

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES



**IMPACT OF GREEN MARKETING ON CONSUMER PURCHASE
BEHAVIOR AND CUSTOMER SATISFACTION IN ISTANBUL**

MASTER'S THESIS

Vazira KHAYITBOEVA

Department of Business
Business Management Program

June, 2021

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES



**IMPACT OF GREEN MARKETING ON CONSUMER PURCHASE
BEHAVIOR AND CUSTOMER SATISFACTION IN ISTANBUL**

MASTER'S THESIS

Vazira KHAYITBOEVA
(Y1912.130060)

Department of Business
Business Management Program

Thesis Advisor: Dr.Öğr.Üyesi Vedat ULUSOY

June, 2020

ONAY FORMU



DECLARATION

I hereby declare with respect that the study “Impact of Green Marketing on Consumer Purchase Behavior and Customer Satisfaction”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (.../.../20...)

Vazira KHAYITBOEVA



FOREWORD

I dedicate this thesis to my mother, who patiently endured my days without receiving a phone call, and my sisters, who have been a constant source of encouragement throughout the process. In addition, I would like to express my gratitude and admiration to my respected instructors at Istanbul Aydin University, who had a significant role in my ability to grasp the subject and apply it professionally in my thesis. Then I would like to thank my friends for their ongoing assistance and encouragement. Furthermore, I want to thank my supervisor, Dr. Vedat ULUSOY, whose encouragement, support, and invaluable guidance enabled me to complete this work.

June, 2021

Vazira KHAYITBOEVA

TABLE OF CONTENT

	<u>Page</u>
FOREWORD	iv
TABLE OF CONTENT	v
LIST OF FIGURES	vii
LIST OF TABLES	viii
ABSTRACT	ix
ÖZET.....	x
1. INTRODUCTION.....	1
1.1 Background of the research.....	1
1.2 Statement of the problem	3
1.3 Aims and objectives	4
1.4 Research Questions	5
1.5 Significance of the research	6
2. LITERATURE REVIEW.....	7
2.1 Introduction	7
2.2 Definition of key variables	7
2.2.1 Green marketing.....	7
2.2.2 Consumer purchase behavior.....	9
2.2.3 Customer satisfaction.....	11
2.2.4 Evolution of green marketing	12
2.2.5 Importance of green marketing	13
2.2.6 Differences between traditional and green marketing	16
2.2.7 Green marketing strategies.....	18
2.3 Green marketing mix.....	21
2.3.1 Green product.....	24
2.3.2 Green price	26
2.3.3 Green place	29
2.3.4 Green promotion	31
2.4 Consumer purchase behavior and green buying	33
2.4.1 Nature of consumer purchase behavior.....	33
2.4.2 Green consumer	36
2.4.3 Green buying and purchase decision	40
2.5 Customer satisfaction, green satisfaction and green loyalty.	44
2.5.1 Features of customer satisfaction.....	44
2.5.2 Green customer satisfaction and green loyalty	48
2.6 Similar studies	51
3. RESEARCH METHODOLOGY	56
3.1 Introduction	56
3.2 Research design.....	56
3.3 Theory of the research.....	57
3.4 Conceptual framework and hypothesis	57
3.5 Tools and measures for data collection	58

3.6 Population and sampling	59
3.7 Data collection process and duration	60
3.8 Data analysis	60
4. ANALYSIS AND FINDINGS	62
4.1 Demographical patterns of respondents of the research.....	62
4.2 Mann Whitney and Kruskal Wallis tests for Consumer purchase behavior ...	63
4.3 Mann Whitney and Kruskal Wallis tests for Customer satisfaction level.....	65
4.4 Descriptive Analysis	66
4.5 Validity Analysis.....	67
4.6 Factor Analysis.....	69
4.6.1 Factor analysis of Green Product.....	69
4.6.2 Factor analysis of Green Price	70
4.6.3 Factor analysis of Green Place.....	70
4.6.4 Factor analysis of green promotion.....	71
4.6.5 Factor analysis of Consumer Purchase behavior	72
4.6.6 Factor analysis of Customer Satisfaction.....	72
4.7 Reliability Analysis	73
4.8 Correlation analysis.....	74
4.9 Linear regression analysis regarding The impact of green marketing on consumer purchase behavior	75
4.10 Linear regression analysis regarding the impact of green marketing on customer satisfaction level.	75
4.11 Hypotheses testing.....	76
5. CONCLUSIONS AND RECOMMENDATIONS.....	78
5.1 Discussion of the findings and conclusions	78
5.2 Limitations and recommendations for future studies	80
5.3 Recommendations for businesses.....	81
REFERENCES.....	83
APPENDIX.....	95
RESUME.....	103

LIST OF FIGURES

	<u>Page</u>
Figure 2.1: The five values influencing consumer choice	9
Figure 2.2: Green marketing strategy in relationship with green marketing mix	21
Figure 2.3: Green marketing process	23
Figure 2.4: Purchase Cube	36
Figure 2.5: Purchase perception matrix	42
Figure 2.6: Mixed model of consumer satisfaction.....	47
Figure 3.1: Conceptual Framework	57

LIST OF TABLES

	<u>Page</u>
Table 2.1: Discrepancies between traditional and green marketing	17
Table 2.2: Differentiation between conventional and green marketing.....	17
Table 2.3: Factors influencing consumer purchase behavior	34
Table 4.1: Demographics of population.....	62
Table 4.2: Mann Whitney test for age and gender in terms of consumer purchase behavior.	63
Table 4.3: Kruskall Wallis Test on consumer purchase behavior regarding age, education level and income	64
Table 4.4: Mann Whitney analysis on customer satisfaction in terms of gender and marital status.....	65
Table 4.5: Kruskall Wallis Test on customer satisfaction level regarding age, education level and income	66
Table 4.6: Descriptive Analysis	67
Table 4.7: Validity Analysis	68
Table 4.8: Factor analysis of Green Product.....	70
Table 4.9: Factor analysis of Green Price	70
Table 4.10: Factor analysis of Green Place.....	71
Table 4.11: Factor analysis of green promotion.....	71
Table 4.12: Factor analysis of Consumer Purchase behavior	72
Table 4.13: Factor analysis of Customer Satisfaction.....	73
Table 4.14: Reliability analysis.....	73
Table 4.15: Correlation Analysis	74
Table 4.16: Regression Analysis: Purchase behavior	75
Table 4.17: Regression Analysis: Customer Satisfaction	75
Table 4.18: Hypotheses testing findings	76

IMPACT OF GREEN MARKETING ON CONSUMER PURCHASE BEHAVIOR AND CUSTOMER SATISFACTION IN ISTANBUL

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 behavior 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 behavior and customer satisfaction level in Istanbul. Furthermore, with the help of the study the relationship between demographical traits of respondents and their purchase behavior 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*

İSTANBUL'DA YEŞİL PAZARLAMANIN TÜKETİCİ SATIN ALMA DAVRANIŞI VE MÜŞTERİ MEMNUNİYETİ ÜZERİNE ETKİSİ

ÖZET

Yeşil pazarlama, tüketicilerin emtialara sürdürülebilir yaklaşıma olan yoğun ilgisi ve artan çevresel kaygı düzeyinin bir sonucu olarak son zamanlarda iş ve pazarlama alanında ortaya çıkmıştır. Tüketicilerin yeşil pazarlama faaliyetleriyle ilgili satın alma davranışlarının doğası çok sayıda araştırmacı tarafından incelenmiş ve yeşil pazarlamanın müşteri memnuniyeti üzerindeki etkisi de geniş çapta tartışılmıştır. İstanbul'da yeşil pazarlamanın tüketici satın alma davranışı üzerindeki etkisini incelemek için birçok araştırma yapılmasına rağmen, bu şehirde yeşil pazarlamanın müşteri memnuniyeti üzerindeki etkisini ölçmek için herhangi bir çalışma yapılmamıştır. Bu çalışmada, yeşil pazarlamanın İstanbul'daki tüketici satın alma davranışı ve müşteri memnuniyeti üzerindeki etkisinin kapsamını analiz ederek bu iki eğilime bütünsel bir yaklaşım kullandık. Nisan 2021'den Mayıs 2021'e kadar bir aylık dönemde İstanbul nüfusu arasında popüler olan sosyal medyadaki çeşitli gruplardan toplanan 400 katılımcının verilerini analiz ettik. İstatistikler SPSS programı kullanılarak analiz edildi ve sonuçlar ana hatlarıyla açıklandı. çizelgelerin yanı sıra diyagramların yardımı. Araştırmanın bulguları, yeşil pazarlama araçlarının İstanbul'da hem tüketici satın alma davranışı hem de müşteri memnuniyet düzeyi üzerinde önemli bir etkiye sahip olduğunu keşfetti. Ayrıca araştırma yardımıyla, katılımcıların demografik özellikleri ile satın alma davranışları ve memnuniyet düzeyleri arasındaki ilişki belirlenmiştir. Ayrıca, çalışma yeşil pazarlama araçlarının pratik uygulamalarını tartışmakta ve gelecekteki araştırmalar için önerileri vurgulamaktadır.

Anahtar Kelimeler: *Yeşil Pazarlama, Tüketici Satın Alma Davranışı, Müşteri Memnuniyeti.*

1. INTRODUCTION

This chapter will discuss the background of the study, linking it with the term of green marketing which has arisen comparatively recently as a response to increasing social awareness regarding sustainability. Further, it will concentrate on the impact of green marketing on consumer purchase behavior and customer satisfaction level. Moreover, the chapter will highlight statement of the problem, the research aims and objectives, significance of the study and the hypotheses which will be checked during the study.

1.1 Background of the research

Today green is the word of the day – the whole world is transforming lifestyle regarding being eco-friendly and developing environmental sustainability. As a result, the term "green marketing" arose, which was first discussed at an American Marketing Association seminar on "ecological marketing" 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. Sethna et al (2016) claims that basic attitudes such as thought, emotion and intended behavior along with personal and environmental factors

create actual consumer behavior. He enhanced the role of segmenting potential market in enhancing the desire of consumers to purchase and explained its relationship with marketing mix. Consumer behavior is influenced by external force such as: culture, society, location, family and others. Green consumer is the one who adopts environmentally friendly behavior 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 also be identified. Satisfaction with the product, satisfaction with the purchasing decision, satisfaction with the attribute of performance, satisfaction with the company, and satisfaction with the post-purchase experience are all aspects of satisfaction (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 behaviors. 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 studies 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 labels which enhances the role of green promotion. According to previous researches implemented in this topic, companies utilizing green advertisement are considered to be 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.

1.2 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 behavior as well as satisfaction level. That is why there should be conducted a research which would analyze 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 behavior. However, we aim to find out the relationship of green marketing activities to customer satisfaction as well.

1.3 Aims and objectives

The aim of the research is to analyze 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.

The research will deal with the following objectives :

1. To assess the level of awareness and concern of consumers in Istanbul about green products and marketing practices.

2. To find out preferences of customers in Istanbul about green products and marketing practices in relation with their demographic traits.
3. To assess the relationship between green marketing elements and customer purchasing behavior in Istanbul.
4. To measure the correlation between green marketing activities and customer satisfaction in Istanbul.

1.4 Research Questions

To achieve above mentioned objectives the following hypotheses will be tested:

H1: Green marketing actions possess a significant impact on consumer purchasing behavior in Istanbul.

H1a: Green product possesses a significant impact on consumer purchasing behavior in Istanbul.

H1b: Green price possesses a significant impact on consumer purchasing behavior in Istanbul.

H1c: Green promotion possesses a significant impact on consumer purchasing behavior in Istanbul.

H1d: Green place possesses a significant impact on consumer purchasing behavior in Istanbul.

H2: Green marketing actions possess a significant impact on customer satisfaction level in Istanbul.

H2a: Green product possesses a significant impact on customers` satisfaction level in Istanbul.

H2b: Green price possesses a significant impact on customers` satisfaction level in Istanbul.

H2c: Green promotion possesses a significant impact on customers` satisfaction level in Istanbul.

H2d: Green place possesses a significant impact on customers` satisfaction level in Istanbul.

1.5 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 analyzed 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 behavior 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 behavior and satisfaction level of consumers belonging to certain demographic categories.

2. LITERATURE REVIEW

2.1 Introduction

The more mankind is trying to convert this world into a digital area, the more importance is 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. This chapter will discuss the definitions of key variables, namely: green marketing, consumer purchase behavior and customer satisfaction. Moreover, it will concentrate on the differences of traditional and green marketing, the evolution of green marketing, traits of consumer purchase behavior, decision-making process, customer satisfaction and green customer satisfaction. Furthermore, the chapter also includes analysis of studies that were done before in the topic.

2.2 Definition of key variables

2.2.1 Green marketing

The notion of green marketing has comparatively recently entered our world rather than other scientific terms, however is of an enormous importance due to the need of humanity for appropriate conditions to exist despite the rapid and continuous development in the world. Until the 1970s, the world was entirely enthralled by the idea of mass production, and environmental concerns went ignored until the production itself began to show the first signs of human risk. The necessity for a marketing style which intersects with goals of society and public interest was first put forward by Lazer (1969), who argued that

alterations in various fields, namely: consumer safety, product warranties, poverty and others encouraged academicians to explore into the relations of marketing with society. He claimed that in the long run marketers tribute high consideration to societal norms along with life style of society. Consequently, he came up with the idea of greening conventional view of marketing, in other words, changing the direction of traditional marketing into more eco-friendly approach.

Later, in 1975 the American Marketing Association (AMA) held the first workshop devoted to “Ecological Marketing” and in the result the book called “Ecological Marketing” was published, in which green marketing is referred as “the marketing of products that are presumed to be environmentally safe” (Henior, K.E. & Kinnear, T.C., Ecological Marketing, 1976). Having said this, green marketing should not be mistakenly understood as distributing products which are ecologically friendly, vice versa, the process of green marketing includes the whole life cycle of the products and goes even further, concerning service industry too. Polonsky (1994) got into this topic immensely and claimed that people have wrong understanding regarding green marketing accepting it as a sole advertisement of products which are eco-friendly, at the same time he emphasized the spread of the term on modification of the product, its packaging as well as advertising. Moreover, he mentioned the importance of concerning green marketing the area of services, providing as an example a range of hotels which changed their facilities so as to promote their green image, by operating in the way which minimizes harm to environment. Another definition for the term of green marketing was given by Jain and Kaur (2004) who described it as a trend which motivates customers to be engaged in environmentally-friendly behavior.

According to Grant (2008) green marketing is a development process of goods as well as services which are determined to satisfy demands and desires of customers in an eco-friendly way, concentrating on the excellence, price along with performance of them.

2.2.2 Consumer purchase behavior

Consumer- perhaps, a central term in businesses of our time, which are striving to get more profit by attaining more customers. Every business is seeking to guess what the consumer would like to buy and what could be done to achieve the loyalty of the customer. Several researchers have conducted studies on the nature of consumers: Walters (1974) defined a consumer as an individual who purchases while also having the ability to implement purchasing procedures in order to satisfy his or her needs and desires. In addition, he claimed that consumer behavior is associated with determining of the origin, cause, person and time of the goods or services he either she wants to receive. A similar study was conducted by Schiffman and Kanuk (1997), who supported Walters' (1974) idea of defining a consumer as someone who buys products or services by identifying the location, origin of the product, the seller, and the time of purchase. However, they fulfilled the definition of the previous author by adding that consumer also has capability to analyze post purchase procedure by evaluating or disposing the products or services.

Sheth et al. (1991) explored the consumer choice behavior and came up with the following theory:

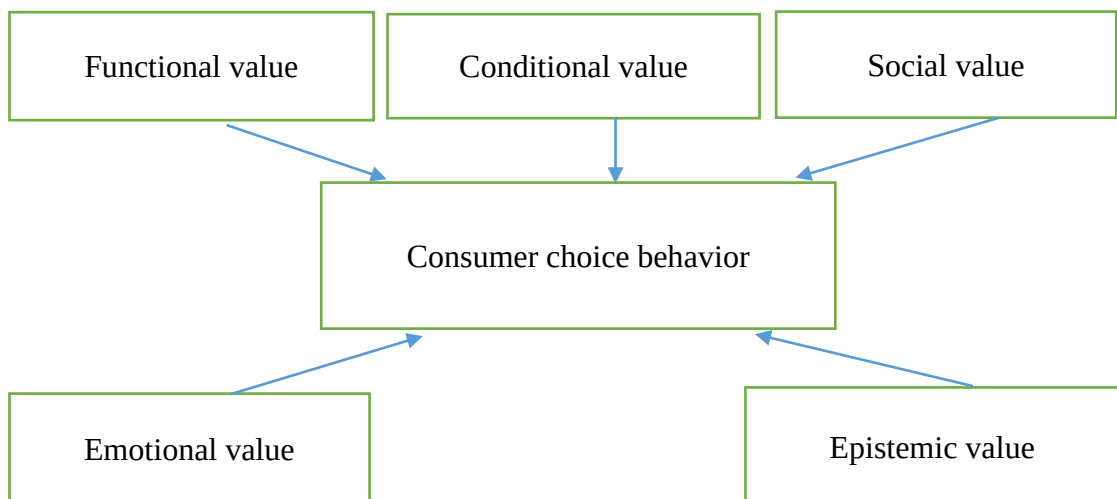


Figure 2.1: The five values influencing consumer choice¹

¹ Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of business research*, 22(2), 159-170.

According to the authors, a consumer's choice for the product or service can be influenced by any of the above mentioned factor or at the same time by all of them. However, these values contribute to choice of the customer in a different manner in a specific choice negatively or positively.

One more researcher Bunn M. (1993) made an analysis into the purchase behavior of customers and determined 6 kinds of buying perspectives:

- Casual buying – is characterized by customers making purchases without gathering any information about the products or services. In this case, the consumer selects the product at random, and the purchase is generally unimportant.
- Routine low priority – a type of purchase process in which products are purchased in a repetitive manner but at a low frequency.
- Simple modified re-buy- consumers try to get information about the product and by this way implement their purchase.
- Judgmental new task- is when a customer has a quite freedom to choose one or another product because of novelty of the company in the market or lack of power.
- Complex modified re-buy is characterised by very low rate of uncertainty of the companies in the market and customer has a very wide choice of the products. Customers have a sufficient amount of information regarding the products in this approach.
- Strategic new task – the buyer will have a limited amount of choice and the company will be able to operate in a low uncertainty level. Still, the buyer is considered to have a strong position and capable of getting more information about the products.

According to the literature, personal, cultural, social, and psychological factors influence consumer purchasing behavior. Thangasamy and Patikar (2014) conducted a case study in India to determine which factors influence consumers' purchasing decisions. They found that advertisements, customers' previous experiences with one or more brands, recommendations from friends or sellers,

the seller's market reputation, and the manufacturer's goodwill influenced respondents' purchase decisions.

2.2.3 Customer satisfaction

While describing a consumer in previous section, we mentioned that businesses operating these days desire to know what they wish to obtain and try different tools to convert them into regular customers. In order to achieve this goal, firstly companies will have to attain a high rate of customer satisfaction which will guarantee a regular flow of the customers. In accordance with literature, till 1990s customer satisfaction was not profoundly studied and it was accepted in the range with other economic terms. In 1996, Richard L. Oliver wrote a book which explores the nature of customer satisfaction which is called “Satisfaction: A Behavioral Perspective on the Consumer”. The author describes satisfaction as a measurement of consumers` contentment with product or service, explaining that it could reach the desired level or can fail in this process.

Rust and Oliver (1994) gave another definition for satisfaction claiming that it is a process in which customer comprehends positive side of acquiring one or another product and this reflection will bring him or her towards satisfaction. The authors also introduced two approaches towards understanding customer satisfaction interrelated with each other, namely: “service encounter satisfaction” and “overall customer satisfaction”. The former embodies relationship of customer satisfaction with the specific traits and the latter one is directly associated with the relation of supplier and consumer regarding satisfaction level. In the research it was stated that customer satisfaction is a process which happens after consumption occurs with a number of factors which influence it such as perceived quality, expectations or quality.

Satisfaction is a tool used by companies in modern economics to maintain their flow and nurture their loyalty. As a proof of this opinion, Kotler and Keller (2009) stated that companies need to prioritize the importance of customer satisfaction than the notion of market share, because these days satisfaction has obtained an authority to serve as a factor which brings about the increased level of market share. According to the authors, customer satisfaction has evolved from a marketing term to an identifier that demonstrates activities related to

companies' marketing strategies. They also claimed that acquiring new customers would cost the company more money than keeping the ones they already had; however, actual figures show that the cost is 5 to 10 times higher. The research says that companies lose about 10-30 % of their customers because of various issues and if to decrease this figure to 5 %, it will help companies to gain more profit representing from 25 to 85 %. They claimed that if customers are more satisfied, the profit rate of the company will also rise and businesses should always speak about their high rate of customer satisfaction as it will bring more customers, confidence within the company and trust from customers` side.

However, not all the scholars support the idea of centralizing customer satisfaction in their operation, for instance, Hennig-Thurau and Klee (1997) claimed that customer satisfaction can cause customer retention due to direct relationship between these issues. Oliver R. (2014) stated that a customer obtains a product aiming to satisfy his or her needs, however this intention cannot be warranted as the customer was relying on his expectations. The scholar emphasized roles of expectations and comparison in customer satisfaction level, highlighting that without comparison a customer cannot be satisfied.

2.2.4 Evolution of green marketing

The term green marketing in the literature is accompanied by a few its versions such as – ecological, environmental or sustainable marketing and the combination of these words according to Kumar et al. (2013) could be interpreted differently, still some other authors, for example, Dangelico and Vocalelli (2017) consider them to be of equal meaning. Several scholars gave their theories about the development stages of green marketing as a concept. One of the authors is Peattie (1999) who divided evolution process of green marketing into three stages: ecological, environmental, sustainable marketing. In his definition, ecological marketing is described as a tool which helps to solve environmental problems. The second stage- environmental marketing, in his view, is described as a transformation step which is associated by implementing green technologies in product development which help to reduce detrimental impact caused by products such as pollution or hazardous emissions

on environment. Finally, the third stage according to Peattie (1999) began to appear at the end of 1990s and is called sustainable marketing due to the fact that businesses started to pay attention to consumers' environmental concern regarding products and services exacerbated by industrial development.

Another author Vlad and Florin-Alexandru (2020) analyzed the evolution of green marketing and gave the following description to the development stages of green marketing:

1. Ecological Marketing- which targets to decrease the inclination rate of consumers for non-green products or services.
2. Environmental Green Marketing- aims to bring environmental destruction to normal rate to achieve competitive advantage and green opportunities.
3. Sustainable Green Marketing- is considered to be a wider concept, which focuses on establishing a sustainable economy.

2.2.5 Importance of green marketing

Green marketing, as it was mentioned earlier, is a set of activities aimed to anticipate, schedule and satisfy the needs of consumers with products and service having a minimal amount of detrimental effect to environment. According to Nekmahmud and Fekete-Farkas (2020) the effects of environmental issues like global warming, climate change, pollution can be reduced only if consumers begin to give their preferences to more environmentally friendly products which cause less damage to environment, and that is why green marketing has to be implemented.

Azzone and Giovanni (1994) emphasized the importance of companies recognizing environmental responsibility in their activities and operating with a high level of commitment to ethical considerations. According to Polonsky (1994) taking care of environment and expressing high desire for implementing green practices by the companies could serve as an essential help in attaining customer satisfaction and by this way obtain a sufficient amount of competitive advantage over their rivals.

Ottman J. (2011) discussed 20 new rules of green marketing in his book and he clearly explained that green is considered to be a trendy idea for the world now,

as the supports of green products are the people who have a significant impact on society like celebrities, in fact they are leaders. Furthermore, he claims that in past green products were neglected by society, whereas nowadays these products cost expensive. The author also stated that, green marketing motivates businesses for more innovative approach in their activities, because environment is no more accepted as a burden, on the contrary: the right attitude towards it began to bring profit and more satisfied clients. Ottman J. (2011) made an accent on the fact that, consumers began to consider the reputation of the manufacturer- whether the name is associated with green policies or not.

Fonseca (2015) looked at the importance of green marketing activities from societal perspective and according to the author, in present marketers alone are not concerned about environment, conversely consumers are becoming more involved into this trend. Additionally, the researcher suggested a number of advantages coming from green practices in terms of technology as well as recycling of the products. One more research was done by Pant and Rastogi (2018) in the field of agricultural products and they determined various benefits of green marketing for this sector:

- Thanks to the consumers who give preference to pure vegetables and fruits, the organic farming is attaining high interest among customers and their demands are also rising.
- The trend of green marketing had a conducive impact on rising popularity of vegetarian food.
- Environment is much cleaner owing to the fact that usage of plastic products is significantly reduced.
- Processed food items are losing their authority because of the more demand for herbal products.
- Usage of chemical fertilizers are driven to minimum degree and the trend of utilizing bio fertilizers comprising of agro wastes is rising.
- Nature is saved more thanks to the proliferation in recycling process of consumer and industrial products.

Ottman et al. (2006) analyzed several cases when green products failed to be successful and suggested the term Green Marketing Myopia, which enhances the two objectives of green marketing: improved environmental quality and customer satisfaction. According to the scholars, if one of these objectives is given more priority and the other is ignored, can bring to green marketing myopia and they claim that both of the elements must be treated equally.

The practices of green marketing in the companies and their role in increasing profit have been studied by many researchers. Yazdanifard R. (2011) claimed that green marketing helps to raise awareness on compliance marketing between the businesses and considered development of green marketing as the advancement of eco-friendly products. Singh and Pandey (2012) studied green marketing policies in companies and made an accent on that the companies began to look at the specific elements of green marketing in a more detailed manner, coming up with defining green color as “most associated with the environment” and “visual images most associated with the environment.” In their work they also stated that green marketing tools are utilized by the companies with the aim of deriving more profit by cutting costs with the help of reusing and the difference between this policy from the conventional one is that, green marketing aims to do it with less damage to environment. One more group of researchers- Dondapati and Basariya (2020) concluded that nowadays green color is step by step becoming a symbol of eco-consciousness in India.

Nistoreanu et al. (2020) studied the impact of green marketing activities in Romanian ecotourism market and discovered that despite the negligence of responsible organizations to implement green marketing activities in a national scale, the businesses interested in satisfying their customers` needs were following the latest trends of green marketing. The proof of it can be seen in the existence of eco-labeled products in the market or operating of eco-friendly hotels, the owners of which are aware of the guests` wishes and needs.

From the researches done by a great deal of scholars in the duration of this period, it is obvious that companies switched to implementing green marketing practices because of the arisen demand from the side of the consumers. Having a sustainable form in the initial time, green marketing has slowly turned into a dynamic trend which step by step expanded its coverage and impact area. Now

the companies which strive to attain consumers' loyalty and continue to operate in the market should take into consideration green tools in each step of their operation- ranging from product either service design to post consumption period. Raising awareness of consumers regarding green marketing policies as well as environmental safety leaves no choice for companies but accept this trend and operate under its rules. Being green is the key of success, if the company pays sufficient amount of attention to this critery in its activities, there is a high probability of the success for them. From this perspective, green strategies and tools are of high importance not only to the marketers or businesses, but also to responsible organizations.

2.2.6 Differences between traditional and green marketing

Due to the fact that traditional and green marketing have the same tools for some individuals it can seem that the two terms have a lot in common and lack great discrepancy. However, there are a number of differences between these two views and they should be discussed so as to be comprehended in a right way. According to Keles and Cabuk (2008), green marketing helps not only to identify current needs as well as desires of consumers but also serves as an important tool in anticipation of future preferences of the consumers. Furthermore, the authors claim that with the assistance of correctly implemented green strategies it would be possible for businesses to reach the customers who resist to purchase green products. The point they pay attention to is that recently companies producing green products put the label of green product on informative purposes and this trend is often confusingly accepted as only striving for promotion. The contrast between conventional and green marketing activities was concluded by Keles and Cabuk (2008) in the following way:

Table 2.1: Discrepancies between traditional and green marketing

Criteria	Traditional Marketing	Green Marketing
Partnering sides	Companies and consumers	Companies, Consumers, Environment
Goal	Customer satisfaction, Company target satisfaction	Customer satisfaction Company target satisfaction Minimization of detrimental impact on environment
Business responsibility Marketing decision area	Economic responsibility From production to product usage	Social responsibility All value chains from providing raw materials to post consumption period
Environmental claim	Legal necessities	Designation of laws from environmental perspective
Green interest groups	Facing passive attitudes	Start of relations and cooperation

Source: Keles and Cabuk (2008)

The difference between traditional and green marketing was defined by Ottman J. (2011) who claimed that the former approach was more engrossed in attracting the customers by the perspective of the best price, whilst the latter covers wider area of values such as quality, performance and minimal impact on environment. The author described discrepancies of conventional and green marketing in the following way:

Table 2.2: Differentiation between conventional and green marketing.

Issues	Conventional marketing	Green marketing
Consumers	Consumers with lifestyles	Human beings with lives
Products	Cradle-to-grave One-size-fit-all products	Cradle-to-cradle Flexible Services
Marketing and Communication	Selling oriented End benefits	Education Values
Corporate	Reactive Independent departmentalized Short term oriented Profit maximizing	Co-operative Holistic Long term oriented Double bottom line

Source: J.Ottman Consulting, Inc.

Liskova et al. (2016) determines the contrast between green and conventional marketing as a responsibility of the parties to establish activities aimed to support environmental concern and help to develop proliferation of eco-friendly products as well as services. The image of green marketing- the aspects which it should possess was discussed by Grant J. (2007) and he came up with the following criteria:

1. Purchasing of green products should turn into an intuitive condition, as customers generally opt for the products which they are accustomed to and marketers have to assist people to nurture this ability.
2. In contrast with its conventional type, green marketing has to integrate every stage of product life cycle ranging from production to sale in terms of its environmental aspects.
3. This approach should be associated with innovative ideas and longing for novelty in business activities to achieve success.
4. Businesses implementing green marketing practices should encourage consumers to try green products by explaining its benefits to public.
5. The motto of green marketing should be spreading information about the advantages of green approach so as to raise environmental awareness.

2.2.7 Green marketing strategies

In previous sections we have spoken about green marketing concept and discussed what could impact as well as facilitate provision of the concept. Green marketing like any other term in economics cannot be implemented without a strategy on which a company or organization could rely on. Siegel D. (2009) proves this idea and considers green marketing activities of companies to be a strategic item in their operation. This strategic step has transformed its form from being an optional part of company`s strategy to mandatory factor which should be implemented by companies to attain competitive advantage over rival companies (Handelman & Arnold, 1999).

The concept of green marketing strategies has been widely studied by a wide range of scholars and a number of models have been proposed. Menon and Menon (1997) proposed a model of green marketing strategy consisting of three

levels which include enviropreneurial green marketing activities, namely: functional or tactical level, either quasi-strategic or business-strategic and strategic level. The authors claim that the first level- tactical or differently called functional level of green marketing is associated with functional decisions which are targeted for attaining exact marketing ambition or operation in a given situation. The next level business-strategic activities are characterized by creating demand for broader alterations in marketing activities, however it can be obviously seen that holistic striving towards attaining competitive advantage with the help of green marketing strategy is absent in the company's operation. The last level of green strategies within companies is strategic greening, which is associated with unification of environmentally friendly approach in the mindset of the company with its overall activities within all the levels of its functional areas. Polonsky and Rosenberger (2001) named these levels of green marketing strategies as "greening typologies" and suggested that with the help of the above mentioned identifiers the level of environmental concern of the company can be easily determined.

Chamorro and Banegil (2005) have also contributed into investigation of this topic and came up with the three levels of green marketing approaches in relation with green products. According to the authors, when the company is dealing only with green product, it is simply considerate about the aspects of green product, its utilization, consumption or after consumption processes. This type of green product is called basic green product. However, the scenario significantly changes when it comes to speak about not just a simple product, but a product which is expanded in terms of its ecologically friendly behavior. In this case companies will have to take care of not only basic ecological features of the products, but also the eco-friendly features of product in production process and this type of commodity is called extended green product. The third type of green products is called total green product or green offer, which means that a product has been output in a completely ecologically friendly environment and this trend was followed in all the levels of its production, expanding till the human resource, finance and purchasing departments.

Another author Ottman J. (2006) came up with the idea of implementing green marketing strategies with the help of introducing product- oriented activities which could persuade consumers to obtain green products:

Consumer Value Positioning- the meaning of the concept is that businesses should concentrate on producing a distinctive product which is of higher quality in comparison with its rivals

Calibration of Consumer knowledge- whatever product companies propose to the market they should always take into consideration preferences and values of customers in an equal degree with the product`s specific aspects and its environmental merits.

Credibility of Product Claim- any company operating in the market aiming to build green image should ascertain the customers that the products represented by the company are designed for them in a way which facilitates their desires.

One more approach was suggested by Vaccaro (2009) who introduced two strategies for the companies desiring to implement green marketing strategy, namely: proactive strategies and reactive strategies. If to look at the essence of reactive strategies, it can be seen that companies begin to make alterations in their strategies when they see or realize that threat either opportunity is approaching. However, proactive strategy represents a set of actions directed by companies to external environment prior to any changes. These strategies were called by McDaniel and Rylander (1993) as “Defensive” regarding proactive approach and “Assertive” regarding reactive approach. The author described Defensive approach as a strategic style of the company which concentrates on green activities to the extent which will be enough to escape fines and taxes imposed by the government for disrupting eco-friendly style of operation or not to get into the black list of green consumers. At the same time, the other Assertive approach is completely different from its other form, this type of approach is implemented by the companies which have an intense concern for ecologically friendly way of operation and they apply green activities in all the levels of their operation. According to the author, this approach can be helpful to obtain competitive advantage over rivals and find new solutions for reducing costs of production as well as it facilitates to establish strong relationship with customers.

Dangelico and Vocalelli (2017) discussed green marketing strategies in relation with marketing strategies divided by 4 steps: segmentation, targeting, positioning and differentiation. This type of division was earlier written by Kotler and Armstrong (2014). The author Dangelico and Vocalelli (2017) discussed the strategies in relation with the elements of green marketing mix. In the research a number of factors influencing the strategies of green marketing have been identified and a notion of green washing has been introduced. As a result of their research the authors came up with a model which illuminates green marketing strategies in relation with elements of green marketing mix:

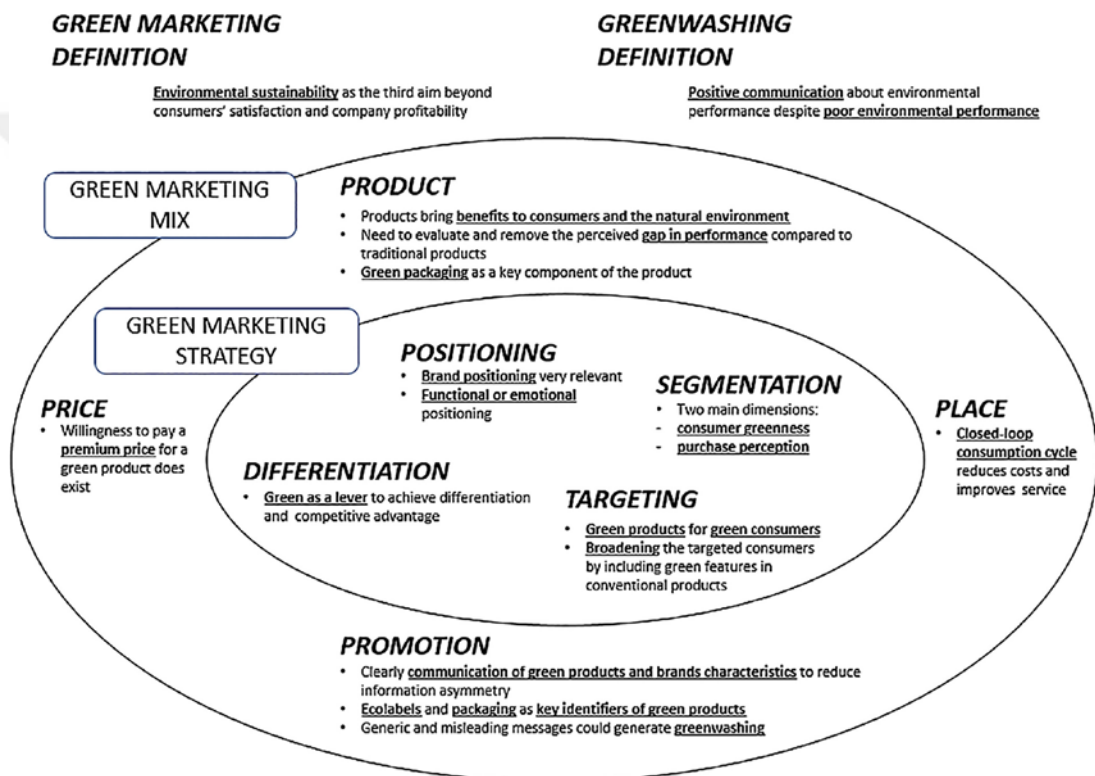


Figure 2.2: Green marketing strategy in relationship with green marketing mix

Source: Dangelico, R. M., & Vocalelli, D. (2017). "Green Marketing": an analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263-1279.

2.3 Green marketing mix

Green marketing represents environmentally-friendly kind of traditional marketing and consequently possesses the same tools which its ascendant does. The notion of green marketing mix demonstrates a series of eco-friendly

marketing activities, including: green product, green price, green place and green promotion. According to Polonsky and Rosenberger (2001), green marketing is becoming a tool that has begun to connect all parts of companies within itself, and companies that are switching to implementing green marketing activities must now understand to what extent this practice is required by customers, or if there are other ways to achieve their commitment. Furthermore, the authors discussed the 4 P's of green marketing mix and their relation with the companies' strategies as well as tactics. One more research was done by Davari and Strutton (2014) who investigated the relationship of the elements of green marketing mix with the gap between the customers' environmental beliefs and their actual behaviors. In addition, scholars aimed to find out impact of these practices on consumers' perception of brand equity.

Peattie and Ratnayaka (1992) divided the P's (Product, Price, Place, Promotion) impacting green marketing into internal and external ones. The author also stated that there are 4 S's which contribute to green marketing success, namely: satisfaction, safety, social acceptability, sustainability and came up with the following table which illustrates green marketing process:

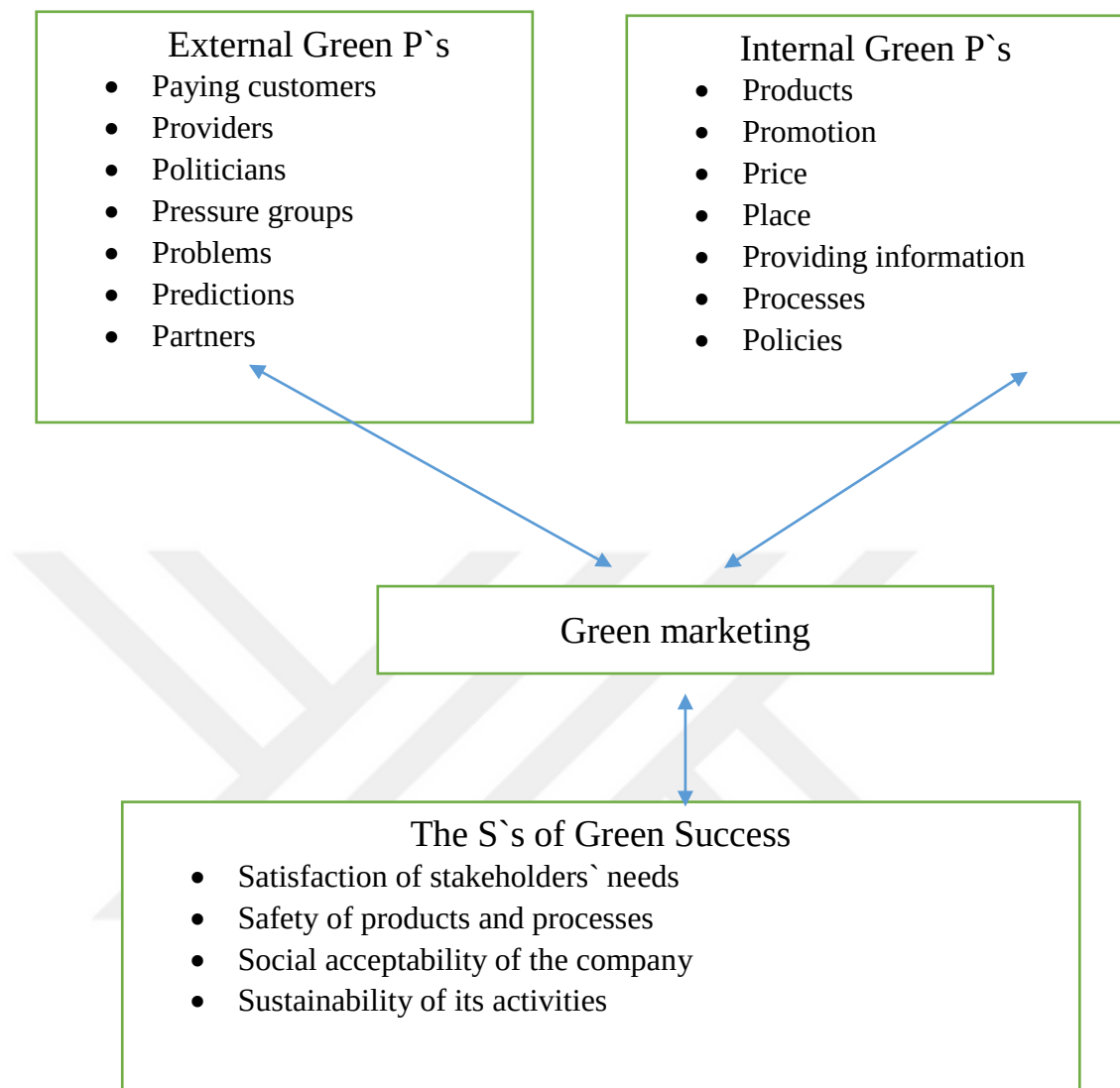


Figure 2.3: Green marketing process

Source: Peattie, K., & Ratnayaka, M. (1992). Responding to the green movement. *Industrial Marketing Management*, 21(2), 103-110.

Kordshouli et al. (2015) conducted a research to identify the efficiency of green marketing mix on attaining consumers' satisfaction as well as loyalty. The findings show a positive relationship between the variables, additionally it was found out that marketing mix tools increase the reputation of the companies in the world of mouth. In the work done by Esmaili and Fazeli (2015) the impact of the elements of green marketing mix was studied in terms of customers' budgets accompanied by their brand preferences in the purchase process. The results showed that after implementing green marketing practices, a brand becomes more preferable even if it is not a well-known one.

The elements of green marketing mix in a role of a mediator in small businesses which have enviropreneurial orientation was explored by Khan et al. (2020). The research showed that being enviropreneurial can bring success to the companies when green strategies serve as mediators in this process. Alomari and Alomari (2020) made a research aiming to discover the importance of introducing green marketing tools into the tourism sector in Jordan. The scholars discussed a number of reasons why this region is need of this change, bringing examples in terms of political, economical and geological traits of the country. According to the authors, the situation regarding tourism in the country demands a serious approach and implementing green practices in the region can be solution to the problem.

Tiwari J. (2014) claimed that regardless of the type of the product or service, achievement of customers` contentment in terms of the quality of green products and meeting their anticipations about them remains to be the most significant factor. Furthermore, the author discusses green price issues and argues that if a customer feels additional value in purchasing a green product, he or she can agree on its high cost. The terms green promotion and green place were discussed by another scholar Nandini B. (2016) who highlighted that implementing green promotion by the companies serves not only as an advertisement of the product or service, but also as a promotion for green life style and helps companies to create their environmentally concerning image.

Ali A. (2019) argues that in the researches done before each author tries to illustrate how to make one tool of marketing “go green”, i.e. most studies simply concentrate on trying one green marketing tool such as green price or green promotion to begin operate. The author explains that, all the elements of green marketing mix should be prioritized and seen from the perspective of uniting them, adding the fact that a holistic approach should be promoted regarding green marketing mix.

2.3.1 Green product

With the beginning of the age of industry and intensive production, the mankind began to face a rapidly rising problem with environment as a direct influence of hazardous emissions. As a response to this trend, consumers started to pay

attention to the content as well as environmental aspects of the products they purchase and this factor urged businesses to opt for eco-friendly products (Uydaci M, 2010). There is a term called three R's in literature, which implies the three categories utilized in production process: reusing, recycling and reducing. If the companies reuse the raw materials in production, instead of putting new material recycle a used one and try to reduce utilization of resources in the process, they could positively contribute to wellbeing of environment (Grove et al, 1996). There are a great deal of definitions given to the item called Green Product, but in general it is a product which is intended to satisfy the requirements of a consumer in a way not producing a detrimental influence on environment. Peattie (1995) described green product as a commodity which is remarkably refined or in a refining process in terms of ecological as well as social utilization, consumption and disposal as compared to its conventional types. According to Ottman et al. (2006), there is no such a product that would avoid causing harm to environment, the notion of green product can be accepted as an output which aims to contribute to protection of environment by preserving natural resources and causing less pollution. Kumar and Ghodeswar (2015) consider that an eco-friendly product should be produced with utilization of non-toxic raw materials as well as in an environmentally friendly manner and at the same time it should be given a certification by an acknowledged establishment.

In one more research done by Fan and Zeng (2011), it is said that the notion of green product should not be misunderstood by applying the extent of this term only to the product itself. On the contrary, product or service should be produced, packaged and disposed by using environmentally friendly approach. Abzari et al. (2013) claims that besides its production as well as consumption period, green products or services should also be environmentally friendly in post consumption level. Luchs et al. (2010) discussed his views regarding sustainability and explained that values put by one consumer on the product can vary in accordance with his or her expectations. As consumers know that producers consider the price fact when manufacturing one or another product, that is why from this perspective sustainability of the product can sometimes serve to its better sale and vice versa. Sharma and Iyer (2012) conducted a

research in order to prove that green products can be of affordable price despite common belief that their cost could belong only to premium class. They argued that developing countries such as China and India could have a benefit to produce eco-friendly products in comparatively low prices thanks to the technologies progressing in the countries and it would serve to increasing customers` satisfaction with green products.

The packaging of green product is one of its important factors and in the research done by Scott and Vigar-Ellis (2014) it is found out that residents of South America did not have sufficient information about the aspects of green products. Scholars claimed that, because of insufficient implementation of green marketing practices by responsible organizations and limited information about green products, the purchase rate of these items had a significantly downward trend. In the research done by Tseng and Hung (2013) it is stated that there is an obvious gap between the expectations and perceptions of consumers regarding green products. They built a model which can assess this gap and suggested that marketers should consider this factor when designing green products, at the same time strive to decrease it. Schuitema and de Groot (2015) analyzed inclination of customers while purchasing self-motivating factors of a product such as low price or a well-known brand and green factors. The authors came to the conclusion that green factors have greater influence on purchase decision than egoistic values.

Goh et al. (2019) argues that resources such as energy and raw materials are more efficiently utilized while producing green products thanks to the technologies used in the process. By this way, according to the author, companies engaged in manufacturing green products significantly contribute to the preservation of environment. As a proof to this statement, Amores-Salvado et al. (2014) claimed that determination of technologies utilized in the production of eco-friendly products is to reduce production of toxic gases and pollution, by this way to assist conservation of nature.

2.3.2 Green price

The term green price can be viewed as a disputable issue in science due to its nature and image, in the researches done so far, probably, this element of green

marketing mix has been interpreted in a variety of forms. Grove et al. (1996) conducted a research to examine the impact of green marketing practices in service industry and concluded that green price should be accepted as a term which represents compensation for consumers' desire to purchase products with high cost because of their environmental advantages. High cost of green product can be explained by a great variety of factors contributing to it such as more qualitative raw materials, expenses caused by a number of restrictions enforced because of the standards of green strategies as well as other environmental expenditures arisen by taxation (Peattie and Crane, 2005).

According to Peattie K. (2001) green price is often regarded to belong to premium price category because of the consumers' wish to cover extra cost of the products or services due to their environmental aspects. European Commission (2014) declared that the tendency of purchasing green products despite their high costs is rising in developed countries, especially in Europe, where 75 % of the population expressed desire to buy eco-friendly products on higher costs as compared with the traditional ones. Another research done by Essoussi and Linton (2010) also confirmed this idea with an only difference which reports that customers' wish to obtain green products in higher prices depends on the specific types of the outputs as well as perceived value of them. As an example can serve the results of the survey done by Michaud and Llerena (2011) in the field of remanufactured goods. They aimed to determine remanufactured goods could be sold at an equal degree with green products as the former ones also possess similar traits like the latter, with the difference that in the production of remanufactured goods used raw materials are utilized. The study concluded that if customers lack information about the ingredients and remanufactured products themselves, i.e their nature and benefit coming from them to environment, they do not express equal intention to buy remanufactured goods. The research done by Kapelanianis and Strachan (1996) showed controversial results: if in some cases high price of a green product did not matter anything to consumers, in some cases customers expressed the intention to obtain discount for green products and in others there was no difference for customers between traditional and eco-friendly products. In some cases the businesses are able to convince their customers to buy green product

with higher prices because of their close relationship and in this case there can be very few rivals for them in the market (Chan et al, 2012).

According to Freestone and McGoldrick (2008) there is some sort of limit for the consumers' willingness to cover the price of green product, they called this limit as a critical point of this scale and argued that if this point is preformed above its norm, then it could cause imbalance regarding the advantages of the products. In a research done by Grimmer and Bingham (2013) the authors argued that consumers would have more inclination towards buying green products if their ethical considerations are justified within implementing purchase. Whereas, Elfenbein and McManus (2010) prioritized the notion of charity in consumers' mind while choosing products or services.

A research done by Drozdenko et al. (2011) suggested the idea that if the companies do not feel any motivation towards producing green products, there is possibility that the government could be conducive to the development of this trend by introducing a number of incentives as well as reductions in tax. They proposed that, the government would obtain a range of advantages by investing into the products containing more beneficial externalities and by this way assist provision of this type of product which may, on the contrary, face failure. However, there could be a different version of scenario for this case: the government can simply impose higher taxes and introduce more fines for disruption of ecologically sustainable behavior.

Singh G. (2013) presumed the role of environmental benefits in products of importance as this type of advantage will play a deciding role when there are conventional and eco-friendly products of equal quality along with value. Hashem and Al-Rifai (2011) described green price as a price set by the company taking into consideration internal regulations of the corporation which are aimed to facilitate environmental concern. According to Solvalier I. (2010) in some cases price can serve as a fundamental issue for customers when choosing products, whilst in other cases price does not play any role: customers opt for the products which have eco-friendly features. Furthermore, price is interpreted as an ideal element of marketing mix which balances the relationship of returns and profit, whereas other tools only create extra costs (Awan U, 2011).

Degirmenci and Breitner (2017) conducted a study in terms of electric vehicles to determine whether green qualities of the products are appreciated more than its price. In accordance with the results of the study, authors concluded that customers are becoming more inclined to purchasing electric cars irrespective of their price and this trend demonstrates that there could be reduction in chemical emissions produced by traditional cars.

2.3.3 Green place

The term green place slightly differs from the other elements of green marketing, it does not only include the notion of a place which is aimed to store the products, it defines a range of activities associated with producing, storing and distributing of green products as well as services (Davari and Strutton, 2014). Mishra and Sharma (2012) explained that availability of green products in terms of place and manner are significant issues, as consumers normally do not have much determination to look for these products. According to different authors there are a number of factors which influence greening of distribution process- for example-Esmaili and Fazel (2015) enhanced the role of Internet in this process. The authors argued that thanks to internet there is a significant decline in transportation costs, carriers and consumption of materials for packaging as Internet utilizes integrated transportation systems.

Nowadays thanks to the proliferation of green marketing, the term of reverse logistics seems to be gaining a new, much more significant meaning in industry. In a research done by Lee and Lee Lam (2012) reverse logistics is described as a novel powerful tool which helps marketers to explain the concept of green marketing in a broader view. According to the authors, this tool can serve to decrease the costs of green products and save time as well as other resources of production process. Furthermore, it can be conducive to decline in the costs of inventories and stock-out events, providing improved service to customers. Dangelico and Vocalelli (2017) argued that sale procedure of eco-friendly and conventional products should not be comprehended as a similar procedure. The point is that, green product itself has been put into production due to continuous demand from customers` side and that is why regarding its selling process customers have different requirements as well as standards.

Shil P. (2012) considered that the notion of green place represents advanced logistics system which is aimed to reduce hazardous emissions produced by transportation, which in turn brings to the reduction in carbon footprint. Another author Eric (2007) argued that the notion of green place is associated with space which is aimed to be used in selling green products, however this notion should not only be restricted to physical place, as virtual market place also exists in our time. The author claims that distribution of green products should occur in a place which is ecologically safe and lacks any sort of contamination. That is why companies which are longing to show their environmental concern to obtain more competitive advantage, should definitely make sure that their distributors have sufficient amount of knowledge regarding green practices and implement their marketing strategies in accordance with green policy (Eric, 2007).

Awan U. (2011) considered place as an element of green marketing which does not generate cost, but from the other side it can bring about a range of advantages for the company. Customers are in need of realizing that the product they are utilizing is designed to be environmentally friendly and that is why their environment is continuously put under control, argued Yazdanifard and Mercy (2011) enhancing the importance of this trend in implementing distribution process of these products. Significance of place where the products are sold was discussed by Ottman and Humphrey (1993) who concluded that when a customer sees a product which was advertised on TV priorly, he or she feels necessity to obtain the item not because as a direct impact of the advertisement, but thanks to the place where it is displayed. Onditi A. (2016) also joined the idea of the author and claimed that this behavior is awoken spontaneously by the customer and it can serve as an explanative factor to significance of stores in motivating customers to opt for green products. The author also suggested that marketing process of green products should be implemented in a way which will not be restricted to addressing a small niche of market which consists of green consumers, but the place they are using should correspond to the image of the company which is going to sell environmentally friendly products. The venue should symbolize the company's interests as well as image and be different from its rivals. Onditi A. (2016) added that this

campaign could be achieved by using recycled materials in displays of the products or promotions inside the store.

2.3.4 Green promotion

The term green promotion captivates all the activities of green marketing determined to promote green products and services among customers. These activities include green packaging, green labeling, spreading information and knowledge about green products as well as implementing advertising. In the study done by Papadas and Avlonitis (2014) the importance of communication in marketing activities was discussed by including it into 4 C's of environmental business and they claimed that consumers' education and knowledge regarding green products play an important role in environmental success of the companies. Testa et al. (2011) figured out that advertising has significantly been influenced by the latest trends in consumption as well as production processes related ecological concern of consumers. The researchers studied the Italian internal market and discovered that while in the late 1990's there was a greater emphasis on creating a company's image by businesses in local newspapers and they gave advertisements in this style, gradually the interest of companies has shifted to ecological aspects of products, and the emphasis on green advertisement has also risen. Kaufman (1999) demonstrated a critical attitude toward paid advertising, claiming that companies should not simply depend on it to promote their products as well as services, but also approach any feedback given by a customer when they communicate with the company should not be neglected as this chance could serve for promotion of the products. Furthermore, Shil P. (2012) described green promotion as a process which involves a number of tools, namely, advertisement, social media, public relations, promotion of sales, direct marketing aimed for promoting the products in a way which facilitates ecological concern of people and the world. The goal of implementing green promotion is to motivate customers to purchase the products which have less damage to environment and by this way make customers realize that their consumer behavior is serving to wellbeing of themselves and environment (Rahbar and Abdul Wahid, 2011).

Purohit H. (2012) conducted a study to find out the impact of green advertisement and eco-labelling on consumer purchase process; the results of

the research show that advertisement on TV and in print influence consumers in a positive way. The author claimed that with the help of customers' positive stance against green products, there is a good possibility of anticipating future trends in terms of customers purchase decision. One more study by Testa et al. (2015) argues that provision of exact, full as well as straightforward information regarding the ecological aspects of the products is considered to be manufacturer's obligation. The point is that, if there are any barriers such as money or time in obtaining information about green products, there will be disproportion in terms of consumers' knowledge regarding traits of green products and, in turn, it could bring to demotivation of consumers to purchase green products (Rademaker et al., 2015). That is why Molina- Murillo and Smith (2005) argue that it should be of importance for the companies to know to what extent their advertising activities are efficient.

The aspects of green advertising were discussed by D'souza et al. (2007) who concluded that this type of advertising should include information about the advantages of green products, motivate consumers to lead eco-friendly lifestyle and be conducive to the proliferation of green image of the brand. Another study implemented by Leonidou et al. (2011) concluded that green advertisement has become much more detailed when compared with the past and this trend could happen because of various reasons, namely: increase in the number of companies investing into ecological processes, the companies' desire to stand from the crowd with their green image among their rivals. However, not all the scholars were able to find a positive relation between green advertising and company's image. Nyilasy et al. (2012), for example, discovered that green advertising has led to negative attitudes from customers' side regarding the brand attitude. The trend was observed in an exaggerated form towards companies which failed to perform environmental concern, and due to this fact the authors concluded that it would be better for a number of companies to be neutral in this issue.

Davis (1993) discovered that when green advertising is accompanied by precise information that describes the benefits of the product and is supported by facts, this type of advertisement is more effective than vague information. According to the author, utilizing technical terms belonging to the nature of products in

description accompanied by specific information and the benefits of the products will guarantee convincing customers that proposed advantages of product have real impact in life. The characteristics of such information is summarized by Bickart and Ruth (2012): the information has to be easily understandable, focused to the specific audience and be adapted in accordance with the country or culture it is aimed for. The range of qualities of such information was supplemented by Papadas and Avlonitis (2014), who claimed that in order for companies to be able to create continuous as well as trusting relationships with customers, they should be honest in their messages, maintain transparent policies in messages, and provide credible information about the products. According to Kronrod et al. (2012) ambitious messages considered to be the most efficient ones, whereas Borin et al. (2011) believe that nothing can make more influence in consumers' mind regarding green products than a straightforward information. Singh K. (2021) made a research into green product and green promotion, the author connected the two notions with consumers' changing purchase behavior and concluded that companies should be careful in implementing their green promotion strategies. According to the author, this type of activity is delicately accepted by the consumer and they should be thought ahead before implementing, as it can have an impact on purchase.

2.4 Consumer purchase behavior and green buying

2.4.1 Nature of consumer purchase behavior

Consumer behavior is an economic term that has been discussed for a long time, as a major aim of businesses is to attain high level of sale and customers' loyalty. According to Blackwell et al. (2001) consumer behavior is embodied by a number of activities aimed for attaining, utilizing and disposing products as well as services for satisfying the need of a consumer. Richers R. (1984) proposed his view for the notion of consumer describing it as an action influenced by mental as well as emotional factors which is performed by customers for selecting, buying and utilizing products. Furthermore, Newman et al. (2001) argued that as an outcome of these practices would serve consumers' decision of products and their payments for them.

The description of consumer behavior was also discussed by Almeida et al. (2012) who claimed that consumer behavior is about how people react to products or services during before, in the duration or after implementing purchase. They argued that there are a number of causes for occurrence of consumer purchase, because while doing this a human's mind does a number of decisions ranging from minor to major. Kotler and Armstrong (2007) determined the factors which possess impact on consumer behavior and the authors also added that among all the factors, the research showed that cultural factors had the most significant impact. According to the scholars, the reason for this is that some other factors could change over time depending on age and education or other conditions, however, culture is an item that stays with an individual all the time:

Table 2.3: Factors influencing consumer purchase behavior

Cultural factors	Social factors	Personal factors	Psychological factors
Culture	Reference groups	Age and stage of	Motivation
Sub-Culture	Family	the life cycle	Perception
Social Class	Status	Occupation	Learning
		Financial situation	Beliefs
		Lifestyle	
		Personality	

Source: Kotler, P., & Armstrong, G. (2007). Principles of Marketing. Pearson Prentice Hall.

Kim et al. (2015) described consumers' purchase behavior as an activity which is implemented with the interests of advantages of a product seen by a consumer in exchange the amount of money which is considered to be worthy for it. Peattie K. (2010) explains the development of green purchasing trend as a willingness of consumers prioritize ecological advantages to preserve environment having more influence than other factors. Baumgartner H. (2002) has made a wide review of literature and after implementing a survey among consumers who were asked to describe 10 things that they do while making purchase, 10 goals and 14 dimensions influencing their purchase behavior; the results were collected and the author has proposed a classification of purchase behavior consisting of 8 main forms:

1. Extended purchase decision making- includes purchases done by having a specific target and relying on logical reasons
2. Symbolic purchase behavior- purchasing a product because its brand represents a good image or the brand is widely accepted by society
3. Repetitive purchase behavior- staying loyal to one or another brand and buying the same product over a long time
4. Hedonic purchase behavior- a random purchase of a product due to the fact that it appealed to the customer
5. Promotional purchase behavior- obtaining products because there is a discount for them or they are on sale
6. Exploratory purchase behavior- buying a product due to a desire to try something new or interest towards it
7. Casual purchase behavior- purchasing a product without much consideration towards it
8. Impulsive purchase behavior- a spontaneous purchase of products.

According to Baumgartner H. (2002), there were three dimensions taken as a basis for division of these purchase behavior types, namely:

- Whether the purchase is influenced by more functional factors or psychosocial (thinking and feeling)
- Either purchase was done by spending more or less amount of consideration as well as care about the product (high purchase involvement and low purchase involvement)
- To what extent can previous experiences of customers can impact on the purchase or to what extent customers complete their planned purchase.

THE PURCHASE CUBE: A THREE-DIMENSIONAL TYPOLOGY OF PURCHASE BEHAVIORS

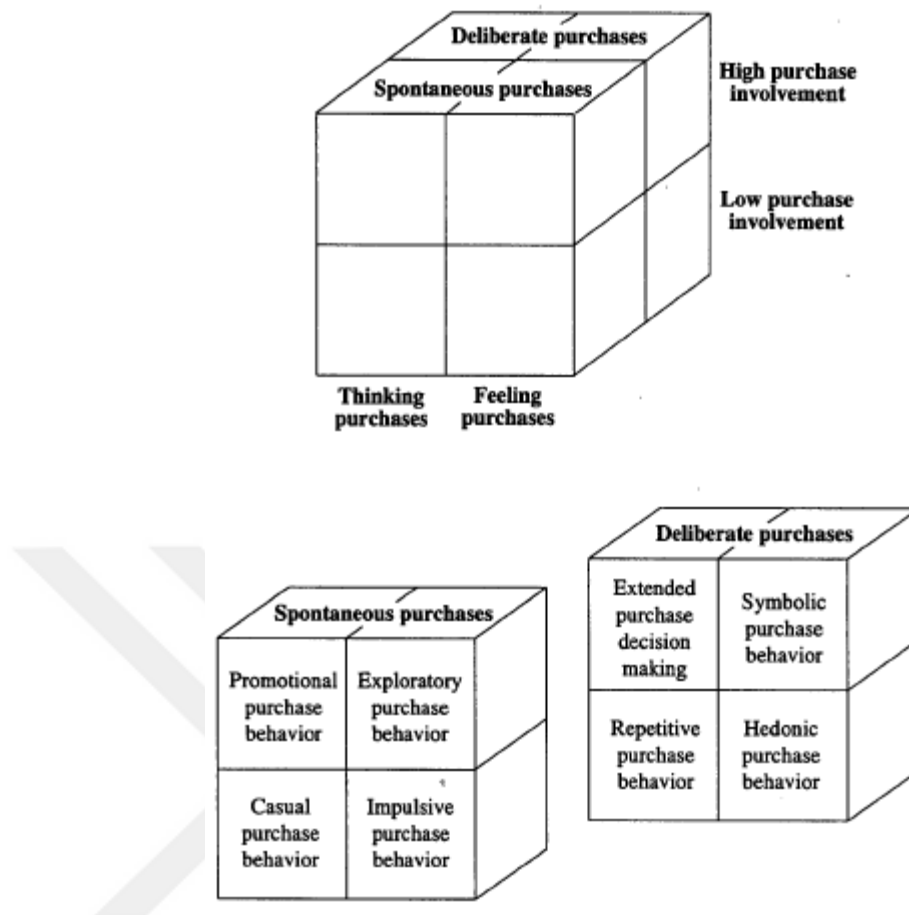


Figure 2.4: Purchase Cube

Source: Baumgartner, H. (2002). Toward a personology of the consumer. Journal of consumer research, 29(2), 286-292.

2.4.2 Green consumer

Development of green marketing and extension of the terms associated with this process has brought about a wide range of new terms. One of these elements of novel terminology is green consumer, which embodies a different notion of consumer representing more concern about environment. Being green is trendy in our time and inclination of consumers to stay in trend is seen by a rapid growth of popularity of this term. Nowadays a number of consumers considering themselves being on green side is prevalent, but in order to belong to this group a number of norms factors should be taken into consideration. In general, green consumer is an individual who implements green approach in his or her purchase process and shows concern for nature by giving preference to

ecologically friendly products. Shamdasani et al. (1993) expressed his ideas regarding green consumer and made an accent on that consumers switch to green side because they have a firm belief that they can be beneficial in protecting environment. Furthermore, according to the author green consumers consider that governments or scientists` concern about environment will not be enough to protect it, that is why consumers also should participate in this process by purchasing green products. The scholars also added that green consumers are more open for innovation and new products, so this feature makes them stand out from customers who opt for traditional commodities.

Certainly, there are a number of factors which unite green consumers and they have a common goal- to attain ecologically clean environment. However, Ryan B. (2006) claimed that even though every green consumer is not identical, a deep research into their nature and characteristics could be helpful for companies to analyze the market of green products and suggest ideas for businesses.

According to the author and the International Institute for Sustainable Development, green consumers differ from traditional ones in a number of ways:

- These customers always search for the companies which implement green practices in their operation
- They put high importance on their green behavior and require their demands to be met by companies
- They show great concern for environmental protection and would like this process to be available
- They have a suspicion whether the activities claimed by companies are implemented in a satisfactory level and mostly have little belief into them

In the book of Fuller D. (1999) Sustainable Marketing Green consumer is divided into several categories in accordance with their proportion among green consumers and characteristics which differentiate them, later this division was

mentioned by Baumann and Rex (2007) in their research. According to the authors green consumers could be divided into the following categories:

1. True Blue Greens (12 %).

- They take an active participation in all kinds of activities which promote environmentally friendly behavior and lifestyle
- They belong to high layer society in terms of economic, social and political issues, simply saying, they are generally well-educate, have good income and are involved in white collar jobs
- They can afford to contribute to promotion of ecologically friendly lifestyle and have an access to communication with politicians
- As the description says these consumers are truly green consumers who object to consuming non-ecologically friendly products and have high level of dedication towards green life style.

2. Green Back Greens (6 %)

- They express readiness for obtaining green products in high costs
- These consumers are mostly representatives of younger age groups who do not get concerned about what they are buying and how much it would cost. They do not long for alterations in their style of life.
- Like a previous group, these individuals also belong to high layer of society with prestigious jobs and income

3. Sprouts (37%)

- A distinctive feature of this group of consumers is that they can afford to buy green products but have no interest to do this
- Their social and economic status in middle.
- They demonstrate good interest to take part in environmental activities

4. Grouzers (13 %)

- These consumers do not express interest for engaging in promotion of environmental activities.
- They belong to middle layer of society in terms of social as well as economic issues
- The characterizing feature of these consumers is associated with their unwillingness for assisting to implement green activities as they have a number of reasons for not doing so.

5. Basic Browns (29 %)

- Like representatives of a previous group they try to keep themselves far away from engagement in ecological issues.
- They are consumers with low economic as well as social position.
- They consider that individuals or governments and companies are not guilty of neglecting green politics. In addition, they do not have any interest in preserving environment.
- They are generally engaged in daily activities and do not care about other things.

Banyte et al. (2010) classified green consumers further, categorizing them into five groups based on their commitment to participating in ecological activities:

1. Loyal green consumers
2. Less devoted green consumers
3. Consumers who are developing themselves towards green activities
4. Conservative consumers who lack willingness to alter their habits
5. Consumers who reject to switch to green activities.

Furthermore, the scholars suggested classification of consumers according to the level of concern regarding well-being of environment and requirements of green consumers. A number of authors have also proposed classification models of green consumers, for example, Chitra K. (2007) whose model described division of consumers into categories in accordance with their attitudes toward

environment, consisting of four groups: aspirants, addicts, adjusters as well as avoiders.

2.4.3 Green buying and purchase decision

In the previous sections we explained the notion of consumer behavior and green consumer. If to link these two options with each other, we will come up with green buying behavior, which is associated with purchasing eco-friendly products in a way that does not create detrimental effect on environment and embodies environmentally considerate approach towards purchase. Paco et al. (2013) define green buying behavior as the purchase of environmentally friendly products that use less energy and other resources, thereby lowering production costs and opting for the production of recycled products or biodegradable packaged goods. The authors also made an accent on switching to production of local goods, which will contribute to the conservation of environment and reduction in ecological issues such as pollution or climate change. Researchers Kumar and Ghodeswar (2015) highlighted that green buying decisions can be explained by the motivation of consumers to delegate more expense on eco-friendly products or their support for the companies, which implement green practices in their operation.

Scholars have conducted a number of studies to determine why consumers prefer green products and what factors influence their decision-making process. A number of different versions of this topic have been proposed and they differ in a variety of ways. For example, McCarty and Shrum (2001) argued that consumers are interested in obtaining eco-friendly products because of their longing to help to protect environment by solving ecological issues and by this way they attempt to become role models for other consumers. At the same time, Laroche et al. (2002) claimed that consumers' desire for ecologically clean environment does not impact significantly on real purchase of green products, according to the findings of their research. Yam-Tang and Chan (1998) reached a similar conclusion, stating that consumers' concern for a clean environment is not the only factor that leads them to purchase green products, and that the majority of consumers do not try to find a contrast between conventional and green products.

According to the bibliography making a decision in purchase procedure is a complex system and scholars such as Lee et al. (2019) argued that this system consists of offering customer a number of alternatives for determining the real purchase item and narrowing down the choices until one is left, the one that suits needs of a customer. The impact of different patterns can be felt in this procedure: they could be internal, for example, individual values or belief, either they can be external like influence of society and other promotional activities (Mansfield M., 1992). Identification of a green product and existence of knowledge regarding these products has an impact on purchase decision, however a number of researchers represented various ideas about this topic. For example, Wessels and Steyn (1999) made a research to investigate how customers interpret green products and they found out that customers had difficulty in identifying green products as they are not as obvious as other aspects of products. That is why, according to the authors, it is much more difficult to understand whether it makes impact on real purchase decision or not. As a proof to this statement can be given an example of report prepared by the Massachusetts Department of Environmental Protection in 2002, which argued that difficulty associated with identifying features of green products could serve as an obstacle which inhibits customers of buying green products. The report suggested a few ideas how to struggle with this problem: one of which is eco-labelling, with the help of which consumers should obtain more chance to attain information regarding green products much easier. Furthermore, eco-labeling is not simply restricted to mentioning on the package of the product that it is ecologically friendly; vice versa, eco-labeling means utilizing raw materials on the packaging of a product which do not harm environment and could be recycled, or using recycled raw material and biodegradable packaging.

In order to determine what really makes an impact on purchase decision Peattie (2001) suggested that marketers should concentrate on what the customer needs not who the customer is. The author proposed a model which explains relationship between green consumer with his or her purchase decision and the factors which influence it; the meaning of a model is how a customer opts for a green product just because of its ecological features whereas he or she has an identical alternative product just lacking green feature. The author came up with

the idea of purchase perception matrix: he placed degree of confidence of customer regarding the ecological quality of the product or the company's green strategy on one axis and on the other axis he put the degree of compromise i.e. the relevance of a product with high cost. In accordance with the idea, green purchase perception is not linked to demographical or other factors but to the level of compromise that the customer is ready to go in accordance with his or her confidence in the products' green feature. So as the customer demonstrates high level of confidence within the product he or she should be aware of its environmental benefit; whether the product is in real green; whether the product is better than its rivals.

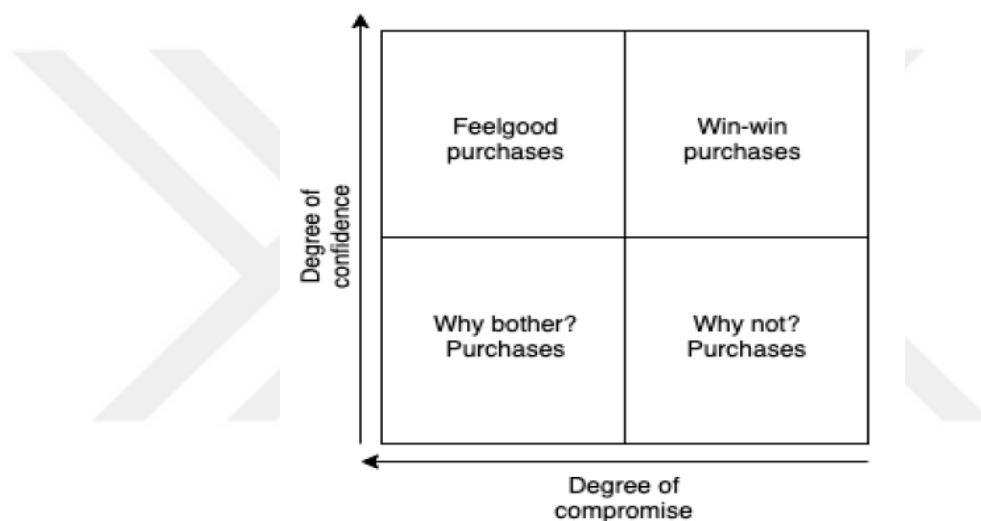


Figure 2.5: Purchase perception matrix

Source: Peattie, K. (1999). Green marketing. London: Macdonald & Evans.

Usage of green marketing is targeted to attain real purchase behavior, that is why it is essential to investigate into the nature of consumers' purchase intention. An efficient marketing strategy can lead to a real purchase and this fact has been motivating researchers to look into consumer purchase intention. A number of scholars offered a variety of definitions for consumer purchase intention, such as Arslan and Zaman (2014) who described consumer purchase intention as a possibility which will gradually lead to real purchase in the future. The scholars mentioned two types of purchase intentions in their work, namely: positive and negative. According to the authors, if a consumer has a positive purchase intention, it will be a key factor which will lead to real purchase. And on the contrary, if a consumer approaches services and products

with negative purchase intention, it will inhibit them to buy a service or product. They also highlighted that consumer purchase intention can describe consumer purchase behavior at some point, as if there is an increase in consumer purchase intention, consumer purchase behavior will also increase, leading to real purchase. Wu et al. (2011) connected this notion with brand commitments, i.e. customers' loyalty to one or another brand. The author argued that, if customers have a positive purchase intention towards one or another company, it will help to stimulate brand commitment towards that company, as a loyal customer will be implementing purchase on a regular basis and it will escalate the level of real purchase. This factor is important, because gaining a new customer in the market is much harder than remaining a regular one, as there will be more expenses on marketing issues and other things (Ihtiyar and Ahmad, 2014).

Relationship between consumer purchase intention and real consumer purchasing behavior has been studied by a number of scholars, an accent was made to find out which factors have a real impact on purchase decision. For instance, Chen Y. (2013) made a research into green purchase intention and its relationship with two types of consumers in China, namely: Collectivistic consumers (according to the author Chinese consumers belong to this category) and Individualistic (American consumers). The author also learned the relationship between the notions such as environmental knowledge and concern, social influence and purchase intention. The findings of the research showed that consumers' environmental knowledge, concern and the social influence on them have significant impact on consumer purchase intention. However, Individualistic and Collectivistic consumers have different interpretations regarding these notions in relationship with purchase intention.

Wang S. (2014) conducted another study to determine the extent to which four concepts, namely: external locus of control, environmental visibility, subjective norms, and collectivism, can influence real purchase intention. Environmental visibility and subjective norms, according to the study's findings, have a positive impact on consumer purchase intention. Simultaneously, the variable known as external locus of control appears to have a negative impact on green purchase intention. Finally, the variable called collectivism, according to the

research, turned out to predominate regarding its impact on consumer purchase intention.

2.5 Customer satisfaction, green satisfaction and green loyalty.

2.5.1 Features of customer satisfaction

We have mentioned the notion of customer satisfaction previously and if to sum up with the definitions brought in prior sections, customer satisfaction is the level of content of the customer regarding a product or service of a purchase process. Olsen L. (2002) gave a description to customers' satisfaction as a consumption which reaches such a level that can satisfy customers' needs and desires. A variety of scholars tried to associate customer satisfaction with other terms in marketing field, for instance- Martenson R. (2007) argued that customer satisfaction can increase consumers' purchase intention and Chang and Tu (2005) a good level of customer satisfaction can bring customers back, leading to repeating their purchase of the same company or brand. Another author Yasin et al. (2007) investigated into the relationship of customer satisfaction and brand awareness and concluded that brands which have a good level of customer satisfaction in terms of their products, are much more easily recognized than the brands which lack customer satisfaction. According to the authors, the term "brand equity" can demonstrate how satisfied consumers are with a brand, what their preferences are, and what could lead to increased levels of consumer purchase behavior. One more research done by Pappu and Quester (2006) also agreed with the research done by Yasin et al. (2007) arguing that customer satisfaction has really positive impact on brand equity and that is why it is important to learn customer satisfaction for the companies so as to know how to adapt strategies of the company.

Customer satisfaction is a widely discussed term in the marketing and overall economics fields, which explains why there are numerous definitions for this term. Tse and Wilson (1988) provided one such definition, describing customer satisfaction as the perceived difference by a customer between what he or she expected and what they received in terms of products or services performed. According to Hennig-Thurau and Klee (1997) customer satisfaction should be studied thoroughly by marketers and companies, as it is the most significant

factor which provides competitiveness of the company and its success in the market. Gustafsson et al. (2005) gave a little different definition to customer satisfaction, highlighting that this is a continuing process throughout consumption period and evaluation of this process by a customer. A group of researchers Kim et al. (2004) conducted a survey in the Korean market of mobile telecommunication systems and their relationship with customer loyalty as well as the impact of customer satisfaction into this process. The authors concluded that customer satisfaction is best described as perceive of customers the level of satisfaction they receive from a product and service and how they feel the state of satisfaction. One more reason to learn customer satisfaction according to Deng et al. (2009) is that it could facilitate businesses to learn what kind of products provide best satisfaction and further create different types of products as well as service which will lead to greater level of satisfaction among consumers, resulting in better communication with customers.

Customer satisfaction is a crucial marketing term because a number of researches done in the field showed that this factor helps to maintain loyalty of customers to one or another brand. For instance, in the research done by Eshghi et al. (2007) it is argued that, thanks to the high level of satisfaction of customers companies are enabled to build strong relationship with their clients. Certainly building this type of strong and profitable relationship with customers is not cheap pleasure, however, this risk can be proven to be efficient in a long term perspective for the companies, that is why if a company is thinking in a strategic level it would be right to prioritize customer satisfaction level (Anderson et al, 2004). That is why the scholars Gustafsson et al, (2005) highlighted that companies should pay a high level of attention to the level of their customers` satisfaction, meanwhile price and quality appropriateness should not be neglected. According to the authors, only in this case businesses can attain a sufficient level of customer satisfaction and loyal customers.

The notion of price and quality appropriateness has been prioritized by a number of scholars in their studies and one of them, Turel et al. (2006) suggested that there is no any other identifier which could better represent this correlation between price and quality than customer satisfaction. According to Russell-Bennett et al. (2007) there could be one more important factor for

customer satisfaction level- consumers` involvement level in implementing a purchase. Because if a customer spends plenty of time to search for the product or learn about its features, in the end he or she would have done sufficient effort to get the product, that is why they accept this product as a reliable one and nurture inclination towards it. This idea was triggered by Anderson et al. (2004) who claimed that enhanced level of customer satisfaction results in repeated purchase of the company or the brand by customers. Furthermore, it helps to motivate customers to buy from the same brand more categories of the products, which in turn brings about the customers who are ready to pay higher cost for the products of the same company. The authors also argued that if the companies do not satisfy their consumers at the same level as their rivals are doing in the market, they are inclined to lose their position as well as share in the market, lack level of competitiveness and it will gradually bring to losing investors for the company which means destroying of the company.

As the time passes, authors tried to look at the notion of customer satisfaction from different angles and it resulted in various ideas beyond this term. Researchers Swenson and Wells (2018) considered that customer satisfaction is an interpretation of customers` psychological perception of a product or service, in other words, what the customers felt from the consumption of a commodity or service. The relationship between customer satisfaction and loyalty has also been discussed by a number of researchers such as Ottman J. (1998) who concluded that there is a positive relation between them.

The question what escalates customer satisfaction is an issue to which most companies strive to find an answer. Authors Kubes and Rancak (2018) argue that due to the rapid growth and changing trend of the world nowadays businesses should pay more attention to their competitive advantage, and in this light learning the essence of customer satisfaction may result in increasing their knowledge regarding customers. According to Sun and Price (2016) if a customer is satisfied with a product or service it is really easy to serve him or her, they are more likely to implement purchase and what is most essential, they provide good advertisement for the company by sharing their positive experience with other customers. Yi Y. (1990) divided satisfaction into the following categories:

1. Satisfaction from the product- a state of being content with what has been obtained.
2. Satisfaction about the purchase decision- having positive experience about implementing one or another purchase decision.
3. Satisfaction of an attribute`s performance of the product- being content about an exact feature that a product offers.
4. Satisfaction for an exact place such as store or institution.
5. Satisfaction with the product due to a prior experience with it.

Ottman J. (1998) in his book devoted to green marketing claimed that satisfaction is such a state of consumers` psychology that happens in the mind of a consumer without any comparison of expectations towards the product. Palaci et al (2019) suggested a mixed model for customer satisfaction which includes the factors that affect customer satisfaction either positively or negatively. The authors have combined two approaches that existed regarding customer satisfaction and came up with the following model:

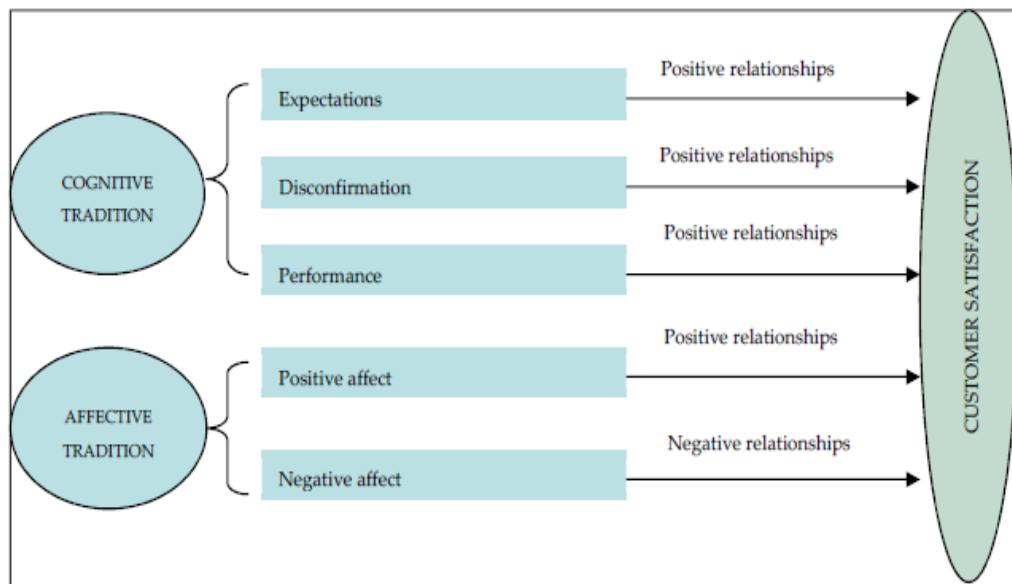


Figure 2.6: Mixed model of consumer satisfaction

Source: Palací, F., Salcedo, A., & Topa, G. (2019). Cognitive and affective antecedents of consumers' satisfaction: a systematic review of two research approaches. *Sustainability*, 11(2), 431.

2.5.2 Green customer satisfaction and green loyalty

In the previous section, we discussed the concept of customer satisfaction; however, in order to understand the relationship between customer satisfaction and green products, it is necessary to investigate the term green customer satisfaction. As it is mentioned in a number of articles, nowadays environmental issues are attaining the highest level of attention among consumers. They are beginning to prioritize the role of green practice in the whole product development as well as distribution process. Bask A. (2013) claimed that due to the growing interest of customers regarding green products, they are becoming more conscious about deciding which products to consume and the outcomes of their purchase decisions. That is why according to the author, the function of entire supply chain is under meticulous discussion by customers.

These trends occurring in social behavior of consumers brought up the notion called green satisfaction, which is described as a level of customers' content with a product or service regarding its environmental features derived from consuming the products (Chen et al., 2015). There is seen a strong upward trend in environmentalism (caring about the nature and trying to make the smallest level of harm to it). According to Chang and Fong (2010) this trend does not only demonstrate customers' desire to obtain as well as consume environmentally friendly products, but also puts some responsibility on the shoulder of society regarding the issues happening in environment. Nowadays people have switched to protecting nature more, as we have realized that the guarantee of existence lies within the norm of harm that we cause to nature and this norm should be followed for wellbeing of society. This idea is supported by a number of researchers in their works, for example, a study done by Picket et al. (1994) argued that when implementing a purchase in consumers' mind psychological as well as social issues are considered to have more importance than demographical variables, which in their turn are conducive to the process of obtaining an eco-friendly product. Another research done by Manrai et al. (1994) has brought about a number of ideas about green purchase process, the authors proved that environmental knowledge and awareness have a positive impact on green purchase and this fact stimulates a higher level of customer satisfaction.

Green customer satisfaction will lead to better performance of the companies by showing them a right direction for operation. Banerjee D. (2013) concluded a number of advantages for the companies that are striving to attain high customer satisfaction in terms of green marketing:

- More profit. Due to the fact that the products are designed with the perspective of environmental concern, most of them use less resources such as energy or water and they produce less garbage
- Competitive advantage over other companies. As we mentioned earlier thanks to the fact that customers became environmentally concerned, an eco-friendly product helps companies to obtain more advantage over their rivals
- The market share of companies will rise. Because of the customers` attention to companies operating in an environmentally friendly way, the companies which prioritize this approach are more likely to get more market share.
- The production quality is likely to improve due to the fact that environmentally friendly product requires a number of demands to be met in terms of its containing, packaging and distribution.
- The quality of life and the world will rise. The environment is more likely to be cleaner and there is going to be a decrease in the amount of waste caused by production process.
- An improved level of sustainability. The world will become a more sustainable place to live.

Bolton R. (1998) described satisfaction as a customer`s assessment received after consuming an exact product or service, and the way how he or she interpreted this experience. As it was mentioned earlier more and more customers are becoming environmentally conscious and this trend urges us to investigate into green customer satisfaction`s nature. In a number of researches done by scholars it was proved that environmental knowledge and awareness have a positive impact on consumers` environmental knowledge. For example, in a research done by Stone et al. (1995) the authors found out that many

companies did not know the fact that their oil customers were sensitive to environmental issues, that is why they failed to succeed.

As a matter of fact, companies which are trying to gain more customer satisfaction will opt for green marketing practices, as businesses implementing green tools such as biodegradable packaging, green advertisement or using recycled materials in the production are more likely to get satisfied clients. Nowadays, there is a strong green trend, which means that an increasing number of customers want to support environmentally friendly policies. They want to be in association with the companies which demonstrate respect to their environmental concern and that is why if the companies do not meet their requirements, they have a higher level of possibility to fail. (Yazdanifard and Mercy, 2011).

According to Salehi et al. (2012) green satisfaction is a result of perceived expectation of customer before purchasing a product and how the green product has actually performed after being bought. Another definition was given by Chang and Fong (2010) who argued that green customer loyalty occurs as a result of green customer satisfaction and the desire of a customer to retain his or her relationship with a company which is engaged in green practices and has a concern for environment. According to the authors, this type of customers will be repeating their purchase in prospect and it will lead to become loyal to a company. In the research done by Kang and Hur (2012) green loyalty is described as consumers' willingness to purchase green products on a repeating tendency and motivating other customers to become green consumers via social interaction, such as advising to each other or giving recommendations about a product. One more definition to green loyalty was given by Dick and Basu (1994) who also confirmed the idea of previous mentioned researchers claiming that green loyalty is a repeating purchase of green products and services by the customers, the authors also added that customers have interest in being associated with green brand. Researchers Williams and Naumann (2011) claimed that companies strive to attain customer loyalty- it is their final destination to be reached. Because loyal customers have a higher tendency of purchasing more products, cover more expenses of their suppliers regardless of high price and they are least influenced by changes in price of the products.

The importance of green satisfaction for companies was discussed by Chrisjatmiko K. (2018), who found out that satisfaction is a fundamental determinant in analyzing customers' purchase behavior. Because it was proved that in case customers were dissatisfied with green products they easily switched to other companies showing disloyalty to the company and even in some cases they recommended other customers not to buy the items of companies with which they were dissatisfied. A relationship between green products' quality and customer satisfaction was suggested by Kotler et al. (2009) who argued that thanks to customer satisfaction identifier rising in accordance with implementing green practices, quality of these products have significantly risen and they began to belong to the category of premium products.

2.6 Similar studies

There have been done quite many researches into the context of green marketing and its relationship with consumer purchase behavior as well as customer satisfaction. One of such kind of works was done by Olsen et al. (2014) who learned the relationship of green marketing with operation as well as efficiency of companies. The authors found out that thanks to green marketing businesses obtain a chance to enhance the commercial value of brand among customers. According to the authors, companies could be differentiated by their approach towards green marketing. As there are some companies which really implement green practices in their work and there also a number of companies which are trying to introduce more green practices in their operation. McEachern (2012) argued that customers are switching to the side of green products because by purchasing this type of products they assume to be helpful for protection of environment. The author claims that emergence of green marketing has happened as a reaction of consumers who disagreed that marketing exists to motivate produce more and without concern for nature. In another research done by Green and Peloza (2014) the authors argued that a prime reason why consumers have begun to purchase green products is that they wanted to seem like better consumers in terms of consumption and their concern for environment. In their study participants were asked to tell the most important

reason why they buy green products and results showed that most of the respondents chose “self-benefit appeals” which demonstrates that consumers firstably put their interests when obtaining green products.

Another research was done by Gonzalez et al. (2015) who investigated into green products and their relationship with purchase behavior, the results of the study showed that only in some cases consumers opt for purchasing green products because of being driven by honest motivation. However, in other cases customers were buying green products for their ego to be satisfied. One more research done by Johnstone and Tan (2014) to identify what drives customers to buy green products and the results of the research revealed that the roles of green knowledge and green place are of high importance for customers to opt for environmentally friendly products. Researchers De Paco and Reis (2012) claimed that information given about green products plays a key role in consumers` purchase behavior, as most companies do not supply clear and easy to understand information about green products which makes them feel suspicious about traits and quality of green products. This trend may bring about the customers who misunderstand green products` quality and have incorrect understanding about green policy.

Grimmer and Woolly (2014) also conducted a research into the purchase behavior of customers towards green products and concluded that businesses need to be aware of the ways providing green advertisement and the effects of it. Because according to the findings of the study customers having more knowledge and interest in green products are generally more influenced by advertisement and it will urge them to implement further purchase. The research was primarily intended to find the motivation of clients for obtaining green products and they measured the extent to which advertisement impacts purchase of green products. And according to the results taken from the survey, there were two laundry detergents` advertisement and they wanted to find out which of them had more influence on consumers` buying. The first advertisement was speaking about environmental benefits of products and the advertisement of the product was directed to spread its conscientious behavior. The other advertisement was targeted to get attention of customers by mentioning its low price and its advantage over the products` rivals in that light. In the research the

customers were divided into two categories: the ones who cared more about environment were considered to be high involved customers and the others were called low involved customers. The results of the study showed that high involved customers predominate in percentage correlation of the study.

Schuhwerk and Lefkoff-Hagius (1995) figured out that green advertisement served as motivation for customers who concern about environment even in a very little amount to obtain green products. The results showed that consumers' purchase preferences do not change to high extent and most of them had positive attitude towards green products. Another research done by Awan and Raza (2010) was concentrated on clarifying the role of green marketing in developing consumer behavior in association with green energy. The target of conducting this research was to find out marketing strategies that could have a positive impact on green consumer behavior in terms of motivating usage of green energy. The study was conducted in Sweden and 400 respondents participated in the survey. The nature of research is a descriptive work and as a tool for implementing survey was chosen a structured questionnaire distributed among the passengers of the train station. According to the results of the work, the percentage of people using green energy among the respondents turned out to be very low, comprising only 27 %. Furthermore, it was found out that green marketing strategies had a significant impact on motivating customers to switch to utilization of green energy. The researchers concluded that more attention should be paid by businesses to formulation as well as development of green strategies by companies to eliminate consumers' lack of knowledge regarding green products and stimulate their interest to increase their green consumer behavior.

A study examining the impact of strategical and tactical marketing on consumers' perception of brand loyalty was implemented by Brink et al. (2006). The researchers put a target to identify how green marketing tools could impact on loyalty of customers toward one or another brand and discover whether green product has a moderating role in this correlation. The capacity of the study included 240 participants and the findings of the work showed that there was a relationship between awareness of consumers about green products with customer loyalty. Furthermore, it was identified that when strategical marketing

of a company was aiming to make a long term plan, the loyalty of customers to the brand was decreasing. One more research was done by Cherian and Jacob (2012) who claimed that the rise of awareness among consumers toward ecological issues has altered their lifestyles. According to the authors, nowadays consumer have become more concerned about their activities and its impact on environment, that is why they are trying to reduce harm to environment caused by them.

In retrospect, in 2011 Boztepe A. conducted a research in Istanbul with 540 respondents aged above 16 and her research is focused on determining the impact of the following factors: green awareness, green price, green product features and green promotion on consumers` buying behavior. Additionally, she analyzed how these tools affected demographics of respondents and concluded that green marketing dimensions can explain green purchasing behaviors on 16.4% level (Boztepe A, 2011). She outlined that in the researches done before her in other regions, green price was mostly viewed as a negatively affecting factor towards purchasing, however, the results of her work showed that nowadays consumers are inclining towards green products despite their high price. Moreover, it was identified that while green promotion, environment awareness, green price, green product features affected male consumers, females gave a priority to only green promotion. Another research in Turkey was implemented by Turkoglu A. in 2016, with 160 working professionals aged above 19 being tested he made an accent on socio-demographic aspects of this trend. The results showed that, only gender had a significant impact on purchasing behavior - women were more affected by green marketing; whereas civil status, age, education level, income and profession did not have a relationship with buying (A. Turkoglu, 2016).

In 2019, Ozkan made a research in this field with a focus on usage of recycling applications. The research studied the relationship of environmental problems with green business, green marketing and recycling activities. The aim of the research was to determine the effect of green marketing activities on consumer buying behavior and identify relation of consumer behavior with recycling practices. The study was implemented with 511 sample size and the results revealed that consumers were sensitive to environmental problems and they

were ready to pay 17.77 % more on average for green products. It was also concluded that, consumers mostly preferred recycling because of emotional reasons (Ozkan, 2019). Another study was done by Sinop in 2019, the purpose of the work was to determine the impact of green marketing practices on the purchase intention of consumers in the market products category. The survey was carried out among 365 participants in Istanbul, and the findings revealed a positive relationship between green marketing tools and purchase intent. However, the study found that demographic variables had no effect on purchase intention in relation to green marketing (Sinop, 2019).

Several studies have been conducted around the world on green marketing and its relationship with consumer purchase behavior and customer satisfaction. Rahbar and Wahid published a study on the effects of green marketing tools on actual consumer purchase behavior in 2011. According to the study's findings, trust in eco label and trust in eco brand were significantly related. Consumers' purchasing behavior was unaffected by their knowledge of eco labels or environmental advertising. Akehurst et al. (2012) conducted a study on the effect of socio-demographic and psychographic variables on environmentally conscious consumers. The researchers concluded that psychographic variables such as perceived consumer effectiveness and altruism effect green purchase behavior more than demographics.

In 2016, B. M. Eneizan and K. A. Wahab conducted a study in Jordan with 100 ecologically concerned respondents on the effects of green marketing on customer satisfaction. Green marketing activities, according to the study's findings, were effective in predicting customer satisfaction. Furthermore, it was proved that customers were not just only happy buying eco-friendly products, but also they can pay more to satisfy their needs. Moreover, the study done by Vafaei et al. (2019) among study sample of 276 participants revealed that as perceived sustainable marketing policies increase, green customer satisfaction increase as well.

3. RESEARCH METHODOLOGY

3.1 Introduction

This chapter is devoted to explain the methodology used in the research. Firstly, research design is discussed which explains type of study, its nature, approach of the study and database of it. Secondly, theoretical approach of the topic is discussed, followed by tools regarding data collection, population and sampling, duration of the research and research instrument. Measurements used in data analysis are described in the last section.

3.2 Research design

There are two major research designs in social sciences used by researchers: quantitative and qualitative. There is one more type called mixed-method, which embodies within itself a combination of the two methods at the same time. According to Miles and Huberman (1994) in this type of the research qualitative technique could serve as an indicator for quantitative research. We are using quantitative study in this research, which means that numeric data is collected and answered by questionnaire. (Uma and Roger, 2016). The scope of theory used in the research is associated with green marketing tools, strategies, marketing mix elements, consumer purchase behavior 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 analyzed, 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.

3.3 Theory of the research

The term of green marketing is considered to belong to multi-disciplinary economic theories, as it is made up in the intersection of institutional economics, environmental politics and technological theory explained by not only individual behaviors resulting in environmental crisis but also social paradigm of Western societies (Kilbourne E., 2010). Consumer purchase behavior is a part of consumer theory and mainly describes engagement of consumer in various operations related to purchase procedure.

3.4 Conceptual framework and hypothesis

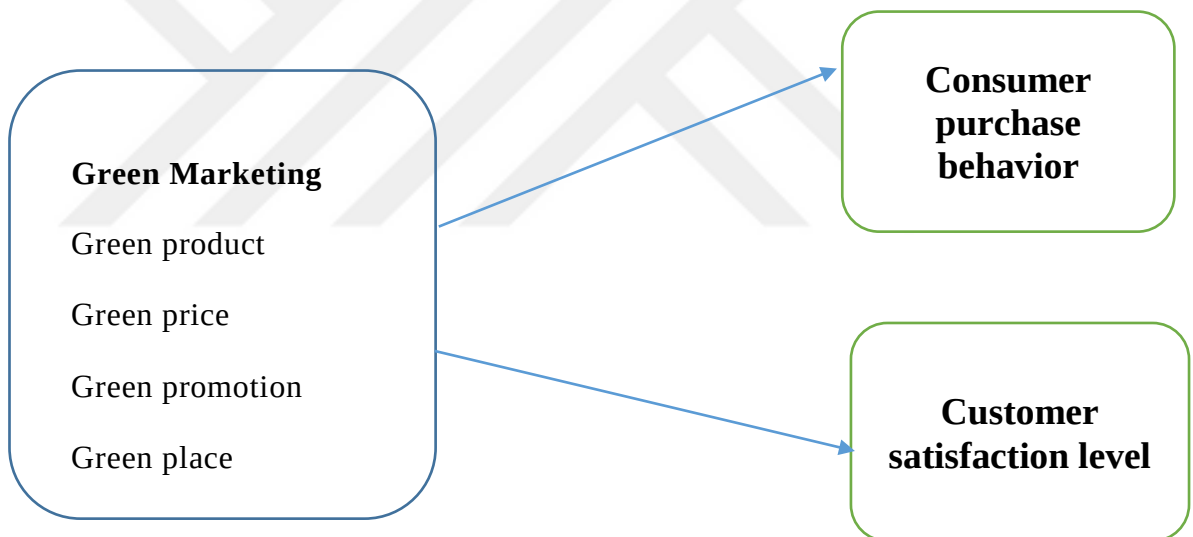


Figure 3.1: Conceptual Framework

H1: Green marketing actions possess a significant impact on consumer purchasing behavior in Istanbul.

H1a: Green product possesses a significant impact on consumer purchasing behavior in Istanbul.

H1b: Green price possesses a significant impact on consumer purchasing behavior in Istanbul.

H1c: Green promotion possesses a significant impact on consumer purchasing behavior in Istanbul.

H1d: Green place possesses a significant impact on consumer purchasing behavior in Istanbul.

H2: Green marketing actions possess a significant impact on customer satisfaction level in Istanbul.

H2a: Green product possesses a significant impact on customers` satisfaction level in Istanbul.

H2b: Green price possesses a significant impact on customers` satisfaction level in Istanbul.

H2c: Green promotion possesses a significant impact on customers` satisfaction level in Istanbul.

H2d: Green place possesses a significant impact on customers` satisfaction level in Istanbul.

3.5 Tools and measures for data collection

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.

The questionnaire consists of 4 parts:

1. Respondents are asked their demographical traits such as age, gender, marital status and education level.
2. The components of green marketing are measured with the help of the questions take from the Master thesis of Abdulrahman Ali on the topic “The effect of green marketing on consumer towards the green product. A case study: The academics and employees in university of Baghdad” (2019). There are in total 21 questions which are divided into four groups in accordance with the elements of green marketing mix: green product, green price, green place and

green promotion. The respondents choose their answers in accordance with Likert's 5 points scale.

3. The questions measuring nature of consumer purchase behavior are taken from Anil Turkoglu's master thesis on the topic of "Examining the effects of green marketing on the purchasing behavior of consumers in socio-demographic aspects" (2016). The questions measuring aspects of purchase behavior begin from the question 21 to 26.

4. Customer satisfaction level with green marketing is measured with the help of the questions taken from the survey of Dr. Chen Y.S from the article "The drivers of green brand equity: Green brand image, green satisfaction, and green trust" (2010). The questions from 26 till 30 belong to customer satisfaction part.

3.6 Population and sampling

The population of our study are the residents of Istanbul. The sample was collected utilizing random sampling and the questionnaire was shared in social media groups which are popular in Istanbul. The questionnaire was conducted in Turkish and English languages to attain more accurate data. The sample size of the population for this study was determined by using the formula $n = \frac{N t^2 p q}{d^2 (N-1) + t^2 p q}$ (Salant and Dillman, 1994).

N: Number of individuals in the target mass

n : Number of individuals to be sampled

p : Frequency of observance (felicity possibility) of the examined event

q : Frequency of non-observance (possibility) of the examined event.

t : Theoretical value found as of t table on a certain significance level

d : Accepted $\pm$ sampling error as of observance frequency of the event

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.

3.7 Data collection process and duration

Both secondary and primary data have contributed to conduction of the research. The results of the survey conducted among residents of Istanbul served as a primary source of the research. Survey was implemented through organizing a structured and quantitative questionnaire. As the secondary source theses, dissertations, academic journals and reports, researches done in the field of green marketing, consumer purchase behavior and customer satisfaction have been used. 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 In, 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 April till the middle of May.

3.8 Data analysis

I used IBM SPSS Statistics 21 when I was analyzing data. I have implemented a number of tests, including reliability and validity analysis, factor analysis, descriptive analysis, correlation analysis and regression analysis. Data has been analyzed through usage of Cronbach`s alpha for reliability, Pearson correlation analysis to identify whether the variables are related to each other and Linear regression analysis to determine the relationship between dependent and independent variables. Likert`s 5 points scale (strongly disagree, disagree, nor agree nor disagree, agree, strongly agree) was utilized to measure the

satisfaction level of customers and their purchasing behavior. Graphs and charts have been used to illustrate the results.



4. ANALYSIS AND FINDINGS

Collected data from the survey has been analyzed 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 analysis 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 Kruskal-Wallis tests have been used to determine the impact of demographics on consumer purchase behavior and customer satisfaction.

4.1 Demographical patterns of respondents of the research

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.

4.2 Mann Whitney and Kruskal Wallis tests for Consumer purchase behavior

To measure relationship between demographics with consumer purchase behavior, either parametric or non-parametric tests had to be utilized. So as to know which test to apply normality test was utilized and the results showed significance less than 0.05, that is why distribution is not normal. Mann-Whitney test is used for describing groups consisting of 2 groups and Kruskal Wallis tests for describing more than 2 groups were chosen for the correlations.

Table 4.2: Mann Whitney test for age and gender in terms of consumer purchase behavior.

Consumer purchase behavior			N	Mean Rank	Sum of Ranks
	Gender				
		Female	230	193.49	44503.50
		Male	170	209.98	35696.50
		Total	400		
	Marital Status	Single	206	209.47	43150.00
		Married	194	190.98	37050.00
		Total	400		
Test Statistics					
Consumer purchase behavior					
Mann-Whitney U	17938.500	18135.000			
Wilcoxon W	44503.500	37050.000			
Z	-1.417	-1.606			
Significance	0.157	0.108			
Variable	Gender	Marital status			

According to the tables, when the significance is less than 0.05 there could be a difference in terms of purchase behavior for groups. Figures for gender is 0,157 and 0,108 for marital status, which means that gender and marital status have no role in consumers` purchase behavior.

Table 4.3: Kruskal Wallis Test on consumer purchase behavior regarding age, education level and income

	Categories	N	Mean Rank
Age	18-25	87	196.45
	26-35	148	219.07
	36-45	94	183.96
	46-55	47	192.55
	56 and above	24	181.04
	Total	400	
Education level	High school	48	153.82
	Bachelor degree	156	196.41
	Master degree	153	222.70
	Doctorate degree	43	188.45
	Total	400	
Income	0-2850 t1	84	208.48
	2851-4000	119	198.63
	4001-6000 t1	130	206.02
	6001 t1 and above	67	183.11
	Total	400	
Test Statistics			
	Age	Education level	Income level
Kruskal- Wallis H	6.817	14.265	2.265
df	4	3	3
Asymp. Sig.	0.146	0.003	0.519

In accordance with the results of the charts, age and income level do not have a significant difference to purchase behavior, demonstrating 0,146 and 0,519 values respectively. However, education level plays a role in purchase behavior, showing 0,003 points.

4.3 Mann Whitney and Kruskal Wallis tests for Customer satisfaction level

To measure relationship between demographics with customer satisfaction level, either parametric or non-parametric tests had to be utilised. So as to know which test to apply normality test was utilized and the results showed significance less than 0.05, that is why distribution is not normal. Mann-Whitney test is used for describing groups consisting of 2 groups and Kruskal Wallis tests for describing more than 2 groups were chosen for the correlations.

Table 4.4: Mann Whitney analysis on customer satisfaction in terms of gender and marital status

Ranks			N	Mean Rank	Sum of Ranks
Customer satisfaction	Gender	Female	230	196.45	45183.00
		Male	170	205.98	35017.00
		Total	400		
	Marital status	Single	206	210.86	43437.00
		Mamed	194	189.50	36763.00
		Total	400		
Customer Satisfaction			Customer Satisfaction		
Mann-Whitney U	18618.000	17848.000			
Wilcoxon W	45183.000	36763.000			
Z	-0.820	-1.858			
Asymp. Sig. (2 tailed)	0.412	0.063			
	Gender	Marital Status			

According to the tables, when the significance is less than 0.05 there could be a difference in terms of customer satisfaction for groups. Figures for gender is 0,412 and 0,063 for marital status, which means that gender and marital status have no role in customers` satisfaction level.

Table 4.5: Kruskal Wallis Test on customer satisfaction level regarding age, education level and income

Ranks			N	Mean Rank
Customer Satisfaction level	Age	18-25	87	211.99
		26-35	148	222.46
		36-45	94	178.25
		46-55	47	179.50
		56 and above	24	151.73
		Total	400	
	Educational level	High School	48	175.27
		Bachelor degree	156	194.39
		Master s degree	153	222.72
		Doctorate degree	43	171.77
		Total	400	
	Income per month	0-2850 tl	84	217.92
		2851-4000 tl	119	203.46
		4001-6000 tl	130	193.60
		6001 tl and above	67	186.79
		Total	400	
	Customer Satisfication	Customer Satisfication	Customer Satisfication	
Kruskal-Wallis H	15.691	11.162	3.430	
df	4	3	3	
Asymp. Sig.	0.003	0.011	0.330	
	Age	Education level	Income	

In accordance with the results of the charts, age and educational level have a significant difference to customer satisfaction, demonstrating 0,003 and 0,011 values respectively. However, income level plays does not play significant role in customer satisfaction, showing 0,330 points.

4.4 Descriptive Analysis

The descriptive analysis was done to measure general characteristics of the respondents regarding their green purchasing behavior and customer satisfaction. The table demonstrates findings and variance regarding four dimensions of green marketing and consumer purchase behavior as well as customer satisfaction.

Table 4.6: Descriptive Analysis

		Green product	Green price	Green promotion	Green place	Consumer purchase behavior	Customer satisfaction
N	Valid	400	400	400	400	400	400
	Missing	10	10	10	10	10	10
Mean		2.8445	2.5720	2.2814	2.5856	2.4115	2.5056
Std. Deviation		0.53967	0.51036	0.64934	0.52028	0.69928	0.73543
Skewness		0.078	0.172	0.166	-0.191	0.103	-0.188
Std. Error of	Skewness	0.122	0.122	0.122	0.122	0.122	0.122
Kurtosis		0.238	1.800	-0.005	2.381	0.087	0.202
Std. Error of	Kurtosis	0.243	0.243	0.243	0.243	0.243	0.243
M inimum		1.00	0.80	0.29	0.25	0.00	0.00
M aximum		4.00	4.00	4.00	4.00	4.00	4.00

4.5 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.

Table 4.7: Validity Analysis

Correlations		Total
Prefer Green Product due to high quality	Pearson Correlation	.334**
	Sig. (2-tailed)	0.000
	N	400
Alter Product if Not Eco-Friendly	Pearson Correlation	.413**
	Sig. (2-tailed)	0.000
	N	400
Prefer Environment-friendly Product	Pearson Correlation	.462**
	Sig. (2-tailed)	0.000
	N	400
Don't Perfer Non-Green Product	Pearson Correlation	.437**
	Sig. (2-tailed)	0.000
	N	400
Perfer Less Energy and Recyclable Products	Pearson Correlation	.451**
	Sig. (2-tailed)	0.000
	N	400
Green Product has Reasonable Price	Pearson Correlation	.325**
	Sig. (2-tailed)	0.000
	N	400
Pay More for Green Products as they are high value	Pearson Correlation	.399**
	Sig. (2-tailed)	0.000
	N	400
Reasonable Cost of Green Product as provide high benefits	Pearson Correlation	.527**
	Sig. (2-tailed)	0.000
	N	400
High Price difference between Green and Conventional Products	Pearson Correlation	.386**
	Sig. (2-tailed)	0.000
	N	400
Dissuade Not to Buy due to High Price	Pearson Correlation	.342**
	Sig. (2-tailed)	0.000
	N	400
Give Up Purchasing due to Non environmental Packaging	Pearson Correlation	.485**
	Sig. (2-tailed)	0.000
	N	400
Eco-Friendly Advertisement affects Purchasing Behavior	Pearson Correlation	.533**
	Sig. (2-tailed)	0.000
	N	400
Perfer Product with Eco-Friendly Packaging	Pearson Correlation	.595**
	Sig. (2-tailed)	0.000
	N	400
Distributors have ability to convince for green products	Pearson Correlation	.465**
	Sig. (2-tailed)	0.000
	N	400
Exist Public National Environmental Orientation facilitating the promotion operation	Pearson Correlation	.518**
	Sig. (2-tailed)	0.000
	N	400
Companies supports activities for green products	Pearson Correlation	.535**
	Sig. (2-tailed)	0.000
	N	400
Different Communication channel Promote Green Marketing Message	Pearson Correlation	.449**
	Sig. (2-tailed)	0.000
	N	400
Green Stores are clean wrt Conventional Product Stores	Pearson Correlation	.356**
	Sig. (2-tailed)	0.000
	N	400

Table 4.7: Validity Analysis

Correlations			Total
Green Products Distribution	Pearson Correlation		.440**
Facilitated Any where and all times	Sig. (2-tailed)		0.000
	N		400
Buy Conventional Product if shortage of Green Product	Pearson Correlation		.342**
	Sig. (2-tailed)		0.000
	N		400
Companies helps enhancing distributor skills relating environmental marketing activities	Pearson Correlation		.429**
	Sig. (2-tailed)		0.000
	N		400
Preservation environment values in my purchasing behavior.	Pearson Correlation		.435**
	Sig. (2-tailed)		0.000
	N		400
Encouraging green products Culture locally	Pearson Correlation		.577**
	Sig. (2-tailed)		0.000
	N		400
Ethical duty to Purchase Green Products	Pearson Correlation		.615**
	Sig. (2-tailed)		0.000
	N		400
Provision of Green Products enhances purchasing behavior	Pearson Correlation		.630**
	Sig. (2-tailed)		0.000
	N		400
Companies Green marketing philosophy enhances my loyalty.	Pearson Correlation		.575**
	Sig. (2-tailed)		0.000
	N		400
Happy choosing Products based environmental concerns	Pearson Correlation		.436**
	Sig. (2-tailed)		0.000
	N		400
Feels justified purchasing products wrt environmental performance	Pearson Correlation		.550**
	Sig. (2-tailed)		0.000
	N		400
Glad buying the product due to it's Environment friendliness	Pearson Correlation		.585**
	Sig. (2-tailed)		0.000
	N		400
Satisfied with Product as of environmental concern.	Pearson Correlation		.594**
	Sig. (2-tailed)		0.000
	N		400
Total	Pearson Correlation		1
	Sig. (2-tailed)		
	N		400

4.6 Factor Analysis

4.6.1 Factor analysis of Green Product

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.761
Bartlett's Test of Sphericity	Approx. Chi-Square	454.732
	df	21
	Sig.	0

KMO and Bartlett's test was used to decrease the number of variables into smaller amount of factors. The results revealed the significance level to be less

than 0.01 and it was reliable, as $p < 0.05$. The eigenvalue was 2.749 and this factor of green product explains 54.984 % of variance in the items. The items do not show any cross loadings.

Table 4.8: Factor analysis of Green Product

Component Matrix^a	
	Component 1
Perfer Green Product due to high quality	0.687
Alter Product if Not Eco-Friendly	0.764
Prefer Environment-friendly Product	0.769
Don't Perfer Non-Green Product	0.762
Perfer Less Energy and Recyclable Products	0.721

4.6.2 Factor analysis of Green Price

The results revealed that the extracted factor is able to explain 55.576 % variance in the variables and significance was at 0,00 and it means that it was reliable, as $p < 0,05$. The eigenvalue was at 2.779 and the items do not show any cross loadings. According to the table individual factor loads are not problematic.

Table 4.9: Factor analysis of Green Price

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.823
Bartlett's Test of Sphericity	Approx. Chi-Square	549.935
	df	10
	Sig.	0
Component Matrix^a		
		Component 1
Green Product has Reasonable Price		0.699
Pay More for Green Products as they are high value		0.781
Reasonable Cost of Green Product as provide high benefits		0.767
High Price difference between Green and Conventional Products		0.736
Dissuade Not to Buy due to High Price		0.742

4.6.3 Factor analysis of Green Place

KMO and Barlett`s test was used to decrease the number of variables into smaller amount of factors. The results revealed the significance level to be less

than 0.00 and it was reliable, as $p < 0.05$. The eigenvalue was 2.187 and this factor of green place explains 54.670 % of variance in the items. The items do not show any cross loadings.

Table 4.10: Factor analysis of Green Place

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.751
Bartlett's Test of Sphericity	Approx. Chi-Square	296.624
	df	6
	Sig.	0
Component Matrix^a		
	Component 1	
Green Stores are clean wrt Conventional Product Stores	0.734	
Green Products Distribution Facilitated Any where and all times	0.738	
Buy Conventional Product if shortage of Green Product	0.698	
Companies helps enchancing distributer skills relating environmental marketing activities	0.785	

4.6.4 Factor analysis of green promotion

The results revealed that the extracted factor is able to explain 37,396 % variance in the variables and significance was at 0.00 and it means that it was reliable, as $p < 0.05$. The eigenvalue was at 2.618 and the items do not show any cross loadings. According to the table individual factor loads are not problematic.

Table 4.11: Factor analysis of green promotion

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.761
Bartlett's Test of Sphericity	Approx. Chi-Square	454.732
	df	21
	Sig.	0
Component Matrix^a		
	Component 1	
Give Up Purchasing due to Non environmental Packaging	0.471	
Eco-Friendly Advertisement affects Purchasing Behavior	0.676	
Perfer Product with Eco-Friendly Packaging	0.694	
Distributors have ability to convince for green products	0.613	
Exist Public National Environmental Orientation facilitating the promotion operation	0.58	
Companies supports activities for green products	0.662	
Different Communication channel Promote Green Marketing Message	0.554	

4.6.5 Factor analysis of Consumer Purchase behavior

KMO and Barlett's test was used to decrease the number of variables into smaller amount of factors. The findings of Factor analysis on consumer purchase behavior showed that its significance was 0.00 and it was reliable, as $p < 0.05$. The eigenvalue was 2.404 and this factor of consumer purchase behavior explains 48.073 % of variance in the items. The items do not show any cross loadings.

Table 4.12: Factor analysis of Consumer Purchase behavior

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			0.734
Bartlett's Test of Sphericity	Approx. Square df	Chi-	398.012
			10
	Sig.		0
Component Matrix^a			
		Component	
		1	
Preservation environment values in my purchasing behavior.		0.552	
Encouraging green products Culture locally		0.75	
Ethical duty to Purchase Green Products		0.734	
Provision of Green Products enhances purchasing behavior		0.749	
Companies Green marketing philosophy enhances my loyalty.		0.66	

4.6.6 Factor analysis of Customer Satisfaction

KMO and Barlett's test was used to decrease the number of variables into smaller amount of factors. The findings of Factor analysis on customer satisfaction level showed that its significance was 0.00 and it was reliable, as $p < 0.05$. The eigenvalue was 2.187 and this factor of consumer purchase behavior explains 54.680 % of variance in the items. The items do not show any cross loadings.

Table 4.13: Factor analysis of Customer Satisfaction

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.688
Bartlett's Test of Sphericity	Approx. Chi-Square	370.793
	df	6
	Sig.	0
Component Matrix^a		
	Component 1	
Happy choosing Products based environmental concerns	0.462	
Feels justified purchasing products wrt environmental performance	0.83	
Glad buying the product due to it's Environment friendliness	0.833	
Satisfied with Product as of environmental concern.	0.768	

4.7 Reliability Analysis

Pearson Correlation analysis has been utilized in determining relationship among dimensions. Linear Regression Analysis has been 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 considered to be reliable.

If $0,40 \leq \alpha < 0,60$, scale has low reliability.

If $0,60 \leq \alpha < 0,80$, scale is considered to be relatively reliable.

If $0,80 \leq \alpha < 1,00$, scale has high reliability.

Table 4.14: 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 $p < 0.05$.

4.8 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 4.15: Correlation Analysis

Correlations		Green Product	Green Price	Green Promotion	Green Place	Consumer Purchase Behavior	Customer Satisfaction
Green Product	Pearson Correlation	1					
	Sig. (2-tailed)						
Green Price	N	400					
	Pearson Correlation	.111*	1				
Green Promotion	Sig. (2-tailed)	0.026					
	N	400	400				
Green Place	Pearson Correlation	.371**	.356**	1			
	Sig. (2-tailed)	0	0				
Consumer Purchase Behavior	N	400	400	400			
	Pearson Correlation	.208**	.271**	.420**	1		
Customer Satisfaction	Sig. (2-tailed)	0	0	0			
	N	400	400	400	400		
	Pearson Correlation	.367**	.312**	.636**	.328**	1	
	Sig. (2-tailed)	0	0	0	0		
	N	400	400	400	400	400	
	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 $p < 0.05$.

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

Table 4.16: Regression Analysis: Purchase behavior

Dependent variable	Independent variable	β	T	P	F	Model (p)	R ²
Consumer purchase behavior	Constant	0,056	0,278	0,781			
	Green product	0,196	3,710	< 0,001			
	Green price	0,130	2,319	0,021	76.059	0,000	0.435
	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.

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

Table 4.17: Regression Analysis: Customer Satisfaction

Dependent variable	Independent variable	β	T	P	F	Model (p)	R ²
Customer satisfaction level	Constant	0,358	1,568	0,118			
	Green product	0,210	3,499	< 0,001			
	Green price	0,109	1,718	0,087	51,294	0,000	0,342
	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% ($R^2=0,342$).

In this respect, green products and green marketing 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.

4.11 Hypotheses testing

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

Table 4.18: Hypotheses testing findings

Hypothesis	Statement	Result
H1	Green marketing actions possess a significant impact on consumer purchasing behavior in Istanbul.	Supported
H2	Green marketing actions possess a significant impact on customer satisfaction level in Istanbul.	Supported
H1a	Green product possesses a significant impact on consumer purchasing behavior in Istanbul.	Supported
H1b	Green price possesses a significant impact on consumer purchasing behavior in Istanbul.	Supported
H1c	Green promotion possesses a significant impact on consumer purchasing behavior in Istanbul.	Supported
H1d	Green place possesse a significant impact on consumer purchasing behavior in Istanbul.	Not supported
H2a	Green product possesses a significant impact on customers' satisfaction level in Istanbul.	Supported

Table 4.18: (con) Hypotheses testing findings

Hypothesis	Statement	Result
H2b	Green price possesses a significant impact on customers' satisfaction level in Istanbul.	Not supported
H2c	Green promotion possesses a significant impact on customers' satisfaction level in Istanbul.	Supported
H2d	Green place possesses a significant impact on customers' satisfaction level in Istanbul.	Not supported

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Discussion of the findings and conclusions

Green is a color that symbolizes purity and freshness, that is why when we are talking about ecologically sustainable approach in marketing we associate this color with marketing. After a long period in the history of mankind which was highly concentrated on producing more and at less price, as a result of ignorant treatment of human being to nature, we ourselves have returned begun to reconsider the values. Consequently, sustainable development has surpassed technological or industrial development, and now more and more consumers prioritize the role of sustainability in their life. To address the demand of consumers, companies responded with implementing green practices in their operation.

This research measures the impact of green marketing on consumer purchase behavior and customer satisfaction in Istanbul. The aim of the research is to find out whether there exists a relationship between the tools of green marketing and consumers` buying as well as their satisfaction level, if so to what extent this impact is significant. The findings of the research will help companies to know the actual impact of their green strategies and their efficiency rate.

The research also provides recommendations for businesses regarding their activities and enables them to know which elements of the green marketing mix have a greater impact on customer purchasing, as well as how their satisfaction level is influenced by their green marketing activities. Furthermore, with the help of the findings of the study companies can explore which sides of their green activities are less efficient and by this way can change their directions to attain more sales and higher customer satisfaction rate. One more point is that with the help of the findings of the research businesses can anticipate future trends in customers` buying, what kind of products will be in trend and by this way better satisfy future needs of them.

The research aimed to find the relationship of green marketing with purchase behavior and customers' satisfaction level in Istanbul. There have been numerous studies that focus on the relationship of green tools with customer purchasing in Istanbul, but no work has been done that studies the impact of these tools on customer 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 hypothesis with the four sub-hypotheses suggested by us earlier have found the following description. Green product and green promotion, two components of the green marketing mix, have a significant impact on customer satisfaction levels in Istanbul. On the other hand, the other two components of the green marketing mix, green price and green place, had no significant impact on respondents' satisfaction levels in Istanbul. Eneiza and Wahab (2016) discovered a positive relationship between green product, green promotion, and green price, but only green product and green promotion have a significant impact on customer satisfaction in our case. 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 difference to their purchase behavior. Other demographics namely: age, marital status, income level, gender do not have a significant role in 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 play a significant role in satisfaction level of customers in Istanbul.

5.2 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, that is why we recommend other researchers to make studies in other areas of Turkey. Fourthly, 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. Finally, in our research we studied green marketing elements such as products, price, place and promotion; however, other terms related to sustainability such as knowledge, environmental awareness (Boztepe. A, 2011), people (Eneizan and Wahab, 2016) can be related to purchase behavior.

5.3 Recommendations for businesses

Our study has brought up a number of beneficial findings for business that could be of importance in their activities.

- Companies should prioritize their green image among consumers and promote themselves as supporters of environmental sustainability due to increasing consumer demand for green products and their interest in companies that use green practices.
- Consumers appear to be price sensitive, which is why companies should find a happy medium for the price of green products, so that it is reasonable for purchase and does not serve as a barrier for customers.

- Companies should disseminate more information about green products, as a number of studies have shown that a lack of information about a product can be detrimental to its purchase. As a result, customers should be provided with more information about green products, and the fact that the product is environmentally friendly should be displayed on the package.
- It is recommended that businesses continue to inform their customers that they are employing green strategies in all aspects of their operations, from product production to distribution.
- In order to achieve a high level of customer satisfaction, businesses must incorporate a green approach into their operations. Because the study's findings revealed that there is a significant relationship between them.

REFERENCES

- Abdollahbeigi, B. & Salehi, F. (2019).** The Impact of Social Media on Purchasing Intentions of Green Products. *Asian Journal of Technology and Management Research*, Vol.08, No.2, pp 9-14
- Abzari, M., Safari Shad, F., Abedi Sharbiyani, A. A., & Parvareshi Morad, A. (2013).** Studying the effect of green marketing mix on market share increase. *European Online Journal of Natural and Social Sciences: Proceedings*, 2(3 (s)), pp-641.
- Akehurst, G., Afonso, C., & Gonçalves, H. M. (2012).** Re-examining green purchase behaviour and the green consumer profile: new evidences. *Management Decision*.
- Almeida-González, M., Luzardo, O. P., Zumbado, M., Rodríguez-Hernández, Á., Ruiz-Suárez, N., Sangil, M., ... & Boada, L. D. (2012).** Levels of organochlorine contaminants in organic and conventional cheeses and their impact on the health of consumers: an independent study in the Canary Islands (Spain). *Food and chemical toxicology*, 50(12), 4325-4332.
- Alomari, B. M. A., & Alomari, I. A. A. (2020).** Green marketing and its impact on consumer purchasing behavior and the tourism sector/an analytical study—The Jordanian green market. *J. Econ. Bus. Market Res*, 1, 8-24.
- Amores-Salvadó, J., Martín-de Castro, G., & Navas-López, J. E. (2014).** Green corporate image: moderating the connection between environmental product innovation and firm performance. *Journal of Cleaner Production*, 83, 356-365.
- Anderson, E. W., Fornell, C., & Mazvancheryl, S. K. (2004).** Customer satisfaction and shareholder value. *Journal of marketing*, 68(4), 172-185.
- Ansar, N. (2013).** Impact of Green Marketing on Consumer Purchase Intention. *Mediterranean Journal of Social Sciences MCSER Publishing*, Rome-Italy, Vol.4 No.11., pp. 650-655
- Arslan R and Zaman M (2014).** Impact of brand image and service quality on consumer purchase intention: A study of retail store in Pakistan. *Research on Humanities and Social Science*,4(22): 98-106.
- Awan U (2011).** Green marketing: Marketing strategies for the Swedish energy companies. *International Journal of Industrial Marketing*, 1(2): 1-19.
- Azzone, G., & Manzini, R. (1994).** Measuring strategic environmental performance. *Business Strategy and the Environment*, 3(1), 1-14.
- Banerjee, D. (2013)** Can Green Marketing Enhance Sustainability And Influence Customer Satisfaction?. *SUSTAINABILITY*.

- Banytė, J., Brazionienė, L., & Gadeikienė, A.** (2010). Investigation of green consumer profile: a case of Lithuanian market of eco-friendly food products. *Ekonomika ir vadyba*, (15), 374-383.
- Bask A.,** 2013, Consumer preferences for sustainability and their impact on supply chain management: The case of mobile phones, "International Journal of Physical Distribution & Logistics Management", 43(5/6)
- Baumgartner, H.** (2002). Toward a personology of the consumer. *Journal of consumer research*, 29(2), 286-292.
- Bickart, B. A., & Ruth, J. A.** (2012). Green eco-seals and advertising persuasion. *Journal of advertising*, 41(4), 51-67.
- Blackwell, R.D., Miniard, P.W. and Engel, J.F.** (2001), *Consumer Behavior*, Harcourt College
- Bolton, R.N.** (1998), "A dynamic model of the duration of the customer's relationship with a continuous service provider: the role of satisfaction", *Marketing Science*, Vol. 17 No.1, pp.45-65
- Borin, N., Cerf, D. C., & Krishnan, R.** (2011). Consumer effects of environmental impact in product labeling. *Journal of Consumer Marketing*.
- Boztepe, A. (2011).** Green marketing and its impact on customer buying behaviour. Master`s Thesis. Fatih University, Istanbul.
- Bunn, Michele D.** (1993). Taxonomy of Buying Decisions Approaches. *The Journal of Marketing*. 57 (1), 38-56
- Çabuk, S., & KELEŞ, C.** (2008). Tüketicilerin yeşil ürün satın alma davranışlarının sosyo demografik değişkenler açısından incelenmesi. *Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 17(1), 85-102.
- Chamorro, A., & Bañegil, T. M.** (2006). Green marketing philosophy: a study of Spanish firms with ecolabels. *Corporate Social Responsibility and Environmental Management*, 13(1), 11-24.
- Chan, R.Y.K., He, H., Chan, H.K., Wang, W.Y.C.,** 2012. Environmental orientation and
- Chang, C.-H. and C.-Y. Tu:** 2005, 'Exploring Store Image, Customer Satisfaction and Customer Loyalty Relationship: Evidence from Taiwanese Hypermarket Industry
- Chen, Y. S.** (2013). Towards green loyalty: driving from green perceived value, green satisfaction, and green trust. *Sustainable Development*, 21(5), 294-308.
- Chitra, K.** (2007). In search of the green consumers: A perceptual study. *Journal of Services Research*, 7(1).
- Chrisjatmiko, K.** (2018). Towards green loyalty: the influences of green perceived risk, green image, green trust and green satisfaction. In *IOP Conference Series: Earth and Environmental Science* (Vol. 106, No. 1, p. 012085). IOP Publishing.
- corporate performance: the mediation mechanism of green supply chain management and moderating effect of competitive intensity. *Ind. Mark. Manag.* 41, 621e630.
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatko, R.** (2007). Green decisions: demographics and consumer understanding of

- environmental labels. *International Journal of Consumer Studies*, 31(4), 371-376.
- Dangelico, R. M., & Vocalelli, D.** (2017). "Green Marketing": an analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263-1279.
- Davari, A., & Strutton, D.** (2014). Marketing mix strategies for closing the gap between green consumers' pro-environmental beliefs and behaviors. *Journal of Strategic Marketing*, 22(7), 563-586.
- Davis, J. J.** (1993). Strategies for environmental advertising. *Journal of Consumer marketing*.
- Degirmenci, K., & Breitner, M. H.** (2017). Consumer purchase intentions for electric vehicles: Is green more important than price and range?. *Transportation Research Part D: Transport and Environment*, 51, 250-260.
- DeSarbo, W. S., Manrai, A. K., & Manrai, L. A.** (1994). Latent Class Multidimensional Scaling. A Review of Recent Developments in the Marketing and Psychometric Literature. *Advanced Methods of Marketing Research*, R. Bagozzi (Ed.), Blackwell Pub, 190-222.
- Dick, A. S., & Basu, K.** (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science*, 22(2), 99-113.
- do Paço, A., Alves, H., Shiel, C., & Filho, W. L.** (2013). Development of a green consumer behavior model. *International Journal of Consumer Studies*, 37(4), 414-421.
- Dondapati, R., & Basariya, S. R.** GREEN MARKETING PRODUCTS-BUYER BEHAVIOU
- Drozdenko, R., Jensen, M., & Coelho, D.** (2011). Pricing of green products: Premiums paid, consumer characteristics and incentives. *International Journal of Business, Marketing, and Decision Sciences*, 4(1), 106-116. ebs/ebs_416_en.pdf
- Elfenbein, D. W., & McManus, B.** (2010). A greater price for a greater good? Evidence that consumers pay more for charity-linked products. *American Economic Journal: Economic Policy*, 2(2), 28-60.
- Eneizan, B. M., Abd Wahab, K., & Obaid, T. F.** (2016). Effects of green marketing strategies on sales volume of green cars. *Singaporean Journal of Business, Economics and Management Studies*, 51(3814), 1-14.
- Eshghi, A., Haughton, D., & Topi, H.** (2007). Determinants of customer loyalty in the wireless telecommunications industry. *Telecommunications policy*, 31(2), 93-106.
- European Commission**, 2014. Attitudes of European Citizens towards the Environment,
- Fan H and Zeng L** (2011). Implementation of green marketing strategy in China: A study of the green food industry. M.Sc. Thesis, University of GAVLE, China.
- Finisterra do Paço, A.M. & Raposo, L.B.** (2008). Determining the characteristics to profile the "green" consumer: an exploratory approach. Department of Business and Economics, Research Unit NECE, University of Beira Interior, published online, pp. 129-140
- Govender, J.P. & Tushya, L.G.** (2016). The influence of green

- marketing on consumer purchase behavior. *Environmental Economics*, Vol.7 No.2, pp. 77-85
- Fonseca, J. C. G.** (2015). The impact of green marketing practices on consumer buying decision (Doctoral dissertation).
- Fuller, D. A.** (1999). *Sustainable marketing: Managerial-ecological issues*. Sage Publications.
- Goh, W. H., Goh, Y. N., Ariffin, S. K., & Salamzadeh, Y.** (2019). How green marketing mix strategies affects the firm's performance: a Malaysian perspective. *International Journal of Sustainable Strategic Management*, 7(1-2), 113-130.
- González, E. M., Felix, R., Carrete, L., Centeno, E., & Castaño, R.** (2015). Green shades: a segmentation approach based on ecological consumer behavior in an emerging economy. *Journal of marketing theory and practice*, 23(3), 287-302.
- Grant, J.** (2007). *The Green Marketing Manifesto*. John Wiley & Sons,
- Grant, J.** (2008). *Green marketing. Strategic direction*.
- Green, T., & Peloza, J.** (2014). Finding the right shade of green: The effect of advertising appeal type on environmentally friendly consumption. *Journal of Advertising*, 43(2), 128-141.
- Grimmer, M., & Woolley, M.** (2014). Green marketing messages and consumers' purchase intentions: Promoting personal versus environmental benefits. *Journal of Marketing Communications*, 20(4), 231-250.
- Grove, S. J., Fisk, R. P., Pickett, G. M., & Kangun, N.** (1996). Going green in the service sector: Social responsibility issues, implications and implementation. *European journal of marketing*.
- Gustafsson, A., Johnson, M. D., & Roos, I.** (2005). The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention. *Journal of marketing*, 69(4), 210-218.
- Handelman, J. M., & Arnold, S. J.** (1999). The role of marketing actions with a social dimension: Appeals to the institutional environment. *Journal of marketing*, 63(3), 33-48.
- Hashem TN and Al-Rifai NA** (2011). The influence of applying green marketing mix by chemical industries companies in three Arab States in West Asia on consumer's mental image. *International Journal of Business and Social Science*, 2(3): 92-101.
- Hennig** (2007). The Impact of Customer satisfaction and relationship quality on customer retention: A critical reassessment and model development. *Psychology & marketing*, 14(8), 737-764.
- Ihtiyar, A., & Ahmad, F. S.** (2014). Intercultural communication competence as a key activator of purchase intention. *Procedia-Social and Behavioral Sciences*, 150, 590-599.
- Jain, S. K. and G. Kaur:** 2004, 'Green Marketing: An Indian Perspective', *Decision* 31(2), 168-209
- Jaiswal, D. & Kant. R.** (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*. Vol.41, pp 60-69

- Johnstone, M. L., Yang, L., & Tan, L.** (2014). The attitude-behaviour gap: The development of a consumers' green perceptions scale. In 2014 ANZMAC Annual Conference: Agents of Change (pp. 1335-1342). Journal of Strategic Marketing, vol. 7 (2). Publisher: Routledge, pp. 131-148.
- Kang, S., & Hur, W. M.** (2012). Investigating the antecedents of green brand equity: a sustainable development perspective. Corporate Social Responsibility and Environmental Management, 19(5), 306-316.
- Kapelianis, D., & Strachan, S.** (1996). The price premium of an environmentally friendly product. South African Journal of Business Management, 27(4), 89-95.
- Karl E. Henion, Thomas C. Kinnear** "Ecological Marketing" American Marketing Association, 1976
- Kaufman, L.** (1999). Selling green: What managers and marketers need to know about consumer environmental attitudes. Environmental Quality Management, 8(4), 11-20.
- Kautish, P., Paul, J., Sharma, R.** (2019). The moderating influence of environmental consciousness and recycling intentions on green purchase behavior. Journal of Cleaner Production. Vol.228. pp 1425-1436
- Khan, E. A., Royhan, P., Rahman, M. A., Rahman, M. M., & Mostafa, A.** (2020). The impact of enviropreneurial orientation on small firms' business performance: The mediation of green marketing mix and eco-labeling strategies. Sustainability, 12(1), 221.
- Kim, H., Hur, W. M., & Yeo, J.** (2015). Corporate brand trust as a mediator in the relationship between consumer perception of CSR, corporate hypocrisy, and corporate reputation. Sustainability, 7(4), 3683-3694.
- Kim, J., Kim, K. H., Garrett, T. C., & Jung, H.** (2015). The contributions of firm innovativeness to customer value in purchasing behavior. Journal of product innovation management, 32(2), 201-213.
- Kim, M. K., Park, M. C., & Jeong, D. H.** (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services. Telecommunications policy, 28(2), 145-159.
- Kinnear, T. C., Taylor, J. R. and Ahmed, S. A.** (1974). Ecologically concerned consumers: Who are they?. Journal of Marketing. Vol.38 No.2, pp.20-24.
- Kotler, P., & Armstrong, G.** (2007). Princípios de marketing. Pearson Prentice Hall.
- Kotler, P., & Keller, K. L.** (2009). Dirección de marketing. Pearson educación.
- Kotler, P., Keller, K.L., Brady, M., Goodman, M., Hansen T.** (2019). Marketing Management. Northwestern University, Pearson Higher Education, Chapter 11, accessed from https://books.google.com.tr/books?hl=ru&lr=&id=_-2hDwAAQBAJ&oi=fnd&pg=PT38&dq=kotler+keller+2006+marketing+management+pearson+international+edition&ots=zetO_8AvUR&sig=AbL6C33D8q3795GV8zKe4WZxSVU&redir_esc=y#v=onepage&q=kotler%20keller%202006%20marketing%20management%20pearson%20international%20edition&f=false

- Kronrod, A., Grinstein, A., & Wathieu, L.** (2012). Go green! Should environmental messages be so assertive?. *Journal of Marketing*, 76(1), 95-102.
- Kubeš, V., & Rančák, J.** (2018). Sustainability of organization performance via management techniques. *Entrepreneurship and Sustainability Issues*, 5(4), 1031-1042.
- Kumar, P., & Ghodeswar, B. M.** (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence & Planning*.
- Kumar, V., Rahman, Z., & Kazmi, A. A.** (2013). Sustainability marketing strategy: An analysis of recent literature. *Global Business Review*, 14(4), 601-625.
- Kuo, Y. F., Wu, C. M., & Deng, W. J.** (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in human behavior*, 25(4), 887-896.
- Laroche, M., Bergeron, J. and Barbaro-Forleo, G.** (2001), "Targeting consumers who are willing to pay more for environmentally friendly products", *Journal of Consumer Marketing*, Vol. 18 No. 6, pp. 503-520
- Laroche, M., Tomiuk, M. A., Bergeron, J., & Barbaro-Forleo, G.** (2012). Cultural differences in environmental knowledge, attitudes, and behaviors of Canadian consumers. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 19(3), 267-282.
- Lavrakas, P.** (2008). *Encyclopedia of Survey Research Methods* 1st Edition. SAGE.
- Lazer, W.** (1969), "Marketing's changing social relationships", *Journal of Marketing*, Vol. 33 No. 1, pp. 3-9.
- Lee, T. H., Fu, C. J., & Chen, Y. Y.** (2019). Trust factors for organic foods: consumer buying behavior. *British Food Journal*.
- Leonidou, L. C., Leonidou, C. N., Palihawadana, D., & Hultman, M.** (2011). Evaluating the green advertising practices of international firms: a trend analysis. *International Marketing Review*.
- Líšková, Z. D., Cudlínová, E., Pártlová, P., & Petr, D.** (2016). Importance of green marketing and its potential. *Visegrad Journal on Bioeconomy and Sustainable Development*, 5(2), 61-64.
- Luchs, M. G., Naylor, R. W., Irwin, J. R., & Raghunathan, R.** (2010). The sustainability liability: Potential negative effects of ethicality on product preference. *Journal of Marketing*, 74(5), 18-31.
- Mahmoud, T.O.** (2018). Impact of green marketing on purchase intention. *International Journal of Advanced and Applied Sciences*, Vol.5 No.2, pp 127-135.
- Mansfield, M. E.** (1992). Standing and Ripeness Revisited: The Supreme Court's Hypothetical Barriers. *NDL Rev.*, 68, 1.
- Martenson, R.** (2007). Corporate brand image, satisfaction and store loyalty: A study of the store as a brand, store brands and manufacturer brands. *International Journal of Retail & Distribution Management*, 35(7), 544-555.

- McCarty, J. A., & Shrum, L. J.** (2001). The influence of individualism, collectivism, and locus of control on environmental beliefs and behavior. *Journal of Public Policy & Marketing*, 20(1), 93-104.
- McDaniel, S. W., & Rylander, D. H.** (1993). Strategic green marketing. *Journal of consumer marketing*.
- McGoldrick, P. J., & Freestone, O. M.** (2008). Ethical product premiums: antecedents and extent of consumers' willingness to pay. *The International Review of Retail, Distribution and Consumer Research*, 18(2), 185-201.
- Menon, A., & Menon, A.** (1997). Enviropreneurial marketing strategy: the emergence of corporate environmentalism as market strategy. *Journal of marketing*, 61(1), 51-67.
- Michael Jay Polonsky**, 'An introduction to green marketing' (1994) 1(1) EGJ <<https://www.egj.com>>
- Michaud, C., & Llerena, D.** (2011). Green consumer behavior: an experimental analysis of willingness to pay for remanufactured products. *Business Strategy and the Environment*, 20(6), 408-420.
- Molina-Murillo, S. A., & Smith, T. M.** (2005). How much is too much? Exploring life cycle assessment information in environmental marketing communications. *Business & Professional Ethics Journal*, 24(1/2), 199-223.
- Nandini, B.** (2016). Green Marketing a Way to Sustainable Development. *Anveshana's International Journal Research in Regional Studies, Law, Social Sciences, Journalism and Management*, 1(1), 20-26.
- Nekmahmud, M., & Fekete-Farkas, M.** (2020). Why Not Green Marketing? Determinates of Consumers' Intention to Green Purchase Decision in a New Developing Nation. *Sustainability*, 12(19), 7880.
- Newman, C., Henchion, M., & Matthews, A.** (2001). Infrequency of purchase and double-hurdle models of Irish households' meat expenditure. *European Review of Agricultural Economics*, 28(4), 393-419.
- Nistoreanu, P., Aluculesei, A. C., & Avram, D.** (2020). Is Green Marketing a Label for Ecotourism? The Romanian Experience. *Information*, 11(8), 389.
- Nyilasy, G., Gangadharbatla, H., & Paladino, A.** (2012). Greenwashing: A consumer perspective. *Economics & Sociology*, 5(2), 116.
- Oliver, R. L.** (2014). *Satisfaction: A behavioral perspective on the consumer*. Routledge
- Olsen, L. L.** (2002). *Modeling Equity, Satisfaction and Loyalty*.
- Olsen, M. C., Slotegraaf, R. J., & Chandukala, S. R.** (2014). Green claims and message frames: how green new products change brand attitude. *Journal of Marketing*, 78(5), 119-137.
- Onditi, A.** (2016). Green marketing and consumer satisfaction. *Journal of Marketing and Consumer Research*, 2(29), 37-38.
- Ottman, J.** (1998). *Green Marketing: Opportunity for Innovation*, 2nd ed., NTC/Contemporary Books, Lincolnwood, IL.
- Ottman, J.** (2011). *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding*. Berrett-Koehler Publishers.
- Ottman, J. A., & Humphrey, H. H.** (1993). *Green marketing (Vol. 2)*. Illinois—USA: NTC Business Books.

- Ottman, J. A., Stafford, E. R., & Hartman, C. L.** (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment: science and policy for sustainable development*, 48(5), 22-36.
- Ozkan, E.D.** (2019). The effect of green marketing applications on consumer purchasing behaviour: A research on recycling products. Master's Thesis. Gazi University, Ankara.
- Palací, F., Salcedo, A., & Topa, G.** (2019). Cognitive and affective antecedents of consumers' satisfaction: a systematic review of two research approaches. *Sustainability*, 11(2), 431.
- Pant, L. K., & Rastogi, A. K.** (2018). A study on green marketing: Its use and importance. *Journal of Global Economy*, 14(4), 81-90.
- Papadas, K. K., & Avlonitis, G. J.** (2014). The 4 Cs of environmental business: Introducing a new conceptual framework. *Social Business*, 4(4), 345-360.
- Pappu, R. and P. Quester:** 2006, Does Customer Satisfaction Lead to Improved Brand Equity? An Empirical Examination of two Categories of Retail Brands', *Journal of Product and Brand Management* 15(1), 4-14
- Parlan, A.V., Kusumawati, A. & Mawardi, M.K.** (2016). The effect of Green Marketing Mix on Purchase decision and Customer satisfaction. *Jurnal Administrasi Bisnis (JAB)*|Vol. 39 No.1 pp.172-178
- Patterson, P. G., Johnson, L. W., & Spreng, R. A.** (1997). Modelling the determinants of customer satisfaction for business-to-business professional services. *Journal of the Academy of Marketing Science*, Vol.25 No.1, pp. 4-17
- Peattie, K.** (1995). Environmental marketing management: Meeting the green challenge. *Financial Times Management*.
- Peattie, K.** (1999). *Green marketing*. London: Macdonald & Evans.
- Peattie, K.** (2001). Golden goose or wild goose? The hunt for the green consumer. *Business strategy and the environment*, 10(4), 187-199.
- Peattie, K.** (2010). Green consumption: behavior and norms. *Annual review of environment and resources*, 35, 195-228.
- Peattie, K., & Crane, A.** (2005). Green marketing: legend, myth, farce or prophesy?. *Qualitative market research: an international journal*.
- Polonsky, M. J., & Rosenberger III, P. J.** (2001). Reevaluating green marketing: a strategic approach. *Business horizons*, 44(5), 21-30.
- Polonsky, M.J. & Ottman, J.A.** (1998). Exploratory examination of whether marketers include stakeholders in the green new product development process. *Journal of Cleaner Production*, Vol 6, No.3-4 pp. 269-275
- Publishers, Troy, MO
- Purohit, H. C.** (2012). Product positioning and consumer attitude towards eco-friendly labeling and advertisement: An analytical study. *Journal of Management Research*, 12(3), 153.

- Rademaker, C. A., Royne, M. B., & Wahlund, R.** (2015). Eco-harmful media perceptions and consumer response to advertising. *Journal of Cleaner Production*, 108, 799-807.
- Rahbar, E. & Wahid, A., N.** (2011) Investigating the green marketing tool' effect on consumer' purchase behaviour, *Business Strategy Series*, Vol.12 No.2, pp. 73-83.
- Rahbar, E., & Wahid, N. A.** (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business strategy series*.
- Ranaei Kordshouli, H., Ebrahimi, A., & Allahyari Bouzanjani, A.** (2015). An analysis of the green response of consumers to the environmentally friendly behavior of corporations. *Iranian Journal of Management Studies*, 8(3), 315-334.
- Rex, E., & Baumann, H.** (2007). Beyond ecolabels: what green marketing can learn from conventional marketing. *Journal of cleaner production*, 15(6), 567-576.
- Richers, R.** (1984). O enigmático mas indispensável consumidor: teoria e prática. *Revista de Administração*, 19(3), 46-56.
- Russell-Bennett, R., McColl-Kennedy, J. R., & Coote, L. V.** (2007). Involvement, satisfaction, and brand loyalty in a small business services setting. *Journal of business research*, 60(12), 1253-1260.
- Rust, R. T., & Oliver, R. W.** (1994). The death of advertising. *Journal of Advertising*, 23(4), 71-77.
- Ryan, B.** (2006). Green Consumers. *New York Times*.
- Schiffman, L. G., Bednall, D., & Watson, J.** (1965). *Kanuk*. 1997. *Consumer Behavior*.
- Schuitema, G., & De Groot, J. I.** (2015). Green consumerism: The influence of product attributes and values on purchasing intentions. *Journal of Consumer Behavior*, 14(1), 57-69.
- Scott, L., & Vigar** (2014). *ElusAD* Consumer understanding, perceptions and behaviors with regard to environmentally friendly packaging in a developing nation. *International journal of consumer studies*, 38(6), 642-649.
- Sethna, Z. & Blythe, J.** (2016). *Consumer behaviour*. Third edition, Los Angeles, SAGE publications ltd, pp. 5-13 accessed from https://books.google.com.tr/books?hl=ru&lr=&id=xcvBDAAAQBAJ&oi=fnd&pg=PP1&dq=z.sethna+2016&ots=xQtUEcLrTi&sig=ij_fl_eu7JpZOkD1XVvofUajWpk&redir_esc=y#v=onepage&q=z.sethna%202016&f=false
- Shamdasani, P., Chon-Lin, G. O., & Richmond, D.** (1993). Exploring green consumers in an oriental culture: Role of personal and marketing mix factors. *ACR North American Advances*.
- Sharma, A., & Iyer, G. R.** (2012). Resource-constrained product development: Implications for green marketing and green supply chains. *Industrial Marketing Management*, 41(4), 599-608.
- Sharma,V., Sonwalkar,J. & Kapse, M.**(2013). Consumer Purchase Behaviour for Green products. *International Journal of Economics & Business Administration*, Volume I, Issue (4). pp. 50-65

- Sheth, J. N., Newman, B. I., & Gross, B. L.** (1991). Why we buy what we buy: A theory of consumption values. *Journal of business research*, 22(2), 159-170.
- Shil, P. A. R. A. G.** (2012). Evolution and future of environmental marketing. *Asia Pacific Journal of Marketing & Management Review*, 1(3), 74-81.
- Siegel, D.** (2009). Green Management Matters Only If It Yields More Green: An Economic/Strategic Perspective. *The Academy of Management Perspectives*, 23(3), 5-16.
- Singh G** (2013). Green: the new color of marketing in India. *ASCI Journal of Management*, 42(2): 52-72.
- Singh, K.** (2021). The Perception of Green Promotion and Green Product: A Revolution on Consumer Buying Method. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(5), 1598-1603.
- Singh, P. B., & Pandey, K. K.** (2012). Green marketing: policies and practices for sustainable development. *Integral Review*, 5(1), 22-30.
- Sinop, H.** (2019). The effect of green marketing practices on the purchase intention of consumers: An application in market products category. Master`s Thesis. Beykent University, Istanbul.
- Söderlund, M.** (2003), "The retrospective and the prospective mind and the temporal framing of customer satisfaction", *European Journal of Marketing*, Vol. 37 No. 10 pp. 1375 – 1390
- Solvalier, I** (2010). Green marketing strategies case study about ICA group AB. M.Sc. Thesis, Karlstad University, Karlstad, Sweden
Special Eurobarometer 416. http://ec.europa.eu/public_opinion/archives/
- Steyn, P., & Wessels, A.** (1999). Environmental non-governmental contributions to the global environmental movement, 1962-1992. *Southern Journal for Contemporary History*, 24(2), 96-113
- Stone, G., Barnes, J.H., Montgomery, C.** (1995), "Ecoscale: a scale for the measurement of environmentally responsible consumers", *Psychology & Marketing*, Vol. 12 No.7, pp.595-612.
- Straughan, R.D. & Roberts, J.A.** (1999). Environmental segmentation alternatives: a look at green consumer behavior in the new millennium. *JOURNAL OF CONSUMER MARKETING*, VOL. 16 NO.6, pp. 558-575
- Sun, W., & Price, J. M.** (2016). The impact of environmental uncertainty on increasing customer satisfaction through corporate social responsibility. *European Journal of Marketing*.
- Supriadi, B., Astuti, W., Firdiansyah, A.** (2017). Green product and its impact on customer. *Journal of Business and Management*. Volume 19, Issue 8. PP 35-42
- Swenson, M. R., & Wells, W. D.** (2018). Useful correlates of pro-environmental behavior. In *Social Marketing* (pp. 91-109). Psychology Press.
- Testa, F., Iraldo, F., Tessitore, S., & Frey, M.** (2011). Strategies and approaches green advertising: an empirical analysis of the Italian

- context. *International journal of environment and sustainable development*, 10(4), 375-395.
- Testa, F., Iraldo, F., Vaccari, A., & Ferrari, E.** (2015). Why eco-labels can be effective marketing tools: Evidence from a study on Italian consumers. *Business Strategy and the Environment*, 24(4), 252-265.
- Thangasamy, E., & Patikar, G.** (2014). Factors Influencing Consumer Buying Behavior: A Case Study. *Global Journal of Management And Business Research*.
- Tiwari, J.** (2014). Green marketing in India: an overview. *IOSR Journal of Business and Management*, 1(6), 33-4. uow.edu.au/~sharonb/STS300/market/green/article2.html> accessed 10 December 2017.
- Tse, D. K., & Wilton, P. C.** (1988). Models of consumer satisfaction formation: An extension. *Journal of marketing research*, 25(2), 204-212.
- Turel, O., Serenko, A., Detlor, B., Collan, M., Nam, I., & Puhakainen, J.** (2006). Investigating the determinants of satisfaction and usage of mobile IT services in four countries. *Journal of Global Information Technology Management*, 9(4), 6-27.
- Turkoglu, A.** (2016). Examining the effects of green marketing on purchasing behaviours of consumers in socio-demographic aspects. Master's Thesis. Bahcesehir University, Istanbul.
- Uydaci, M.** (2010). Attitude to Green Marketing of Managers. *Harvard Business Review*, 5(6).
- Vaccaro, V. L.** (2009). B2B green marketing and innovation theory for competitive advantage. *Journal of systems and Information Technology*.
- Vafaei S.A., Azmoon I., Fekete-Farkas M.** (2019). The impact of perceived sustainable marketing policies on green customer satisfaction. *Polish Journal of Management Studies* Vol.19 No.1 DOI:10.17512/pjms.2019.19.1.36.
- Vlad, V. C., & Florin-Alexandru, L. U. C. A.** (2020). Delivering Sustainability-Green Marketing Evolution. *Network Intelligence Studies*, (16), 169-179.
- Walters, C. G.** (1974). *Consumer behavior: Theory and practice*. McGraw-Hill/Irwin.
- Wang, S. T.** (2014). Consumer characteristics and social influence factors on green purchasing intentions. *Marketing Intelligence & Planning*.
- Wang, Y.H., Chen,S.T. & Chen, N.N.** (2016). An Empirical Study of the Effect of Green Marketing on Purchase Intention – Evidence from Green Restaurant. *Advances in Management & Applied Economics*, Vol. 6, No. 4, pp. 1-14
- Williams, P., & Naumann, E.** (2011). Customer satisfaction and business performance: a firm-level analysis. *Journal of services marketing*.
- Wu, P. C., Yeh, G. Y. Y., & Hsiao, C. R.** (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal (AMJ)*, 19(1), 30-39.

- Yam-Tang, E. P., & Chan, R. Y.** (1998). Purchasing behaviors and perceptions of environmentally harmful products. *Marketing Intelligence & Planning*.
- Yasin, N. M., M. N. Noor and O. Mohamad:** 2007, 'Does Image of Country-of-Origin Matter to Brand Equity?', *Journal of Product and Brand Management* 16(1), 38-48
- Yazdanifard, R., & Mercy, I. E.** (2011). The impact of green marketing on customer satisfaction and environmental safety. 2011 International Conference on Computer Communication and Management, 5, 637-641. Retrieved from file:///c:/users/se7en/downloads/0912f50e642f52da0b000000%20(5).pdf
- Yi, Y.** (1990). A critical review of consumer satisfaction. *Review of marketing*, 4(1), 68-123.
- Zhang, L., Li, D., Cao, C., Huang, S.** (2018). The influence of greenwashing perception on green purchasing intentions: The mediating role of green word-of-mouth and moderating role of green concern. *Journal of green Production*. Vol 187. pp 740-750
- Zhao, L., Lee, S. H., & Copeland, L. R.** (2019). Social media and Chinese consumers' environmentally sustainable apparel purchase intentions. *Asia Pacific Journal of Marketing and Logistics*.

APPENDIX

APPENDIX A Research Questionnaire

APPENDIX B Ethical Approval Form



APPENDIX A Questionnaire

QUESTIONNAIRE

Thank you for your participation and contribution to this questionnaire!

For conducting my MBA research thesis at Istanbul Aydin Univeristy, Istanbul, I am implementing a survey that measures the Impact of green marketing on consumer purchase behavior and customer satisfaction in Istanbul.

The questionnaire was developed aiming to investigate into the consumer purchase behavior regarding green marketing policies in the companies and their extent of influence into purchasing process, as well as it is designed to figure out the impact of green marketing on customer satisfaction level in Istanbul. The collected responses will be analyzed and used in a masters thesis of Business Administration. The data will not be shared with others and the questionnaire is totally blind. The questionnaire consists of four sections, (30) questions and (3) pages. The first section illustrates respondents` demographical information, the second section includes questions about green marketing elements, the third is about consumer purchase behavior and the fourth is devoted to measuring your satisfaction level regarding green marketing.

I highly appreciate your participation in the survey and it will be of big importance to me to get a better understanding of issues in the companies regarding green marketing.

Heartily thank you for your participation and do not hesitate to contact me for any questions!

Please tick✓() or choose 1, 2, 3, 4, 5 for the correct version for you

The Effect of Green Marketing on Consumer Purchase behavior and Customer satisfaction in Istanbul

First Section: Demographic Information

Gender

() Male () Female

Age:

() 18 to 26 () 26 to 35

() 36 to 45 () 46 to 55

() 56 and above

Marital Status

() Single () Married

Educational level

() High School () Bachelor Degree () Master Degree () Doctorate Degree

Income level

() 0-2850 tl () 2851-4000 tl () 4001-6000 tl () more than 6000 tl

Indicate the level of relevance with the following statements using the following rating.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

No	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Second section: Green marketing					
	Green product					
1	I prefer green products because they are of higher					

	quality than non-green products					
2	If the product is not eco-friendly, I can alter it into another one.					
3	I prefer that environment-friendly one when choosing between two products.					
4	If I notice that the product I have been buying is produced by harming the environment, I do not prefer to buy it.					
5	I prefer to buy goods which use less electricity and are made of recyclable materials.					
	Green price					
6	The price of green product is reasonable.					
7	I am willing to pay more for green products because of their high value.					
8	I think that green products cost suitable in terms of benefits with high prices.					
9	Price difference of the green products and conventional ones is big.					
10	High price of a green product can dissuade me to purchase it.					
	Green promotion					
11	If I learn that the packaging of the products which I buy is harmful to the environment, I give up the purchase.					
12	Advertisements of eco-friendly products affect my purchasing behaviors.					
13	I prefer to buy products which have eco-friendly sign on the package.					
14	I think that distributors (men selling) have the ability and skill to convince me to purchase green products					
15	I think that there is public national environmental orientation facilitate the promotion operation					
16	Companies support seminar, conferences and promotional activities for					

	green products.					
17	I notice that there is some promotion messages associate with green marketing across different communication means (advertising and social media websites)					
	Green place					
18	The stores of green products are cleaner than stores of conventional products.					
19	I think that companies distribute green products in a way which facilitate customer to obtain them from anywhere and anytime.					
20	If there is a shortage of a green product, it will not be a problem for me to opt for conventional products.					
21	I notice that companies work on making distributors gain skills and knowledge related with environmental marketing activities.					
	Third section: Consumer Purchase Behaviour					
22	I seek to entrench the preservation values on environment in my purchasing behavior.					
23	I am keen on distributing green products culture in the local society.					
24	I consider the purchase of green products as an ethical duty.					
25	Provision of green products enhanced my motivation towards purchase.					
26	Dependence of companies on green marketing philosophy contributed in increasing my loyalty.					
	Fourth section: Customer satisfaction					
27	You are happy about the decision to choose one or another brand because of its environmental concerns					
28	You believe that it is right to purchase this product because of its					

	environmental performance					
29	You are glad to buy this product because it is environmentally friendly					
30	You are satisfied with a product because of its environmental concern.					



APPENDIX B Ethical Approval Form

Evrak Tarih ve Sayısı: 11.06.2021-14254



T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : E-88083623-020-14254
Konu : Etik Onayı Hk.

11.06.2021

Sayın Vazıra KHAYITBOEVA

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 09.06.2021 tarihli ve 2021/07 sayılı kararıyla uygun bulunmuştur. Bilgilerinize rica ederim.

Dr. Öğr. Üyesi Alper FİDAN
Müdür Yardımcısı

Bu belge, güvenli elektronik imza ile imzalanmıştır.

Belge Doğrulama Kodu : BS43MVT993 Pin Kodu : 87252

Belge Takip Adresi : <https://www.turkiye.gov.tr/istanbul-aydin-universitesi-ebys?>

Adres : Beşyol Mah. İnönü Cad. No:38 Sefaköy , 34295 Küçükçekirgece / İSTANBUL

Telefon : 444 1 428

Web : <http://www.aydin.edu.tr/>

Kep Adresi : iau.yazisleri@iau.hs03.kep.tr

Bilgi için : Tuğba SÜNNETCI

Unvanı : Yazı İşleri Uzmanı

Tel No : 31002





RESUME

Name and surname: Khayitboeva Vazira Rashidboevna

Education

02/09/2010–27/06/2013 - Diploma of Professional College: Tax inspector

The Vocational College of Polytechnics and Entrepreneurship in Kushkupir

02/09/2014–02/07/2018- Bachelor`s Degree: Tourism (on activity types)

Urganch State University, Faculty of Tourism and Economics, Urgench
(Uzbekistan)

04/09/2019 – 2021- Master`s of Business Administration

Istanbul Aydin University, Faculty of Social Sciences, Istanbul, Turkey

Work Experience:

2018-2019 Teach Me education centre- English language teacher

2019-2020-Turyap Real Estate- Sales Manager

2020-present –Karatay Kozmetik San. Tic. A.S. – Export Manager

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

