



Exploration and Evaluation of Customer's Expectations Towards Green Marketing

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Abstract

This research paper explains the evaluation and exploration of customers' expectations towards green marketing through data collected from different sources. Green marketing is mostly selling products that are eco-friendly and do not pollute the environment. Today people are mostly willing to buy the green marketed goods that will satisfy their moral norms. This green marketing is mostly done in different countries. This research paper's objective is to evaluate and explore what the customers are expecting from green marketing and the products sold through this medium. The methodology used in this is the secondary data collected from different sources like research papers, and articles, and by visiting different websites, and the tools used in this are the percentile analysis to understand the data. The overall results of this research paper are that the customers' expectations can be understood and also motivates the customers to purchase green-marketed products. This will be explaining about the green marketing strategy by considering a few examples.

Keywords: Eco-Friendly, Current trending, consumer expectation, moral norms, global wide increasing trend

INTRODUCTION

Green marketing is the promotion of products that are thought to be eco-friendly. It incorporates product modification, changes to the assembly process, and sustainable packaging, also as modifying advertising. Yet defining green marketing isn't a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental, and retail definitions for this term. Green, environmental, and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but provide a substantially different perspective. They seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment. The term green marketing came into wide spread use in the late 1980s and early 1990s. The Social Responsibility (CSR) report started with Ben & Jerry's this ice-cream vendor. In 1987 a document prepared by the planet Commission on Environment and Development defined sustainable development. The American Marketing Association held the primary workshop on "Ecological Marketing" in 1975. The "Green consumerism" movements within the U.S. and other countries have struggled to succeed in critical mass and influence. One of the challenges of green marketing is the lack of standards or public consensus on what constitutes "green." This lack of consensus has slowed the expansion of green products as companies are reluctant to promote their green attributes and consumers are skeptical about claims.



A green product is a sustainable product designed to minimize its environmental impacts during its whole life-cycle and indeed after it's of no use. Green products are generally linked by having two introductory pretensions – reducing waste and maximizing resource effectiveness. They're manufactured using poisonous-free constituents and environmentally-friendly procedures and are certified by honored associations like Energy star, Forest Stewardship Council, etc.

Objectives

This research work is intended to attain the specific objectives of determining the exploration and evaluation of customers' expectations towards green marketing. Influencing factors towards the selection of green marketing products however the specific objectives are as follows:

- a) To determine the various influencing factors of green marketing.
- b) To assess the impact of concerned influencing factors impact over the green marketing and behavior of the customers.

REVIEW OF LITERATURE

LEILA BAKTASH, MUZALWANA ABDUL TALIB(2019):-A good quality product directly impacts the customers, i.e. Customers are willing to purchase environmentally friendly products. This result is similar to Hai and Mai's (2013)'s previous study. Consumers, however, seem to prefer green products, but also perceive conventional products as having a higher standard of quality than green ones, according to Morel and Kwakye (2012). A high degree of trust is also evident in green products. Earlier studies, such as Akbar (2014), also found similar results. Based on these findings, good product quality directly impacts customers' loyalty. The more reliable the products are, the more likely the customers will be to repurchase them. With the higher quality of products, customers will be more loyal. Furthermore, this finding reveals that if the customers trust the green products, the goal of marketers which is A positive attitude toward green products leads to customers' loyalty to purchase products that are more environmentally friendly, as proven by Vaishnavi et al. Several studies have explored the influence of demographic variables on green consumers toward green purchase attitudes and loyalty (Chan et al. 2008). The significant relationships between age, gender, occupation, and education were identified by Straughan & Roberts (1999). Marketers can segment consumers based on their green purchase attitudes and identify green consumers by analyzing variables related to green purchase attitudes. As a result of this study, the customer's attitude towards green purchases and green trust is significantly and directly influenced by the respondents' age. Research shows that seniors are more environmentally conscious and buy greener products. However, other studies indicate that young consumers purchase more green products. There is also a negative impact of age on customer attitudes toward green product quality (Straughan & Roberts, 1999). In addition, the negative impact of age should not be ignored. As a result, older people believed green products didn't have the same high quality as conventional products. Neither customers' employment status nor product quality nor green trust is significantly influenced by their employment status. Education, however, plays an important role in attitude towards a green purchase in terms of customers' attitude towards the quality of green products

KAMAL MANAKTOLA and VINNIE JAUHARI (2007):-As part of our assessment of consumer expectations on green practices in the lodging industry, we used many factors to



determine what consumers expect. According to the study, the 12 variables used to explain consumer attitude was reduced to a single factor (eigenvalue 4.22), which explained 85 percent of the variance.. Consumers expect tangible demonstrations of As shown in Table I, the following variables contribute significantly to the consumer attitude towards green practices in India: Visible communication about green practices to guests, shareholders, vendors, and the public; involvement in an environmental partnership or certification program such as ISO 9000; establish recycling programs in all sections of the hotel; offer linen re-use to multiple We encourage the use of environment-friendly products (such as low toxicity, organic, or locally produced) and the use of environment-friendly service providers (such as renewable energy, pest management, and alternative fuel vehicles). Consumers are looking for tangible evidence that a company is committed to green practices as a result of the above factors. Taking action on behalf of the lodging firm demonstrates the right kind of awareness. It also implies that the provision of Forging alliances with eco-friendly suppliers and providing environmentally friendly services enhance consumer confidence.

Shih-ChangTseng, Shiu-WanHung(2013):-To justify the contributions of this study, we first finalize the research results based on the collected data, followed by demonstrating the implications of these results. For future research, the limitations and suggestions of this study are discussed.

ROSA MARIA DANGELICO, DANIELE VOCALELLI(2017):-In this study, we provide an in-depth analysis and synthesis of the knowledge produced to date in the field of Green Marketing (although books are not included in this review). Our study largely confirms the evolutionary trends in the number of green marketing articles found in previous reviews (Chamorroetal.,2009,Kumaretal.,2013), and the rapid growth of Seeing since2008., and has extended it to recent years.The year2012.

RASHAD YAZDANIFARD, IGBAZUA ERDOO MERCY(2011):-With green marketing, we are protecting the environment for the future generation. It also contributes to the safety of the environment. Due to the growing concern about environmental protection, a new market has emerged, which is the green market. Companies must go green in all aspects of their business to survive in this market. Consumers want to identify with companies that are environmentally friendly and will pay a premium for a greener lifestyle.

NAI-JEN CHANG and CHER-MIN FONG(2010):-The importance of business ethics, social responsibility, sustainable development, and environmental sustainability has increased among companies in recent years. As a result, customers in major international markets demanded companies produce higher quality products consistent with societal and environmental values if they were to remain competitive. Consequently, companies increasingly paid attention to green concepts, such as green management, green marketing, green products,Business ethics, environmental issues, sustainable development, and social responsibility have become more important than ever for companies in recent years (Chen, 2011; Dwyer, 2009; Lee, 2009; Lim, 2016; Peattie, 1995). The purpose of this study was to examine the effects of green marketing strategy elements on satisfaction and loyalty in a B2B context since virtually no studies have examined the Influenceofpotentialfactorson satisfactionandloyalty.The four antecedents (quality, price, corporate image, and salesperson's expertise) all demonstrated As expected, we found a



strong positive relationship between green customer satisfaction and green customer loyalty in B2B settings.

J. BHARANITHARAN(2013):- This is the right time to choose “Green Marketing” globally. As long as all nations take strict steps, there will be drastic changes in the world of business. To save the world from pollution, green marketing is essential. It is important to consider a clever marketer not only from a business perspective but also from a consumer perspective. Green marketing is not just another method of marketing, but rather Because it is both environmental and social, it must be pursued with greater vigor. In light of the threat of global warming, green marketing should become the norm rather than an exception or just a fad. Recycling paper, metals, plastics, etc., in a safe and environmentally harmless manner, should become much more systematic and universal, as well as using energy-efficient lamps and other electrical appliances as a general rule. Additionally, marketers must explain to consumers the benefits and need for green products over non-green ones. Consumers are willing to pay a higher price to maintain a cleaner and greener environment through green marketing. In addition, consumers, industrial buyers, and suppliers must exert pressure to minimize the negative effects on the environment. In developing nations like India, green marketing is even more relevant and important.

JOACHIM HASEBROOK, LEONIE MICHALAK, ANNA WESSELS, SABINE KOENIG,STEFANSPIERLING, AND STEFANKIRMSEE(2022):-As far as society and corporate governance are concerned, sustainability and environmentalism are crucial issues of the present and the future. To align employees’ green behavioral ambitions with corporate goals, companies need to understand their employees’ environmental intentions and behavioral patterns and introduce measures to influence them. To date, very little research has examined the green behavior of employees in the financial sector. This paper aims to contribute to this By analyzing individual, social, and financial factors that influence green behavioral intentions, as well as actual employees' green behaviors in the context of employees in the financial sector, acceptance models, were used to analyze the literature. Sustainability and green behavior are important to employees in the financial sector. We found that subjective norms did not significantly influence behavioral intention, but much more Moreover, sustainability is conveyed not just through subjective norms, but also through social interactions and norms. We were able to develop a new segmentation model of employees' green behavior based on our findings. Financial losses or benefits coupled with social motives contribute to sustainable living, whereas financial benefits on their own hinder sustainable behavior

HEIYANTUDUGE LAKMAL NUWANTHA PERERA, AMBALAM PUSHPANATHAN(2015):- After thirty years of war, the hotel industry has become an essential part of Sri Lankan economics. The number of foreigners visiting Sri Lanka is growing each day. So, it is crystal clear that hotel managers need to develop and implement new strategies to attract and enhance their customers with delicious food products and services increase customer satisfaction always helps to achieve a competitive edge in From a strategic management perspective, hotels can improve their customer satisfaction by combining their environment product strategy with their environment place strategy. This study examines the quality of customer satisfaction in the hotel industry by examining Club Hotel Dolphin, Ranweli Hotel, and Hotel Heaven Inn. Customer satisfaction is crucial to any business. Although most of the factors influencing customer



satisfaction are industry-specific. In this study, environmental product and place strategies were considered under green marketing practices that influence customer satisfaction in hotels. Lastly, the present study found a positive relationship between environmental products and place strategies and customer satisfaction. Hotel industries in Wennappuwa District should implement green marketing strategies - environmental product and place strategies - to enhance customer satisfaction.

YAKUP DURMAZ, HATICE VILDAN YASAR(2016):- It is unfortunate that despite being among the scarce resources, the environment does not receive the attention it deserves. Only a limited number of businesses are aware of this issue. Studies about environmental problems go back decades, but they are still insufficient. The same is true for studies about "Green Marketing", which has gained popularity recently. As a result, businesses have important roles to play in the rapidly developing technology and rapidly changing world. Business owners who fulfill their responsibilities of protecting the environment and producing eco-friendly green products will be the ones who will survive.

M.ALEX SYAEKHONI, GANJAR ALFIAN(2017):-In retail businesses, environmental issues must be considered. One of the first steps is to promote green products for customers' daily necessities in general. To encourage customers to purchase green products that meet their daily needs, appropriate promotion strategies can be applied based on a study of and understanding of customers' in-store shopping behaviors. Customers' behaviors in stores were analyzed in this study, including A cluster analysis was also applied to group the customers and identify the interesting characteristics of each group. Furthermore, store traffic and layout analysis were also discussed. To increase customer satisfaction and profitability, this method was appropriately implemented in a retail store setting. It can be used to promote products, especially green products, to the right target customers. In addition to assisting store decision-makers in solving sustainability issues and boosting retail profit, this strategy can also be used to support retail industries. However, the study is limited to one specific large Korean retail store in Seoul. Multi-criteria analysis is still lacking. In future studies, more specific green products could be validated and more analysis would be conducted, such as vertical shelf analysis, so that more It is possible to discuss the convenient position of green products on shelves. In addition, it is important to examine social and psychological factors that predispose customers to purchase a product. The influence could make the analysis more complex to get more interesting results.

MISS. CHARU GARG(2016):-Everyone believes a green life is a healthier and better life for both the present and future generations. Most consumers' purchasing patterns indicate that they prefer brands that "go green". As well as buying green products, consumers are willing to pay more for them. Green marketing is a means of protecting the environment for future generations and has a positive impact on safety in the environment. Green marketing is not just an environmental protection tool, but it is also a marketing strategy.

THORIA OMER MAHMOUD(2017):-Several limitations must be considered in this study. For instance, it focuses on green marketing and purchase intentions. The problem relates to the need for more empirically grounded insights to test conceptual factors that determine the gap between perceived and actual greenness. Sudan is experiencing an increase in environmental problems. The increasing economic Natural resources, infrastructure, and the environment in the country.



Deforestation, rapid industrialization, urbanization, and land degradation are all becoming worsening problems in Sudan as industrial pollution, soil erosion, rapid population growth, and growth of industries are putting a strain on deforestation. Humanity and other life forms are facing serious environmental pollution Today, consumers are willing to pay more to maintain a cleaner and greener environment. Green marketing takes on greater importance and relevance in developing countries like Sudan. Only companies that innovate with new products, materials, and technologies that are ecocentric will reap the greatest rewards in the future and address the challenge by walking their Certainly, this paper provides empirical evidence that a green marketing mix can increase consumers' purchase intentions over time.

ARIJIT SANTIARY(2019):-A twofold study was conducted to determine consumer attitudes towards environmental issues and their satisfaction with the use of green products. Several aspects of the research contribute to the literature on green marketing as well. First of all, it attempts to indicate the relationship between the different dependent variables and the independent variables and then develops a linear model of green customer loyalty. As a result, four major factors, including inward environmental attitude, outward environmental attitude, consumer purchasing behavior, and green customer satisfaction, significantly influence green customer loyalty with a level of confidence (>95%). Thus, each aspect of behavior is influenced by both inward and outward environmental attitudes, which can both be revealed simultaneously. This attitude is also strongly related to green purchasing behavior and sitting In general, customer satisfaction is not significantly influenced by the product quality and corporate image. Also, it shows that people care deeply about the environment, their purchasing behavior, their satisfaction, and their product quality, which leads to green customer loyalty. In addition, further research can be conducted in light of the interaction effect on different The effects of these independent variables on green customer loyalty can be compared macro-level among developing countries where green marketing has enormous potential.

ENEIZAN,B.M, WAHAB,K.A., DR. KALSOM ABD.WAHAB(2016):-Therefore, green marketing can be considered one of the instruments that can generate satisfaction through generation because of its quality. Due to increased concern in environmental marketing, green marketing strategies need to be implemented on a priority basis. Taking the company to a greener future is an optimal way to ensure the success of the customers.

Research Gap:

There is abundant literature available on green marketing. But the studies related to the customers' expectations towards green marketing and factors that motivate the customers to purchase green-marketed products are very and the impact of specific factors. Hence this is considered as an aran of research, the research,gap, and various factors which affect customers' expectations towards green marketing.

Research Methodology:

The research applied the Convenience sampling technique to collect the required samples for this study. The samples are drawn from variouscustomerslocated in the state of Andhra Pradesh. The subjective samples are drawn from the prominent cities in the state such as Guntur, Vijayawada,



Nellore, and Kadapa. There is a total of 135 samples drawn from each city of 33 samples. However, the researcher applied percentile analysis to analyze the data.

Data Analysis:

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	68	50.4	50.4	50.4
	Female	66	48.9	48.9	99.3
	Prefer not to say	1	.7	.7	100.0
	Total	135	100.0	100.0	

Interpretation:

From the above table, we can find that the data collected from 135 respondents 50.4% of respondents are male and 48.9% of respondents are female and 0.7% is not preferred to say their gender.

Do you know the difference between Marketing and Green marketing?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	87	64.4	64.4	64.4
	No	33	24.4	24.4	88.9
	Not enough ideas	15	11.1	11.1	100.0
	Total	135	100.0	100.0	

Interpretation:

From the 135 respondents, 64.4% respondents know the difference between marketing and green marketing And 24.4% of respondents don't know the difference and 11.1% of respondents don't have enough ideas.

Do you have any ideas on how green marketing is helping society?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	76	56.3	56.3	56.3
	No	44	32.6	32.6	88.9
	Some what	15	11.1	11.1	100.0
	Total	135	100.0	100.0	

Interpretation:

From the 135 respondents 56.3% respondents have ideas about how green marketing is helping society



And 32.6% of respondents don't have an idea and 11.1% of respondents have some idea about how green marketing

Is helping society.

Do you solely believe that some human practices are making our environment worst and causing harm?					
		Freque ncy	Perce nt	Valid Percent	Cumulativ e Percent
Valid	Yes	108	80.0	80.0	80.0
	No	7	5.2	5.2	85.2
	May be	20	14.8	14.8	100.0
	Tota l	135	100.0	100.0	

Interpretation:

From the 135 respondents 80% of respondents are believing that some human practices are making our environment worst

And harm, 5.2% of respondents are not thinking that harm is happening because of human practices, and 14.8% of respondents are thinking that

Maybe Human practices are making our environment worst and causing harm.

Which companies do you think from here are participating in green marketing?					
		Freque ncy	Perce nt	Valid Percent	Cumulativ e Percent
Valid	Apple	29	21.5	21.5	21.5
	Tesla	47	34.8	34.8	56.3
	Pran	8	5.9	5.9	62.2
	Starbuc ks	51	37.8	37.8	100.0
	Total	135	100.0	100.0	

Interpretation:

From the 135 respondents 21.5% respondents are thinking that Apple is participating in green marketing,

34.8% of respondents choose Tesla, 5.9% of respondents choosePran and 37.8% of respondents are thinking

Starbucks is participating in green marketing.

Do you think companies should put more effort into green marketing?					
		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Yes	103	76.3	76.3	76.3
	No	9	6.7	6.7	83.0



	Maybe	23	17.0	17.0	100.0
	Total	135	100.0	100.0	

Interpretation:

From the 135 respondents 76.3% respondents are thinking that companies should put more effort into green marketing,

6.7% of respondents are not thinking like that and 17.0% of respondents are thinking that maybe the companies should put more effort into green marketing.

Will you buy products from a company who take their participation in green marketing?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	67.4	67.4	67.4
	No	14	10.4	10.4	77.8
	Maybe	30	22.2	22.2	100.0
	Total	135	100.0	100.0	

Interpretation:

From the 135 respondents 67.4% respondents are ready to buy the products who take their participation in green marketing,

10.4% of respondents are not interested in buying and 22.2% of respondents may buy the products from a company that takes their

Participation in green marketing.

Some products will be more expensive than typical products because of coming through the ecofriendly process, Will you buy them?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	73	54.1	54.1	54.1
	No	17	12.6	12.6	66.7
	Maybe	45	33.3	33.3	100.0
	Total	135	100.0	100.0	

Interpretation:

From the 135 respondents are ready to buy green products even though they are expensive, 12.6% of respondents

are not willing to buy if they are expensive and 33.3% of respondents may buy even though they are expensive.

Do you think companies can make eco-friendly products more accessible by reducing costs?					
		Frequency	Percent	Valid	Cumulative



		y		Percent	Percent
Valid	Yes	101	74.8	74.8	74.8
	No	13	9.6	9.6	84.4
	Maybe	21	15.6	15.6	100.0
	Total	135	100.0	100.0	

Interpretation:

From the 135 respondents 74.8% respondents are thinking that companies can make eco-friendly products by reducing costs,

9.6% of respondents are thinking that companies won't reduce costs and 15.6% of respondents are thinking that companies may reduce costs.

Findings:

- From the above we can find that green marketing has become the most widely recognized marketing due to the moral concern.
- Green marketing is marketing products that are eco-friendly and are the most trendy marketing with the main concept of environmental pollution.
- Green marketing products are sometimes expensive to buy or produce. They are quite the most consuming type of product.
- We can observe that the customers are even becoming eco-friendly by choosing only products of eco-friendly nature. This displays the moral concerns of the customers.
- We can even predict that eco-friendly marketing will become more popular; even now, this has become a concern. We can think of electric cars, as an example of eco-friendly vehicles.
- Even customers are willing to buy eco-friendly products without even bothering about the cost/price of the product. Even one is trying to be eco-friendly.

Suggestions:

- We can say that it has become more important for companies to become eco-friendly and this can make a good market for the producers.
- We can even find different ways to be more and more eco-friendly by following this trend.
- Companies can try to reduce the cost of their products to at least a minimum of the original cost would help the customers to purchase their products.
- Customers are more willing to do eco-friendly activities and they are trying to be responsible this can make a great opportunity for new entrepreneurs.

CONCLUSION

As the research has demonstrated that customers are well aware of the green products they are buying. This makes sense because the customers are getting affected by different factors which are motivating their unplanned purchases. We can understand that the customers are also expecting to fulfill the preferences of the customer. this gives us some idea about how people are thinking and how they want to buy the products and what they expect from the staff and also behavior influences



the customers. This research will be able to make the reader understand the explanation and evaluation of customers' expectations towards green marketing.

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