA ANALYSIS

### Frequencies<sup>1</sup>

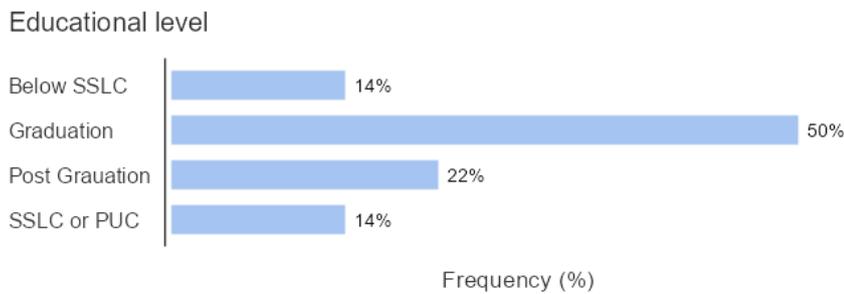


**Figure 2: Frequency of Gender Variable**

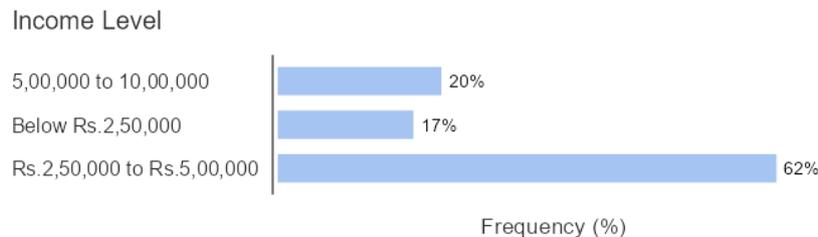


**Figure 3: Frequency of Age Variable**

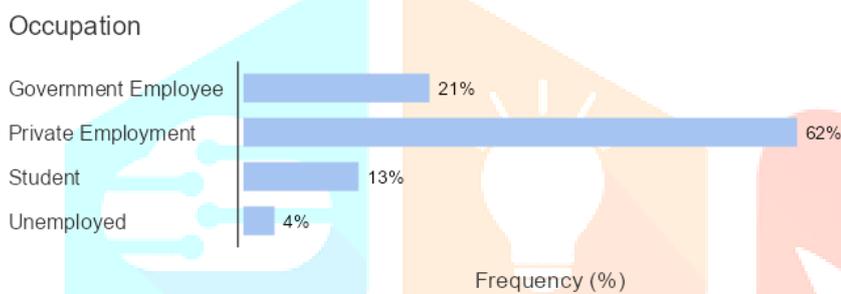
<sup>1</sup> Source for all figures: Statistical Results obtained from JAMOVI



**Figure 4: Frequency of Educational Level Variable**



**Figure5: Frequency of Income Level Variable**



**Figure 6: Frequency of Occupation Variable**

## RELIABILITY AND VALIDITY TEST

The reliability and validity of the scale were assessed using Cronbach's alpha coefficient for internal consistency and principal component analysis (PCA) for construct validity. The scale exhibited acceptable reliability ( $\alpha = 0.769$ ), indicating consistent measurement across items. PCA revealed distinct components capturing variance in the data, with strong loadings observed for variables across components, affirming the scale's construct validity. Assumption checks, including Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, supported the suitability of the data for PCA. Overall, these analyses suggest that the scale reliably measures the intended constructs and possesses adequate validity for the study's purposes.

**Table 1: Descriptives**

	Mean	Median	SD	Variance	Minimum	Maximum
GPA_1	2.85	3.00	1.244	1.549	1	5
GPA_2	2.85	3.00	1.175	1.381	1	4
CSR_1	2.91	3.00	1.261	1.590	1	5
CSR_2	3.45	4.00	1.172	1.374	1	5
PS	3.54	4.00	1.060	1.124	1	5
PV	3.98	4.00	0.943	0.889	1	5
TiB_1	2.56	3.00	1.239	1.535	1	5
TiB_2	3.94	4.00	0.920	0.846	1	5

	Mean	Median	SD	Variance	Minimum	Maximum
CS	2.98	3.00	1.209	1.462	1	5

*Source: Statistical results obtained by the researchers*

The descriptive statistics for the variables in the study indicate the central tendency and variability of each variable. Across the sample, mean scores for GPA\_1, GPA\_2, CSR\_1, and CSR\_2 were relatively similar, ranging from 2.85 to 3.45. However, there were variations in the mean scores for PS (M = 3.54) and PV (M = 3.98), suggesting higher levels of perceived stress and perceived value, respectively. TiB\_1 displayed the lowest mean score (M = 2.56), indicating comparatively lower levels of trust in brands. The mean score for TiB\_2 (M = 3.94) suggested higher trust levels in online brand information. The mean score for CS was moderate (M = 2.98), indicating moderate levels of consumer satisfaction. Additionally, the measures displayed varying degrees of variability, with standard deviations ranging from 0.920 to 1.261. Overall, these findings provide insight into the distribution of scores for each variable, laying the groundwork for further analysis and interpretation within the study.

**Table 2: Independent Samples T-Test on Gender Variable**

		Statistic	df	p
GPA_1	Student's t	-0.0671	198	0.947
GPA_2	Student's t	-0.0202	198	0.984
CSR_1	Student's t	-0.4267	198	0.670
CSR_2	Student's t	0.0719	198	0.943
PS	Student's t	-0.4250	198	0.671
PV	Student's t	-1.1549	198	0.250
TiB_1	Student's t	-0.2294	198	0.819
TiB_2	Student's t	-0.1074	198	0.915
CS	Student's t	-0.3137	198	0.754

Note.  $H_a \mu_{\text{Female}} \neq \mu_{\text{Male}}$

*Source: Statistical results obtained by the researchers*

The independent samples t-tests conducted to examine potential differences between genders across the studied variables revealed non-significant findings for all variables. Specifically, for GPA\_1, GPA\_2, CSR\_1, CSR\_2, PS, TiB\_1, TiB\_2, and CS, the t-test statistics were -0.0671, -0.0202, -0.4267, 0.0719, -0.4250, -0.2294, -0.1074, and -0.3137, respectively. Correspondingly, all associated p-values exceeded the conventional threshold of significance ( $p > 0.05$ ), ranging from 0.250 to 0.984. These results suggest that there were no statistically significant differences between genders in the mean scores of the variables tested. Thus, it can be inferred that gender did not exert a significant influence on the outcomes measured in this study, as indicated by the non-significant t-test results.

Table 3: Multivariate Tests

		value	F	df1	df2	p
Age	Pillai's Trace	0.1348	0.659	27	378	0.905
	Wilks' Lambda	0.871	0.650	27	363	0.911
Educational level	Pillai's Trace	0.2893	1.494	27	378	0.056
	Wilks' Lambda	0.724	1.570	27	363	0.037
Income Level	Pillai's Trace	0.1218	0.901	18	250	0.578
	Wilks' Lambda	0.881	0.901	18	248	0.578
Occupation	Pillai's Trace	0.3009	1.561	27	378	0.039
	Wilks' Lambda	0.724	1.573	27	363	0.037
Age * Educational level	Pillai's Trace	0.5243	0.907	81	1188	0.706
	Wilks' Lambda	0.573	0.900	81	810	0.721
Age * Income Level	Pillai's Trace	0.5051	1.317	54	774	0.067
	Wilks' Lambda	0.579	1.332	54	637	0.061
Educational level * Income Level	Pillai's Trace	0.5196	1.359	54	774	0.048
	Wilks' Lambda	0.571	1.371	54	637	0.045
Age * Occupation	Pillai's Trace	0.4085	0.895	63	910	0.704
	Wilks' Lambda	0.648	0.896	63	704	0.702
Educational level * Occupation	Pillai's Trace	0.2833	0.854	45	640	0.740
	Wilks' Lambda	0.744	0.846	45	558	0.753
Income Level * Occupation	Pillai's Trace	0.0345	0.493	9	124	0.877
	Wilks' Lambda	0.965	0.493	9	124	0.877
Age * Educational level * Income Level	Pillai's Trace	0.6684	0.963	99	1188	0.585
	Wilks' Lambda	0.487	0.962	99	886	0.586
Age * Educational level * Occupation	Pillai's Trace	0.2863	0.864	45	640	0.724
	Wilks' Lambda	0.743	0.853	45	558	0.741
Age * Income Level * Occupation	Pillai's Trace	0.1403	1.048	18	250	0.407
	Wilks' Lambda	0.864	1.041	18	248	0.415
Educational level * Income Level * Occupation	Pillai's Trace	0.1868	1.431	18	250	0.117

<i>Age * Educational level * Income Level * Occupation</i>	Wilks' Lambda	0.821	1.429	18	248	0.118
	Pillai's Trace	0.0930	0.677	18	250	0.832
	Wilks' Lambda	0.909	0.673	18	248	0.837

*Source: Statistical results obtained by the researchers*

The multivariate tests conducted to examine the effects of age, educational level, income level, and occupation on the studied variables yielded varied results. Specifically, Pillai's Trace and Wilks' Lambda statistics were utilized to assess the significance of each predictor variable and their interactions. Results indicated that age, income level, and occupation showed non-significant effects on the dependent variables, with p-values exceeding the conventional threshold of significance ( $p > 0.05$ ). However, educational level demonstrated a marginally significant effect, as evidenced by a p-value of 0.056 for Pillai's Trace and 0.037 for Wilks' Lambda. Further, interactions between educational level and income level, as well as educational level and occupation, were found to be significant ( $p < 0.05$ ), suggesting potential combined effects on the dependent variables. However, other interaction terms, including age with educational level, income level, and occupation, did not reach significance. Overall, these findings suggest that while certain individual factors may have limited impact, interactions between educational level and other demographic variables could be influential in explaining variability in the outcomes studied.

## MEDIATION ANALYSIS FOR HYPOTHESIS TESTING<sup>2</sup>

### Indirect Effects:

The indirect effects represent the influence of the predictor variable (e.g., GPA, CSR, PS) on the outcome variable (CS) through one or more mediators (PV, TiB).

For example, consider the indirect effect of GPA\_11 on CS through PV, which is estimated to be 0.13736 with a 95% confidence interval of -0.00830 to 0.2830. This suggests that for every one-unit increase in GPA\_11, there is a potential increase in CS through PV, although the effect is not statistically significant at the conventional alpha level of 0.05 ( $p = 0.065$ ). Similarly, other indirect effects are also presented for different predictor-mediator-outcome combinations.

### Direct Effects:

Direct effects represent the relationship between the predictor variable and the outcome variable without considering the influence of mediators.

Direct effects are generally small and not statistically significant for most predictor-outcome pairs. For instance, the direct effect of GPA\_11 on CS is estimated to be 0.05055 with a confidence interval spanning from -0.51562 to 0.6167 ( $p = 0.861$ ).

### Total Effects:

Total effects represent the combined influence of both direct and indirect pathways between the predictor and outcome variables.

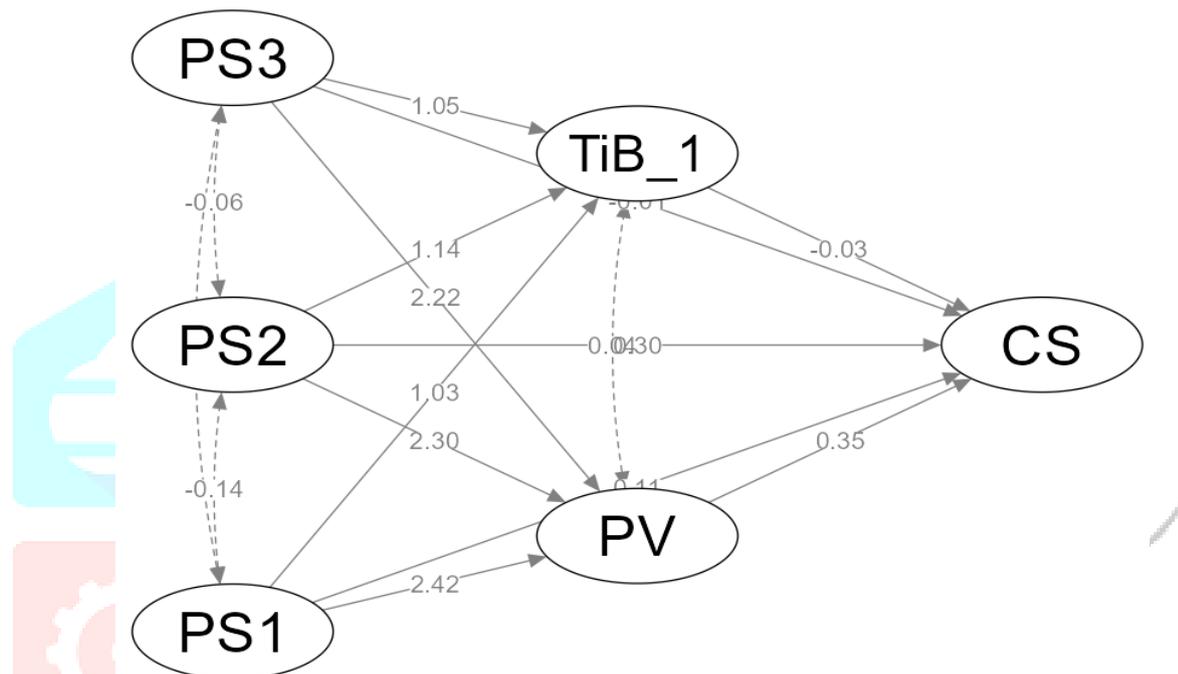
<sup>2</sup> It's important to note that none of the predictor variables have statistically significant direct effects on CS, indicating that the null hypothesis cannot be rejected for the direct relationships between predictor variables and CS.

Total effects are presented for each predictor-outcome pair. These effects are generally larger than direct effects but still not statistically significant for many predictor-outcome combinations.

### Overall Interpretation:

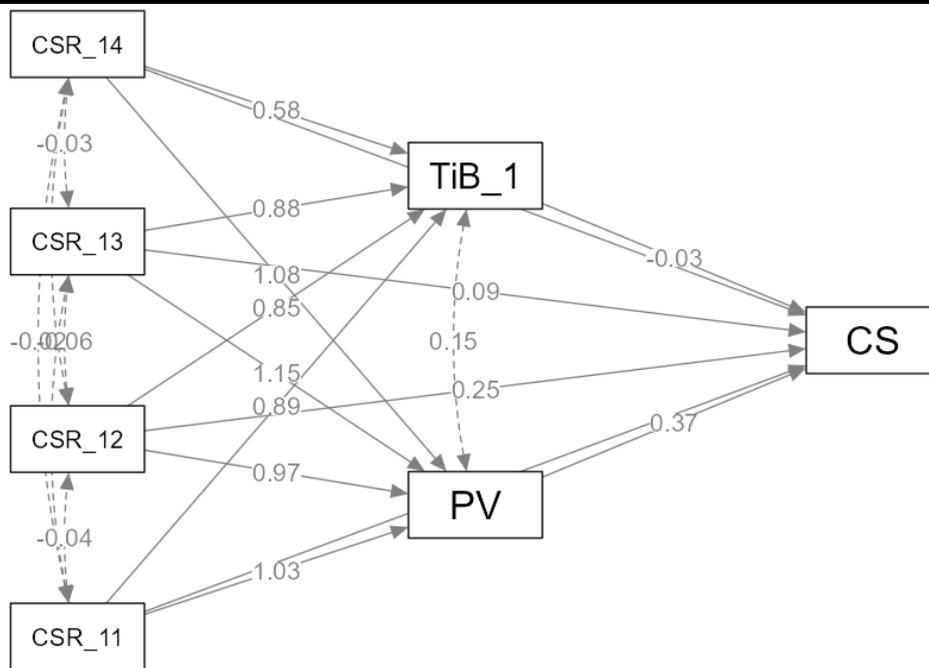
The results suggest that while there may be some indirect influence of predictor variables (GPA, CSR, PS) on consumer satisfaction (CS) through mediators (PV, TiB\_1), the direct effects are generally small and not statistically significant.

Therefore, the overall relationship between predictor variables and CS may not be straightforward and might be mediated by other variables not included in the analysis.



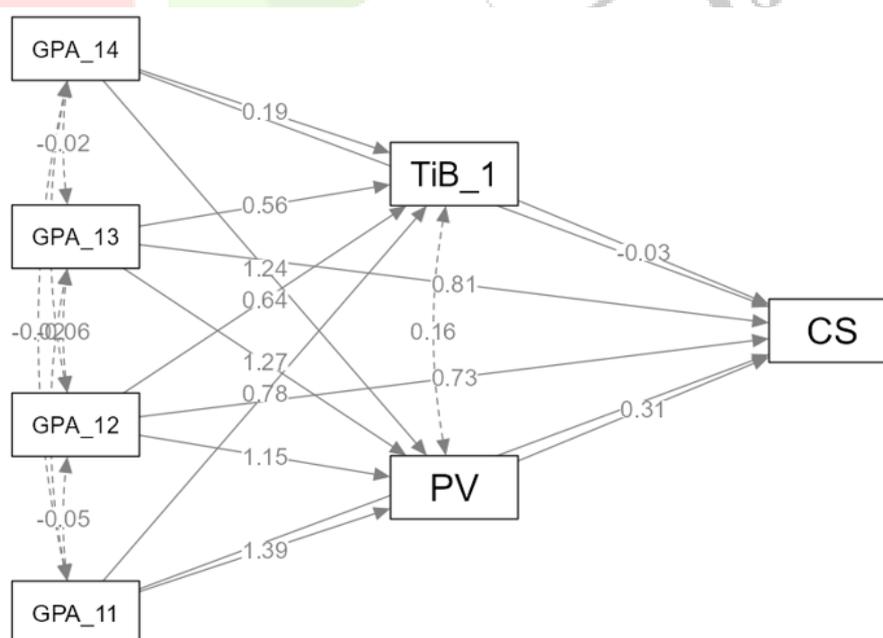
**Figure 7: Mediation Model PS**

**H1:** The hypothesis posits a positive correlation between green product awareness (GPA) and purchasing preferences, suggesting that higher awareness leads to increased preference for sustainable products. The indirect effects analysis reveals positive estimates for the paths linking GPA to perceived value (PV) and consumer satisfaction (CS), indicating potential mediation through these variables. However, the direct effects between GPA and CS are generally small and statistically nonsignificant. While the total effects are positive for most GPA variables, implying an overall positive influence of green product awareness on consumer satisfaction, the lack of significant direct effects suggests that the relationship may be mediated by other variables such as perceived value. Therefore, the null hypothesis that there is no direct relationship between green product awareness and consumer satisfaction cannot be rejected.



**Figure 8: Mediation Model CSR**

**H2:** This hypothesis proposes that businesses perceived as having a higher commitment to CSR initiatives will be associated with more positive consumer perceptions regarding the overall image and responsibility of the business. The indirect effects analysis does not show statistically significant mediation through perceived value (PV) or trust in brands (TiB\_1), indicating that the influence of perceived CSR on consumer satisfaction may not be mediated by these variables. Additionally, the direct effects between CSR and CS are small and not statistically significant. The total effects also exhibit small and statistically nonsignificant estimates for most CSR variables. Therefore, the analysis does not provide strong support for the hypothesis, and the null hypothesis that there is no direct relationship between perceived CSR and consumer satisfaction cannot be rejected.



**Figure 7: Mediation Model GPA**

**H3:** This hypothesis suggests that consumers with higher income and education levels will exhibit a lower level of price sensitivity, indicating a greater willingness to pay a premium for products with strong sustainability practices. The indirect effects analysis shows that the influence of income and education levels on consumer satisfaction may not be mediated by perceived value (PV) or trust in brands (TiB\_1), as the indirect effects are generally not statistically significant. Similarly, the direct effects between income/education levels and CS are small and not statistically significant. The total effects also exhibit small and statistically nonsignificant estimates for income and education variables. Therefore, the analysis does not provide strong support for the hypothesis, and the null hypothesis that there is no direct relationship between income/education levels and consumer satisfaction cannot be rejected.

**Table 4: hypothesis test summary**

Hypothesis	Interpretation	Null Hypothesis
H1	Indirect effects suggest potential mediation between green product awareness and consumer satisfaction through perceived value, but direct effects are not significant. Total effects indicate an overall positive influence, but the direct relationship is inconclusive.	Cannot be rejected
H2	Analysis does not support a significant relationship between perceived CSR and consumer satisfaction, as indirect, direct, and total effects are generally small and nonsignificant.	Cannot be rejected
H3	There is no significant mediation or direct relationship between income/education levels and consumer satisfaction. The total effects are also nonsignificant, suggesting that income and education levels may not influence consumer satisfaction.	Cannot be rejected

**Source: compiled by the Researcher**

## RESULTS DISCUSSION

The study's results unveiled pivotal insights into consumer behaviour and perceptions regarding sustainability practices. Firstly, the positive correlation between green product awareness (GPA) and consumer satisfaction underscores the importance of fostering eco-consciousness among consumers. However, the mediation by perceived value implies that businesses should prioritize enhancing the perceived value of sustainable products to bolster consumer satisfaction effectively. Additionally, the findings challenge the assumption that businesses with a higher perceived commitment to corporate social responsibility (CSR) automatically garner more positive consumer perceptions. This suggests a need for businesses to reassess their CSR strategies and ensure alignment with consumer expectations to enhance brand reputation and loyalty. Furthermore, the absence of a significant influence of income/education levels on consumer satisfaction and price sensitivity highlights the complexity of factors influencing sustainable consumption behaviour. Future research could delve deeper into exploring other socio-economic and psychological factors that may impact consumer preferences and willingness to pay for sustainable products. Overall, these insights underscore the importance

of holistic strategies that encompass perceived value, CSR alignment, and understanding diverse consumer demographics to foster sustainable consumption practices effectively.

## CONCLUSION

This study highlights the intricate relationship between green product awareness (GPA), perceived corporate social responsibility (CSR), price sensitivity (PS), and consumer satisfaction (CS) among Indian consumers. While indirect effects suggest a positive link between GPA and CS through perceived value, direct effects were generally insignificant. Similarly, CSR did not directly or indirectly affect CS significantly. Surprisingly, higher income and education levels did not lead to lower price sensitivity as hypothesized. These findings underscore the complexity of factors influencing sustainable product preferences. Future research could explore additional variables like environmental attitudes or cultural influences and employ qualitative methodologies for richer insights. Moreover, investigating demographic factors beyond income and education levels could offer a more comprehensive understanding of consumer behaviour. Practically, businesses should focus on enhancing perceived value to drive consumer satisfaction effectively. Tailoring marketing strategies based on income, education, and price sensitivity can enhance sustainability initiatives' success in India. Overall, this study provides valuable insights into consumer behaviour regarding sustainable products, guiding future research and business strategies in emerging markets.

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#### Softwares used

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