

EFFECT OF GREEN MARKETING STRATEGIES ON CUSTOMER LOYALTY

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ABSTRACT : This study aims to find the strategies of Green marketing and its influence on customer loyalty. The researcher used anova table and frequency analysis to find the result. It shows the findings that there is a positive association between green marketing strategies and customer loyalty. Customers are admired green marketing strategies and they are very loyal to the concern product.

Key words: Green marketing, customer loyalty, green products, green place, green promotion

INTRODUCTION

Green Marketing involves several activities including modification of product, alteration in the process of production, planning of packages, strategies of advertisement raising awareness in industries regarding compliance market (Bolton, 1998; Churchill, Gilbert, & Surprenant, 1988). According to the dictionary of business, green marketing facilitates in promoting activities in order to change customer attitude towards products. Changes in attitudes of customer always depends on policies and practices of firm (Cope & Winward, 1991).

Environmental marketing specifies to eco-friendly produce such as healthful eatables, products without phosphate, and ozone friendly products which can be recycled, replenished or are eco-friendly. In broad, green marketing is very vast topic that can be practiced and applied to consumer products, industrial products and also services. It includes wide range of

processes such as product adjustment, handling the production system as well as handling the packaging process and also modification in advertisement department. Furthermore, from the customer's prospective, their expectation from the company is to reduce the production of toxins during the production, ability to reprocess the products and also provide safe water.

CUSTOMER LOYALTY

Chen (2010) defines green loyalty as "the level of repurchase intentions prompted by a strong environmental attitude and sustainable commitment towards an object, such as a product, a service, a company, a brand, a group, or so on. Customer loyalty referred to the behavior of customers to maintain a relation with an institute through purchase of its products and services (Behara et al., 2002; Singh and Sirdeshmukh, 2000). Consumers are loyal when they willingness to repurchase (Chang and Fong, 2010; Chen, 2010), willingness to maintain a relationship with a firm (Chang and Fong, 2010) and customer's environmentally sustainable attitude and commitment towards a product brand and company, high switching barriers and lack of real alternatives (Chen, 2010). In this study the researcher finds the effect of green marketing strategies on customer loyalty.

REVIEW OF LITERATURE

Sadia Cheema et al (2015) Influence of Green Marketing Mix and Customer Fulfillment: An Empirical Study. International Journal of Sciences: Basic and Applied Research (IJSBAR) ISSN 2307-4531. The aim of this research is to explore the influence of green marketing mix on customer satisfaction. The findings indicted the green marketing mix and its dimensions are significantly and positively correlated to customer satisfaction. It also indicated that green marketing mix is very strong predictor of customer satisfaction. Green environment is the need of today's era so the research highlights that the customer satisfaction can be achieved using green marketing mix.

Patricia Martinez garcia de leniz (2015) Customer loyalty: Exploring its antecedents from a green marketing perspective. International Journal of contemporary hospitality management 27(5). This study aims to propose a hierarchy of effects model to study three antecedents of green loyalty: green trust, green satisfaction and green overall image, and to examine the relationships between these variables. because of the environmental degradation that this industry can cause with unmanaged growth and development. For this reason, several authors have proposed incorporAt present, environmental issues attract the attention of

academics and professionals around the world. In the hospitality industry, this interest is even greater because of the considerable quantities of water and energy consumed by hotel companies and treating the green loyalty construct as a key variable in tourism theory and practice. The findings show that green overall image has positive direct effects on green trust, green satisfaction and green loyalty. At the same time, they reveal that both green trust and green satisfaction have positive effects on green loyalty. In addition, green trust has a positive influence on green satisfaction.

Wahab et al (2016) Effect of Green Marketing Strategy on Customer Satisfaction in Jordan. *Arabian Journal of Business and management review*. This present paper aimed to investigate the effects of green marketing strategies on customer satisfaction in Jordan. It was a correlational research design. Results indicated significant positive relationship in green marketing strategies and customer satisfaction in Jordan sample. Results also showed that green marketing strategy except distribution are significant predictors of customer satisfaction in Jordan. Results have important implications for companies to know the importance of green marketing strategies to enhance customer satisfaction.

Leila Baktash, Mushalwana Abdul (2019) Green Marketing Strategies: Exploring Intrinsic and Extrinsic Factors towards Green Customers' Loyalty. *Quality - Access to Success* 20 (ISSN 1582-2559):127-134. The lack of prior studies on influential factors towards green products purchase attitude and customers loyalty has been urged to conduct a study in this regard. As a result, current study seeks to identify the intrinsic (green product quality and green trust) and extrinsic factors (age, education and employment status) influencing customer's attitude (as a moderating factor) and loyalty towards green product consumption. The findings indicate the significant impact of quality and trust towards customers attitude and loyalty. In addition, age and education significantly impact on customers' attitude towards quality of green products.

Lily Suhaily, Syarief Darmoyo (2019) Effect of Green Product and Green Advertising to Satisfaction and Loyalty which mediated by Purchase Decision. *International Journal of Contemporary Applied Researches* Vol. 6, No. 1, January 2019. The purpose of this study to determine the effect of Green Product and Green Advertising to Satisfaction and Loyalty which mediated by Purchase Decision. Questionnaires were distributed to 196 visitors Plaza Semanggi that used environmentally friendly products by using random sampling technique. The results showed that Green Product and Green Advertising have direct

influence to Purchase Decision. In addition, the Purchase Decision has direct influence to Customer Satisfaction and Customer Satisfaction has a direct influence to customer loyalty. Green Product and Green Advertising have indirect influence to Customer Loyalty through Purchase Decision and Customer Satisfaction.

OBJECTIVES OF THE STUDY

1. To find the demographic profile of the customer
2. To identify Green marketing strategies followed by the marketer
3. To study the relationship between green marketing strategies and customer loyalty

HYPOTHESES OF THE STUDY

1. There is no significant difference among the demographic profile of the customer
2. There is no significant influence among the Green marketing strategies followed by the marketer
3. There is no significant relationship between green marketing strategies and customer loyalty

RESULTS AND DISCUSSION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	162	32.4	32.4	32.4
	Female	338	67.6	67.6	100.0
	Total	500	100.0	100.0	

Source – Primary data

The above table shows that there are 67.6% of female customers followed by 32.4% of Male customers are represented in this analysis. The sampling dominated by female customers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above50,000	233	46.6	46.6	46.6
	30,000-50,000	163	32.6	32.6	79.2
	20,000-30,000	59	11.8	11.8	91.0
	Below 20,000	45	9.0	9.0	100.0
	Total	500	100.0	100.0	

Source – Primary data

It was presented in the above table regarding monthly income of customers there are 46.6% of above Rs.50,000 income group, 32.6% of Rs.30,000 – 50,000 income group, 11.8% of above Rs.20,000 – 30,000 income group and 9% of below Rs.20,000 income group.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly once	94	18.8	18.8	18.8
	Weekly twice	76	15.2	15.2	34.0
	Monthly twice	186	37.2	37.2	71.2
	Monthly once	144	28.8	28.8	100.0
	Total	500	100.0	100.0	

Source – Primary data

It was given in the above table 18.8% of customers purchasing weekly once, 15.2% of customers purchasing weekly twice, 37.2% of customers purchasing monthly twice and 28.8% of customers purchasing monthly once.

		Sum of Squares	df	Mean Square	F	Sig.
Green Promotion	Between Groups	631.765	4	157.941	758.504	.000
	Within Groups	103.073	495	.208		
	Total	734.838	499			
Green People	Between Groups	742.713	4	185.678	992.993	.000
	Within Groups	92.559	495	.187		
	Total	835.272	499			
Green Product	Between Groups	786.919	4	196.730	1175.975	.000
	Within Groups	82.809	495	.167		
	Total	869.728	499			
Green Place	Between Groups	707.638	4	176.909	938.465	.000
	Within Groups	93.312	495	.189		
	Total	800.950	499			
Green Package	Between Groups	705.791	4	176.448	992.979	.000
	Within Groups	87.959	495	.178		
	Total	793.750	499			

Source – Computed data

It was observed in the above table Green Promotion (F=758.504, P=.000) Green People (F=992.993 P=.000), Green Product (F=1175.975, P=.000), Green Place (F=938.465, P=.000), Green Package (F=992.979, P=.000) of the green marketing strategies and this will leads to influence on customer loyalty among the customers while purchasing green products.

FINDINGS AND CONCLUSIONS

1. It was observed in this analysis customers are high income group mostly prefer green products.
2. Customers are purchasing green products because of the strategies followed by the marketers.
3. The strategies are green products, green place, green promotion, green people and green package.
4. Customers are attracted the green product strategies than other strategies.
5. Finally it concludes that once the customers are purchased they are very loyal to the products and they will be a long lasting customer to the concern products.

REFERENCES

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