

Unveiling Gender Dynamics in Consumer Satisfaction with Eco-Friendly Products: A Study of Customer Awareness and Preferences

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Abstract: This study delves into the intricate relationship between gender and consumer satisfaction with eco-friendly products. Through a comprehensive analysis, it explores the level of customer awareness regarding environmentally sustainable products and investigates how gender influences satisfaction levels. The research aims to provide valuable insights into consumer behavior and preferences in the context of green purchasing decisions. This study contributes to a deeper understanding of the factors shaping consumer attitudes towards eco-friendly products by uncovering gender-based disparities in awareness and satisfaction. The study aims to shed light on the complex interrelations between gender, awareness, and satisfaction, thus contributing to a more nuanced understanding of the factors shaping consumer attitudes towards eco-friendly products. The findings of this research underscore the significance of gender as a determinant factor in both consumer awareness and satisfaction with eco-friendly products. Moreover, the study reveals notable disparities between genders in awareness levels, with implications for marketing strategies and environmental initiatives promoting sustainable consumption. Additionally, the correlation between gender and satisfaction levels highlights the importance of tailored approaches to meet the distinct preferences and needs of different demographic groups. Ultimately, this study serves as a valuable resource for businesses, policymakers, and environmental advocates seeking to foster greater consumer engagement and satisfaction in the realm of eco-friendly products.

Keywords: Consumer satisfaction, Green products, Marketing strategies.

I. BACKGROUND OF THE STUDY

Consumer preferences and behaviors are increasingly shaped by environmental concerns, with a growing emphasis on sustainability influencing purchase decisions. Within this context, eco-friendly products have garnered significant attention as consumers seek to align their consumption habits with environmental values. However, understanding the factors driving consumer satisfaction with such products remains a complex and multifaceted endeavor. One key aspect that warrants exploration is the influence of gender on consumer attitudes and behaviors in the realm of eco-friendly consumption. This study aims to address this gap by examining the relationship between gender dynamics and consumer satisfaction with eco-friendly products, with a specific focus on customer awareness and preferences.

Research suggests that gender plays a vital role in shaping consumer perceptions and behaviors across various product categories. However, limited research exists on how gender influences satisfaction levels with eco-friendly products and the extent to which it interacts with consumer awareness in this context. By delving into these dimensions, this study seeks to provide a deeper understanding of the complexities surrounding gender and eco-friendly consumption. Additionally, the findings of this research have practical implications for businesses and policymakers aiming to promote sustainable consumption practices and enhance customer satisfaction with eco-friendly products.

This study employs a mixed-methods approach, combining quantitative and qualitative interviews, to offer comprehensive insights into the interplay between gender, consumer awareness, and satisfaction levels. Through this approach, it endeavors to capture the nuanced nuances of gender dynamics in eco-friendly consumption patterns and provide actionable recommendations

for stakeholders in the environmental and business sectors. By addressing these gaps, this study contributes to the existing body of knowledge on sustainable consumption and informs strategies for promoting eco-friendly products in an increasingly environmentally conscious marketplace.

II. SIGNIFICANCE OF THE STUDY

This study holds significant implications for both academic research and practical applications in the realms of consumer behavior, marketing, and sustainability. Firstly, by investigating the influence of gender on consumer satisfaction with eco-friendly products, the research contributes to a deeper understanding of the complexities underlying sustainable consumption patterns. Understanding how gender dynamics intersect with consumer preferences and behaviors in this context can inform more targeted marketing strategies and product development initiatives tailored to specific demographic groups.

Moreover, the findings of this study offer valuable insights for businesses seeking to enhance their offerings of eco-friendly products and services. By identifying gender-based differences in awareness and satisfaction levels, companies can refine their marketing messages, packaging designs, and distribution channels to better resonate with diverse consumer segments. This tailored approach not only has the potential to increase sales and brand loyalty but also promotes a more inclusive and equitable marketplace. Furthermore, from a broader societal perspective, this study contributes to ongoing efforts to promote sustainability and environmental stewardship. By highlighting the role of gender in shaping consumer attitudes towards eco-friendly products, the research underscores the importance of considering diverse perspectives and experiences in designing effective sustainability initiatives. Ultimately, the insights gained from this study can inform policy decisions, advocacy campaigns, and corporate sustainability strategies aimed at fostering more responsible consumption patterns and mitigating environmental impact.

III. STATEMENT OF THE PROBLEM

Despite the increasing popularity of eco-friendly products, there remains a gap in understanding how gender dynamics influence consumer satisfaction and awareness in this context. While research has explored various factors driving sustainable consumption, little attention has been paid to the role of gender in shaping attitudes towards eco-friendly products. This study aims to address this gap by investigating the relationship between gender and satisfaction levels with environmentally sustainable products, as well as exploring the extent of consumer awareness regarding these products among different age groups. By elucidating the nuanced interplay between gender dynamics and eco-friendly consumption patterns, this research seeks to provide valuable insights for businesses, policymakers, and environmental advocates striving to promote sustainable consumption practices.

IV. PURPOSE OF THE STUDY

The purpose of this study is to examine the influence of gender on consumer satisfaction with eco-friendly products. Firstly, it aims to determine whether there are significant differences in satisfaction levels between genders when it comes to purchasing and using environmentally sustainable products. Secondly, the study seeks to explore the underlying factors contributing to these potential differences, such as perceived product effectiveness, affordability, and convenience. Additionally, it aims to assess the level of consumer awareness regarding eco-friendly products and whether gender plays a role in shaping this awareness. Furthermore, the research aims to provide actionable insights for businesses and policymakers to develop more targeted marketing strategies and policies aimed at promoting sustainable consumption practices among diverse gender groups. Ultimately, by shedding light on the gender dynamics within eco-friendly consumption, the study endeavors to contribute to a more inclusive and effective approach to sustainability initiatives.

V. OBJECTIVES OF THE STUDY

The objectives of this study were:

- Investigate the extent of consumer awareness regarding environmentally sustainable products.
- Examine the relationship between gender and satisfaction levels with eco-friendly products.

VI. HYPOTHESIS OF THE STUDY

H_0 : There is no significant relation between gender and satisfaction level with eco-friendly products.

H_1 : There is a significant relation between gender and satisfaction level with eco-friendly products.

VII. REVIEW OF LITERATURE

In a study published by Li *et al.* (2017), the authors investigated gender differences in consumer attitudes and behaviors toward green products. Their findings suggested that gender significantly influenced perceptions of environmental friendliness and willingness to pay for eco-friendly products, with women generally exhibiting more positive attitudes towards sustainability initiatives compared to men.

Building on this research, Tseng and Hung (2018) examined the relationship between gender and green purchase intentions among Taiwanese consumers. This study revealed that women were more likely than men to engage in environmentally friendly purchasing behaviors, citing factors such as environmental concern and social norms as key drivers of this gender disparity.

A study by Lee and Koo (2019) explored the impact of gender on consumer perceptions of green brand image and purchase intentions in the context of the fashion industry. Their findings

indicated that while both men and women valued eco-friendly attributes in clothing brands, women demonstrated stronger preferences for green brands and were more likely to purchase from environmentally sustainable fashion labels.

In a more recent study published by Zhang *et al.* (2020), the authors investigated gender differences in consumer perceptions of eco-labeling and its influence on product evaluations. Their research highlighted the importance of gender-sensitive eco-labeling strategies in enhancing consumer trust and confidence in green products, particularly among female consumers who were found to be more receptive to eco-label information.

Focusing on the role of gender in influencing sustainable consumption practices, Wang and Wang (2018) conducted a study examining gender differences in household recycling behaviors. Their findings suggested that women are more likely than men to engage in recycling activities and adopt pro-environmental behaviors within the home, emphasizing the importance of considering gender dynamics in promoting sustainable lifestyle choices.

Expanding the scope to the global context, Kalkbrenner and Roosen (2019) investigated cross-cultural differences in gender-related perceptions of organic food consumption using data from multiple European countries. Their research revealed varying patterns of gender influence on organic food preferences and purchase intentions across different cultural contexts, highlighting the need for culturally sensitive approaches to sustainable food marketing.

In a study focusing on the millennial generation, Jones *et al.* (2020) examined gender differences in green consumption behaviors and attitudes among adults in the United States. Their findings indicated that while both male and female millennials expressed strong support for environmental sustainability, women exhibited higher levels of eco-consciousness and were more likely to engage in green purchasing behaviors.

Finally, a study by Gupta and Ogden (2018) investigated the role of gender in shaping perceptions of corporate environmental responsibility (CER) and its impact on consumer attitudes towards green products. Their research highlighted the importance of gender-targeted CER communication strategies in enhancing consumer trust and loyalty towards environmentally responsible brands.

VIII. ECO-FRIENDLY PRODUCTS AND THEIR INFLUENCE ON SOCIETY

Eco-friendly products have emerged as pivotal in addressing contemporary environmental challenges and fostering sustainable development. With increasing awareness of climate change, pollution, and resource depletion, consumers are increasingly seeking out products that minimize environmental impact throughout their lifecycle. From biodegradable packaging to energy-efficient appliances, eco-friendly products span various industries and offer tangible solutions to mitigate

environmental harm. Moreover, their adoption signifies a shift towards more responsible consumption patterns, encouraging individuals to align their purchasing decisions with environmental values and contribute to a greener, more sustainable society.

The influence of eco-friendly products extends beyond their immediate environmental benefits, permeating various facets of society. Businesses that prioritize sustainability not only enhance their brand reputation but also appeal to a growing segment of environmentally conscious consumers. Furthermore, the adoption of eco-friendly practices within the industries promotes innovation and drives economic growth through the development of green technologies and sustainable business models. Moreover, the widespread adoption of eco-friendly products signals a societal shift towards greater environmental stewardship, inspiring collective action and policy changes to address pressing environmental challenges on local, national, and global scales. Ultimately, eco-friendly products catalyze positive change, fostering a more sustainable and equitable society for future generations.

IX. RESEARCH METHODOLOGY

The study is descriptive. Purposive sampling was used to select the samples. Data was collected through a structured questionnaire. 50 questionnaires were distributed and the collected data were analyzed using percentage and chi-square.

X. DATA ANALYSIS

In this section, we embark on a comprehensive analysis of the gathered data to uncover meaningful insights into the relationship between gender and consumer satisfaction with eco-friendly products. By scrutinizing demographic information, awareness levels, and satisfaction metrics, we endeavor to paint a comprehensive picture of eco-friendly consumption patterns across different gender groups. Through rigorous data analysis, we seek to offer actionable recommendations for businesses and policymakers aiming to enhance consumer engagement and promote sustainable consumption practices.

A. Socio-Economic Background of the Respondents

TABLE I: SOCIO-ECONOMIC BACKGROUND

Socio-Economic Background	Category	Number of Respondents	Percentage
Gender	Male	20	40
	Female	30	60
Age	15-20	3	6
	20-25	18	36
	25-30	20	40
	Above 30	9	18

Socio-Economic Background	Category	Number of Respondents	Percentage
Qualification	SSLC	3	6
	Plus two	2	4
	Under-graduate	20	40
	Postgraduate	21	42
	Professional Degree	4	8

Interpretations

The above table shows the socio-economic background of the respondents. Out of 50 respondents, 60 percent of them were females. 40 percent of the respondents belong to the age category of 25-30. 42 percent of the respondents are postgraduates.

B. Respondent’s Awareness of Eco-Friendly Products

TABLE II: AWARENESS OF ECO-FRIENDLY PRODUCTS

Awareness	Number of Respondents	Percentage
Yes	45	90
No	0	0
A little	5	10

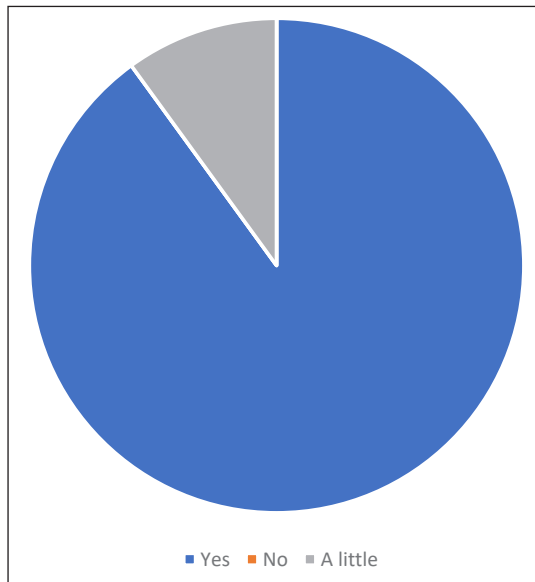


Fig. 1: Awareness of Green Products

Interpretation

The above table explains the awareness of respondents on green products. About 90 percent of the respondents are well aware of green products, while only 5 percent are somewhat aware. Due to the influence of online media, most of the respondents are more aware of eco-friendly products.

C. Relationship Between the Gender of the Respondents and Their Satisfaction Level

TABLE III: RELATIONSHIP BETWEEN GENDER AND LEVEL OF SATISFACTION

	Satisfied	Neutral	Dissatisfied	Total
Male	12	6	2	20
Female	1	5	24	30
Total	13	11	26	50

Interpretation

Level of significance: 0.05 (5%)

Degrees of freedom: 2

Chi-square value: 5.99

Calculated value: 27.09

Since the calculated value exceeds the critical value at a significance level of 0.05, the null hypothesis (H0) is rejected in favor of the alternative hypothesis (H1). This outcome suggests a meaningful association between gender and satisfaction levels. In essence, the statistical analysis indicates that gender significantly influences the level of satisfaction experienced. Therefore, it can be concluded that there exists a notable relationship between gender and satisfaction within the context of the study.

XI. CONCLUSION

In conclusion, the findings of this study highlight the significant role of gender in shaping consumer satisfaction with eco-friendly products. The data underscores the importance of tailoring marketing strategies, diversifying product offerings, and implementing educational initiatives to effectively engage different gender demographics. By collaborating with influencers and continuously soliciting feedback from consumers, businesses can adapt their practices to meet the evolving needs and preferences of diverse consumer groups. Ultimately, by recognizing and addressing the influence of gender dynamics, businesses can enhance overall satisfaction with eco-friendly products and contribute to a more sustainable future. Furthermore, the results emphasize the need for ongoing research and analysis to deepen our understanding of the intricate relationship between gender and consumer behavior in the context of sustainable consumption. Future studies could explore additional factors influencing satisfaction levels, such as cultural norms, socioeconomic backgrounds, and individual values. By delving deeper into these complexities, businesses and policymakers can develop more targeted and effective strategies to promote eco-friendly products and foster greater satisfaction among all consumer demographics. Additionally, continued efforts to raise awareness and advocates for sustainable practices are crucial in driving widespread adoption

of eco-friendly products and accelerating progress towards a more environmentally conscious society.

XII. RECOMMENDATIONS

Tailor marketing campaigns and product messaging to resonate with the distinct preferences of male and female consumers, enhancing overall satisfaction with eco-friendly products.

Expand the range of eco-friendly products to cater to diverse preferences, offering gender-specific variants or features to better meet consumer needs.

Implement educational initiatives to raise awareness about eco-friendly products, empowering consumers to make informed choices and increase satisfaction.

Collaborate with influencers and advocates to promote eco-friendly products to specific gender demographics, leveraging their influence to reach a wider audience.

Solicit regular feedback from customers to inform product development and marketing strategies, demonstrating a commitment to meeting consumer needs, and fostering long-term satisfaction.

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