The Impact of Green Marketing on Consumer Purchase Behaviour and Customer Satisfaction in Istanbul

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Abstract: *Green marketing has recently appeared in business and marketing field as a result of consumers` intense interest in sustainable approach to commodities and increased level of environmental concern. Nature of consumers` purchase behavior as well as customer satisfaction related to activities of green marketing has been studied by quite a great number of researchers. Despite the fact that a number of researches have been conducted to study the impact of green marketing on consumer purchase behavior in Istanbul, no work has been done to measure the impact of green marketing on customer satisfaction in this city. In this study we used a holistic approach to these two trends by analyzing the extent of influence of green marketing on consumer purchase behaviour and customer satisfaction in Istanbul. We analyzed 400 respondents` data collected from various groups in social media which are popular among the population of Istanbul in the period of a month from April 2021 till May 2021. Statistics were analyzed by the usage of SPSS program and the results were outlined with the help of charts as well as diagrams. Findings of the research discovered that green marketing tools have a significant impact on both consumer purchase behaviour and customer satisfaction level in Istanbul. Furthermore, with the help of the study the relationship between demographical traits of respondents and their purchase behaviour as well as satisfaction level was determined. Moreover, the study discusses practical implication of green marketing tools and highlights recommendations for future research.*

Keywords: Green Marketing, Consumer Purchase Behavior, Customer Satisfaction

1. Introduction

The more mankind is trying to convert this world into a digital area, the more importance are beginning to get natural items: we can see this trend in several fields of life. If a few couples of years ago the choice for office furniture could be associated with high technological items, aggregated by grey colored office design with an extreme accent on unnatural layout, these days we opt for closeness to nature, by enriching the working area with greeneries and decorating with bright colors. The point is that we have engrossed into production process to the extreme level and began to impure nature which makes us to reconsider the values. Companies operating in every sector are striving to implement green approach in their strategies as a response to the growing interest of consumers for environmentally friendly products. A driving force of this trend is considered to be environmental awareness, knowledge and concern of consumers triggered by widespread effects of globalization, climate change, pollution and global warming. The aim of these activities is to boost customers` purchase of the products and gain their loyalty through satisfaction. The aim of the research is to analyse how green marketing elements influence consumers preferences in purchasing procedure and satisfaction level in Istanbul, identify which tools have greater effect and which have less on population of Istanbul and by this way help companies to understand their weaknesses and strengths in their marketing policy. Furthermore, by finding out preferences of population regarding this issue it would be possible for policy makers to develop segmentation strategies of consumers.

2. Literature Review

Today green is the word of the day – the whole world is transforming lifestyle regarding being eco-friendly and developing environmental sustainability. As a response to it the term of green marketing arose, which was first discussed in a seminar on "ecological marketing" organized by American Marketing Association in 1975. Green marketing is a set of marketing actions aimed to implement eco-friendly approach in modification of products, packaging, labeling and advertising activities to decrease harmful effects on environment. It comprises of green product, green price, green promotion and green place; some scholars call them green marketing mix. Companies operating in every sector are striving to implement green approach in their strategies as a response to the growing interest of consumers for environmentally friendly products. A driving force of this trend is considered to be environmental awareness, knowledge and concern of consumers triggered by widespread effects of globalization, climate change, pollution and global warming. The aim of these activities is to boost customers` purchase of the products and gain their loyalty through satisfaction. Kotler (1999) defined consumer behavior as mental, social and physical activity which people use during selection, purchase, use and dispose of products to satisfy their needs. Z. Sethna et al (2016) claims that basic attitudes such as thought, emotion and intended behaviour along with personal and environmental factors create actual consumer behaviour. He enhanced the role of segmenting potential market in enhancing the desire of consumers to purchase and explained its relationship with marketing mix. Consumer behaviour is influenced by external force like: culture, society, location, family and

others. Green consumer is the one who adopts environmentally friendly behaviour and purchases green products (Laroche et al, 2001). It is such a type of the customer who avoids products harmful for health causing more waste for environment during their use or disposal (M. Finisterra do Paço, 2008). For today`s world, implementing green marketing seems to be the right choice to attain customer satisfaction, which is according to Kotler et al (2019) is of importance for companies aimed to gain sustainable competitive advantage through recognition of their brands. Customer satisfaction associated with green marketing strategies is viewed as the result of the experience of consumption and satisfaction of the consumer. Various perceptual and psychological aspects which regulate customer satisfaction can be identified. The aspects of satisfaction includes satisfaction with product, satisfaction with the decision of purchasing, attribute of performance satisfaction, company satisfaction, satisfaction with post purchase experience (Patterson, Johnson, & Spreng, 1997).

The research will discuss the relationship between demographics of respondents such as age, gender, marital status, income level, education and their green buying behaviours. Some researchers could identify a significant relationship between those variables (e.g. Straughan and Roberts, 1999), while others claim that they do not influence each other (Ansar, 2013). According to the works assuring there is a relationship; in terms of gender females are found to prefer eco-friendly products more than male in most cases (Turkoglu, 2016). According to age, generally in both genders younger consumers are considered to be more caring, as most of the representatives of this age category grew up in the time period when environmental problems began to rise (e.g. Kinnear et al. 1974). However, some other researches claim that there is not a significant relation between age and green purchasing. In most cases marital status also had significant role, married couples were more inclined to be green consumers than single ones. Whereas families give more priority to the price of green products, unmarried ones care for the green product features. Level of education affects this trend too, especially respondents with tertiary education are more concerned about these issues (Govender & Tushya, 2016).

Moreover, the thesis will investigate into the influence of green marketing on customer satisfaction level. In accordance with literature, customer satisfaction is an important factor which motivates a consumer to buy a specific product belonging to one or another brand. Supriadi, (2017) described customer satisfaction as a comparison between what the customer expected and what he got in the end, at the same time the work of Soderlund, (2003) also agrees with this point dividing customer satisfaction into two types: current and anticipated. Customer satisfaction can be perceived both before and after purchasing: a consumer satisfied with previous experience in purchasing the product will be more motivated to buy it again. At the same time, a new product which meets consumers` expectations will obtain its place in market too. Customers are getting more and more attentive to product a label which enhances the role of green promotion. According to previous researches implemented in this topic, companies utilizing green advertisement are considered more satisfying (Polonsky &

Ottman, 1998) and customers are sharing these brands on social media because of consumers` perception of the effectiveness of the products. At the same time, green price is still remaining under question regarding customer satisfaction, as the higher price of eco-friendly products impacts satisfaction level of consumers differently in relation with their demographic characteristics. Briefly saying, companies which talk about their green products in their packaging, labeling, manufacturing process and to gain more satisfied customers.

3. Research Methodology

The scope of theory used in the research is associated with green marketing tools, strategies, marketing mix elements, and consumer purchase behaviour and customer satisfaction. To understand the framework of the study current and actual academic literature has been utilized. As the relationship between three variables is being analysed, correlational research design is considered to be applicable for the research. Research is applied and survey research technique has been used. Quantitative approach was implemented in data collection to gather primary data by distributing questionnaires online and received information was utilized in testing the hypotheses of the thesis. Because of the availability of sufficient theory, deducted approach towards the research has been used. The study is cross-sectional in the nature. The theses, analysis and reports done in the field of green marketing were considered as a secondary source of data in the research.

3.1 Significance of the research

Taking into consideration the previous works done in Istanbul, it can obviously be seen that there has not been conducted a study which would combine the effect of green marketing both on consumer purchase behavior and customer satisfaction level. The analysed literature made it clear that corporate success of companies in today`s world is highly influenced by their marketing policies; and to maintain their products in demand they have to attain high level of customer satisfaction. Going green is a current demand of a growing number of customers who are concerned about environment and want to contribute to environmental safety, especially, citizens of cosmopolitan megalopolises. The point is that, as most literature has showed dwellers of city want to keep their environment cleaner for their future generation; and the fact that city is constantly being polluted because of several issues such as traffic, overpopulation or congestion encourages city population to utilize more environmentally-friendly products. As a response to this trend, business makers have to get adapted to the current desires of customers and introduce green approach to their operation. Hence, the research is important to discover to what extent factors of green marketing influence customers` purchase behaviour and customer satisfaction level in Istanbul. The outcomes of the research will also contribute to understanding the relationship between demographics of customers with their green purchasing preferences in Istanbul. Moreover, the research will make recommendations regarding market segmentation for green products and suggest new opportunities for companies. The results of the research will

be of importance for companies to determine their further strategies regarding green marketing policy make predictions about future demands of consumers, identify gaps in marketing activities which affect purchase behaviour and satisfaction level of consumers belonging to certain demographic categories.

3.2 Population and sampling

Primary data was collected through online questionnaires considering the fact that customers could simply ignore filling in the forms when meeting face to face. One more point is that, as we are living in a different period of time, when facial contact is recommended to decrease to minimum, the questionnaire was shared online in two languages both English and Turkish in the groups of Facebook, Linked ln, Instagram and Twitter. The online questionnaire was created via using online survey tool-Google forms. To attain the responses of the residents of Istanbul, the questionnaire was distributed in the groups which are only for the residents of Istanbul. To avoid the cases of non response or ignoring to respond, the questionnaire was designed to be accepted only in case the respondent fills all the questions. The data was collected in the duration of one and half months beginning from the middle of March till May.

The result showed that 384 sampling size would be enough to conduct the study on condition that 95% confidence range, with a $\pm$ % 5 sampling error, however to avoid the risks 400 responses were collected. Quantitative data was collected from the survey questionnaires distributed online and the technique of stratified random sampling was chosen, as the research intends to include respondents from various categories. The sampling size population age is determined to be above 18, as previous studies show that younger age categories do not have enough environmental knowledge.

The questionnaire used in the research was prepared after a profound investigation of the researches done about the topic before. As the topic is completely new for the field and there is no similar work that has been done before this work, the questions were taken from 3 researches which were implemented independently. The reliability and validity of the questionnaire has been proved to be enough and that is why the survey was implemented.

3.3 Statement of the problem

Green marketing is a system of marketing tools aimed to satisfy demands of customers in an environmentally friendly way and many authors have implemented a number of researches regarding the impact of green marketing on consumer purchase behavior in Istanbul. According to the current data, the population of Istanbul comprises 15.519.267 people from diverse nationalities, ethnics and religions. In the scope of such a big megalopolis, the population has become more worried about environmental issues and consequently they are getting more inclined towards eco-friendly products. Green marketing is not only restricted to using environmentally friendly solutions in terms of promotion such as biodegradable packaging or green labeling, but also it embodies the change in contents

of products. Currently, in Turkey a number of domestic producers are getting involved in green marketing to attract more customers such as Guljan International, founded in 2008, which is known as a manufacturer firm producing tableware excluding harmful components for human health. One more company, Vip Dry Car Inc., is a start-up which brought the idea of utilizing organic compounds in washing the car, by this way it enables to save water and time of the client too.

This trend urges us to investigate into customers` desires regarding green marketing practices and to understand how these activities influence their purchase behaviours as well as satisfaction level. That is why there should be conducted a research which would analyse the level of green marketing practices done in the country by companies and their interpretation by customers as well as their efficacy in consumer purchase behavior in Istanbul. Similar researches were done previously in the region, but they were aimed at only assessing the impact of environmental marketing on consumer purchase behaviour. However, we aim to find out the relationship of green marketing activities to customer satisfaction as well.

3.4 Conceptual framework and hypothesis

H1: green marketing actions have a significant impact on consumer purchase behaviour in Istanbul.
H2: green marketing actions have a significant impact on customer satisfaction level in Istanbul.
H1a: green product has a significant impact on consumer purchase behaviour in Istanbul.
H1b: green price has a significant impact on consumer purchase behaviour in Istanbul.
H1c: green promotion has a significant impact on consumer purchase behaviour in Istanbul.
H1d: green place has a significant impact on consumer purchase behaviour in Istanbul.
H2a: green product has a significant impact on customer satisfaction level in Istanbul.
H2b: green price has a significant impact on customer satisfaction level in Istanbul.
H2c: green promotion has a significant impact on customer satisfaction level in Istanbul.
H2d: green place has a significant impact on customer satisfaction level in Istanbul
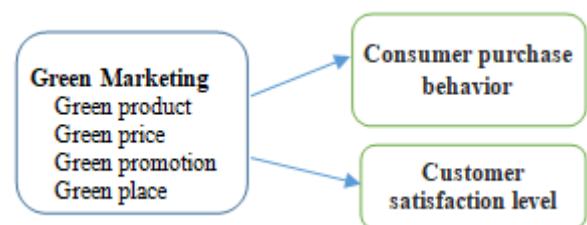

Figure 3.1: Conceptual Framework

4. Results and Discussion

Collected data from the survey has been analysed and the results are described in the charts in the following chapter. The demographical data of the respondents is explained in the characteristics profile, which is followed by the statistics

of descriptive analysis. Next, reliability analysis is illustrated in the chart then factor analyses of the variables have been done. Correlation test has been implemented to check the relation of the variables and relationship between dependent and independent variable has been implemented through usage of Linear regression analysis. Mann Whitney U and Kruskall-Wallis tests have been used to determine the impact of demographics on consumer purchase behavior and customer satisfaction.

Table 4.1: Demographics of population

Factors		Quantity	%
Gender	Female	230	57,5
	Male	170	42,5
Age	18 to 25	87	21,8
	26 to 35	148	37,0
	36 to 45	94	23,5
	46 to 55	47	11,8
	56 and above	24	6,0
Marital status	Single	206	51,5
	Married	194	48,5
Education level	High school	48	12,0
	Bachelor degree	156	39,0
	Master`s degree	153	38,3
	Doctorate degree	43	10,8
Income per month	0-2850 tl	84	21,0
	2851- 4000 tl	119	29,8
	4001-6000 tl	130	32,5
	6001 tl and above	67	16,8

While 230 (57.5 %) of respondents in the survey were females, 170 (42.5) of responses belong to men. Representatives of 18-25 age category are 87 (21.8 %), 26-35 years are 148 (37 %), 36-45 year olds comprise 94 (23.5 %), 46-55 years old respondents are 47 (11.8%) and respondents of the age category 56 and above are 24 (6.0 %). Education level of the respondents show this correlation: 48 (12%) of them attended high school, 156 (39.9%) have bachelor degrees, representatives of Master`s degree are 153 (38.3 %) and 43 (10.8 %) hold doctorate degree. Income level per month is 0-2850 tl for 84 (21.0 %), 2851-4000 tl for 119 (29.8 %), 4001-6000 tl for 130 (32.5) and 6001 tl or above for 67 (16.8 %) of the respondents.

4.1 Validity Analysis

So as to check whether our concept could accurately measure our data, we applied validity test. To do this, we first sum up the responses horizontally which results in a new variable named total. Then we apply Pearson Correlation on variables related to the questionnaire and the total variable. Because the correlation coefficient between total variable and other variables was larger than critical value. Then, significance value appeared to be less than 0,05, that is why we can conclude that dataset is valid.

4.2 Reliability Analysis

Pearson Correlation analysis was utilized in determining relationship among dimensions. Linear Regression Analysis was implemented in the study in order to find out impact of green marketing on consumer purchase behavior and customer satisfaction. Derived data has been divided into groups in accordance with demographical dimensions.

Cronbach`s Alpha Coefficient was calculated for general reliability and reliability of sub-dimensions. The Cronbach`s Alpha indicated reliability in the following way (Lavrakas, 2006):
If $0,00 \leq \alpha < 0,40$, scale is not reliable.
If $0,40 \leq \alpha < 0,60$, scale is lowly reliable.
If $0,60 \leq \alpha < 0,80$, scale is relatively reliable.
If $0,80 \leq \alpha < 1,00$, scale is a highly reliable scale.

Table 4.2: Reliability analysis

Dimensions	Cronbach`s alpha	Number of items
Green product	0,795	5
Green price	0,799	5
Green promotion	0,718	7
Green place	0,723	4
Consumer purchase behavior	0,729	5
Customer satisfaction	0,708	4

The analysis of Cronbach`s Alpha showed 0.86 coefficient for general reliability of data. The reliability levels of dimensions differentiate between 70% and 79 %. The outcomes of data were considered on 95 % reliability range and the significance of statistical data was evaluated considering p<0,05.

4.3 Correlation analysis

Pearson Correlation Analysis was implemented so as to determine
1) The relationship between green marketing and consumer purchase behavior
2) The relationship between green marketing and customer satisfaction

Table 4.3: Correlation Analysis

Correlations		Green Product	Green Price	Green Promotion	Green Place	Consumer Purchase Behavior	Customer Satisfaction
Green Product	Pearson Correlation	1	.111[*]	.371[**]	.208[**]	.367[**]	.341[**]
	Sig. (2-tailed)		0.026	0	0	0	0
	N	400	400	400	400	400	400
Green Price	Pearson Correlation	.111[*]	1	.356[**]	.271[**]	.312[**]	.265[**]
	Sig. (2-tailed)	0.026		0	0	0	0
	N	400	400	400	400	400	400
Green Promotion	Pearson Correlation	.371[**]	.356[**]	1	.420[**]	.636[**]	.562[**]
	Sig. (2-tailed)	0	0		0	0	0
	N	400	400	400	400	400	400
Green Place	Pearson Correlation	.208[**]	.271[**]	.420[**]	1	.328[**]	.264[**]

	Sig. (2-tailed)	0	0	0		0	0
	N	400	400	400	400	400	400
Consumer Purchase Behavior	Pearson Correlation	.367**	.312**	.636**	.328**	1	.692**
	Sig. (2-tailed)	0	0	0	0		0
	N	400	400	400	400	400	400
Customer Satisfaction	Pearson Correlation	.341**	.265**	.562**	.264**	.692**	1
	Sig. (2-tailed)	0	0	0	0	0	
	N	400	400	400	400	400	400

The table shows that there is correlation between the variables, as p=0,000 which is considered to be significant when p<0,05.

4.4 Linear regression analysis regarding The impact of green marketing on consumer purchase behavior

Table 4.4: Regression Analysis: Purchase behaviour

Dependent variable	Independent variable	ß	T	P	F	Model (p)	R²
Consumer purchase behavior	Constant	0,056	0,278	0,781	76.059	0,000	0.435
	Green product	0,196	3,710	< 0,001			
	Green price	0,130	2,319	0,021			
	Green promotion	0,565	11,475	< 0,001			
	Green place	0,067	1,185	0,237			

Linear regression analysis was conducted so as to figure out the influence level of green marketing elements on consumer purchase behavior, as the F= 76.059 and p= 0,000 which is less than 0,05, this study is considered to be valid and statistically significant.

According to the table, dimensions of green marketing are able to explain purchasing behavior of consumers on 43 %. (R²=0,435)

In this respect, green product, green price and green promotion have an impact on consumer purchase behavior. Green place turns out not to have a significant influence on consumers` purchase decision.

4.5 Linear regression analysis regarding the impact of green marketing on customer satisfaction level.

Table 4.5: Regression Analysis: Customer Satisfaction

Dependent variable	Independent variable	ß	T	P	F	Model (p)	R²
Customer satisfaction level	Constant	0,358	1,568	0,118	51,294	0,000	0,342
	Green product	0,210	3,499	< 0,001			
	Green price	0,109	1,718	0,087			
	Green promotion	0,535	9,580	< 0,001			
	Green place	0,018	0,281	0,778			

Linear regression analysis was conducted so as to figure out the influence level of green marketing elements on customer satisfaction level, as the F= 51,294 and p= 0,000 which is less than 0,05, this study is considered to be valid and statistically significant.

According to the table, dimensions of green marketing are able to explain satisfaction level of consumers on 34%. (R²=0,342)

In this respect, green product and green promotion have an impact on customer satisfaction in Istanbul. Green place and green price lack an ability to have a significant influence on consumers` satisfaction level.

4.6 Hypotheses testing

This table represents the hypotheses put earlier and their confirmation status.

Table 4.6: Hypotheses testing findings

Hypothesis	Statement	Result
H1	Green marketing actions have a significant impact on consumer purchase behaviour in Istanbul.	Supported
H2	Green marketing actions have a significant impact on customer satisfaction level in Istanbul.	Supported
H1a	Green product has a significant impact on consumer purchase behaviour in Istanbul.	Supported
H1b	Green price has a significant impact on consumer purchase behaviour in Istanbul.	Supported
H1c	Green promotion has a significant impact on consumer purchase behaviour in Istanbul.	Supported
H1d	Green place has a significant impact on consumer purchase behaviour in Istanbul.	Not supported
H2a	Green product has a significant impact on customer satisfaction level in Istanbul.	Supported
H2b	Green price has a significant impact on customer satisfaction level in Istanbul.	Not supported
H2c	Green promotion has a significant impact on customer satisfaction level in Istanbul.	Supported
H2d	Green place has a significant impact on customer satisfaction level in Istanbul.	Not supported

5. Conclusion

The research aimed to find the relationship of green marketing with purchase behavior and customers` satisfaction level in Istanbul. Researches which concentrate to find out the relationship of green tools with customers` buying in Istanbul have been done quite in sufficient amount, but there has not been done a work which studies the impact of these tools with customers` satisfaction. To do this we applied a quantitative study with 400 respondents, using random sampling and to gain results from each societal groups the study was conducted among both genders belonging to age categories beginning with 18 years old. This age limit was put to increase efficiency of the study, as previous researches done in the same topic showed that customers belonging to younger age groups do not have sufficient knowledge about green products and activities. Respondents younger than 18 years could simply give responses without realizing meaning of the questions and it would lead to wrong results of the study. All educational degrees have been included into the study and salary groups were arranged with acknowledgement of minimum salary in Turkey.

The research has produced the following results in accordance with the hypothesis mentioned earlier. Firstly, the following elements of green marketing mix: green product, green price and green promotion have a significant impact on purchase behavior of customers. However, the fourth element green place turned out not to have significant influence on this process. In the study done by Boztepe A., (2011) there was found not a significant relationship between green price and consumers` buying behavior in Istanbul, this means that this trend is changing in the duration of a decade and this can serve as a serious argument for companies which are concentrating on decreasing costs to satisfy customers. The price for green products is a delicate topic, thus businesses should opt for green practices in their operation with keeping this point in their minds. A positive relationship between purchase and green product has also been found by the author Ali A., (2019) and this trend leads us to think that companies should prioritizing producing green products and implementing green strategies in their overall production process. Furthermore, as in our study there has been observed a high level of relationship between green promotion and purchase behavior, more attention should be paid to accelerating green advertisement among consumers and broadening their knowledge about green products. Our study showed that green place does not influence purchase behavior of customers significantly, but in a number of studies there has been observed significant relationship between these two variables. That is why we consider that the role of green place also should not be undermined regarding green purchase behavior.

The second hypotheses with the four sub-hypotheses suggested by us earlier have found the following description. The two elements of green marketing mix, namely: green product and green promotion have significant impact on customers` satisfaction level in Istanbul. On the contrary, the other two elements of green marketing mix: green price and green place did not have significant impact on respondents` satisfaction level in Istanbul. The research done by Eneiza nad Wahab, (2016) also showed a positive relationship between green product, green promotion and green price, but in our case only green product and green promotion have significant impact on customer satisfaction. A conclusion can be derived that in order to satisfy consumers and attain their loyalty, businesses need to prioritize importance of implementing green strategies in production and promotion of commodities.

As a result of analysis on the relationship between demographics and consumer purchase behavior, there has been identified that only educational level of customers has a positive relationship with their purchase behavior. Other demographics namely: age, marital status, income level, gender do not have a significant influence on consumers` buying. Furthermore, results of the analysis on the relationship of demographics and consumers` satisfaction show that factors namely: age and educational level have significant relation with customers` satisfaction level, whereas the other factors: gender, marital status and income level did not show positive relationship with satisfaction level of customers in Istanbul.

6. Limitations and Recommendations for Future Studies

We are living in uncommon time and lifestyle which are significantly distinctive from our normal lifestyle, that is why during implementation of this survey we came across a number of limits which we should underline. Firstly, due to pandemic of Covid-19 and the regulations imposed by the government to prevent wide dispersion of the virus, we had to limit spreading of our questionnaires only by online methods such as social media. In future studies we recommend researchers to collect data from face to face interactions too, as users actively utilizing social media accounts cannot represent total population as we wanted. Secondly, due to the fact that we gathered responses from social media groups, there could be a shortage of respondents representing older age categories because of their passive usage of internet, that is why our results is not able to represent complete view of respondents belonging to older generation. In further studies it would be beneficial to attend more respondents from those age categories to cover a detailed data for those representatives. Thirdly, our data is concentrated on learning consumers` purchase behaviors and satisfaction level of Istanbul area that is why we recommend other researchers to make studies in other areas of Turkey. Finally, in our research we only concentrated on learning the impact of green marketing on consumer purchase behavior and satisfaction, however, future studies can learn relationship of green marketing with other consumer theories such as consumer loyalty, consumer trust or consumers` consumers` awareness.

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2018-2019 Teach Me education centre- English language teacher
2019-2020-Turyap Real Estate- Sales Manager
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Languages:
- English: Advanced
- Russian: Native
- Uzbek: Native
- Turkish: Good

Skills
- Good command of maintaining records of invoices, payments and transactions gained through my experience as an assistant of the accountant
- Administration and customer service skills acquired by working as a receptionist -IT skills to work with computerised booking and payment system

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