İSTANBUL BİLGİ UNIVERSITY

INSTITUTE OF GRADUATE PROGRAMS

MARKETING (ENGLISH) MASTERS

DEGREE PROGRAM

THE RELATIONSHIP BETWEEN GREEN MARKETING MIX AND PURCHASING INTENTION OF REUSABLE SHOPPING BAGS

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İSTANBUL

2022

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Marmara Üniversitesi

Tezin Onaylandığı Tarih : 30.09.2022

Toplam Sayfa Sayısı : 59

Anahtar Kelimeler:

1) yeşil ürün
2) yeşil pazarlama stratejisi
3) yeşil tükettici

Keywords:

1) Green product
2) Green marketing mix strategy
3) Green consumer

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ABSTRACT

Awareness about environmental issues makes people change their mind about their lifestyle and they want to have green attitudes in their daily life. Therefore, nowadays people prefer to have lower impact on environment in comparison to some years ago. Moreover, companies and organizations are witnessing about changing the consumers' purchasing intention of green products. This study aims to find the relationship between green marketing mix strategy and purchasing intention on green satisfaction, and green loyalty of consumers that use reusable shopping bag as a green product. The analysis of the data collected from 319 respondents reveals that there is significant difference between male and female consumers in green satisfaction. There is also significant difference between consumers educational level and purchasing intention and green loyalty of reusable shopping bags. By comparing the means, it is seen that higher educational level can bring more purchasing intention and loyalty for reusable shopping bags.

Keywords (English)

1) Green product

2) Green marketing mix strategy

3) Green consumer

ÖZET

Çevre sorunları ile ilgili farkındalık, insanların yaşam tarzları hakkında fikirlerini değiştirmelerini sağlar ve günlük yaşamlarında yeşil tutumlara sahip olmak isterler. Bu nedenle günümüzde insanlar birkaç yıl öncesine göre çevreye daha az etki etmeyi tercih etmektedirler. Ayrıca şirketler ve kuruluşlar, tüketicilerin yeşil ürünleri satın alma niyetlerinin değiştiğine tanık oluyor. Bu çalışma, yeşil ürün olarak yeniden kullanılabilir alışveriş çantalarını kullanan tüketicilerin yeşil pazarlama karması stratejisi ile satın alma niyeti ile yeşil memnuniyet ve yeşil sadakat arasındaki ilişkiyi bulmayı amaçlamaktadır. 319 katılımcıdan toplanan verilerin analizi, yeşil memnuniyet konusunda erkek ve kadın tüketiciler arasında önemli bir fark olduğunu ortaya koymaktadır. Tüketicilerin eğitim düzeyi ile satın alma niyetleri ve yeniden kullanılabilir alışveriş çantalarının yeşil sadakati arasında da önemli bir fark vardır. Ortalamalar karşılaştırıldığında, yüksek eğitim düzeyinin yeniden kullanılabilir alışveriş çantaları için daha fazla satın alma niyeti ve sadakat getirebileceği görülmektedir.

Anahtar Kelimeler:

1) yeşil ürün
2) yeşil pazarlama stratejisi
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INTRODUCTION

Environmental deterioration is becoming a concern for most developed countries and environmental deterioration affects the economies and policies of countries. Higher production leads to increase in consumption, and it causes extravagant solid waste (Ropke, 1999).

These days the main question is how products are developed, marketed, and disposed and how these processes influence the environment. About 84% of consumers are concerned about some issues regarding environmental damages and they modified their purchasing behavior and consumption because of their environmental concerns (Schlossberg ,1990).

Consumers have come to recognize the environmental concern in consumption in the area on global warming, and since then green products are becoming more popular (Chen & Chang, 2012). Consumers are willing to buy more green items, as their understanding of environmental problems are growing (Kalafatis et. al, 1999). Because of increasing awareness of consumers to have healthier way of living and protecting environment, demand for green products is also growing (Soyez, 2012).

Consumers do not want to pay more for environmentally friendly products in comparison to conventional products. This means that when the quality of environmental product and conventional product is the same, consumers are more willing to choose cheaper one and they ignore the environmental factors. According to Joshi (2015), purchasing environmentally friendly products is very important, and unplanned purchasing of products can lead to environmental damage. It is reported that 40% of damages on environment results from unplanned purchasing of products. So, the significant role of the consumers can be observed in slowing degradation of environment by purchasing green products. Therefore, customers may be willing to pay more for environmentally friendly products. Significant differences in price and

difficulties connected with environmentally friendly items, may discourage consumers from purchasing them. According to Majid and Elahe (2017) purchasing intention of green products depends on various motives like environmental attitude, environmental concern, and care of green products that influence the purchasing behavior of consumers.

Many researchers made deliberate efforts to figure out various means of protecting the environment. The relationship has been found among demographic, behavioral, psychographic, and geographic attributes of consumers, and this can be used to help keep the environment safe from dangerous substances like non-recyclable products and increasing pollution (Granzin & Olsen, 1991). Psychological and social criteria have been shown to significantly affect consumer buying behavior more than demographic characteristics (Pickett et al. 1995). Researchers also acknowledged that people react distinctly when these factors are altered, and this information will help the company develop green marketing strategies (Grant, 2007).

According to the 3R (Reduce, Reuse, and Recycle) of waste management, reusable shopping bags could be a good solution to help environment health. Reduce means a measurement that helps to reduce the waste that are harmful for the environment. Reuse means that product can be used several times. Recycle means a process of changing waste into a new object. Reusable shopping bags have all these 3R definition of waste management (Arifani et al. 2018).

LITERATURE REVIEW

Customers became more aware of environmental issues, and stricter policies were put in place by national governments, especially in industrialized countries, when there was a higher demand for green products and sustainable business practices. Likewise, environmental organizations and the media are keeping a close eye on how well companies follow environmental rules. This puts more pressure and awareness on the business world (Gurau and Ranchhod, 2005). Therefore, it should be an expectation about the better condition of environment, and scientists are concerned about climate change and global warming. There are lots of reasons that cause environmental degradation issues and one of these factors causing environmental damage is plastic usage and plastic wastes (Ottman, 2011).

Plastic waste can create different environmental damages also it has lots of side effects on human health. Generally, it is very difficult and time taking process for plastic waste to be broken down by micro-organisms and decompose in the environment (Lestari, 2020).

According to Putripeni et al. (2014), to meet the desires and needs of the consumers, companies should care about their consumers' environmental concerns that would be a good opportunity for companies. Based on this, companies should not only be concerned about their profit and increasing the sale, but they must develop a marketing strategy based on environmental issues which bring sustainability for the company's strategy. Ottman (2011) believes that, if industries want to be successful in implementing green marketing, in all parts of marketing activities they have to integrate the concept of green marketing into their operations.

2.1. Green Marketing Strategy

Green marketing is becoming more and more important in today's marketplace. Companies need to reconsider all their product-related operations, from the manufacturing process to the advertising, to make consumers aware about environment. Those consumers who are concerned about their actions and the effect that they have on the environment, ignoring their economical return. At the same time, educate those customers who do not yet understand the effect of their actions and the significance of eco-friendly products. Consumers are starting to place more emphasis on how companies do business and what their products are made of, whether they are sustainable or not (Singh and Pandey, 2012). Adapting the image of brand with "visual images most associated with the environment" or making products from recyclable materials are some examples of green marketing practices. Nonetheless, to implement green marketing, several factors need to be considered, such as consumer awareness, cost and profit problems, awareness of the subject matter, and pressure from competitors (Singh and Pandey, 2012).

There has been a recent boom in green marketing as environmental issues have become more prominent in the public sphere; green marketing has been present for many years. In the late 80s and early 90s, for increasing the awareness of people, the term "green marketing" began to appear in the media. The first Ecological Marketing workshop was sponsored in 1975 by the American Marketing Association (AMA). The first book about green marketing with the title of Ecological Marketing was published as a result of this session. A significant increase in environmental protection and resource conservation can occur, if government regulation is reduced and more private sector activity is encouraged, according to the principles of Ecological Marketing. This concept is founded that environmentally conscious consumers represent a real, but underutilized, market segment, one that can be easily identified, reached, and quantified. In the 1970s, engineers, attorneys, and marketers within firms were

presented as having genuine interest in environmental concerns such as oil spillage or pollution for a small number of industries (such as cars and chemicals). Corporate Social Responsibility (CSR) Report were introduced in the 80s to give an assessment of a company's environmental, social, and financial effect, and this was how green marketing kickstarted in the 1980s.

Marketing operations mostly are geared toward safeguarding the environment. According to Sharma et. al (2010), environmentally friendly items can be produced by using recyclable materials or by implementing productive methods to create different functions for green products to be used in different purposes like reusable shopping bags that are a good environmentally friendly alternative for single use plastic bags in grocery shopping. Also reusable shopping bags can be used in different places and they have different functions not only for shopping which would also lead to reuse it several times and reduce waste. Firms should be required to use cleaner systems or alternative energy sources to lessen their reliance on fossil fuels (Polonsky, 1995). Florida (1996) states that a company can use reverse logistics to get back products or packaging that can be used again in their processes. Green marketing strategies have been suggested by both businesspeople and academics to deal with the problem of sustainability.

To have an effective green marketing strategy, the company must be true to what it stands for, in other words, it must be accurate, follow the company's policies, and act in line with those policies. Organizations need to back up the promises in their marketing campaigns with actions. Empowering customers is also a key to success because customers can step in, and it makes them a part of actions that help the environment. It also makes sure that customers know the advantages that will come from being green. Recognizing the preferences and traits of customers is a key asset that makes it possible to predict what they will need (Singh and Pandey, 2012).

A lot of people think that green marketing strategy only has to do with promoting products that are good for the environment, like those that are recyclable, don't harm

the Ozone, or are eco-friendly. However, these are just green claims. According to Mourad and Ahmed (2012), the aim of green marketing strategy is to meet two end narratives: the first is for making money and the second is for doing the right thing for society. However, it's not convenient for all enterprises to advertise and promote their green products. To do it right, they should incorporate ideas about the environment into every part of their marketing. Green marketing strategy practices are used by companies for five reasons: to meet their goals, to be socially responsible, to meet government requirements, to be competitive, and to save money (Mourad and Ahmed, 2012). Five more reasons for companies to use green marketing strategy are to take advantage of green opportunities, improve their corporate image, increase the value of their products, give them a competitive advantage, and keep up with environmental trends (Chen and Chang, 2012)

According to Polonsky, (1994) green marketing strategy refers to any activity aiming to establish and enable exchanges intended to meet human needs or desires. These needs or wants may occur with little adverse influence on nature. Soonthonsmai (2007) defines green marketing strategy as the activities of companies concerned about the environment or green issues to create social satisfaction and obtaining consumer's by preparing environmentally friendly goods or services.

2.2. Green Products

Green products are known as environmentally friendly products. According to Shamdasani et.al (1993) green product is defined as a product that will not create pollution on environment or extract natural resources. Green products can be recycled easier than conventional products and have more eco-friendly contents. The packaging of green products leads to decrease their impact on the Earth. Agyeman (2014) believes that packaging has a significant role in consumer's decision to purchase green products. Green products also have recyclable contents and use fewer toxic substances to reduce

their impacts on the environment. Recyclable materials that are labeled in green products are examined by buyers, mostly females, according to Laroche et. al (2001).

Consumers who have no previous understanding of a product's packaging, presenting them about the advantages and functions of green product's packaging could be a very efficient tactic to attract them. Packaging helps to protect, exhibit, promote and make the goods marketable. Additionally, consumers are more likely to choose environmentally friendly items, such as those free of CFCs (Chlorofluorocarbons), biodegradable, or not bleached. According to Davis (2014), research shows that packaging of the product has a greater impact on female customers purchasing decisions than on male buyers.

Green products can also be defined as items that preserve environmental consciousness in the production also the least negative effects on the environment. The content of green products or their packaging are made from more recyclable materials, which leads to preserve natural resources more, and they are locally manufactured (Diglel and Yazdanifard, 2014).

Bonini and Oppenheim (2008) investigate the purchasing behavior of the America consumers and they could understand that the performance of the green products in apparel industry is far from conventional products and these products outperform the green products. Some of the consumers believe that the price of the green apparels are much more than normal products (Nimon and Beghin, 1999). A survey in 2004 showed that 41 percent of consumers consider the quality, and they are worried about the diminishing of the quality of green products (Ginsberg and Bloom, 2004). A study by Hustvedt and Bernard (2008) showed that 25 percent of consumers that are using green apparel believe that green products have a better quality in comparison to normal products, but only 8 percent of consumers are willing to buy green apparel products frequently.

According to Morgan Polls (2006), most of the consumers are concerned about the environment. Laroche et. al (2001) found that consumers who are prepared to buy green products generally know about the environmental damages and they are caring about the environment, and they believe being environmentally friendly is vital. Customers must be guaranteed of the ecological nature of the products (Yazdanifard and Mercy, 2011).

2.3. Green Price

Price may be defined as the sum of money that a buyer must pay to acquire a product (Burrow, 2008). In other word, cost of a production of single product is the price that consumer pay. Bukhari (2011) thinks that people don't buy green products because they believe they are too expensive and companies in creating their green marketing strategy should consider this fact. If consumers get an additional value for the product, most of them are ready to pay a premium for it (Kalama, 2007). This additional value can change the performance or function of the product or new design and visual (Sharma, 2011).

Solvalier (2012) believes that the price of a green product is higher than a conventional product and it is obvious that to encourage consumer to buy green products, the price of green products should be affordable (Yazdanifard and Mercy, 2011). However, to start producing the green products, the cost of production and the final price are higher than conventional products, but in the long-term economical scale can bring down the production cost of the green products (Fan and Zeng, 2011). Green pricing is looking for the health of human, the Earth, and companies profit that ensures efficient productivity in industries. Green price by adding value to the products can change the products functions (Shil, 2012), such as reusable shopping bags which are not only used in grocery shopping but also they can be used in other occasions.

There is a growing demand and willingness for the environmentally friendly products and spending money for such items, according to Anvar and Venter (2014). Compared

to the prior research, Boztepe (2012) observed a significant change in the relationship between price and consumer buying behavior among young consumers, finding that they were prepared to spend more money for environmentally friendly items.

2.4. Green Place

Green place can be identified as a process that minimizing the transportation emissions in managing logistics which leads to reduce carbon emission and distribution of green products decrease environmental pollution (Shil, 2012). Awan (2011) believes that place is not a factor that generates a cost as one of the elements of marketing mix strategy, and it has lots of specifications that can create revenues and certain outcomes. It is very important for companies to decide where and when supply their products to retail shops, because it has significant impact on the customers. There are a few numbers of customers seeking out of their own way to buy green products (Sharma, 2011). Also, Singh (2013) believes that the number of consumers that are buying green products by their way is low. Green distribution is a very useful operation.

Suitable place of the green product could transfer the green message to the minds of target consumers and make them to act. According to Kontic (2010), people are more likely to acquire a green product if it is near them rather than if it is located far away. Consequently, if a company wants to increase the purchasing of green products by consumers, it needs to consider distributing these products in retail stores in the marketplace. Gittell, Magnusson and Mirenda (2015) believe that retailers play a vital role in making green products more accessible to customers, to encourage them to adopt a more environmentally friendly lifestyle. Buying green product is more likely when it is easily accessible and eco-friendly options are offered to consumers in the distribution channels.

2.5. Green Promotion

Green promotion can be defined as information provided to consumers about the products that could explain contents and materials of products also create moral interests of consumers (Hashem and Al-Rifai, 2011). To attract the real demand of green consumers, green advertising as promotional messages is a significant promotional tool (Ankit and Mayur, 2013). The goal of green advertisements is to encourage consumers to buy green products that do not create pollution in environment and influence on their purchase behavior also demonstrate the positive consequences of changing their purchase behavior on environment (Rahbar and Wahid, 2011).

Green advertising is defined by Zinkhan and Carlson (1995) as "the appeals that try to fulfill consumers' needs, aspiration regarding to environmental concern and health issues from different perspectives including ecology, sustainability, and pollution-free messages". Green promotion consists of transferring information about environmental commitments and companies which are responsible to give these types of information to consumers (Fan and Zeng, 2011).

Ahern (2013) mentioned that emotional advertising is a potent strategy utilized by contemporary marketers to affect customer choice and decision-making in the current world. By educating people through informative advertising about the environment and green products, Ansar (2013) believes that commercials are a powerful tool for better understanding of consumers consumption habits. As a result, these kinds of environmental marketing communications may encourage people to buy more environmentally friendly goods. Customers will be enticed to purchase green products due to these marketing strategies influencing their purchasing choices.

2.6. Green Satisfaction

Cardozo (1965) was the first scholar who suggested the satisfaction of consumers, and this consumer satisfaction can effect purchasing or repurchasing behavior. Oliver

(1980) suggested that satisfaction of customer is provided by the extent to which customers expected benefits from products will be realized, or the consistency between expected and real results. Moreover, it has been mentioned that there is a gap between perceived behavior and expected behavior of customers (Dovidow and Uttal, 1989). Kotler (1991) defined that customer satisfaction is evaluation of product quality that can be measured after purchasing the product that can be compared with their expectation before buying.

Satisfaction is a judgment of consumers about the product or service that could fulfill their expectation (Oliver, 1997). In general, customers want to increase their loyalty to one company, like repurchasing and recommending a specific product to the others, when they are satisfied with the performance of a specific company and its offers (Martinez et. al, 2013).

In the literature there are two different conceptualizations of customer satisfaction: transaction-specific and cumulative (Anderson, 1972). The transaction-specific says that the consumers evaluate their satisfaction about a specific product or service after choosing and using them (Anderson, 1973). Cumulative customer satisfaction is an overall evaluation according to their previous experiences about the products or services of a particular company over time (Oliver, 1980).

2.7. Green Loyalty

Loyalty is a deeply held commitment to buy again preferred product or service in the future (Oliver, 1997). Loyalty of customer is the final desire of many companies because loyal customers will buy more, spend more of their income on purchases and have more frequent visits which lead to more purchases and they are less price-sensitive in comparison to the non-loyal customers (Williams and Naumann, 2011). Reichheld (1993) shows the impact of profitability of companies as a result of small change in the ratio of loyal customers. Moreover, in their previous research Reichheld et. al (1990) showed that an increase of 125% profits is the result of 5% retention of customers.

Loyal consumers can create positive attitudes about the company's products or services, included by good behaviors which lead to increase in buying and positive recommendation to the others (Backman et. al, 1991; Martensen et. al, 2000). Loyal consumers also can provide a stable source of income and saving the time for the companies because loyal consumers will help the companies to create informal channels to attract new consumers by recommending to their family or friends through positive word of mouth (Reid and Reid, 1993).

2.8. Purchasing Intention of Green Products

Johri and Sahasakmontri (1998) showed that consumers do not take their decisions for purchasing products only by concerning about environmental issues. Product features such as ease of use, availability, price, and quality have significant effect on purchasing decision. Anderson and Hansen (2004) also found that for American consumers, price was the most important factor when they are making their purchase decisions. Also, they found that some consumers are willing to ignore environmental concern, buy and use the products that have lower price.

Purchasing intention is defined as a possibility that a consumer is willing to purchase a product or service in future (Arslan and Zaman, 2014). It could be categorized in two groups of positive and negative and when consumers purchase a product is positive purchasing intention if not it is called negative purchasing intention. Most of the experts believe that for predicting consumers behavior, purchasing intention is the most important indicator (Wu et. al 2011). Purchasing intention for green products is conceptualized as "the probability and willingness to prefer to purchase the product which has environmentally friendly features" (Yusof et. al 2013).

Some scholars believe that choosing the green products has priority in comparison to conventional products and because of these consumers prefer to pay premium for green products. Fifty percent of Americans claim that they are looking for environmental

labels and they want to switch to the brands that are environmentally friendly (Phillips 1999).

In today's world consumers are willing to purchase products that have less impact on environment, and they want to pay more for them. However, some factors will influence consumer purchasing behaviors such as personal, psychological, and social. Personal factors are unique for every individual consumer and depend on demographic features like age, gender and race. The other factors like motives, perceptions, abilities and knowledge, attitudes, personalities, and lifestyles influence psychological part of consumer purchasing behavior. Social factors influence on consumer's cognition through opinion of the leaders, role models, family influences, reference groups, social class and culture and sub-culture (Parcon 2007).

Purchasing behavior of the consumers depends on demographic characteristics that are used by researchers to recognize green consumers (Park et. al 2012). By knowing the attitudes of the consumers companies can predict consumers' preferences and they can predict whether their consumers are willing to pay for their green products (Tsen et al., 2006).

Green consumers are defined as consumers who are aware and interested in environmental issues (Soonthonsmai, 2007). According to Elkington, (1994) a consumer who prevents to consume a product that may lead a damage to any living organism, creates any kind of environmental deterioration during process of manufacturing or consuming, consumes a huge amount of non-renewable energy during the process of manufacturing, involves unethical testing on animals or human subjects, is identified as a green consumer.

RESEARCH DESIGN AND METHODOLOGY

3.1. RESEARCH OBJECTIVES

Based on the literature, the objective of this research is to investigate the effect of the green marketing mix strategy on green consumer's purchasing of reusable shopping bags (buy it once and use it several time) and satisfaction of green consumers and effects on their loyalty about reusable shopping bags.

3.2 RESEARCH DESIGN

For testing the research questions, the quantitative, descriptive research has been used. This research focused on consumers who are using reusable shopping bags for their grocery shopping instead of single use plastic bags.

3.3. DATA COLLECTION METHOD AND INSTRUMENT

This descriptive research used quantitative research method and data collection method is through survey and the data collection instrument is questionnaire.

The questionnaire (Appendix) consists of thirty-two questions in three sections. In the first section there are yes/no questions, and second section are rated on a 5-point Likert scale and, aimed to consumers of ages between 21 to 60, and educational backgrounds in the third section.

A questionnaire was designed according to the literature in three parts in google form. The first part consists of explanation of green product and two questions related to the environmental consumers that these questions show that they are using reusable shopping bag instead of single use plastic bags in their daily life or when they are going grocery shopping. Those who answer that they are not using reusable shopping bag could not answer the rest of the questionnaire. The second part of the questionnaire consists of questions which help in measuring the perception regarding green marketing mix strategy, also perception towards green satisfaction, green loyalty, and

purchasing intention of green products was measured in this part of the questionnaire. The last part of the questionnaire was designed to find demographic information of the sample namely gender, age, and education.

In this thesis all the measurement items were adopted from the literature. According to Fonseca (2015), Martinez (2014), Wang (2017), Zulfiqar (2015) and Mahmoud (2017), seventeen measurement items were adapted for green marketing mix strategy. Three measurement items were developed for green satisfaction from Wang (2017). Four measurement Items for green loyalty were adopted from Martinez (2017) and Zulfiqar (2015). Five measurement items for purchasing intention were adopted from Sreen (2018) and Kumar (2017).

3.4. SAMPLE OF THE STUDY

A convenience sample was used for online survey. A total of 412 questionnaires were distributed and 319 questionnaires were completed because 93 persons did not use reusable shopping bag so, they did not answer the second part of the questionnaire.

3.5. HYPOTHESES

Based on the literature, the hypotheses of this research are:

H_1: Green marketing mix strategy positively influences purchasing of green products.

H_2: Green marketing mix strategy positively influences green satisfaction.

H_3: Green marketing mix strategy positively influences green loyalty.

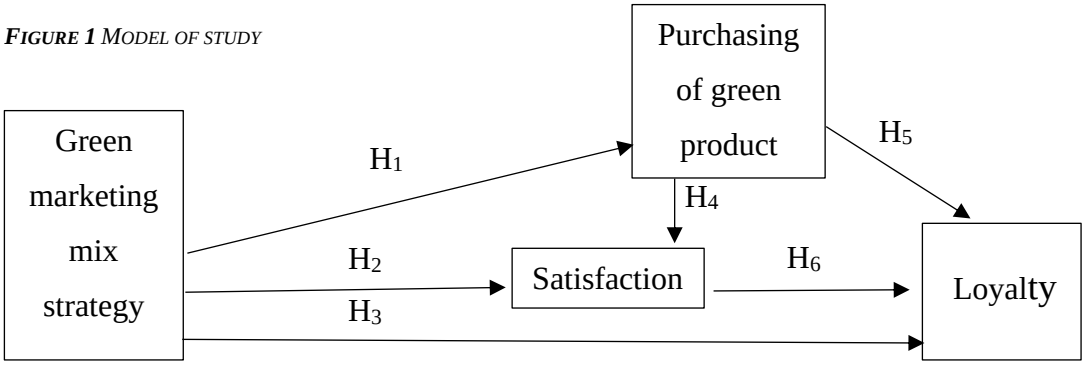
H_4: Purchasing of green products positively influences green satisfaction.

H_5: Purchasing of green products positively influences green loyalty.

H_6: Green satisfaction positively influences green loyalty.

3.6. MODEL OF STUDY

FIGURE 1 *MODEL OF STUDY*



According to the model of study, green marketing mix strategy have influence on green consumer's purchasing of reusable shopping bags and satisfaction of green consumers and effects on their loyalty about reusable shopping bags.

FINDINGS

4.1. DESCRIPTIVE STATISTICS FOR DEMOGRAPHIC VARIABLES

Demographic information about the sample is presented in this section.

4.1.1. Respondents' Demographics – Gender

According to the data that was collected from completed questionnaire 63 % of the study respondents are female and 37 % of them are males.

Table 1 *Gender of The Sample*

Gender	Frequency	Percent
Female	201	63.00
Male	118	37.00
Total	**319**	**100**

4.1.2. Respondents' Demographics – Educational Level

The sample of survey respondents consist of different educational level from high school up to PHD-doctorate degree, frequency of each educational level is representing in the table 2.

Table 2 *Education of The Sample*

Educational Level	Frequency	Percent
High school degree	40	12.53
Bachelor's degree	119	37.30
Master's degree	142	44.51
PHD-Doctorate degree	18	5.64
Total	**319**	**100**

4.1.3. Respondents' Demographics – Age

The sample consists of different ages from 21 to 53.6 % of the respondents are between 21-30, 20.6 % are between 31-40, 18.8 % are between 41-50 and 6.9 % are between 51-60.

Table 3 *Age of The Sample*

Age	Frequency	Percent
21-30	171	53.60
31-40	66	20.68
41-50	60	18.80
51-60	22	6.89
Total	**319**	**100**

4.1.4. Factor and Reliability Analysis for Green Marketing Mix Strategy

The main constructs of the conceptual model of this study are green marketing mix strategy, green satisfaction, green loyalty, and purchasing intention. All sub dimensions were analyzed separately. The questions are available in Appendix.

Table 4 *Green Marketing Mix Strategy Questions Number*

Green Marketing Mix Strategy	Green promotion	Q13,Q14,Q15
	Green product	Q3,Q4,Q5,Q6,Q7,Q8
	Green place	Q16,Q17
	Green price	Q9,Q10,Q11,Q12

For the questions that are shown in Table 4, anti-image correlation matrix were all over 0.5 and Eigenvalue of all four factors were more than 1 and factor loadings of each

questions were more than 0.5 and the rest of the questions (Q6,Q7,Q8,Q11,Q12) were deleted.

Table 5 *Factor and Reliability Analysis for Green Marketing Mix Strategy*

Factor Name	Item Numbers	Factor loadings	Reliability
Green Promotion	Q14	**. 848**	**.767**
	Q15	**. 835**	
	Q13	**. 784**	
Green Product	Q4	**. 803**	**.726**
	Q3	**. 793**	
	Q5	**.786**	
Green Place	Q16	**.899**	**.754**
	Q17	**.888**	
Green Price	Q9	**.864**	**.700**
	Q10	**.857**	

According to the Table 5, factor loadings of each question is more than 0.5 and all factors are reliable. Green marketing mix strategy's factors with explained total variance of 71.8% and according to the Cronbach alpha all factors are reliable and the result of the tests (KMO=.651, Bartlett's Test (15) =784.6, p=.000) were satisfactory.

Table 6 *Green Satisfaction Questions Number*

Green Satisfaction	Q18,Q19,Q20

For the questions that are shown in Table 6, anti-image correlation matrix were all over 0.5 and Eigenvalue of green satisfaction was more than 1 and factor loadings of each questions were more than 0.5 and no questions were deleted.

Table 7 *Factor and Reliability Analysis for Green Satisfaction*

Factor Name	Item Numbers	Factor loadings	Reliability
Green Satisfaction	Q20	**.850**	**.767**
	Q18	**.829**	
	Q19	**.801**	

According to the Table 7, factor loadings of each question is more than 0.5 and green satisfaction is reliable. Green satisfaction with explained total variance of 68.4% and according to the Cronbach alpha, green satisfaction is reliable and the result of the tests (KMO=.692, Bartlett's Test (3) =249.2, p=.000) were satisfactory.

Table 8 *Green Loyalty Questions Number*

Green Loyalty	Q21,Q22,Q23,Q24

For the questions that are shown in Table 8, anti-image correlation matrix were all over 0.5 and Eigenvalue of green loyalty was more than 1 and factor loadings of each questions were more than 0.5 and no questions were deleted.

Table 9 *Factor and Reliability Analysis for Green Loyalty*

Factor Name	Item Numbers	Factor loadings	Reliability
Green Loyalty	Q22	**.843**	**.816**

	Q24	**.821**	
	Q23	**.816**	
	Q21	**.731**	

According to the Table 9, factor loadings of each question is more than 0.5 and green loyalty is reliable. Green loyalty with explained total variance of 68.4% and according to the Cronbach alpha, green loyalty is reliable and the result of the tests (KMO=.755, Bartlett's Test (6) =449.5, p=.000) were satisfactory.

Table 10 *Purchasing Intention Questions Number*

Green Purchasing intention	Q25,Q26,Q27,Q28,Q29

For the questions that are shown in Table 10, anti-image correlation matrix were all over 0.5 and Eigenvalue of purchasing intention of reusable shopping bags was more than 1 and factor loadings of each questions were more than 0.5 and the rest of questions (Q27,Q29) were deleted.

Table 11 *Factor and Reliability Analysis for Purchasing Intention*

Factor Name	Item Numbers	Factor loadings	Reliability
Purchasing Intention	Q28	**.865**	**.814**
	Q25	**.858**	
	Q26	**.837**	

According to the Table 11, factor loadings of each question is more than 0.5 and purchasing intention is reliable. Purchasing intention of reusable shopping bags with explained total variance of 72.8% and according to the Cronbach alpha, purchasing intention of reusable shopping bags is reliable and the result of the tests (KMO=.714, Bartlett's Test (3) =323.3, p=.000) were satisfactory.

4.1.5. Multiple Linear Regression Analysis of Green Marketing Mix Strategy, Purchasing Intention, Green Satisfaction, and Green Loyalty

Multiple Linear Regression Analysis was performed to find the relationship between Green Marketing Mix Strategy, Purchasing Intention and Green Satisfaction on Green Loyalty. ($R=0.333$; $R^2=0.347$; $F=54.848$, $p=0.000$).

Table 12 *Multiple Linear Regression Analysis of Green Marketing Mix Strategy, Purchasing Intention, Green Satisfaction, and Green Loyalty*

Dependent Variable: Green Loyalty			
Independent Variables:	**β**	**t**	**p**
Green Marketing Mix Strategy	0.121	2.585	0.010
Purchasing Intention	0.100	2.015	0.045
Green Satisfaction	0.540	11.100	0.000

Green Loyalty was explained by Green Marketing Mix Strategy (β=0.121, p= 0,010) and Purchasing Intention (β=0.100, p= 0,045) and Green Satisfaction (β=0.540, p= 0,000). Therefore, green marketing mix, purchasing intention of green product, and green satisfaction positively influences the green loyalty. That means that H_3, H_5, and H_6 were failed to reject.

4.1.6. Multiple Linear Regression Analysis of Green Marketing Mix Strategy, Purchasing Intention, and Green Satisfaction

The relationship between Green Marketing Mix Strategy, Purchasing Intention on Green Satisfaction. (R=0.342; R^2=0.117; F=41.874, p=0.000).

Table 13 *Multiple Linear Regression Analysis Green Marketing Mix Strategy, Purchasing Intention, and Green Satisfaction*

Dependent Variable: Green Satisfaction			
Independent Variables:	**β**	**t**	**p**
Green Marketing Mix Strategy	0.033	0.614	0.539
Purchasing Intention	0.342	6.471	0.000

Green Satisfaction was explained by Purchasing Intention (β=0.342, p= 0,000) and it was not explained by Green Marketing Mix Strategy (β=0.033, p= 0,539). Therefore, purchasing intention of green product positively influences the green satisfaction that means that H_4 fail to reject and green satisfaction was not explained by green marketing mix strategy which means that H_2 was rejected.

4.1.7. Simple Linear Regression Analysis of Green Marketing Mix Strategy and Purchasing Intention

The relationship between Green Marketing Mix Strategy and Purchasing Intention. (R=0.198; R^2=0.039; F=12.969, p=0.000).

Table 14 *Simple Linear Regression Analysis Green Marketing Mix Strategy and Purchasing Intention*

Dependent Variable: Purchasing Intention			
Independent Variable:	**β**	**t**	**p**
Green Marketing Mix Strategy	0.198	3.601	0.000

Purchasing Intention was explained by Green Marketing Mix Strategy (β=0.198, p= 0,000). Therefore, green marketing mix strategy positively influences the purchasing intention of green product that means that H_1 fail to reject.

4.2. INDEPENDENT SAMPLE T TEST ANALYSIS FOR GENDER

To find if there are any differences regarding gender of the respondents, independent sample t-tests performed to find these differences.

Table 15 *Independent Sample T Test Analysis for Gender*

	F	**Sig.**	**T**	**df**	**Sig. (2-tailed)**
LOY	4.808	**.029**	1.036	317	.301
			1.061	263.736	**.289**
SAT	3.525	**.061**	2.275	317	**.024**
			2.353	270.842	.019
PI	.753	**.386**	1.246	317	**.214**
			1.261	254.406	.208
GMMS	2.806	**.095**	0.658	317	**.511**
			0.685	275.643	.494

As can be seen from Table 15, according to results of the Levene's Test, H0 will accepted for Green Marketing mix and Green Satisfaction and Purchasing Intention because $P > 0.05$ and variances are not significantly different, so we assume that there is equal variance between two group of male and female. According to independent sample t-tests for gender, means are not significantly different for Green Marketing Mix and Purchasing Intention and means are significantly different for Green Satisfaction because P. (2-tailed) < 0.05.

According to results of the Levene's Test, H1 will accepted for Green Loyalty because $p < 0.05$ and variances are significantly different, so we assume that there is equal variance not assumed between two group of male and female. According to independent sample t-tests for gender, means are not significantly different for Green Loyalty.

Table 16 *Means between Females and males For All Variables*

	Group	**n**	**mean**	**Std. D**	**Std. Error**
LOY	female	201	3.0498	1.01027	.07126
	male	118	2.9322	.92083	.08477
SAT	female	201	**2.7148**	1.04052	.07339
	male	118	**2.4520**	.91472	.08421
PI	female	201	2.7131	1.06199	.07491
	male	118	2.5621	1.01433	.09338
GMMS	female	201	3.7169	.50211	.03542
	male	118	3.6805	.43052	.03963

According to the result of Table 16, means are significantly different for Green Satisfaction because P. (2-tailed) < 0.05 ($\mu_{female} = 2.71$; $\mu_{male}=2.45$). So, we assume that females are more satisfied in comparison to males.

4.3. One-Way ANOVA ANALYSIS

The result of analysis of different age groups and all variables. showed that there is no significant difference between the variables and age groups.

4.3.1. One-Way ANOVA Results for Green Loyalty and Age Groups

Table 17 *One-Way ANOVA results for Loyalty and Age Groups*

Age	**n**	**mean**	**F**	**Sig.**
41-50	60	2.9208	.956	.414
21-30	171	2.9605		

31-40	66	3.1402		
51-60	22	3.1932		

Table 18 *Post Hoc Test for Loyalty and Age Groups*

D V	(A) Age	(B) Age	mean Difference (A-B)	Std. Error	Sig.
LOY	21-30	31-40	-.17963	.14180	.659
		41-50	.03969	.14683	.995
		51-60	-.23266	.22164	.777

According to the Tables 17 and 18, the One-Way ANOVA results and Post Hoc test for green loyalty and four age groups showed that different age groups are not statistically significantly different from each other.

4.3.2. One-Way ANOVA Results for Green Satisfaction and Age Groups

Table 19 *One-Way ANOVA results for Satisfaction and Age Groups*

Age	n	mean	F	Sig.
31-40	66	2.5707	.135	.939
21-30	171	2.6121		
51-60	22	2.6212		
41-50	60	2.6833		

Table 20 *Post Hoc Test for Satisfaction and Age Groups*

D V	(A) Age	(B) Age	mean Difference (A-B)	Std. Error	Sig.
SAT	21-30	31-40	.04138	.14586	.994
		41-50	-.07125	.15103	.974
		51-60	-.00913	.22799	1.000

According to the Tables 19 and 20, the One-Way ANOVA results and Post Hoc test for green satisfaction and four age groups showed that different age groups are not statistically significantly different from each other.

4.3.3. One-Way ANOVA Results for Purchasing Intention and Age Groups

Table 21 *One-Way ANOVA results for Purchasing Intention and Age Groups*

Age	n	Mean	F	Sig.
41-50	60	2.5556	.304	.823
51-60	22	2.6515		
21-30	171	2.6647		
31-40	66	2.7323		

Table 22 *Post Hoc Test for Purchasing Intention and Age Groups*

D V	(A) Age	(B) Age	Mean Difference (A-B)	Std. Error	Sig.
PI	21-30	31-40	-.06761	.15201	.978
		41-50	.10916	.15740	.923
		51-60	.01320	.23760	.913

According to the Tables 21 and 22, the One-Way ANOVA results and Post Hoc test for purchasing intention and four age groups showed that different age groups are not statistically significantly different from each other.

4.3.4. One-Way ANOVA Results for Green Marketing Mix Strategy and Age Groups

Table 23 *One-Way ANOVA results for Green Marketing Mix Strategy and Age Groups*

Age	n	Mean	F	Sig.
21-30	171	3.6649	1.048	.371
31-40	66	3.7288		
41-50	60	3.7400		

51-60	22	3.8273		

Table 24 *Post Hoc Test for Green Marketing Mix Strategy and Age Groups*

D V	(A) Age	(B) Age	Mean Difference (A-B)	Std. Error	Sig.
GMM	21-30	31-40	-.06388	.06904	.836
		41-50	-.07509	.07148	.776
		51-60	-.16236	.10791	.520

According to the Tables 23 and 24, the One-Way ANOVA results and Post Hoc test for green marketing mix strategy and four age groups showed that different age groups are not statistically significantly different from each other.

4.3.5. One-Way ANOVA Results for Green Loyalty and Education Level

Table 25 *One-Way ANOVA results for Green Loyalty and Education Level*

Education	n	Mean	F	Sig.
High School	40	**2.8063**	3.121	.026
Master	142	2.9525		
Bachelor	119	3.0462		
PHD	18	**3.6111**		

Table 26 *Post Hoc Test for Loyalty and Education Level*

D V	(A) Age	(B) Age	Mean Difference (A-B)	Std. Error	Sig.
LOY	**High School**	Bachelor	-.23997	.17704	.607
		Master	-.14621	.17340	.871
		PhD	-.80486*	.27493	.037

According to the Tables 25 and 26, the One-Way ANOVA results and Post Hoc test for green loyalty and four level of education showed that there is a statistically significant difference between the perception of green loyalty for high school and PHD

groups that are significant with p-value of 0.037 ($\mu_{\text{high school}} = 2.8$; $\mu_{PhD}=3.6$). Therefore, higher educated (PhD) people are more loyal to reusable shopping bags.

4.3.6. One-Way ANOVA Results for Green Satisfaction and Education Level

Table 27 *One-Way ANOVA results for Green Satisfaction and Education Level*

Education	n	Mean	F	Sig.
High School	40	2.5583	.627	.598
Bachelor	119	2.5994		
Master	142	2.6103		
PhD	18	2.9259		

Table 28 *Post Hoc Test for Green Satisfaction and Education Level*

D V	(A) Age	(B) Age	Mean Difference (A-B)	Std. Error	Sig.
SAT	High School	Bachelor	-.04111	.18354	.997
		Master	-.05200	.17976	.994
		PhD	-.36759	.28502	.646

According to the Tables 27 and 28, the One-Way ANOVA results and Post Hoc test for green satisfaction and four level of education showed that different level of education are not statistically significantly different.

4.3.7. One-Way ANOVA Results for Purchasing Intention and Education Level

Table 29 *One-Way ANOVA results for Purchasing Intention and Education Level*

Education	n	Mean	F	Sig.
High School	40	**2.3583**	6.062	.001
Master	142	2.6150		
Bachelor	119	2.6695		
PhD	18	**3.5741**		

Table 30 *Post Hoc Test for Purchasing Intention and Education Level*

D V	(A) Age	(B) Age	Mean Difference (A-B)	Std. Error	Sig.
PI	**High School**	Bachelor	-.31113	.18669	.428
		Master	-.25669	.18284	.579
		PhD	-1.21574*	.28991	.001

According to the Tables 29 and 30, the One-Way ANOVA results and Post Hoc test for purchasing intention of reusable shopping bags and four level of education showed that there is a statistically significant difference between the perception of purchasing intention of reusable shopping bags for high school and PhD groups that are significant with p-value of 0.001 ($\mu_{\text{high school}} = 2.3$; $\mu_{PhD}=3.5$). Therefore, higher educated (PhD) people are purchasing more reusable shopping bags in comparison to the higher school (lower educated) people.

4.3.8. One-Way ANOVA Results for Green Marketing Mix Strategy and Education Level

Table 31 *One-Way ANOVA results for Green Marketing Mix Strategy and Education Level*

Education	n	Mean	F	Sig.
Master	142	3.6528	1.406	.241
Bachelor	119	3.7160		
High School	40	3.7925		
PhD	18	3.8222		

Table 32 *Post Hoc Test for Green Marketing Mix Strategy and Education Level*

D V	(A) Age	(B) Age	Mean Difference (A-B)	Std. Error	Sig.
GMM	High School	Bachelor	.07653	.08692	.855

		Master	.13968	.08513	.443
		PhD	-.02972	.13499	.997

According to Tables 31 and 32, the One-Way ANOVA results and Post Hoc test for green marketing mix and four level of education showed that different level of education are not statistically significantly different.

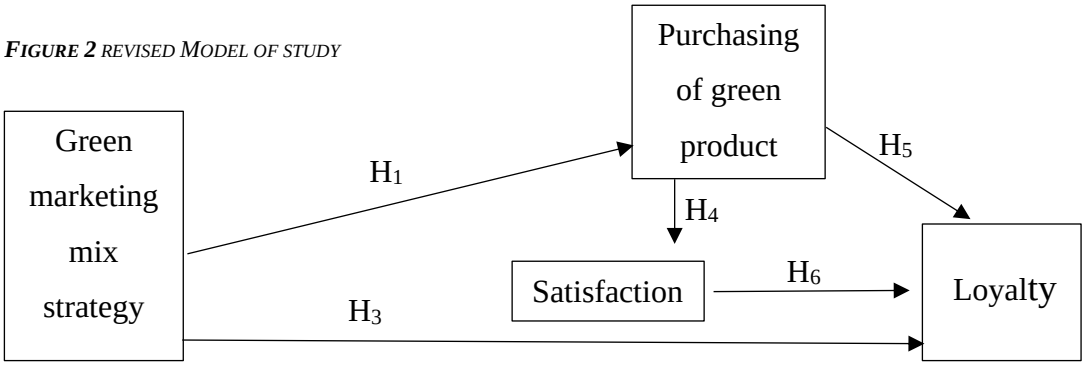
4.4. Revised Model of Study

Table 33 *The Result of The Hypotheses*

Hypotheses	Results
H_1: Green marketing mix strategy positively influences purchasing of green products.	Fail to Reject
H_2: Green marketing mix strategy positively influences green satisfaction.	Rejected
H_3: Green marketing mix strategy positively influences green loyalty.	Fail to Reject
H_4: Purchasing of green products positively influences green satisfaction.	Fail to Reject
H_5: Purchasing of green products positively influences green loyalty.	Fail to Reject
H_6: Satisfaction Positively influences green loyalty.	Fail to Reject

According to Table 33, data analysis results showed that which hypotheses that are failed to reject.

FIGURE 2 *REVISED MODEL OF STUDY*



CONCLUSION

In factor analysis, according to the anti-image correlation matrix and rotated component matrix 7 questions removed, and 20 questions remain for analysis in four groups.

To find the relationship between green loyalty and other variables Multiple Regression Analysis was performed and green loyalty was explained by green marketing mix and purchasing intention and green satisfaction and H_3, H_5, and H_6 were failed to reject.

To find the relationship between green marketing mix, purchasing intention on green satisfaction, Multiple Regression Analysis was performed, and green satisfaction was explained by purchasing intention and it was not explained by green marketing mix and H_4 fail to reject and H_2 was rejected.

There is a positive relationship between customer satisfaction and repurchase intentions, as lots of studies have mentioned this relation (Zeithaml et. al 1996).

To find the relationship between green marketing mix and purchasing intention Simple Regression Analysis was performed and purchasing intention was explained by green marketing mix and H_1 fail to reject.

According to results of the Levene's Test, we assume that there is equal variance between two group of male and female. According to independent sample t-tests for gender, means are not significantly different for green marketing mix and purchasing Intention and means are significantly different for green satisfaction.

According to results of the Levene's Test, we assume that there is equal variance not assumed between two group of male and female. According to independent sample t-tests for gender, means are not significantly different for green loyalty.

According to the result of means in independent sample T-test, means are significantly different for green satisfaction which means that females are mor satisfy than males about using reusable shopping bags.

According to the One-Way ANOVA results and Post Hoc test for all variables and four age groups showed that different age groups are not statistically significantly different.

Ferrell and Hartline (2014) believe that those who are in 18 to 25 years age group, their knowledge and purchase decisions are highly influenced by social surroundings. demographic characteristics such as education level and age can influence the intention of consumers to purchase green products (Sharma, 2015).

According to the One-Way ANOVA results and Post Hoc test for green loyalty and four level of education showed that there is a statistically significant difference between the perception of green loyalty for high school and PHD groups that are significant.

According to the One-Way ANOVA results and Post Hoc test for purchasing intention of reusable shopping bags and four level of education showed that there is a statistically significant difference between the perception of purchasing intention of reusable shopping bags for high school and PhD groups that are significant.

According to the Tables 27 and 28, the One-Way ANOVA results and Post Hoc test for green satisfaction and green marketing mix with four level of education showed that different level of education are not statistically significantly different.

Wang (2014) believes that higher level of education and income can bring more engagement in consuming green products. In the current study higher educated consumers are willing more to purchase reusable shopping bags and have more loyalty about reusable shopping bags.

This study highlighted the relationship between green marketing mix strategy and purchasing intention on satisfaction, and loyalty of reusable shopping bag as a green product. This study showed that females are more satisfied by using reusable shopping

bags in their grocery shopping. There is no difference among consumers of different age groups. As for education level, higher educational level leads to more purchasing intention of reusable shopping bags also those who have higher educational level are more loyal to reusable shopping bags (green products).

5.1. MANAGERIAL IMPLICATIONS

The result of the study reveals that green marketing mix strategy of companies influences the purchasing intention of reusable shopping bags. Simple linear regression analysis proved that there is a strong conformation of buying reusable shopping bags instead of single use plastic bags.

This study reveals that green marketing mix, green satisfaction, and purchasing intention on green loyalty of reusable shopping bags. Multiple linear regression analysis proved that there is a strong conformation of buying reusable shopping bags instead of single use plastic bags.

Green loyalty and purchasing intention are highly influenced by the level of education. Attracting consumer with higher educational level who are more loyal to reusable shopping bags can increase the sale of reusable shopping bags (green products). Companies should consider it because increasing in loyalty is very essential factor for them.

Green satisfaction is highly influenced by gender, in this study females are more satisfied by using reusable shopping bags for their grocery shopping and it could be a good sign for grocery shops to target female shoppers.

As a bottom line, if companies want to increase the loyalty of the consumers or get more loyal consumer, they must care about green marketing mix strategy because it has positive influence on purchasing intention of reusable shopping bags (green products). Purchasing intention of green product have positive influence on green satisfaction and green satisfaction has positive influence on green loyalty. Therefore,

companies can increase their loyal consumers and increase the repurchase of reusable shopping bags (green products).

5.2. RECOMMENDATIONS FOR FUTURE RESEARCH AND LIMITATIONS OF THE STUDY

The limitation in this study can provide a path for future studies. This study focused on the influence of green marketing mix strategy on green satisfaction, green loyalty, and purchasing intention. Future research can bring green attitude, green word of mouth, and green knowledge of the consumers and look the relationship between them.

This study focused only on reusable shopping bag as green product instead of single use plastic bags that could be other green product for the future research.

The other limitation of this research is number of responses that was 319 green consumers. For the future research it can be done with higher number of responses in specific sample of society with same demographical, locational, and educational features that can increase the accuracy of the result of analysis.

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Appendix:

Questionnaire:

This study is conducted at university for academic purposes and aiming to understand the green product usage of customers.

Single use plastic bags have been used in everyday life. In fact, single use plastic bags production from polyethylene will cause greenhouse gas emission when broken down into small pieces, and hence they contribute to anthropogenic climate change sources.

Green products are defined as products that will not make pollution on the earth or they do not use natural resources to protect environment. These are recyclable or reusable products.

In this survey the focus is on reusable shopping bags as green products that are used for general grocery shopping. These reusable shopping bags could be made of cotton or recycled plastics or any other material that can be used several times. These bags are an extra environmentally friendly alternative to single use plastic bags.

1.Are you using reusable shopping bags for your daily life?

Y☐ N☐

2. Are you using reusable shopping bag instead of single use plastic bags when you are going for grocery shopping?

Y ☐ N☐

Please answer the following questions on the scale 1 to 5.

(1. Strongly disagree 2. Disagree 3. Indifferent 4. Agree 5. Strongly agree)

Green product (Fonseca, 2015)

3. The reusable shopping bags consume less amount of energy in comparison to single use plastic bags.

4. The reusable shopping bags are easy to recycle, disassemble, decompose, and reuse.

5. The reusable shopping bags result in minimum environmental damage.

6. The reusable shopping bags are helpful for environmental protection.

7. The reusable shopping bags support sustainable development by reducing negative impacts of single use plastic bags on environment.

8. The reusable shopping bags are higher quality than single use plastic bags.

Green price (Zulfiqar, 2015 and Mahmoud et. al. 2017)

9.The prices of reusable shopping bags are higher than single use plastic bags.

10. Price gap between the reusable shopping bags and single use nylon bags is big.

11. Prices of reusable shopping bags are affordable in comparison to their quality.

12. High price of reusable shopping bags sometimes stops me from purchasing them.

Green promotion (Zulfiqar, 2015)

13. Reusable shopping bags demonstrate environmental concern through their promotion.

14. Promotion or advertising of reusable shopping bags plays an important role in developing concern about environment.

15. Promoting reusable shopping bags is just a method to increase sales.

Green place (Mahmoud et. al, 2017)

16. Reusable shopping bags are in a special place of the grocery store that make it easy for the consumers to choose them.

17. The grocery store should have an easy access for consumers to get the reusable shopping bags without too much searching for them.

Satisfaction (Wang, 2017)

18. I am happy about the decision to use reusable shopping bags because of their environmental image.

19. I am happy to use reusable shopping bags because they are environmentally friendly.

20. I am satisfied by using reusable shopping bags because of their environmental performance.

Loyalty (Martínez, 2014)

21. I generally choose reusable shopping bags as my first option.

22. I will use reusable shopping bag again in the next grocery shopping.

23. I would make positive comments about reusable shopping bags to family and friends.

24. I will recommend everybody to use reusable shopping bags.

Purchasing intention (Kumar, 2017 and Sreen, 2018)

25. I intend to buy reusable shopping bags.

26. I purchase another reusable shopping bag if I forget to bring mine when I do grocery shopping.

27. I bring my own reusable shopping bag at grocery in order to reduce the use of single use plastic bags.

28. I would buy reusable shopping bag if I see it in grocery store.

29. I would actively seek out reusable shopping bags in grocery stores in order to purchase it.

Demographic:

30. Gender Female ☐ Male ☐

31. Age

21-30 ☐

31-40 ☐

41-50 ☐

51-60 ☐

32. Education level

High school ☐

Bachelor's degree ☐

Master's degree ☐

Doctorate ☐