



Green Marketing and Environmental Practice : Its impact on green satisfaction and loyalty in B2B entities at Bengaluru – A study

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Abstract:

Purpose : The major purpose of the presented paper is to study whether the demographics of respondents impacts on the green practice in B2B concerns. Further, green practice in the form of purchase of green products, quality, image, satisfaction and loyalty also studied. The study also conducted to know green product price and green marketing practice. Satisfaction is the pleasure customers perceive when assessing a product service (Solimun, S, et al. 2018) and loyalty is defined as repeat buying frequency of same brand (Richard, L et al.1999).

Design : A questionnaire known in advance was well administered for the purpose of data collection x2, contingency co-efficient, Kendall's co-efficient of concordance, green customer satisfaction and loyalty Index, ANOVA and weighted average statistical tools were performed to analyse the data.

Findings : The study found all the demographics of respondents impacting on the green marketing practice with significant variation and with high degree of relationship. The study found factor like that green products aim at saving environment and factor like satisfied customers are more likely to re-buy a product. Further, the factor like customers are less sensitive to price when product is believed to contribute to sustainable development. The other findings of green practice factors impacting on the image include corporate image is linked to customer satisfaction and loyalty and factor like professional buyers are satisfied with high performing products.

Keywords : Sustainability, loyalty, satisfaction, repurchase, professional buyers, environment, green, re-buy, organic, marketing.

Introduction :

Green marketing is one of the best marketing strategies successfully capable of countering severe competition in the market. Majority of customers buy a clearly labelled product as organic. Green marketing consist of commercialisation and promotion of products and services that respect environment and do not negatively impact on the planet and atmosphere. More and more companies and customers are at present showing more interest in green products which protects the environment. Customers are becoming more responsible. Green marketing being the environmental practice raises the level of awareness among consumers. Green marketing also known as environmental marketing or sustainable marketing is the process of promoting products or services that are environmentally friendly. The term green practice refers to actions that reduce the negative environmental impacts. (Kara, L. et al. 2001) and further green practices go beyond environmental protection emphasising waste reducing to minimise their environmental impact (Wong, Y. F. 2013). Green practices are positive to B2B companies since they give rise to competitive advantage, placing them over the industry, favouring long term relationship with customers (Hsin – Hal Hu et al., 2010) and improving financial performance by increasing customer loyalty, employee morale retention rates, satisfaction etc. (Flak, L. et al. 2005).

Innumerable companies included green products to complete their production range and to some it has become a social responsibility to protect the environment. The existing majority of research focussed on B2C markets and in this regard. Sharma (2020) examined the research in B2B area and found limited research papers on sustainability. Green marketing is an example of environmental management practice aimed at decreasing or preventing negative impacts on the environment (Gozaher – Benito et al. 2005).

Statement of the problem:

By 2027, global B2B e-commerce is forecast to reach US\$ 20.9 trillion representing a CAGR (Compound Annual Growth Rate) of 17.5% during the forecast period (2020-2027) according to Grand View Research. Green marketing practice helps to reduce waste, pollution and other negative impacts on the environment. Protection of environment has been felt by all the nations across the globe. A healthy green marketing practice contributes a lot to the healthy and well being of the planet and all of its inhabitants. More awareness about green marketing practice leads to the consumers to choose the products and services. The implementation of environmental management practice is often regarded as the compliance of regulations. The negative impact of environmentalism is seen in the form of damaging black hole, cloud storm, dust storm raining in un-season, global warming etc.,

Review of literature:

A meta analysis of Tsai, Huang and Chen (2020) revealed that environmental practices are positively associated with the firms performance, and where the degree of association depends on the contextual form.

Suki (2016) investigated in the B2B context the impact of green brand knowledge, attitude towards green brand and green brand positioning on green product purchase intensively.

Hsin-Huai, Hue et al. (2010) stated that green practices go far beyond business environmental protection, emphasising waste decrease to minimise their environmental impact. Further, the researcher has stated that green practices are positive for companies as they give rise to competitive advantage.

Research Methodology:

Framing of research design needs maximum care since it affect the entire process of research. The presented study depends on both survey technique and secondary data. The needed data was collected through a well administration of a questionnaire. Kothari, E. R. (2011) defines research methodology as an intelligent expedition and hence should be used in a technical sense.

Participants : The participants of the study includes the residents of Yelahanka old town of Yelahanka taluk. Yelahanka old town is popular due to the Yelahanka Nadaprabhu Kempegowda who built Bangalore fort and the Yelahanka town 1537 AD. Yelahanka is mainly a residential locality with lush green trees, parks and lakes. There are also multiple commercial zones which hosts different malls, restaurants, branded stores and now becoming hub of higher education.

Study instrument : A well designed questionnaire was administered as schedule due to avoid non response, reject and incomplete. The researchers collected the data by interviewing the respondents at different locations.

Data source : The present research work depends upon both primary and secondary data. The primary data was collected systematically through a proper administration of questionnaire and researchers himself collected the data by interviewing the respondents. The secondary sources include journal books and internet. Convenient sampling technique was performed.

Sample of the study : The sample of the study is fixed at 100 and all the respondents belongs to Yelahanka old town. The customers at Bengaluru during business with B2B concerns were selected and include Microsoft (Technology), UPS (logistics), HSBC (Global Banks) and SIEMENS (conglomerate), Amazon web services which provides database storage, content delivery and B2B sales representatives.

Method of analysis : The study used quantitative techniques in analysing factors driving the elements of green marketing. They include, Chi-square, contingency co-efficient, Kendall's co-efficient of concordance, weighted average and green customer satisfaction and loyalty indexes.

Limitations :

1. The study is confined only to Yelahanka Old Town of Yelahanka Taluk.
2. The size of sample is small and may not exactly represent the entire old town.
3. Any generalisation requires in-depth study.

Survey findings :

Table-1 highlights data about respondents demographic profile. These demographic profile play an instrumental role green practice by the respondents. There are 79 males and 21 females in the study. Out of 100 respondents 85 are married and 15 single and 43 of them belongs to 26-35 years, 30 in between 18-25, 12>60 years, 8 in between 36-45 years and 7 are in between 46-60 years. The monthly income data which is deciding factor in green practice by the respondents reveals that 40 respondents monthly income falls in between 30K – 40K, followed by 32 in between 20-30K, 15 between 10K-20K, 8 in between 40K-50K, 2 each in <20K and above 50K. 55 expressed green practice very much important, 21 important, 8 each moderate important or neither important non unimportant, 5 expressed unimportant, 3 little important.

Table – 2 highlights data about factors driving buying green products. The green statements are considered for the study of factors driving buying behaviour. Statements are drawn from previous researchers. Statement No. 1 taken from the study of Suki, (2017), the second statement taken from Chen (2011), the third statement taken from the previous research of Molina – Azorin et al., (2009), the fourth statement drawn from the study of Dwyer 2009, Lee 2009. The 5th statement take from the study of Kang and Hur (2012). The 6th statement drawn from the researchers study of Cees J. Helderma et al. (2021) and the 7th statement from the researchers previous study, Cf. Silva et al., (2018). To measure the impact of factor driving the buying of green practice ANOVA statistical tool was performed. There are 69 respondents who stated strongly agree followed by 22 agree and 9 somewhat agree, 21 spoke about the statement No. 1, 11 about statement No. 6 and 9 about statement 7. ANOVA fails to accept H0 and accepts H1 and hence it is concluded that there exist significant variation in the data.

Table-3 reveals data about green customer satisfaction and loyalty. Generally the previous studies gave significance of consumer loyalty and satisfaction. A limited researchers available dealing about professional purchases in relation to green and environmental concern (Ranei Kordhoul; et al. 2015). Statement 1 taken from the previous research work of Ramei Kordhouli (2015), the second from Oliver

(1999), the third one from Biedenbach et al., (2015), Wirtz (2017). The fourth statement taken from the research work of Chang and Fong (2010), Martinez, (2015). The fifth from early work of Asgarian et al. (2012), Cheema et al. (2015). The sixth from Chang and Fong (2010) and the next statement from Suki (2017). The previous few studies have examined the positive effect of green customer satisfaction on green customer loyalty Chang and Fong (2010) and results were found in a B2C setting and the researchers expect the same impact in a B2B context. To measure green customer satisfaction and loyalty green customer satisfaction and loyalty index (GSLI) was framed the opinions of respondents multiplied by 3, 2 & 1 respectively and the total was obtained. Based on the strength of GSLI, ranking was performed and accordingly statement (2) stood first rank, followed by the second rank statement No. 5 and the third rank to the statement No. 7. All the demographics are showing significant variations and high degree of relationships and we conclude that green customer satisfaction has a positive effect on the green customer loyalty of professional buyers in a B2B concerns.

Table - 4 divulge data on green product price and green practice. The statements presented in the table are selected from previous researchers. Statement No. 1 gathered from works of Chen, Lai & Wen (2006). No. 2 from Cf. Catoiu et al. (2010), the third statement from Shama & Iyer (2012), 4th statement Grewal et al. (1998), the 5th statement Goebel et al. (2018), the 8th statement from works of Sharma & Iyer (2012), the 7th one from Chen 2010, Ebrahimi, (2015), and the 8th statement from Suki (2016). To measure the variation in the data and to know degree of relationship Kendall's co-efficient of concordance was performed. The tabulated data presented in the table using 3 point Likert scale. 72 stated strongly agree, 17 agree and 11 somewhat agree. Out of 72 respondents 17 said that statement No. 6, 15 about statement No. 7 and 9 about statement (1). Out of 17 who said agree 6 spoke about statement No. 6. "W" fails to accept H_0 and accepts H_1 . i.e., Green product has a positive effect on the green satisfaction of professional buyers in a B2B setting.

Table - 5 confirms data about green corporate image and green practice. To measure this "weighted average" quantitative technique was performed. 4 point Likert scale and corresponding weights were used. The opinions of respondents expressed as "f" and multiplied by "w" to get "fw". Based on the strength of "fw" ranking was performed. The first rank was awarded to statement (2) the second rank to the statement, (8) and the third rank was awarded to statement (6). "W" fails to accept H_0 and accepts H_1 and we conclude that green corporate image has a positive effect on the green customer satisfaction of professional buyers in B2B setting. The statements were taken from previous researchers like Chen (2008), Chen Lai and Wen (2006), Hu and Wall (2005), the first statement, the second one from Adullah, AI - Nassar and Husain, (2000), Chang and Fong 2010, Suki, (2017). The third statement borrowed from Chen, Lai & Wen (2006); Hunter and Bansal (2006), the 4th statement taken from Amores - Salvado et al. (2014), the 5th drawn from Cf. Bathmanathan et al. (2016), Cess J. Gelderman (2021), the 6th Statement from Cees J. Gelderman (2021), the 7th statement from, from Cf. Kapitan, Kennedy., and Berth (2019), and finally the 8th statement taken from Van Riel et al. (2007).

Table - 6 divulge data about green product quality. To measure green product quality practice the previous researchers references were considered. The statement No. 1 borrowed from Creth et al., (2007), Van Riel et al., (2005), the second statement drawn from Ali et al., (2011), the third statement taken from Mayer (2013), Norazah, (2013), Suki, (2016), the fourth Mayer (2013), Norazah, (2013), Suki (2016), the fourth drawn from Cees J. Gelderman (2021), and the fifth statement and sixth statement Chong & Feng (2010), Chen and Cheng (2013), Suki (2017). Table further reveals that 76 expressed strongly agree, 15 agree and 9 somewhat agree. Out of 76 respondents who expressed strongly agree, 22 said about the second statement, 16 about statement No. 1, 13 about statement No. 6. Out of 15 who expressed agree, 6 said about statement No. 2, & 3 about statement No. 6. Further, out of 9 who opined somewhat agree, 3 spoke about statement 2. ANOVA fails to accept H_0 and accepts H_1 and hence it is concluded have exist significant variation in the data and green product quality has a positive effect on the green customer satisfaction of professional buyers in B2B setting.

Discussion :

The study found linkages in green practice of factors driving buying of green products, green customer satisfaction and loyalty, green product price, green corporate image and green product quality in a green and B2B context. The present study contributes to the existing literature on the customer satisfaction of

professional buyers in a B2B. The factors driving green products aim at saving environment, increasing awareness about catastrophic ecological green house gasses and the effect of supply of green products has a positive effect. The research found the existence of significant positive association between customer satisfaction and loyalty. This present study found that quality is positively associated with satisfaction, which connotes that product quality has a direct impact on the satisfaction. The another significant finding of the present study that product price has a positive important relationship with satisfaction. Innumerable previous research works confirmed that corporate image is positively linked to customer satisfaction.

The outcome of the present study supports the positive association between image and customer satisfaction. The factors leading to green customer satisfaction include that satisfied customers are likely to re-buy, green customer and loyalty proved to be useful for studying green buying behaviour and there exist positive relationship between customer satisfaction and loyalty. yet another significant finding is about green product price and green practice. The study found factors drives price and practice include, customers are less sensitive to price, customers willing to pay high price and development of innovative green products allows B2B companies to ask more price. The result of the present study supports corporate image and green customer satisfaction. The variables like corporate image is linked to customer satisfaction and loyalty, image relates to environmental feature of a company and revealing that environmental are dealt to the customers.

Conclusion:

The intention of the present study was to probe the impact of green marketing strategy elements viz., green corporate image, quality price, green products buying, on satisfaction in the B2B context. The results derived are well supporting the hypotheses green customer satisfaction is directly related to all elements stated above. The study as previously expected found the presence of positive relationship between green customer satisfaction and green customer loyalty in B2B context. Further, the study found significant variation in the demographic profile of respondents and reveals presence of high degree of relationship between the two variables. The strong factor driving the green product derived in the study is about green products aiming at saving environmental resources, satisfied customer likely to buy repeatedly, customers are less sensitive to price, corporate image as linked to customer satisfaction and loyalty.

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Table-1 : Demographic profile of respondents

Characteristics	χ^2	TV @ 0.05	df	Result of χ^2	"c"	Result of "c"
Gender	33.164	3.841	1	Significant	0.56	High Degree
Marital Status	49.00	3.841	1	Significant	0.57	High Degree
Age in years	50.30	9.488	4	Significant	0.58	High Degree
Monthly income (INR)	120.73	11.070	5	Significant	0.73	High Degree
Importance of green practice	125.61	11.070	5	Significant	0.74	High Degree

Source: Field Survey

Note : $\chi^2 = \text{Chi-square}$

$$'c' = \sqrt{\frac{\chi^2}{\chi^2 + N}}$$

Where 'c' = Contingency Co-efficient, N = Number of Observations

When the value 'c' is equal or nearer to 1, it means that there is high degree of association between attributes. Contingency co-efficient will always to be less than 1. High degree is considered here if 'c' is 0.50 and above.

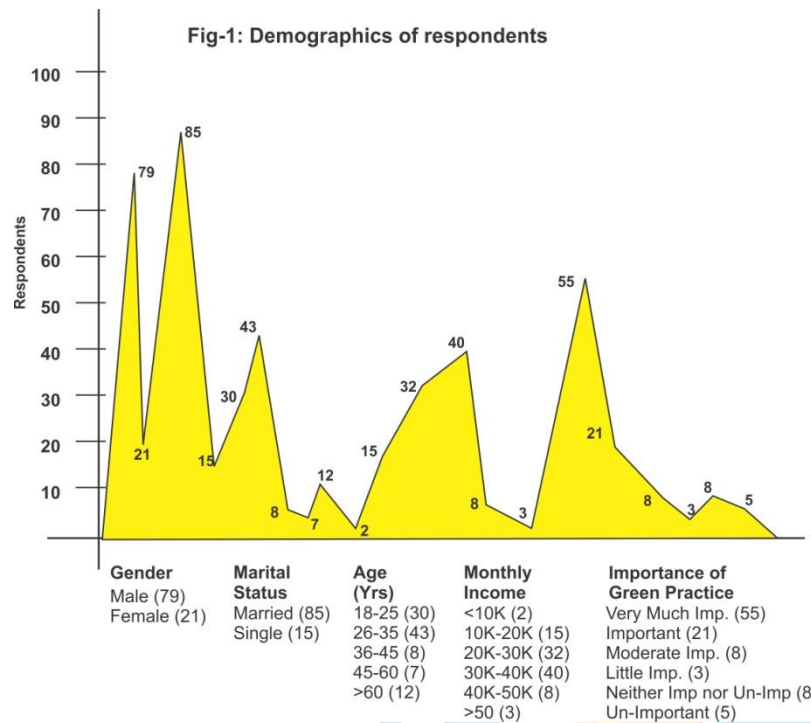


Table - 2 : Factors driving buying Green Products - Green Marketing

Sl. No.	Factors driving green marketing	SA	A	SWA	T
1	Green products aim at saving environmental recourses	21	6	2	29
2	Steady increase in awareness about pollution	8	2	1	11
3	Environment protection has become main stream issue	7	2	1	10
4	Pressure from stakeholders to act	6	1	1	8
5	Increasing awareness about catastrophic ecological green house gasses	11	3	2	16
6	More firms are prove to accept CSR	7	4	1	12
7	Green supply chain has a positive impact	9	4	1	14
Total		69	22	9	100

Hypothesis

H0	There is no significant variation in the data	Reject
H0	There is significant variation in the data	Accept

ANOVA Table

Source of variation	S.S.	df.	MS	F-ratio	5% F limit form & table
Between the sample	284.5003	(3-1) = 2	284.5003 / 2 = 142.25	14.225 / 9.95 = 14.29	
Within the sample	179.1735	(21-3) = 18	179.1735 / 18 = 9.95		(2, 18) = 3.55
Total	463.6738	(21 - 1) = 20			

Source : Field Survey

ANOVA Analysis : The calculated value being 14.29 higher than the TV = 3.55 @ 5% level of significance with $df = v_1 = 2, v_2 = 1$. ANOVA fails to accept H_0 and accepts H_1 and hence it is concluded that there exist significant variation in the data.

Table - 3 : Green customer satisfaction and loyalty - Green Marketing Practice

	Characteristics	SA	A	SW A	GSL I	R	x^2	Result of x^2	"c"	Result of "c"
1	Customer loyalty as a strong commitment to re-buy a product	65	17	18	247	VII I	232.82	Significant	0.83	High Degree
		195	34	18						
2	Satisfied customers are more likely to re-buy a product or service compared to non satisfied	78	18	4	274	I	339.89	Significant	0.87	High Degree
		234	36	4						
3	It is desire to maintain a relationship with an institute which has environmental or green concern and commitment to buy products regularly	59	24	17	242	IX	178.50	Significant	0.80	High Degree
		177	48	17						
4	Green practices directly impact customer satisfaction	68	20	12	256	IV	252.12	Significant	0.84	High Degree
		204	40	12						
5	Green customer satisfaction and green customer loyalty proved to be useful for studying green buyers behaviour	70	20	10	260	II	268.44	Significant	0.85	High Degree
		210	40	10						
6	Customer satisfaction is overall pleasurable fulfilment of some customers needs goals and desire	65	24	11	254	V	223.76	Significant	0.83	High Degree
		195	48	11						

7	There exist a positive relationship between customer satisfaction and loyalty	68	21	11	257	III	250.78	Significant	0.84	High Degree
		204	42	11						
8	Exceeding or matching prior expectation is of critical importance for customer satisfaction	65	22	13	252	VII	225.72	Significant	0.83	High Degree
		195	441	13						
9	B2B organisations should meet the environmental needs of customers in order to create customer loyalty together with competitiveness	64	26	10	254	V	212.50	Significant	0.82	High Degree
		192	52	10						

Source : Field Survey

GSLI : Green Customer Satisfaction & Loyalty Index

R - Risk, df - degree of freedom

Table – 4 : Green product price and green practice

	Factors driving green product price practices	SA	A	SWA	RT	RT ²
1	Developing innovative green products allows companies to ask more price	9	2	1	12	144
2	Customers require price farmers in the sense that the environmental value matters a relatively high price	5	1	-	6	36
3	Organisational buyers are reluctant to pay high price for some quality products	6	1	1	8	64
4	A high prices is viewed as high sacrifice	5	1	-	6	36
5	Purchasing managers are willing to pay higher price to companies that meets basis responsibility to people by following UN global impact principle (UNGC)	7	2	2	11	121
6	Customers are less sensitive to price when product is believed to contribute to sustainable development	17	6	4	27	729
7	Many customers are willing to pay higher price as long as extra sacrifice is justified by sufficient extra value	15	3	3	21	441
8	The concern toward more awareness for environmental concerns have contributed to an increased demand and eco-friendly products	8	1	1	10	100
Total		72	17	11	100	1671

Source : Field Survey

Note : SA = Strongly Agree, A = Agree, SWA = Somewhat Agree, RT = Row Total

$$SSR = \sum RT^2 - (\sum RT)^2 / N$$

$$= 1671 - (100)^2 / 8 = 421.0$$

Use the sum of squares (SSR) in the following formula to obtain Kendall's W.

$$W = 12 \times SSR / k^2 N (N - 1)$$

$$= 12 \times 421 / 9 \times 8 (64 - 1) = 5052 / 4536 = 1.11$$

Test the significant of 'w' by using the χ^2 static

$$\chi^2 = k (n - 1) w$$

$$= 3(8-1) \times 1.11 = 3 \times 7 \times 1.11 = 23.31$$

Decision: At 8 df level of significance the TV = 14.067. The calculated value being 23.31 higher than the critical TV and hence "w" fails to accept H0 and accepts H1. Therefore it is concluded that there exist high degree of relationship between the two attributes.

Table-5 : Green Corporate Image and Green Practice

	Variables	Weight	4	3	2	1	T	WA
		Likert	SA	A	DA	SDA		
1	Increased sales revenue and competitive advantage	f	59	16	10	15	100	VIII
		fw	236	48	20	15	319	31.90
2	Corporate image is linked to customer satisfaction and loyalty	f	76	15	4	5	100	I
		fw	304	45	8	5	362	36.20
3	A positive strong corporate image lays the foundation for environmental legitimacy of companies	f	69	13	8	10	100	IV
		fw	276	39	16	10	341	341
4	Green corporate image will be especially important in industries where business activities have important social and negative environmental enterprises	f	60	23	9	8	100	VI
		fw	240	69	18	8	335	33.50
5	Positive green product image has shown positive impact corporate on customer satisfaction and customer loyalty	f	63	16	8	13	100	VII
		fw	252	48	16	13	329	32.90
6	Environmentally sensitive industries will patch up much effort in communicating to their customers that environmental issues are dealt	f	70	10	12	8	100	III
		fw	280	30	24	8	342	34.20
7	The perceptions of professional buyers about environmental and	f	65	16	9	10	101	V

	social responsibility have a major impact on organisations buying decision	fw	260	48	18	10	336	33.60
8	Green corporate image relates to environmental features of a company	f	72	11	9	8	100	II
		fw	288	33	18	8	347	34.20

Source: Field Survey

Note : Likert scale : SA - Strongly Agree, A - Agree, DA - Disagree, SDA - Strongly Disagree

Weights : $4 + 3 + 2 + 1 = 10$

Weighted Average = Total / Sum of Weights

Table - 6 : Green Product Quality

	Variable	SA	A	SWA	T
1	There exist positive relationship between product quality and customer satisfaction in B2B setting	16	2	1	19
2	Professional buyers are satisfied with high performing products	22	6	3	31
3	Customer decisions are influenced by the knowledge of quality of green products	10	1	1	12
4	Green product quality is an important antecedent for green customer satisfaction	8	2	2	12
5	Green product is related to customer satisfaction and loyalty and the intention of buying the product	7	1	-	8
6	Eco friendly products are costlier	13	3	2	18
Total		76	15	9	100

Hypothesis

H ₀	There exist no significant variation in the data and green product quality has no positive effect on green customer satisfaction of professional buyers in B2B setting	Reject
H ₀	There exist significant variation in the data and green product quality has positive effect on green customer satisfaction of professional buyers in B2B setting	Accept

ANOVA Table

Source of variation	S.S.	df.	MS	F-ratio	5% F limit form & table
Between the sample	458.3948	$(3-1) = 2$	$458.3948 / 2 = 229.1974$	$229.1974 / 13.36 = 17.10$	
Within the sample	200.3334	$(18-3) = 15$	$200.3334/15 = 13.36$		$(2, 15) = 3.68$
Total	658.7282	$(18--1) = 17$			

Source : Field Survey

ANOVA Analysis : The calculated value being 17.1 higher than the TV = 3.68 @ 5% level of significance with $df = V_1 = 2, V_2 = 15$. ANOVA fails to accept H₀ and accepts H₁ and hence it is concluded that there exist significant variation in the data.