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“IMPACT OF GREEN MARKETING ON CUSTOMER LOYALTY: MEDIATING ROLE OF CUSTOMER TRUST”

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Abstract

This study will show that a relationship between green marketing and customer loyalty mediating role of customer trust. It is like how the green marketing strategies can be applied while using green products. These strategies are used to maintain a relation with consumers who are using green products. Green marketing is related to environmental safety and that attracts consumers to purchase and use. Customer loyalty is a necessary part which effects on organization. Customer loyalty is about re-purchasing same products or willing to purchase in future. Loyal customer always suggests others to buy he does not even buy for himself but he also recommends others. Trust is the key element in any kind of relationship weather it is personal life relation or professional. If there would be a trust building relation between organization and consumer, then the customer will become loyal with the company and he will be the advertiser of your company as well. So in this study we have learned how green marketing effects on environmental safety and what are the benefits of green marketing in customer's life. We have found that customer trust mediates the relationship between green marketing as well as customer loyalty.

Technology advancement and development makes easy to understand the concept for the organizations to apply green strategies. Some researchers said that stakeholders force companies to use green marketing strategies to increase revenue for the business. Some companies are taking competitive advantage on some other companies which are not yet involved in green marketing strategies but now are trying to be a part of it.

Keywords: GM.Green Marketing, CL.Customer Loyalty, CT.Customer Trust.

Introduction

BACKGROUND:

Green marketing explains the procedure of product selling and services of environment benefits. Today most of the people are

taking interest of today's environment issues and changes in climate due to it. Companies are used to say that these (Green) products

were made naturally in friendly and sociable process (Gleim M. R., Smith, Andrews, & Cronin Jr., 2013). Most of the companies are applying this business strategy in a way to demand into ethical consumer market, which value is in billions of current time. By applying these strategies companies are generating wants and getting new markets which had not any existence in past time. We cannot say that effect of environment is completely decreased by using green products but that is the thing which is selling by companies (Gunderson, 2014). Advancement of technology and development of industries had effected the environment and life's quality. Specifically, in environment the effects had been negative and caused resources reduction, changes in climate, pollution, and so on. However, such issues were spoken by governments, firms and societies (Gleim M. R., Smith, Andrews, & Cronin Jr., 2013).

There were so many initiatives were taken about awareness of environment in after 60s and before 90s. But in recent era environment issues have increased and new programs took place to decrease this system (Gleim M. R., Smith, Andrews, & Cronin Jr., 2013). These environment issues were raised due to coverage covered by media, visible effects on system, operations of NGOs, principles, and strategies of green marketing. As outcome customers got awareness about environment and the effect of their behavior in buying (Figge & Hahn, 2012). Marketing is the procedure of producing products and services and promote to fulfill customer's needs who wish quality of products, presentation and

gets convinced at nominal price, which have not harmful effect on environment in equal time. Through green marketing functions it is easy to fulfill customer's needs and wants and make company responsible for continuing long expansions I could produce by active the green marketing by (Szuster in 2008). The entire meanness is exaggerated through green marketing. It is only not giving the preservation and additionally creating new market or opportunities for job (Yazdanifard & Mercy, 2011). By applying strategies increasing anxieties of humanity which are helpful in the revenue and environmental helpul in the perfect impression of the value chain of the firm (Johri & Sahasakmontri in 1998). Researchers felt the value of the green marketing due to public worries over the environmental failure in past times. Purpose of this study is to inspect the environmental difficulties the globe nourishing for development (Kinoti, 2011). Various studies have examined the correlation between customer loyalty and customer satisfaction (Hellier et al., 2003; Butcher et al., 2002; Gountas and Gountas, 2007; Zboja and Voorhees, 2006; Fornell et al., 2006; Oliver, 1999). Moreover, many researchers have found that quality of product has a direct effect on performance and was strictly related to loyalty of customer and satisfaction and buying behavior (Mittal and Walfried, 1998; Eskildsen et al., 2004), and many studies specified the company image has an important effect on customer loyalty and satisfaction (Abdullah et al., 2000; Zins, 2001; Park et al., 2004; Chang and Tu, 2005; Martenson, 2007).

PERKS OF THE GREEN MARKETING:

Gupta & Agarwal, (2012) explains the benefits of green marketing:

1: Profit for long term and growth are confirmed

2: Cost will be high in start but profit in long run

Ottman (1997):

1: By green products there are too less wastage, less material used which will save energy and cost and will give more profit.

2: The company which will introduce green products first will have a competitive advantage.

3: There will be an increase in brand loyalty so company will also have an increase in market share.

4: Green product's quality is so good they are convenient and it saves energy, performance.

PROBLEMS IN GREEN MARKETING:

Green Marketing strategies are not so easy toward apply in short-term because they prevail very expensive and advantages of environment are not touchable, not direct, or unimportant to the buyer or also not easy to share/quantum the cost will be save by reprocessing (Kinoti, 2011). Customers want to link with green products as firms but the value of green products have some confusions.

PURPOSE OF STUDY:

Due to increase in knowledge of people in the world about products and system green marketing has transformed customer's

approach now people wish to pass on unpolluted earth to their children by (Mishra and Sharma in 2012). The arguments started when green marketing studied thoroughly and to distinguish about the practice to work it. The Green marketing is looked by way of "Products marketing that are supposed to be safe environmentally". It is a uncomplicated explanation gives elasticity since firms to return benefit of green marketing by (McClendon in 2010).

Customers are willing to pay extra for green products fast progress has been detected in green marketing. There is a small effect on customers of the newly market and environment yet. All zones of the recession get exaggerated by the green marketing, it only not main safety of environment but it also generates new opportunities of job and market by (Yazdanifard & Mercy in 2011).

PROBLEM STATEMENT:

Customers wish to linked with green products as firms will go into the green but concerning reliability of these products frequent misunderstanding has been observed. Researchers of green products demand to be clear to make sure self-assurance of customers beyondt breaking any laws or rules of the products and employment experiences.

Strategies of green marketing are costly and not easy to apply in short course, advantages about situation are not touchable, not direct or substantial to customers and not easy to calculate and count, the price save by

reprocessing are doubtful By (Kinoti in 2011).

RESEARCH QUESTIONS:

Q1: What is the relationship between green marketing and customer loyalty?

Q2: What is the relationship between green marketing and customer trust?

Q3: What is the relationship between customer loyalty and customer trust?

Q4: Is customer trust mediate the relationship of green marketing and customer loyalty?

OBJECTIVES:

To find out the relationship between green marketing and customer loyalty?

To find out the relationship between green marketing and customer trust?

To find out the relationship between customer loyalty and customer trust?

To find out Is customer trust mediate the relationship of green marketing and customer loyalty?

THEORETICAL FRAMEWORK:

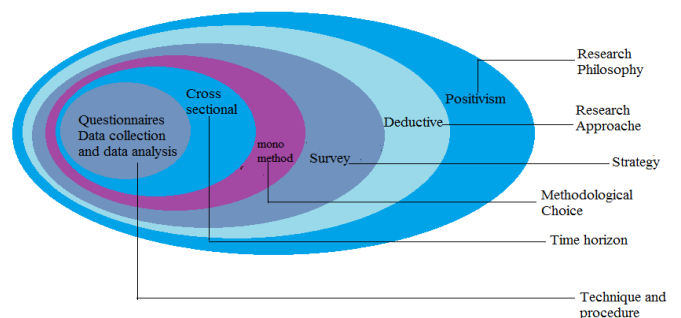


RESEARCH METHODOLOGY:

The procedure of getting information for the purpose of making necessary decisions regarding research is known as research methodology (Kuada, 2012). This research segment consists of research publications, surveys and interviews and many other methods. Moreover, this part may have information regarding history and latest

information (Kuada, 2012). This part lightens on other research methods whoever helps in collecting and analyzing the data. This research is mostly linked with green products, which create impacts on consumer buying behavior. This research explains the behavior of consumer after applying green strategies. Moreover, this research clarifies the gears, which used to assemble the data and then get the final result (Goddard & Melville, 2004).

Research Onion :



Philosophy:

Philosophy identify the clean picture of what we are talking about, the way researchers found the results. It is about how they are looking the circumstances in their own view and what are their perceptions. It gives a path how to study and analyze the data which is collected from this research, our philosophy about research is positive. Many theories test the hypothesis and calculate the data by specific tools. Hence, we create hypothesis by reviewing literature which shows the positive portion.

Approach:

This research has an important part in the whole procedure of the research as it assists in obtaining the activity flow while studying the research. In the whole procedure of this research two researches are debated in detail; which are inductive and deductive research approach. These approaches have their own importance while studying and the research type based on the relevancy of subject (Panneerselvam, 2004).

Our study is not based on inductive research but on deductive research approach because we do not offer any new theory. We used to study other theories of recourse and make a theoretical framework and see what possibilities we can find out.

Strategy:

It is very important to select the suitable sample to fulfill the requirements of the research in better way. In order to collect data from population many strategies are used. For collecting a sample two main strategies which researchers used are simple random sampling and non- random sampling (Gregorie & Valentine, 2007). In simple (sampling), the samples get collected from population keeping in mind that every element is important having equal rights. In non-random sampling in which the choice is only concerns with researcher he can choose a specific element as a sample from population.

Methodological choice:

There are various types of methodological choices like multi-method, mono-method, mixed method. In this stage we will be able to decide which method we are going to use to collect data for analysis. Mono-method is

a type of method which we use only for one either it can be qualitative or quantitative. Mixed-method means we will use both methods quantitative and qualitative for study. Multi-method always use for more than one to collect data concerned with one's point of view (Bryman, 2015). For analysis of data collection, we use mono-method.

Time horizon:

Time horizon are of two types. First one is cross sectional and other one is longitudinal. Cross sectional is a short term and longitudinal is a long term study. So, that is why we use a method of survey to make it a cross sectional study.

Data collection:

This type of research process, contains data collection of two types for collecting most appropriate information, and these are primary and secondary data collection methods, which will help to successfully meet the requirements of research (Lancaster, 2007). From primary data collection we can get first-hand knowledge because the purpose of this study is always relevant and data was collected from it. Primary data is also used to maintain the data quality. Researchers used to say secondary data as second hand knowledge because it was collected in the past which are now using in current time. Secondary data can save time, cost and can provide better tools (Lancaster, 2007). At initial stage it was decided that sample size should be 300 ($n=300$) based upon subject to item ratio (10:1) (Randall and Gibson, 2013). On the bases of questionnaire, the size of sample should be equal to 260 which will be

having 26 items. To avoid any discrepancy sample size increased to 300 from 260 so that it would deduct the error in case of large sample size (Bryman, 2015). Doctors, teachers, bankers and employees were the resources of our data collection and we also had to take permission from organization before gathering the information.

Research Variables:

Dependent variable:

Green marketing is dependent variable of our study, which explains that “green marketing has impact on customer loyalty”.

Independent Variable:

Customer loyalty is independent variable of our study. Concern of study is customer loyalty which explains, customer recommendations, repurchasing behavior and suggest others to buy.

Mediating variable:

Customer trust plays a mediating role in our study, that if there would be a customer trust ultimately customer would become loyal.

Early outcomes:

Our outcomes express that GM effects on CL if there is a mediating part of customer trust exist. Many studies used to say customer do not get loyal if he does not have trust on organization. So it is really important in green marketing that firstly firms have to build trust of their customers if wants them to be loyal

Discussion, Findings and significance of study:

This part of our study will test and answer of our research questions with reasoning. This last discussion argue on practical applications, outcomes, academic helps and gives a future directions and results.

This study is about marketing of green products and strategies used to create new job opportunities. How green marketing strategies used to sell products and services and how customer need and wants could be fulfilled. Green marketing has a direct brunt on client satisfaction and purchaser honesty. Today people are getting more aware about green marketing and they want a clean earth for their children. Many studies were conducted to aware about green marketing and it helped a lot in increasing knowledge of people all over the world. This study also proved that good quality products can loyal your customers with your company and can satisfy them for what they need

Discussion and findings:

RQ1: What is the relationship between green marketing and customer loyalty?

Green marketing was studied because of its effect on buying behavior on daily bases. This concept might also be taken as environmental marketing (Henion and Kinnear, 1976). Main concern of green marketing is to fascinate customer desire and wants and provide them an alternate source of what they actually require but not harmful for environmental safety. The study of how people manage and satisfy their large number of wants by small number of resources they have (McTaggart, Findlay and Parkin in 1992). In society there the company's reputation is increasing and responsibilities too with active participation day by day (Keller 1987, Shearer 1990). Companies are getting competitive advantage by using green marketing strategies over some companies which are

not getting involved in such activities. To fulfill customer needs this trend is arising (Polonsky 1994). If we see the other side of the study which explains that environment is getting damage due to large number of increasing population and global warming. That is why we are trying to see how social responsibility can play a major role in society. So now consumers are also taking part in it and changing methods of attitude.

Being loyal is a feeling of attachment with something. Loyal customers always try to feel and rate the overall experience when they buy something as compare to others who do not have any relationship before (Anderson 1994). Customer loyalty is the relationship between two parties (Customer and organization) and also keep continue purchasing the product. Customer loyalty can be explained as, re-buying of the product or willingness to buy in future. Asgharian and Saleki (2012) express customer loyalty as positive connection between product or service and customers by forcing them to get or suggest others. Loyalty can be explained as keeping purchasing same product even having different options available in market. Kotler and Keller (2009) used to say quality is an originator of customer loyalty.

RQ2:What is the relationship between green marketing and customer trust?

Green marketing was studied because of its effect on buying behavior on daily bases. This concept might also be taken as environmental marketing (Henion and

Kinnear, 1976). Main concern of green marketing is to satisfy customer desire and wants and provide them an alternate source of what they actually require but not harmful for environmental safety. The study of how people manage and satisfy their large number of wants by small number of resources they have (McTaggart, Findlay and Parkin 1992). In society there the company's reputation is increasing and responsibilities too with active participation day by day (Keller 1987, Shearer 1990). Companies are getting competitive advantage by using green marketing strategies over some companies which are not getting involved in such activities. To fulfill customer needs this trend is arising (Polonsky 1994). If we see the other side of the study which explains that environment is getting damage due to large number of increasing population and global warming. That is why we are trying to see how social responsibility can play a major role in society. So now consumers are also taking part in it and changing methods of attitude.

Customer trust is a main part of this study which plays a mediating role between green marketing and customer loyalty. Customer trust builds after long term relationship with the organization and there are too many things to discuss through it can be developed. By providing good quality products and services and resolve customer queries trust can be build. If you do not have something to give what customer wants provide him another source from where he can get it. Once a trust is builds up customer never go to another option. There are some

factors which will more clear explain this thought:

Green products are available and reasonable in price.

Consumer is aware about its financial cost and can afford it.

Consumer's value should be very high.

Consumer must have the resources from where he may have what he wants.

RQ3: What is the relationship between customer loyalty and customer trust?

Being loyal is a feeling of attachment with something. Loyal customers always try to feel and rate the overall experience when they buy something as compare to others who do not have any relationship before (Anderson 1994). Customer loyalty is the relationship between two parties (Customer and organization) and also keep continue purchasing the product. Customer loyalty can be explained as, re-buying of the product or willingness to buy in future. Asgharian and Saleki (2012) express customer loyalty as positive connection between product or service and customers by forcing them to get or suggest others. Loyalty can be explained as keeping purchasing same product even having different options available in market. Kotler and Keller (2009) used to say quality is an originator of customer loyalty.

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RQ4:Is customer trust mediate the relationship of green marketing and customer loyalty?

Yes, customer mediate the relationship of green marketing and customer honesty. Trust is the main pillar of any relationship and without trust there is nothing. After research it is cleared that not just even in personal life but also in business trust is a key element of everything. Liang & Wang (2008) express that in business relationship level describes the position of every party but it depends of the honesty presented. After studying many researchers, we can say that in relationship between consumer and organization trust is the main thing which will make it stronger and loyal with the company. So being loyal with the company it is necessary to have a trust between them. So after all this study we can say that customer trust mediates the relationship of green marketing and customer loyalty.

Practical and Academic implication:

After studying this part, it provides an important information to firms that would be

helping to know about how they can make their customer loyal with them and maintain their trust. Our outcomes are tested and justified which expresses that green marketing effects on customer loyalty if there is a mediating part of customer trust exist. Many studies used to say customer do not get loyal if he does not have trust on organization. So it is really important in green marketing that firstly firms have to build trust of their customers if wants them to be loyal.

Academic contribution as follows.

First of all, this study explains the effects of green marketing. Secondly, the study is not available which test the relationship among green marketing, customer loyalty and customer trust. Thirdly, many researchers studied and felt that customer trust should be testified as mediating variable. That is why this study fulfilled this requirement by taking customer trust as mediating variable. Lastly, we have collected the data from different institutions including, banking sector, educational sector and so on.

Limitation and future direction:

This part is really important and have some limitations and future direction. Data was collected specifically from Lahore, Pakistan in order to study, that is why our outcomes are not generalizable and implicates on other cities of Pakistan. Because every organization work according to their terms and conditions. Cross sectional time horizon was used to study this so in future to test the same relationship longitudinal time horizon can be used. As we conducted surveys to collect the data so in future interviews can be held in order to get more clear results.

We have used non-profitable design due to less time and recourse but in future profitable design can be used. In this study we have taken customer trust as mediating role and this study fully mediates the relationship between green marketing and customer loyalty.

Conclusion:

Aim of this study was to explain the impact of green marketing on customer loyalty mediating role of customer trust in Lahore, Pakistan. After studying literature framework was developed. Green marketing and customer loyalty were tested, calculated with customer trust. And these variable were tested by using SPSS 22. Which clarifies and claims that our study of research is correct. The study explains that green marketing effects on customer loyalty because of green products which helps in environment safety. All discussion also make these results stronger.

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