

The Effect of Green Marketing on Customer Satisfaction in Morocco

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Abstract. Going green, environmental protection, green revolution, sustainable development, sustainable life style, protecting our earth and many more have become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies in different industries to follow this trend. There have been a lot of theoretical reviews on green marketing over the years. The present paper aimed to investigate the effects of green marketing on customer satisfaction in Morocco. It was a correlational research design. The sample was composed of 100 students from Morocco. Green marketing instrument and customer satisfaction scale were applied. Pearson product moment correlation and regression analysis were applied. Results indicated significant positive relationship in green marketing and customer satisfaction. Results also showed that green marketing except distribution are significant predictors of customer satisfaction. Results have important implications for firms to know the importance of green marketing to enhance customer satisfaction. As a result, this paper can be used by researchers who need to find out the effect of green marketing on Moroccan customer satisfaction.

Keywords: Green Marketing, consumer Satisfaction, sustainable development, Green marketing strategy, marketing mix.

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I. Introduction

In the last decade, consumers have become more enlightened on ecological issues. Green marketing refers to selling product or rendering services based on ecological benefit. It came into existence in late 1980s and early 1990s. Green marketing is growing rapidly and consumers are willing to pay a lot for green product. There have been little analysis of the effect of this new market on the consumers and the environment so far. Green marketing influences all areas of our economy, it does not just lead to natural environment preservation but it also creates new market and job opportunities. Firms that are environmental stewards stand a chance of gaining many satisfied and loyal customers.

II. Green Marketing

The American Marketing Association (AMA) held the first workshop on ecological marketing in 1975. 1980 was the first time green marketing came into existence (Baumann, Boons, & Bragd, 2002). According to AMA green marketing is defined as the marketing of goods that are presumed to be environmentally safe, it incorporates several activities such as goods modification, changes to production processes, packaging, advertising strategies and also increases awareness on compliance marketing amongst industries. In the Business Dictionary, green marketing is defined as promotional activities aimed at taking advantage of changing consumer attitude towards a brand. These changes are increasingly being impacted by companies' policies and practices that influence the quality of the environment and reflect the level of its concern for the community. It can also be looks as a promoter of brands and products to enhance consumer satisfaction.

As per Environmental Development Commission (1978), green marketing is considered as facilitator of sustainable development which means fulfilling the needs of present without ignoring the need of future generations. The main and important concept of the sustainable development is to utilize ecological and financial aspects in decision making with the help of new policies development in order to enhance ecological preservation. Green marketing help both the present generation and future generation in decision making process. With the increased development of operations of energy development, strategies to control recycling, packaging of products and pollution which are included in green marketing helps in sustainable development (Ernest, Robert, Woodruff, & Roger, 1987).

III. Green Marketing and Sustainable Development

According to the World Commission on Environmental Development (1978), Sustainable Development is “meeting the needs of the present without compromising the ability of the future generations to meet their own needs”. The common theme throughout the sustainable development, is the need to integrate ecological and economic considerations in decision making by making policies that conserve the quality of environmental development and agricultural preservation. This is what the end good of green marketing is, ecological preservation for the present and the future generation. The development of energy- efficient operations, recyclable and biodegradable packaging, ecologically safe goods, better pollution controls, are all part of green marketing which also leads to sustainable development.

IV. Green Marketing in Marketing-mix: Price, Product, Place and Promotion

The good itself has to be made in such a way that it satisfies consumer and manufacture’s needs. For ecologically sustainable goods to be successful, green branding attributes have to be efficiently communi-cated. Most purchase decisions are affected by the green labeling, that states all that makes the good green compliant. The price of green good has to be affordable for the customer to encourage purchase. Industrial differentiation works only when goods reduce client’s cost. Most buyers are affected by advertising that reflects a firm’s commitment to ecology. Firms that do green advertising that tend to portray an image of ecological friendliness, impacts their customer buy decisions. Consumers love to associate themselves with firms that are ecological stewards. When a firm communicates this through their promotions, publicity, advertisings and corporate social responsibilities, they are certain to get many loyal customers. Green distribution is a very delicate operation. Customers must be guaranteed of the ‘Environmental nature’ of the good. The green environment is a constantly regulated environment and as such high level of compliance is fundamental when carrying out distribution of green goods. This is a common procedure in the united state.

V. Customer Satisfaction and Green Marketing

Customer satisfaction has been considered in two basic ways: as either an outcome or as a process. As an outcome, satisfying the end state resulting from the consumption experience. As a process, it is the psychological process and perceptual evaluative that contributes to satisfaction. The definition is varied with regards to their level of simplicity which includes; Product satisfaction; Satisfaction with the purchase decision experience; Satisfaction with the performance attribute; Satisfaction with the store or institution

Satisfaction with pre-purchase experience. Marketing literature recommends that there is a relationship between customer satisfaction and loyalty. Satisfaction leads to attitudinal loyalty. It could be looked as the intension to buy and satisfaction is an outcome that occurs without comparing expectations. Customer satisfaction could also be considered as an evaluative reaction to perceived outcome of a particular consumption experience. It is an overall judgment on satisfaction, founded on the assumption that satisfaction is the outcome of service quality. Many Researchers believe that customers have a high level of involvement regarding environmental issues as a consequence of growing ecological consciousness. Researchers have shown the significant effect of ecological knowledge and consciousness on consumer ecological attitude. At a results, firms that communicate their ‘green good’ in their packaging, advertising or manufacturing process, gain satisfied customers. Because of the green trend, firms that fail to ‘go green’ are not failing to fail in their industry. Customers want to associate themselves with firms and goods that are eco-friendly.

VI. Method and Results

Ample research evidence showed positive relationship in customer satisfaction and green marketing strategies. Literature also showed that if good fulfills the expectations of customers than it’s a real satisfaction of costumers (Polonsky & Ottman, 1998; Rivera-Camino, 2007). Customer satisfaction is not a solo concept rather it is an umbrella of various aspects. Interiors studies showed that green marketing strategies significantly affect ecological knowledge which ultimately enhances customer satisfaction. Customers always want to associate themselves with those firms which are eco based (Swenson, & Wells, 1997). The objective of this paper was to find out relation in implementation of green marketing and customer satisfaction.

Hypotheses

- H1. Green marketing strategy is likely to affect customer satisfaction of moroccans.
- H2. Green marketing strategy is likely to predict customer satisfaction of moroccans.

Method in this Research we used Design Correlational as the aim of study was to investigate relationship in green marketing and customer satisfaction.

Participants & Sample a purposive sampling strategy and extracted 100 customers from Morocco who were aware with green marketing strategies are used. Only those participants who purchased green marketing products, employed and had at least bachelor’s degree are included.

Assessment Measures The customer satisfaction survey by used to assess customer satisfaction (Wysewas, 2011). The scale gives a reliable and valid scoring on satisfaction of an individual. The scale has 16 items with reverse scoring with 5 point rating scale of 1 (strongly Disagree) to 5 (strongly agree). This scale has good reliability index of .88 for present study.

Procedure Permission to use of assessment measures was sought from respective authors and permission from firms to collect data was taken. Before administering the questionnaires the researcher introduced the purpose of reaserch and consent of the participants. Researcher also instructed participants on filling out questionnaires. It took approximately 15 minutes to complete these questionnaires and as they were taken back each participant was thanked for his or her participation.

Descriptive statistics showed good reliability index of all scales. First hypothesis was there is likely to be relationship in green marketing and customer satisfaction in Moroccan sample. Pearson product moment correlation analysis was applied to investigate relationship in green marketing strategies and customer satisfaction. Findings are presented in table 3.

Table 3: Effect of Green Marketing Strategies on Customer Satisfaction

| Variables | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|-----------------------|---|-------|------|------|------|-------|------|-------|--------|
| Customer satisfaction | - | -.19* | .19* | .78* | .43* | .44** | .18* | .11* | .21* |
| Green marketing | - | - | .14* | .43* | .19* | .57** | .87* | .28** | -.80** |
| Green promotion | - | - | - | .51* | .54* | .31* | .66* | .60** | .67** |
| Green people | - | - | - | - | .65* | .51** | .77* | .55** | .22* |
| Green distribution | - | - | - | - | - | .42* | .35* | .17* | .40* |
| Green price | - | - | - | - | - | - | .31* | .13* | .46* |
| Green product | - | - | - | - | - | - | - | .45** | .66** |

Note: ** $p < .01$; * $p < .05$

Findings of correlation analysis showed significant positive correlation in green marketing and customer satisfaction in a sample of Morocco. Findings showed as firms implement green marketing strategies in companies that people will attract towards brand and purchase. Environmental and quality related safety of green marketing will increase customer satisfaction. Second hypothesis was green marketing are likely to predict customer satisfaction. Results are presented in table 4.

Table 4: Regression analysis predicting customer satisfaction

| Predictors | Customer satisfaction | |
|----------------------------|-----------------------|---------|
| | ΔR^2 | β |
| Step1 | .03 | |
| Qualification | | .12 |
| Age | | -.16 |
| Work experience | | -.13 |
| Step 2 | .02 | |
| Green marketing strategies | | .31* |
| Green promotion | | .28* |
| Green people | | .25* |
| Green distribution | | .19 |
| Green price | | .27* |
| R | 1.24 | |

| | | |
|----------------------|------|--|
| Total R ² | .02 | |
| F | .30* | |

Findings of regression analysis showed that green marketing, green promotion, green people, and green price predicted customer satisfaction in Moroccan sample. Positive prediction showed that the increase in promotion of green marketing lead toward the satisfaction of customer satisfaction.

VII. Discussion

There is now a real sense that environmental protection is highly necessary. Everyone believes a green life is a better and healthier life for present and future generation (Varadarajan, & Menon, 1988).

Results of present paper showed that green marketing are effective in predicting customer satisfaction. Both hypotheses 1 & 2 were approved. Results are also consistent with interiors studies. According to customers living with green life is better for them and future generation. Customers showed that they are not even only happy to busy green goods but they can even pay more for green goods as it enhanced their satisfaction. According to anterior theory, around 60 percent people are ready to pay more for green brands. Customer also choose those firms which are eco free and friendlier environment. Customers are usually show their motivation for those companies also who have production in relation to towards eco. Customer first view on green logo attract them to purchase green goods because they knew this green product is competent in so many other product (Robert, Cadotte, & Jenkins, 1983). So mostly customers make decision to purchase goods just after seeing green logo on product. So the findings of our research are well supported to the results of interiors literature that green marketing influence customer satisfaction.

VIII. Conclusion

In conclusion, we can say that green marketing is a tool for preserving the environment for the future generation. It has a positive effect on environmental safety. Because of the growing concern of ecological preservation, there is an emergence of a new market which is the green market. For firms to survive in this market, they need to go green in all aspect of their business. Customers want to identify themselves with firms that are green compliant and are willing to pay more for a greener life style.

As such, green marketing is not just an ecological preservation tool but also, a marketing strategy. Due to increased concern in environmental marketing, green marketing strategies needs to implement on priority bases. Going over all company towards green is an optimal solution of taking customers success.

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