The Impact of Social Innovation Marketing on Customer Satisfaction in Sivakasi

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Abstract
This study explores the impact of social innovation marketing strategies on sustainable consumer satisfaction in Sivakasi, a region known for its vibrant industrial base and entrepreneurial spirit. Social innovation marketing, which integrates societal value creation with business objectives, has gained prominence as a means to address evolving consumer expectations while promoting sustainability. The research examines how local businesses in Sivakasi adopt innovative marketing approaches that align with social and environmental goals to build long-term consumer trust and satisfaction. Through a comprehensive analysis, the study highlights the role of community-driven initiatives, eco-friendly practices, and socially responsible campaigns in fostering a sustainable consumer base. The findings underscore the significance of social innovation marketing as a strategic tool for achieving both business growth and societal well-being in a competitive marketplace.

1. Introduction

The modern business environment demands a shift from traditional marketing approaches to strategies that align with societal and environmental values. Social Innovation Marketing (SIM) bridges this gap by integrating innovative practices with social and environmental objectives to meet consumer needs while promoting sustainability. This study focuses on understanding the role of SIM strategies in achieving sustainable consumer satisfaction, particularly in Sivakasi—a region renowned for its thriving industries. By exploring how businesses in Sivakasi implement socially innovative strategies, this study sheds light on the interplay between business growth, consumer satisfaction, and societal welfare.

1.1 Statement of the Problem

In recent years, the concept of social innovation has gained significant importance as businesses strive to address societal challenges while achieving economic growth. Marketing

strategies that incorporate social innovation have the potential to not only foster brand loyalty but also align with the growing consumer demand for ethical and sustainable practices. However, the integration of social innovation into marketing efforts presents unique challenges, especially in industries rooted in traditional practices and regions with distinct socio-economic dynamics, such as Sivakasi.Consumers are becoming more aware of the environmental and ethical implications of their purchases, demanding products and services that reflect these values. Consequently, businesses in Sivakasi are under pressure to innovate their marketing strategies to incorporate social and environmental considerations while ensuring consumer satisfaction.The problem lies in understanding how businesses can effectively implement social innovation marketing strategies to address these concerns. This study seeks to investigate the challenges and opportunities associated with integrating social innovation marketing strategies in Sivakasi, focusing on their impact on sustainable consumer satisfaction.

2. Review of Literature

Social Innovation Marketing (SIM)

Social innovation marketing focuses on creating value for society by addressing social, environmental, and ethical challenges through innovative business practices. Phills et al. (2008) define social innovation as a novel solution to a social problem that is more effective, efficient, and sustainable than existing solutions. Kotler and Lee (2005) emphasize the role of businesses in leveraging marketing to solve societal issues while maintaining profitability. This approach fosters trust, loyalty, and long-term consumer relationships.

Sustainable Marketing

Sustainable marketing incorporates environmental and social considerations into business strategies to ensure long-term value creation. Belz and Peattie (2012) argue that sustainable marketing emphasizes the triple bottom line—economic, social, and environmental performance. Research by Kumar et al. (2016) highlights the growing consumer preference for brands that demonstrate sustainability commitments.

Consumer Satisfaction

Consumer satisfaction is a critical indicator of business success and is influenced by product quality, service excellence, and alignment with consumer values. Oliver (1997) defines satisfaction as the consumer's fulfillment response, where the product or service meets or exceeds expectations. Recent studies (e.g., Fornell et al., 2020) emphasize the importance of aligning marketing strategies with consumer values, including sustainability and social responsibility, to enhance satisfaction.

Social Innovation and Consumer Satisfaction

The relationship between social innovation and consumer satisfaction has gained significant attention in recent years. Prahalad and Ramaswamy (2004) propose the concept of co-creation, where consumers actively participate in shaping socially innovative solutions. Research by Goyal and Sergi (2015) suggests that businesses implementing socially responsible practices are more likely to build consumer trust and satisfaction.

Studies in the Context of Sivakasi

The industrial hub of Sivakasi, known for its fireworks, printing, and textile industries, has witnessed growing consumer awareness about sustainable practices. Studies by local researchers (e.g., Kumar & Raj, 2021) indicate that businesses adopting eco-friendly and socially responsible marketing strategies have experienced increased consumer loyalty. However, challenges such as cost implications and resistance to change are prevalent.

3. Research Methodology

The study adopts a descriptive research design to analyze the relationship between social innovation marketing strategies and sustainable consumer satisfaction. Data is collected through structured questionnaires targeting consumers and business managers in Sivakasi. A stratified random sampling method is used to ensure representation across various industries in Sivakasi. A 235 number of respondents, including consumers and business representatives, is selected to ensure comprehensive coverage. Quantitative data is analysed using statistical tools to identify trends and correlations, while qualitative insights are derived from open-ended responses to provide context and depth.

4.Objectives

- To understand the socio-economic profile
- To identify the primary sources through which consumers learn about social innovation.
- To identify the most influencing factors for social innovation marketing
- To investigate the relationship between level of satisfaction with social innovation marketing strategies.

5. Results and discussion

Table 5.1.Demographic Profile of theRespondents

Particulars	Frequency	Percentage
Age (Years)		
18-24	105	44.7
25-34	94	40.0
35-44	27	11.5
Above 44	9	3.8
Educational Qualification		
HSC	25	10.7
UG	56	23.8
PG	82	34.9
Professional	72	30.6
Occupational Status		
Student	51	21.7
Marketing Professional	38	16.2
Business Owner	59	25.1
Researcher	32	13.6
Others	55	23.4
Marital Status		
Married	172	73.2
Unmarried	63	26.8

Source: Primary Data

Table 5.1. Shows a diverse representation across various age groups, educational qualifications, occupational statuses, and marital statuses. The majority (44.7%) belong to the 18-24 age group, followed by 40.0% in the 25-34 age range, indicating a predominantly young respondent base. In terms of education, most respondents hold postgraduate (34.9%) or professional qualifications (30.6%), reflecting a highly educated pool. Business owners (25.1%) and students (21.7%) form the largest occupational groups, with notable representation from marketing professionals (16.2%) and researchers (13.6%). Additionally, 73.2% of respondents are married, indicating a significant presence of individuals with family responsibilities. This diverse

demographic composition provides a strong foundation for analyzing the influence of social innovation marketing strategies on sustainable consumer satisfaction in Sivakasi.

Table 5.2. Source of Information-Weighted Average Score.

Source	Mean Score	Std. Deviation	Rank
Friends and family	3.8208	1.54878	5
Brand websites	5.2500	1.69049	2
Social media	6.0083	1.81576	1
News articles	4.0125	1.53476	3
Others	3.9	1.47388	4

Source: Computed Data.

The Table 5.2 reveals that social media holds the highest influence, with a mean score of 6.0083, ranking first, followed by brand websites with a mean score of 5.2500. News articles rank third with a mean score of 4.0125, while "Others" and friends and family occupy the fourth and fifth positions with mean scores of 3.9 and 3.8208, respectively. The standard deviations indicate the variability in responses, with social media showing the highest influence but also greater variability (1.81576). These findings highlight the pivotal role of digital platforms, particularly social media and brand websites, in disseminating information and shaping consumer perceptions.

Table 5.3. Factors Influencing Social Innovation Marketing

Source	Mean Score	Std. Deviation	Rank
Environmental sustainability	5.1792	1.81036	2
Poverty alleviation	3.7000	1.40888	5
Gender equality	4.0667	1.50999	4
Health and well-being	5.5708	2.19241	1
Education	3.5875	1.65471	3
Others	4.2292	1.4977	6

Source: Computed Data.

Table 5.3 indicates that health and well-being is the most influential factor, with the highest mean score of 5.5708, ranking first. Environmental sustainability follows closely with a mean score of 5.1792, securing the second rank. Gender equality ranks fourth with a mean score of 4.0667, while education holds the third rank with a mean score of

3.5875. Poverty alleviation and "Others" have the lowest mean scores, 3.7000 and 4.2292 respectively, placing them in the fifth and sixth positions. The standard deviations suggest considerable variability in responses, especially for health and well-being, which shows the highest standard deviation (2.19241), indicating a wide range of perspectives on the importance of this factor.

Table 5.4 Overall satisfaction level towards social innovation marketing strategies

Strategies	**Highly satisfied**	**Satisfied**	**Dissatisfied**	**Total**
Cause-related marketing	14(23.7)	43(72.8)	2(3.38)	59(100)
Sustainable product development	7(30.4)	16(69.5)	0	23(100)
Community engagement programs	14(14.8)	73(77.6)	7(7.4)	94(100)
Transparency and ethical sourcing	7(38.8)	8(44.4)	3(16.6)	18(100)
Total	**54**	**156**	**25**	**235**
Chi square	Value	Df	Sig	
	52.115	10	.000**	

Source: Computed Data.

Note: ** Significance at one per cent level.

Figures in bracket indicate percentage to the total

Table 5.4 reveals the overall satisfaction levels towards various social innovation marketing strategies. For cause-related marketing, the majority of respondents are satisfied (72.8%), with a small proportion highly satisfied (23.7%) and a few dissatisfied (3.38%). In the case of sustainable product development, most respondents are satisfied (69.5%), with a smaller proportion highly satisfied (30.4%). Community engagement programs show a positive reception, with a significant portion highly satisfied (14.8%) and most being satisfied (77.6%), while a small portion is dissatisfied (7.4%). Transparency and ethical sourcing is seen as a positive initiative by respondents, with 38.8% highly satisfied and 44.4% satisfied, though a small percentage (16.6%) expressed dissatisfaction.

The Chi-square value of 52.115, with a significance level of 0.000 (at the 1% significance level), indicates that the observed differences in satisfaction levels across the strategies are statistically significant, suggesting that satisfaction with social innovation marketing strategies varies notably across the different strategies.

6. Suggestions:

1. **Focus on Increasing Transparency and Ethical Sourcing:** Transparency and ethical sourcing received mixed responses, with a notable dissatisfaction rate. Companies should prioritize clearer communication regarding their sourcing practices, ensuring that consumers understand the ethical values behind the products.
2. **Strengthen Community Engagement Programs:** Community engagement programs showed high levels of satisfaction, but there is still room for improvement, especially in further enhancing the reach and inclusivity of such programs. Expanding these initiatives to engage a broader segment of the community can help increase satisfaction even further.
3. **Enhance Sustainable Product Development:** Although the satisfaction rate for sustainable product development is positive, it can be improved by introducing a wider range of products that meet sustainability criteria. Additionally, educating consumers on the environmental impact of these products could boost satisfaction and awareness.
4. **Promote Cause-Related Marketing:** Cause-related marketing garnered high satisfaction levels. Companies should continue to support and promote social causes that resonate with their target audiences, while clearly demonstrating the impact of their efforts.

7. Conclusion:

This study highlights that social innovation marketing strategies, particularly cause-related marketing, sustainable product development, community engagement programs, and transparency in ethical sourcing, significantly influence consumer satisfaction. Among these, community engagement and cause-related marketing were most favorably received, suggesting that consumers highly value companies that actively contribute to social and environmental causes. However, the study also indicates areas for improvement, particularly in transparency and ethical sourcing, where consumer expectations remain high. Companies focusing on enhancing transparency, expanding community engagement, and promoting sustainable development initiatives can significantly improve consumer satisfaction and foster long-term loyalty.

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