

Sustainable Entrepreneurship Through Effective Study of Consumer Behaviour and Satisfaction

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ABSTRACT

The main objective of any sustainable business enterprise is to earn a profit or in some cases earn a name in society through sustainable measures. But with a population as big as the one in India, for any business plan to succeed in this day and age, one must first understand or break down the basics of their target consumer's behaviour and how to satisfy the growing population's needs. Understanding consumer behaviour can be the most challenging part of marketing. For effective marketing one must understand the consumer's need for the product or service, the way they entail to use the product, how much they are willing to spend on it and if they would choose to purchase again. If consumer behaviour is the beginning of marketing, then consumer satisfaction is the ending, consumer satisfaction is ensuring that the consumer buys the product again, ensuring they are satisfied with the money spent on the product, creating a regular use for the product and satisfying all their needs.

Imagine you are a pen manufacturer, new to the industry of blue and black ink. An industry that has high competition from other manufacturers. How do you establish yourself? You must understand your consumer first, your major target market would be students who are breaking sweat over assignments and examinations, you would want to place your product in all their hands. In order to do that you must understand their consumer behaviour. Students wouldn't want to spend too much money over a pen, because most people lose their pen within a week and students wouldn't be able spend an extravagant amount over a pen. So in order to make your product attractive, an attractive price must be set. You must also ensure that your product is fit to their requirement, since the requirement is to write for prolonged hours with speed, the product must be light in weight and smooth. Since a product like pen is misplaced quite often, it does create possibility for repeated purchase, so the company must ensure that the consumer chooses it again, by selling in packs of say 10 to 12 pens it makes it convenient for the consumer to have one on standby.

Customer base such as students are often influenced by their peers, especially a product such as a pen that is lent to friends and shared, if the product has attractive packaging, is user friendly and cost effective, then the student who borrowed the pen can become the buyer of the pen. This psychology behind a pen business is not limited to just that. Every business must think from the perspective of their customer, design and provide the product/service from that defined customer and take the necessary steps to ensure that the customer is satisfied. As Seth Godin said 'don't find customers for your products, find products for your customers'

I. INTRODUCTION

We live in a world of options today, which has resulted in heavy and a never-ending competition among business, industries, economies and ideas. So, in a world where consumers can choose among a variety of options, how is a sustainable entrepreneurship built?

What is a sustainable entrepreneurship?

Sustainable entrepreneurship is opportunity oriented and aims at generating new products, services, production processes, techniques, and organizational modes which substantially reduce social and environmental impacts and which increase the quality of life. For the formation of any new company the first and foremost document that is prepared is the memorandum of association, this document entails what the company stands to do for the society and its stakeholders. The current need of our society is sustainability. We have exploited it to such an extent that it has reached a point of crying for help. But amongst this chaos also we humans can find opportunity. New businesses and entrepreneurs are emerging all around us, this is because they have learnt to study the market and identify its needs with the help of consumer behaviour methods and strive to satisfy their consumers and the social needs sustainably.

Understanding consumer behaviour can be the most challenging part of marketing. For effective marketing one must understand the consumer's need for the product or service, the way they entail to use the product, how much they are willing to spend on it and if they would choose to purchase again. If consumer behaviour is the beginning of marketing, then consumer satisfaction is the ending, consumer satisfaction is ensuring that the consumer buys the product again, ensuring they are satisfied with the money spent on the product, creating a regular use for the product and satisfying all their needs.

Business now not only have to focus on designing products for their customers but for the society at large.

II. RESEARCH METHODOLOGY

In order to broaden the scope and understanding of this research paper, numerous entrepreneurs from India and Europe were interviewed and asked important questions as to how they strive to develop their business and contribute to society hand in hand.

The entrepreneurs selected were from various fields such as manpower supply, retailers of pharmaceuticals and manufacturers of textiles.

The insight provided by these representatives of the industry has helped in the formation of the foundation of this research paper. The samples (representatives) were chosen using convenient sampling techniques and asked to provide insight regarding their sustainable business ventures.

III. Case 1: H and M

The fast fashion brand Hennes & Mauritz AB has a net worth as of February 03, 2023 is \$21.18B. The global conglomerate H and M has developed a nearly perfect business plan that allows for sustainable entrepreneurship by studying consumer behaviour and satisfaction. So how is the company doing so?

If you have visited their store recently, you will find their new collection and offer under the collection name of "h and m conscious" with the help of new technology H and M has devised a way of manufacturing new garments

out of old cloth. What they are doing is that, each customer is encouraged to bring with them a bag of old used clothes to donate, each bag is rewarded with a voucher of 15% discount. This sustainable method of manufacturing garments helps the company reduce their cost of production by cutting the raw material purchase cost while also contributing to society and the environment by recycling old clothes which would have ended up in landfills just polluting our environment. How does this effect the consumer's behaviour? By rewarding each bag with 15% discount the consumer is inclined to make repeated purchase. H and M being a fast fashion brand, they want their customers to purchase each new collection and update their wardrobe. The recycling of clothes helps the consumer to clear their cupboards without feeling guilty or conscious. The discount voucher urges the customer to make immediate purchases and develops a feeling that the brand is always on sale and is cost effective. It also strengthens the customer and brand relation.

Are the customers satisfied? Yes, indeed the customers are satisfied. This business plan allows the customers to update their wardrobe, refresh their style, and all at a reduced price. They are also satisfied that they have contributed to the welfare of society.

IV. CASE 2: AS medicals

This pharmaceutical retailer has devised a plan to reduce their paper trail by switching to e-bills. Each customer is sent their bill via whatsapp. This allows them to easily keep digital accounts, understand their customer base and reduce the cost of printing and stationary. Once the consumer shares their mobile number to receive their bill the company can regularly share with them notices of their new and upcoming offers and rewards. The consumers are satisfied with the service provided as they are able to keep track of their bills and also can get in touch with the store for an enquires regarding medicine availability and home delivery.

V. CASE 3: VISION 360 DEGREE d.o.o.

This Indian manpower supplier company, with its head office in Croatia, European contributes to the global society by helping the youth find jobs, companies in attaining their labour and globalisation. Sustainability is not just about environmental sustainability, it is also linked to economic sustainability. The Indian labour market is huge, with unemployment on the rise, we have a major part of the population either working for reduced rates or not working at all. This effects our economy and society drastically, it impacts the purchasing power of households and quality of life. Vision 360 Degree selects talent from India and sets them up with jobs in Croatia, Serbia, Germany, etc. It has studied the behaviour of today's youth who are the consumers of the company's services and understood that they are in search of a better lifestyle and are inclined to work abroad as the labour rates and working conditions are better. The company ensures that the consumers are satisfied with their services by holding their hand at each step of the process, the consumer is literally leaving their homes in search of better lifestyle. Vision 360 supports them at each step, from visa application to getting them settled in their new jobs, the company ensures that each consumer is satisfied and happy.

VI. CASE 4: La Tiara Kids

La tiara kids, is a kid's party wear brand that uses good quality materials to manufacture their garments, The product uses the extra cloth after stitching to make the bows , flowers and embellishments that are used to

decorate the product. They have also studied their customer base in depth and realised that their most valuable and potential customers are the ones celebrating their 1st birthday. To satisfy the celebratory needs of these birthday girls, the company offers a wide variety of options in that size range. The product is also designed in such a manner that each in seam has a margin of minimum 6 inches that allows for alterations, as children grown out of clothes really fast and these dresses shouldn't go to waste. Since children often complain of irritation caused by party dresses, the garments of this brand are manufactured with good quality cotton lining and all seams stitched outside in, that offers comfort and reduces irritation to the skin. The customers are satisfied with the quality of the product, the design and its style.

VII. RESULTS AND CONCLUSION

Let's go back to the example in the abstract, you are a pen seller after reading the abstract you have found your customers base, their behaviour and how to satisfy their needs. But now you have to add another variable to this business formula, sustainability.

Sustainability a dynamic capability, in today's climate a business must not only look to make a profit but also strive to contribute to the sustainability it's this society. Only if the society is sustainable the business will be stable.

So how do you as a pen manufacturer go about this?

Like H and M you can also start manufacturing using recycled materials, old plastic bottles can be used to make the casing of the pen. Like AS medicals you can also store your information online instead of using paper. Like Vision 360 degree you too can hire Indian youth as a part of your workforce. And like La tiara kids you can also use the excess raw materials and the manufacturing wastage material to design new products and reduce overall wastage.

Once these three variables are combined, sustainability + consumer behaviour + satisfaction the business can hit and capture the market.

As Seth Godin said 'don't find customers for your products, find products for your customers' but let us alter his words a little bit

Don't find customers for your products, find products for your society and it's stakeholders

VIII. ACKNOWLEDGEMENT

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IX. REFERENCES

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