International Journal on Customer Relations
8 (1) 2020, 11-21
http://publishingindia.com/ijcr/

ENHANCING GREEN PRODUCT PURCHASE BEHAVIOR: THE ROLE OF GREEN SATISFACTION AND GREEN LOYALTY

Vishal Gupta*

Abstract: *The purpose of this paper is twofold: to appraise the impact of green satisfaction and green loyalty on the purchase behavior of young consumers toward green products positioning, and to study the relationship between green satisfaction and green loyalty. Data was collected from 620 students of the two universities in Amritsar and Himachal Pradesh, representing two states of north India, through the distribution of well-structured questionnaires. Data analysis was carried out using confirmatory factor analysis (CFA) and structural equation modeling (SEM). Based on the SEM results, both the constructs green satisfaction and green loyalty were found to have significant impact on green purchase behavior. Furthermore, green satisfaction also positively impacted green satisfaction. Green satisfaction can be used by companies to win and sustain the green loyalty of the consumers, thereby improving green purchase behavior. Augmented level of green satisfaction and green loyalty is observed as a lead for the green marketers, which can be used to make the consumers habitually purchase green products, thus avoiding products that harm the environment and human health. The current study added to the existing green purchase behavior literature by assessing the impact of green satisfaction and green loyalty on the purchase behavior of consumers toward green products. Additionally, this study helps the green marketers in framing suitable strategies to boost the satisfaction and loyalty levels of consumers toward green products.*

Keywords: *Green Products, Green Purchase Behavior, Green Satisfaction, Green Loyalty*

INTRODUCTION

Over the last two decades, consumer consumption of goods and services has augmented enormously across the world, leading to the exhaustion of natural resources and causing rigorous damage to the environment (Chen & Chai, 2010). This has led to the emergence of 'sustainable development', which has further encouraged green consumption. Green consumption is, in general, related to environmentally responsible consumption where consumers think about the environmental impact of purchasing, using, and disposing of various products, or using various green services (Moisander, 2007). Aspects that distinguish a green product from a non-green product has been a matter of study for some researchers (Manuela et al., 2013; Ar, 2012). Various international environmental organizations like the United Nations Environment Program (UNEP), Earth System Governance Project (ESGP), World Nature Organization (WNO), and Global Green Growth Institute, have been providing leadership and encouraging partnership in the promotion of green products. Further, the United Nations Environment Program (UNEP), under its project 'Green Market & Global Value Chains', focused on the upgradation of the design and quality of green products in order to enhance green global production and consumption. In India, green products are also slowly but surely becoming the symbolic color of eco-consciousness, due to the adverse effect of environmental degradation on human health. Some companies in India, like Haier India, WIPRO, Himalaya Herbals, Dabur India, LG, and so on, have started manufacturing green products to ensure a healthy lifestyle for the people. For example, Haier India has launched electronic products on green terms, which include refrigerators, semi- and fully-automatic washing machines, and split and window air conditioners; WIPRO also launched a wide range of eco-friendly desktops which are toxin-free and operate under a total recycling policy; and Himalaya Herbals and Dabur India have been manufacturing a wide range of green products (health care, personal care, and baby care products) with ayurvedic and herbal ingredients. Green consumption in India is initially limited to a niche market of 'green' consumers in urban areas. However, with the development of green movement, green consumption has gained huge potential in suburban small cities and towns as well. Green consciousness in north India is gaining great credence due to the swift depletion of 'Green Gold' because of the ever-increasing tourism

* Lecturer, Govt. P.G. College Badherwah, J&K, India. Email: vishalm.com85@gmail.com

industry, air pollution caused by the increasing number of vehicles, health issues due to chemical contents in medicines and food, toxic waste emitted by industries, and so on. Due to this, green issues have been an important topic in the academic field, to work toward the sustainable future of nations. From 1990s, a number of researches have been undertaken to explore the consumers' purchase behavior of green products (Davis, 1992; Ottaman, 1993). Gan et al. (2008) examined the impact of factors such as demographic variables, price, quality, and green brand loyalty on the purchasing behavior of consumers toward green products in New Zealand. Anvar and Venter (2014) analyzed the factors that influence purchase behavior of generation Y consumers toward green products in South Africa. These studies are indicative of the existing interest in green purchase behavior in diverse regions across the world. A prerequisite for further research on green purchase behavior is to find out when the majority of consumers reported to be green, although only a tiny section in reality purchase green products (Cronin et al., 2011; Chekim et al., 2015; Valecha et al., 2018; Jaganath, 2016 & Anvar & Venter, 2014).

In consideration of this green attitude-behavior gap, this study undertakes to put forward a polished structure regarding consumer green purchasing behavior. The variables used as antecedents of green purchase behavior vary from study to study, namely, green attitude, green advertisements, green product attributes, green purchase intentions, and so on. But in this study, we analyze the impact of two novel factors (green satisfaction and green loyalty) on green purchase behavior, which was rarely explored in previous studies, especially in the Indian context. This framework is likely to give the green marketers and academicians a lucid understanding about the impact of green satisfaction and green loyalty on green purchase behavior of consumers. The upcoming researchers in this green purchase behavior segment may consider the framework of this study in their pragmatic studies to check its applicability in their research perspective.

LITERATURE REVIEW

As a general canon, attitude and intentions are perceptible responses. On the other hand, behavior is considered as concrete feedback from the people in a given state of affairs with regard to a given end (Kim & Choi, 2005). Peattie (2010) regarded green consumption as a challenging concept because green entails the preservation of green resources, whilst consumption in general involves their obliteration. Moreover, green purchase behavior literature has interlinked green consumption with other concepts such as ethical, sustainable, and responsible consumption, leading to a lack of precision (Peattie, 2010). Tanner and Wolfing Kast (2003) associated green consumption with environmental protection, Moisander, (2007) with consumer social consciousness and responsibility, while Huttunen and Autio (2010) related it to consumption reduction. Environmentally cognizant behavior is unlikely to deliver instant personal gratitude or gratification, but rather likely to deliver a future-oriented outcome (e.g. clean environment) that often benefits civilization as a whole (Ferraz et al., 2017; Suki 2013). Sharma and Trivedi (2016) observed that consumers purchase green products with the perception of contributing a bit toward protecting natural resources, and reducing energy use and waste production. Gan, Wee, Lucie and Tzu (2008) defined green purchase behavior as the decisive activity which includes making purchase verdict and the tangible buying of green products, which in general is highly influenced by green satisfaction (GS) and green loyalty (GL). Generally, satisfaction is referred to as a consumer's belief that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment (Oliver, 1997). Green satisfaction is the result of consumption that the performance has met or surpassed the green needs of customers, the requirements of environmental regulations, and the sustainable expectation of society (Chang & Fong, 2010). Salehi, Saleki, Hojabri and Nikkheslat (2012) defined green satisfaction as an outcome received through the association of expected performance before the purchase of green products with the real perceived performance. Chang and Fong (2010) also defined green customer loyalty in their study as the customer wanting to maintain a relationship with an institute that was involved in environmental or green concerns, and committed to rebuy or re-patronize a preferred product consistently in the future. Kang and Hur (2012) termed green loyalty as a commitment of consumers to repurchase a green product or service, or other affirmative activities such as encouraging word-of-mouth testimony. Dick and Basu (1994) also defined green loyalty as "a consumer commitment to repurchase or otherwise keep on using a green brand". Besides, customer loyalty symbolizes the final ambition of a number of companies, as loyal customers purchase more, expend a larger share of their income at the supplier, and have a tendency to be less price-sensitive than other customers (Williams & Naumann, 2011).

Further, Chrisjatmiko (2018) proved that satisfaction from using green products is an important determinant of green purchase behavior and green loyalty of long-lasting customers, as unsatisfied customers showed disloyalty by not repurchasing the products and even shared pessimistic views about green products to others. Chang and Fong (2010) discovered that the use of green products made consumers immensely satisfied and developed their sense of loyalty toward future green purchases. Kotler et al. (2009) linked the level of green satisfaction and green loyalty to

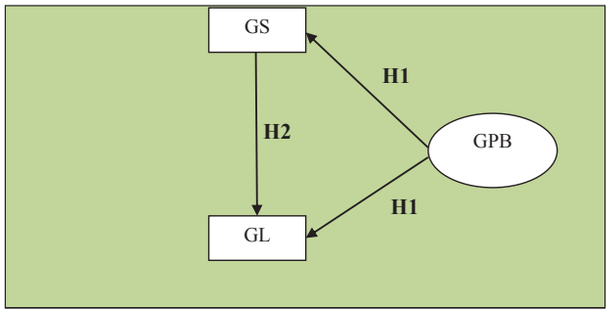
the quality of green products, and established that the superlative quality of green products made the customer eventually satisfied. Asgharian, Saeednia and Valahzaghard (2012) also reported that there is a positive and significant impact of green satisfaction (GS) on green loyalty (GL), and these two perceptual conducts guided the masses to green purchase behavior.

A lot of researchers have focused their research on determining the relation between customer satisfaction and customer loyalty. Their results show a positive relation between these two factors (Hellier et al., 2003; Butcher et al., 2002; Gountas & Gountas, 2007; Zboja & Voorhees, 2006; Fornell et al., 2006; Oliver, 1999). This study will focus on this untapped area and would endeavor to contribute to the existing literature. Yet, under the green purchasing criterion, these two factors are still not explored in detail. Several studies have already found the constructive relationship between green satisfactions and green loyalty (Chrisjatmiko, 2018; Chen, 2010; Asgharian, et al., 2012). Hemantha (2012) recognized that the satisfied green customers had a high possibility of repeating their purchases and of becoming less receptive to the offerings of the competitors. Actual satisfaction with a green brand can result in a consistency in green repurchases (Martenson, 2007). Asgharian et al. (2012) defined green customer loyalty as an enduring relationship with a business institution with environmental or green concerns, making the consumers committed to rebuying or re-patronizing a preferred product. Chang and Fong (2010) also indicated that satisfied customers are more prone to repurchase, lower their price sensitivity, offer positive word-of-mouth and advices, and become loyal customers. Consistent with the existing literature, this study consequently postulates that:

H1: Green purchase behavior is significantly predicted by green satisfaction and green loyalty.

H2: Green satisfaction leads to green loyalty.

On account of the aforementioned literature, the projected theoretical model developed (Fig. 1) is as follows.



Keywords: GPB – Green purchase behavior, GS – Green satisfaction, and GL – Green loyalty.

Fig. 1: The Proposed Model

RESEARCH METHODOLOGY

The questionnaires for this study were administered to 415 students from the Himachal Pradesh University, Shimla, India. Purposive sampling procedure was adopted to collect the responses, the criteria being the use of green products during the last two years. Ferber (1977) argued that using student sample is considered valid for exploratory studies. Moreover, students symbolize the new generation of consumers and have been the budding consumers in India. A total of 389 completed questionnaires (yielding a response rate of 94%) were obtained and deemed adequately complete to be useable. In the present study, normality is assessed through outliers and the numeric method. Barnet and Lewis (1994) indicate that an outlying observation or outlier is one that appears to deviate markedly from other members of the sample in which it occurs. Outliers are identified and deleted through box-plot by calculating Z-scores for all the constructs individually, with the help of SPSS (17.0 Version) (Hair et al., 2006). Initially, the sample consisted of 389 respondents and 19 respondents are detected as outliers on the basis of box-plot, which reduced the sample to 370 (Fig. 2).

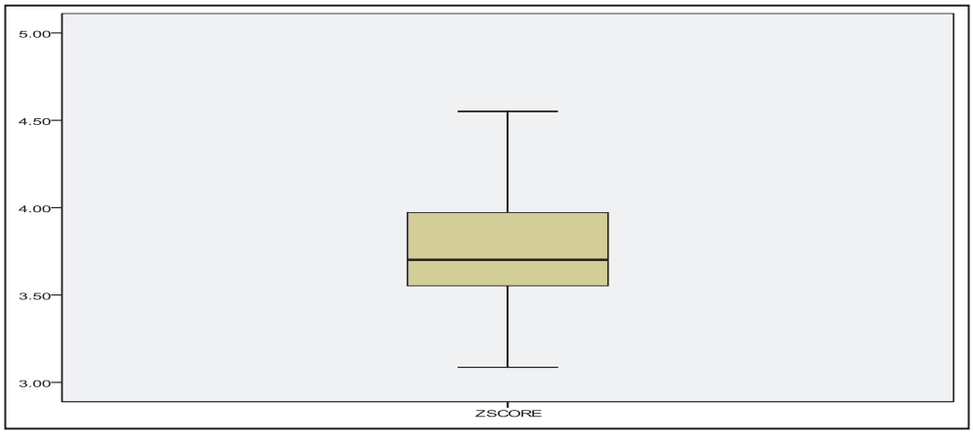


Fig. 2: Box-Plot of Normal Data

The data happens to be normal when its Skewness and Kurtosis have value between −1 & +1 and −3 and +3, respectively (Hair et al., 2009). With the help of SPSS (17.0 version), Skewness and Kurtosis tests are performed on the overall data and the value of Skewness is .211 and Kurtosis is −.123. This illustrates that data is normally distributed.

Table 1: Profile of the Respondents*

Variables	Classification	Frequency	Percent (%)
Department	Social Sciences	102	28
	Languages	49	13
	Sciences	219	59
Gender	Male	204	55
	Female	166	45
Annual Family Income	Below 3,00,000	159	43
	Above 3,00,000	211	57

*Source: Primary survey

Table 1 shows that the bulk of the respondents were male (65%), from the science department (59%), and with an annual family income of more than 3,00,000 (57%).

STATISTICAL TECHNIQUES

In this study, the data collected has been purified and validated through EFA (SPSS 17.0) and CFA (AMOS 16.0).

Exploratory Factor Analysis

The scale of green purchase behavior was purified through EFA and the process of Principal Component Analysis (PCA) with varimax rotation brought the construct to the level of 15 statements of green satisfaction and 15 statements of green loyalty (Table 2). The communality values and factor loadings for all indicators of the constructs were above 0.5, indicating a moderate to high degree of linear association among the variables. The KMO value of each two predictors of green purchase behavior (0.67 and 0.65) revealed the sampling adequacy for the factor analysis. Under the EFA dimension, green satisfaction emerged with four factors, namely, environmental pollution control, monetary benefits, positive health outcomes, and environmental benefits, and green loyalty also came out with four factors, i.e. eco-friendly performance, green advice, green choice, and green commitments and the habit of buying green products.

Table 2: Summary of Results from Scale Purification of Constructs using Rotated Component Method

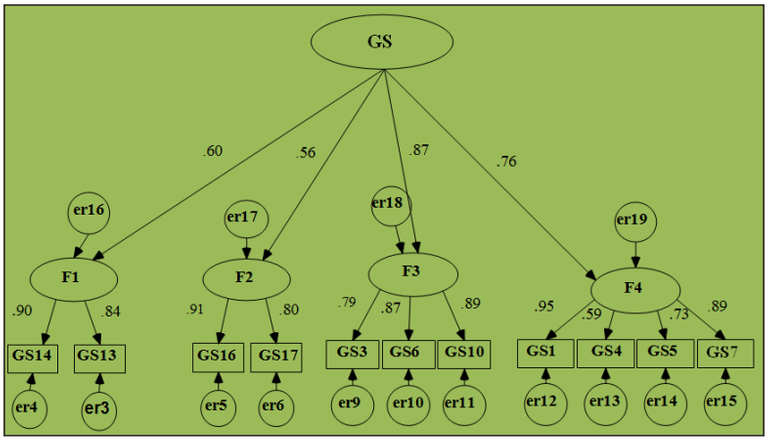
Dimension	Factors	Statements	M.V.	S.D.	F.L.	C.	A
	Factor 1: Environmental Pollution Control						**0.82**
Green Satisfaction (GS) (KMO = 0.67)		**GS11:** Buying green products gives you a better standing within your social circle	3.72	.909	.798	.533	
		GS12: Your choice of purchasing green products is a wise one	4.06	.711	.765	.724	
		GS13: You believe that by purchasing green products you are contributing toward environmental protection	4.60	.637	.830	.815	
		GS14: You have purchased products because they cause less pollution to the environment	4.08	.778	.911	.832	
	Factor 2: Monetary Benefits						**0.74**
		GS16: Green practices allow you to save money	4.11	.656	.890	.737	
		GS17: You would accept paying extra price for environmentally-friendly products to preserve your environment	3.17	.701	.759	.713	
		GS18: Purchasing green products is more economical in the long run	3.76	.829	.836	.778	
	Factor 3: Positive Health Outcomes						**0.71**
		GS2: You will not buy a product if the company that sells it is ecologically irresponsible	3.90	.842	.731	.529	
		GS3: You are happy about your decision to choose green products because of their positive health outcomes	4.38	.643	.812	.591	
		GS6: You are satisfied with green products because of the human health concern	4.11	.537	.752	.572	
		GS10: Green products are better in health-wise quality	3.88	.822	.722	.526	
	Factor 4: Environmental Benefits						**0.77**
		GS1: Practicing green consumption is like contributing toward environmental protection	3.47	1.03	.801	.717	
		GS4: Green products are superior in performance to non-green products	3.24	.631	.627	.518	
		GS5: You are satisfied with green products because they are environmentally friendly	4.45	.721	.851	.690	
		GS7: You are satisfied with your decision to purchase green products	4.12	.732	.732	.642	

Dimension	Factors	Statements	M.V.	S.D.	F.L.	C.	A
Green Loyalty (GL) (KMO = 0.65)	**Factor 1: Eco-Friendly Performance**						**0.94**
		GL3: You prefer purchasing green products over other products because of their environmental performance	4.10	.622	.718	.616	
		GL9: You prefer to repurchase an environmentally safe product even if it is somewhat more expensive	3.26	.929	.820	.724	
		GL11: You would be willing to switch brands to one that is more environmentally friendly	3.76	.842	.813	.612	
		GL12: Green products keep promises and commitments to environmental protection	3.98	.581	.812	.681	
		GL13: You buy green products because you want to, not because you have to	3.79	.900	.721	.630	
	Factor 2: Green Advice						**0.85**
		GL4: You seldom advise others to switch to other products because of green product's environmental concern	3.01	.952	.760	.726	
		GL5: You recommend green products to someone who seeks your advice	4.58	.714	.912	.843	
		GL6: You are willing to recommend green products to your family and friends	4.02	.737	.820	.731	
	Factor 3: Green Choice						**0.87**
		GL1: Given the choice between two equal products, you purchase the one less harmful to people and the environment	4.36	.824	.700	.823	
		GL8: You use green products because they are the best choice for you	3.92	.618	.815	.814	
		GL15: In comparison to non-green products, green products are growing in popularity	3.89	.810	.821	.792	
	Factor 4: Green Commitments						**0.88**
		GL14: You are committed to buying green products	4.65	.739	.909	.770	
		GL16: If green products are not available, it makes a great difference to me	3.68	.727	.832	.673	
		GL17: You have repeatedly found green products better than others	3.81	.741	.811	.773	
	Factor 5: Habit of Buying Green Products						**0.71**
		GL10: You have a habit of repurchasing an environmentally safe product even if it is somewhat lower in quality	3.59	1.09	.867	.842	
		GL19: When you see a new product, somewhat different from a green product, you will not try it	3.22	1.00	.752	.655	

Notes: M.V. = Mean value, C = Communality, KMO = Kaiser-Miler-Olkin, S.D. = Standard deviation, F.L. = Factor loading, and A = Alpha value.

Confirmatory Factor Analysis

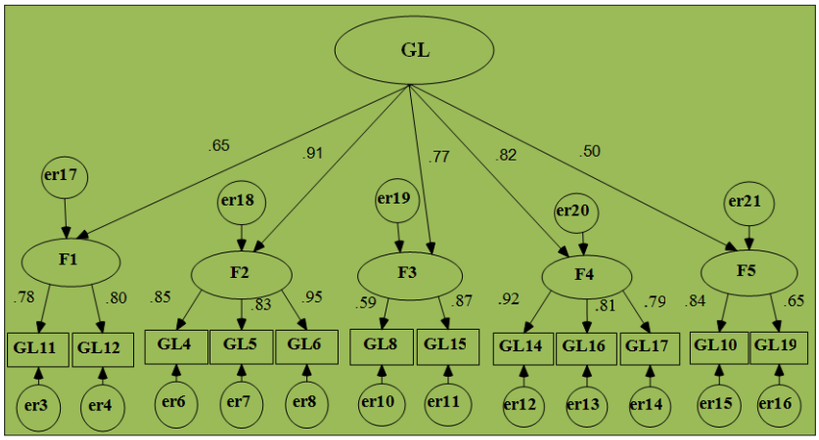
After the purification, to validate the green purchase behavior scale, CFA based on the indicators and resulting factors was performed. The indicators/manifest variables having SRW values less than 0.5 were deleted to make the models up to the prescribed goodness of fit criteria: Chi-square/df (< 5.0), RMR (< 0.08), RMSEA (< 0.08), and CFI, GFI, and AGFI (> 0.90). In this process, second-order measurement models through CFA were prepared separately for green satisfaction and green loyalty. Four items under the green satisfaction dimension, i.e. GS11 (Buying green products gives you a better standing within your social circle), GS12 (Your choice of purchasing green products is a wise one), GS18 (Purchasing green products is more economical in the long run), and GS2 (You will not buy a product if the company that sells it is ecologically irresponsible) were deleted (Fig. 3) to make the second-order model fit (Chi-square/df = 3.469, GFI = .983, AGFI = .955, RMR = .018, RMSEA = .044, and CFI = .984) (Table 3).



Keywords: *GS = Green satisfaction, F1 = Environmental pollution control, GS14 = You have purchased products because they cause less pollution to the environment, GS13 = You believe that by purchasing green products you are contributing toward environmental protection, F2 = Monetary benefits, GS16 = Green practices allow you to save money, GS17 = You would accept paying extra price for environmentally-friendly products to preserve your environment, F3 = Positive health outcomes, GS3 = You are happy about your decision to choose green products because of their positive health outcomes, GS6 = You are satisfied with green products because of the human health concern, GS10 = Green products are better in health-wise quality, F4 = Environmental benefits, GS1 = Practicing green consumption is like contributing toward environmental protection, GS4 = Green products are superior in performance to non-green products, GS5 = You are satisfied with green products because they are environmentally friendly, GS7 = You are satisfied with your decision to purchase green products, and er4-er19 = error term.*

Fig. 3: Second-Order Model of Green Satisfaction

Subsequently, four items under the green loyalty dimension, namely, GL3 (You prefer purchasing green products to other products because of its environmental performance), GL9 (You prefer to repurchase an environmentally safe product even if it is somewhat more expensive), GL13 (You buy the green products because you want to, not because you have to), and GL1 (Given the choice between two equal products, you purchase the one less harmful to other people and the environment), were also eliminated (Fig. 4), and the arrived model came to be a good fit model as indicated by the acceptable model fit parameters (Chi-square/df = 4.613, GFI = .972, AGFI = .925, RMR = .045, RMSEA = .072, and CFI = .972) (Table 3).



Keywords: *GL = Green loyalty, F1 = Eco-friendly performance, GL11 = You would be willing to switch brands to one that is more environmentally friendly, GL12 = Green products keep promises and commitments to environmental protection, F2 = Green advice, GL4 = You seldom advice others to switch to other products because of green product's environmental concern, GL5 = You recommend green products to someone who seeks your advice, GL6 = You are willing to recommend green products to your family and friends, F3 = Green choice, GL8 = You use green products because they are the best choice for you, GL15 = In comparison to non-green products, green products are growing in popularity, F4 = Green commitments, GL14 = You are committed to buying green products, GL16 = If green products are not available, it makes a great difference to me, GL17 = You have repeatedly found green products better than others, F5 = Habit of buying green products, GL10 = You have a habit of repurchasing an environmentally safe product even if it is somewhat lower in quality, GL19 = When you see a new product, somewhat different from a green product, you will not try it, and er3-er8, er10-er21 = error term.*

Fig. 4: Second-Order Model of Green Loyalty

The second-order models of green satisfaction and green loyalty were found to be valid and reliable as evident from the values of AVE (> 0.665) and composite reliability (> 0.823) (Table 3).

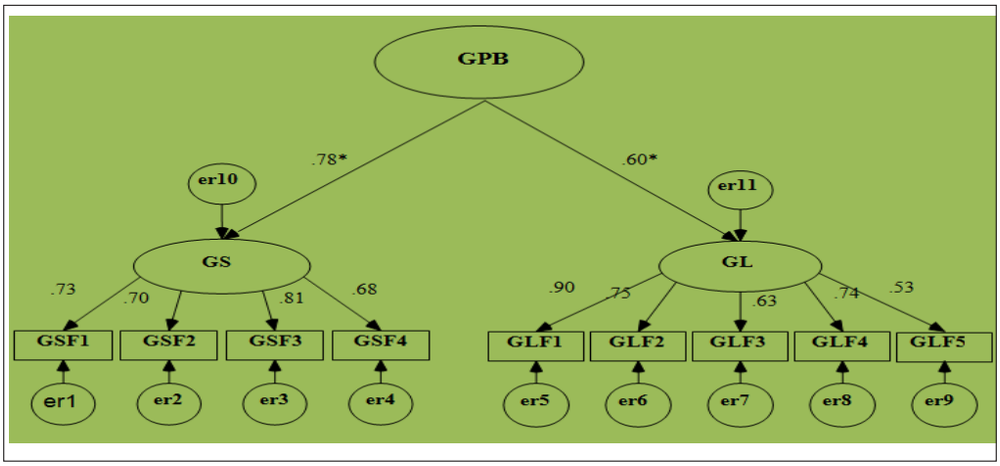
Table 3: Results of Confirmatory Factor Analysis, Reliability and Validity of Latent Constructs

	Items	SRW	Cronbach alpha	AVE	CR	Fit Indices
Green Satisfaction						
Factor 1	Environmental Pollution Control	0.60	0.82	0.922	0.925	$\chi 2/df = 3.469$ RMR = 0.018 GFI = 0.983 AGFI = 0.955 CFI = 0.984 RMSEA = 0.044
	GS14	0.90				
	GS13	0.84				
Factor 2	Monetary Benefits	0.56				
	GS16	0.91				
	GS17	0.80				
Factor 3	Positive Health Outcomes	0.87				
	GS3	0.79				
	GS6	0.87				
	GS10	0.89				
Factor 4	Environmental Benefits	0.76				
	GS1	0.95				
	GS4	0.59				
	GS5	0.73				
	GS7	0.89				
Green Loyalty						
Factor 1	Eco-Friendly Performance	0.65	0.72	0.665	0.823	$\chi 2/df = 4.613$ RMR = 0.045 GFI = 0.972 AGFI = 0.925 CFI = 0.972 RMSEA = 0.072
	GL11	0.78				
	GL12	0.80				
Factor 2	Green Advice	0.91				
	GL4	0.85				
	GL5	0.83				
	GL6	0.95				
Factor 3	Green Choice	0.77				
	GL8	0.59				
	GL15	0.87				
Factor 4	Green Commitments	0.82				
	GL14	0.92				
	GL16	0.81				
	GL17	0.79				
Factor 5	Habit of Buying Green Products	0.60				
	GL10	0.84				
	GL19	0.65				

Structural Equational Modeling

After purifying and validating the green purchase behavior scale, SEM was conducted to test the hypotheses. In the first hypothesized model, the impact of green satisfaction and green loyalty on green purchase behavior is measured by using SEM. The model fit indices reveal that the model is moderately fit as chi-square/df = 3.134, GFI = .911, AGFI = .934, RMSR = .023, RMSEA = .054, and CFI = .924. The results show that there is a significant and positive

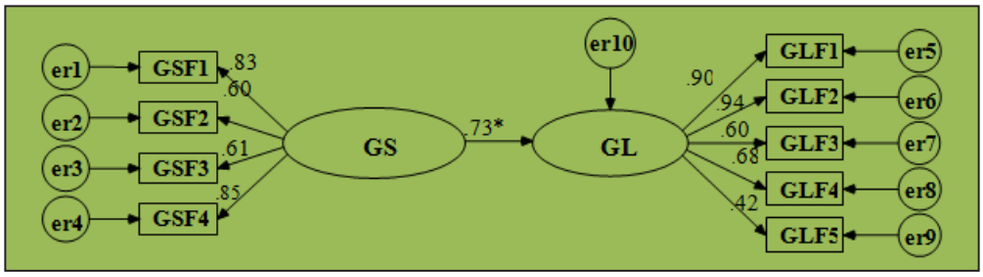
impact of green satisfaction and green loyalty on green purchase behavior, as the values of SRW (0.78 and 0.60) are significant and p-value for both the factors is less than 0.05 (Fig. 5). Hence, our hypothesis H1: '*Green purchase behavior is significantly predicted by green satisfaction and green loyalty*' is accepted.



Keywords: *GPB = Green purchase behavior, GS = Green satisfaction, GSF1 = Environmental pollution control, GSF2 = Monetary benefits, GSF3 = Positive health outcomes, GSF4 = Environmental benefits, GL = Green loyalty, GLF1 = Eco-Friendly performance, GLF2 = Green advice, GLF3 = Green choice, GLF4 = Green commitments, GLF5 = Habit of buying green products, and er1-er11 = error terms.*

Fig. 5: Impact of Green Satisfaction and Green Loyalty on Green Purchase Behavior

Satisfaction is time and again used as a forecaster of future purchases, because satisfied customers had a greater possibility of replicating purchases in time, and of becoming less interested in the competitor's offerings (Reynolds & Arnold, 2000; Gountas & Gountas, 2007; Zboja & Voorhees, 2006; Fornell et al., 2006). In the second hypothesized model, the relationship between green satisfaction and green loyalty is tested, which shows that there exists a significant relationship between these two latent constructs as the value of SRW is arrived at 0.73, $p < .05$ (Fig. 6). The model also fitted well as depicted by Chi-square/df statistics = 3.756, GFI = 0.913, AGFI = 0.924, RMR = 0.032, RMSEA = 0.037, and CFI = 0.965. Thus, the hypothesis H2: 'Green satisfaction leads to green loyalty' is accepted.



Keywords: GS = Green satisfaction, *GSF1 = Environmental pollution control, GSF2 = Monetary benefits, GSF3 = Positive health outcomes, GSF4 = Environmental benefits,* GL = Green loyalty, *GLF1 = Eco-Friendly performance, GLF2 = Green advice, GLF3 = Green choice, GLF4 = Green commitments, GLF5 = Habit of buying green products, and er1-er10 = error terms.*

Fig. 6: Impact of Green Satisfaction on Green Loyalty

DISCUSSION

There are two theoretical contributions in this study. Firstly, this research work assessed the impact of green satisfaction and green loyalty on green purchase behavior of consumers. Secondly, it examined the relationship between green satisfaction and green loyalty. The outcomes of SEM supported the hypothesized model. Unambiguously, the SEM approach accepted H1, where it was found that green satisfaction and green loyalty have a positive and significant impact on green purchase behavior. This is in accord with the results of previous researches Chang and Fong (2010), Kang and Hur (2012), and Saeednia et al. (2012) conducted, which stated that the satisfaction level of consumers from using

green products is imperative in green purchase behavior because of its impact on long-term relationship, loyalty, repurchase intention, trust, and word-of-mouth effect. Likewise, the results from this empirical research supported H2, that is, green satisfaction directly leads to green loyalty. The results also authenticate the findings of earlier studies on green satisfaction and green loyalty. For example, Haskett et al. (1994), Kang and Hur (2012), Saeednia et al. (2012), and Chang and Fong (2010) also found a substantial relationship between green satisfaction and green loyalty.

CONCLUSION

The results of this study have provided precious comprehension on the prerequisite for purchase behavior of green products in the Indian perspective. These findings can aid the marketers in devising a policy pertaining to green satisfaction and green loyalty, which would boost the purchase behavior of consumers toward green products.

In the analysis of determinants of green purchase behavior, two variables, green satisfaction and green loyalty, were considered. The analysis showed that green satisfaction ($\beta = 0.78$, $p < 0.05$) has more impact on green purchase behavior than green loyalty ($\beta = 0.60$, $p < 0.05$). Therefore, both GS and GL are identified as strong determinants of purchase behavior of consumers toward green products. Marketers and companies need to take into account this positive relationship between GS and GL, and the affirmative impact of these two constructs on green purchase behavior. It will endow them with the vision to plan their promotion strategies in order to enhance the awareness level of the target audience.

Green product companies, in order to make the consumers more satisfied and more loyal, should frequently perk up the quality of green products through rigorous quality control processes and regular quality checks by human health and environment experts. Respondents perceived that factors like positive health benefits (SRW = 0.87), environmental benefits (SRW = 0.76), environmental pollution control (SRW = 0.60), and monetary benefits (SRW = 0.56) make them satisfied with green products and strengthen their green purchase behavior. To this end, marketers should run intensive campaigns to prop up consumer awareness about green products and make them understand the enduring health and environmental benefits of using green products. Loyalty of respondents toward green products is highly influenced by green advice (SRW = 0.91), green commitments (SRW = 0.82), green choice (SRW = 0.77), and eco-friendly performance (SRW = 0.65). But the respondents do not habitually purchase green products (SRW = 0.60). To reorient youth toward the regular use of green products, the government, marketers, civil societies, academic institutions, and individuals should work in collaboration with organizations like Educating Youth for Sustainable Development (EYSD). Respondents are satisfied with the better health-wise qualities of green products (M = 4.38) but are not eager to pay high prices for green products (M = 3.17). Considering the concern of the consumers about the high price of green products, the government should give some subsidies and rebate in taxes to regular users or producers of green products, such that the government charges sin tax on some unhealthy goods like alcohol, fast food, chocolates, and so on. Respondents are ready to recommend green products to family and friends (M = 4.02) for its eco-friendly features (M = 3.01). The results established a significant impact of green satisfaction on green loyalty. With one unit increase in green satisfaction, green loyalty is also boosted by 73%. So as to maintain the loyalty of existing green customers and exert a pull on new customers, upbeat reviews of regular and trusted users of green products should be exhibited in print and digital media. Even green product companies should publish photographs and positive reviews of green-committed consumers in monthly magazines to boost future green purchases. As Lam and Lu (2016) also suggested, certifications and awards from prominent celebrities should be given to regular green consumers in marketing communication and public relations campaigns so as to stimulate more green trust and loyalty among customers.

The empirical results obtained in this research study are consistent with green purchase behavior existing literature and also with the common conviction on the area under discussion. Notwithstanding, the current study has some limitations. The main constraint of the study is that it included the young consumers of only two Indian cities, i.e. in a specific geographic area. Consequently, the study may not have incorporated all the significant biological diversities in a more comprehensive level. This study has measured the impact of only two factors (GS and GL) on green purchase behavior. Therefore, future research should embrace other green aspects, that is, work might be done with the use of an extra contextual independent variable such as green attitude, green purchase intentions, green advertisements, eco-labelling, and so on. Moreover, this research work was limited to the assessment of green purchase behavior of young Indian consumers. Future research could analyze the green purchase behavior of young consumers of other countries along with the diverse segments of green consumers via quantitative and qualitative methods.

REFERENCES

Anvar, M., & Venter, M. (2014). Attitudes and purchase behaviour of green products among generation Y consumers in South Africa. *Mediterranean Journal of Social Sciences, 5*(21), 183-194.

Ar, I. M. (2012). The impact of green product innovation on firm performance and competitive capability: The moderating role of managerial environmental concern. *Procedia-Social and Behavioral Sciences, 62,* 854-864.

Asgharian, R., Salehi, M., Saleki, Z. S., Hojabri, R., & Nikkheslat, M. (2012). Green product quality, green customer satisfaction and green customer loyalty. *International Journal of Research in Management & Technology, 2*(5), 499-503.

Butcher, K., Sparks, B., & O'Callaghan, F. (2002). Effect of social influence on repurchase intentions. *Journal of Service Marketing, 16*(6), 503-514.

Chang, N. J., & Fong, C. M. (2010). Green product quality, green corporate image, green customer satisfaction and green customer loyalty. *African Journal of Business Management, 4*(13), 2836-2844.

Chekima, B., Wafa, A. S., Wafa, K. S., Igau, A. O., & Chekima, S. (2015). Determinant factors of consumers' green purchase intention: The moderating role of environmental advertising. *Asian Social Science, 11*(10), 318-329.

Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: Consumers' perspective. *Management Science and Engineering*, *4*(2), 27-39.

Chrisjatmiko, K. (2018). Towards green loyalty: The influences of green perceived risk, green image, green trust and green satisfaction. *IOP Conference Series: Earth and Environmental Science*. doi: 10.1088/1755-1315/106/1/012085 (Accessed on 03-06-2018).

Cronin Jr, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., & Martinez, J. D. (2011). Green marketing strategies: An examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, *39*(1), 158-174.

Davis, J. J. (1992). Ethics and green marketing. *Journal of Business Ethics*, *11*(2), 81-87.

Dick, A., & Basu, K. (1994). Customer loyalty: Towards an integrated framework. *Journal of the Academy of Marketing Science, 22*(2), 99-113.

Feraz, B. S., Buhamra, C., Laroche, M., & Veloso, R. A. (2017). Green products: A cross-cultural study of attitude, intention and purchase behaviour. *Marketing Management Review, 18*(5), 12-38.

Fornell, C., Mithas, S., Morgenson, F. V., & Krishnan, M. S. (2006). Customer satisfaction and stock prices: High return, low risk. *Journal of Marketing, 70*(1), 3-14.

Gan, C., Wee, Y. H., Lucie, O., & Tzu, H. K. (2008). Consumers' purchasing behaviour towards green products in New Zealand. *Innovative Marketing, 4*(1), 93-102.

Gountas, J., & Gountas, S. (2007). Personality orientations, emotional states, customer satisfaction, and intention to repurchase. *Journal of Business Research, 60*(1), 72-75.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (6th Ed.). Upper Saddle River, New Jersey: Pearson-Prentice Hall. Retrieved May 17, 2020, from https://www.pearson.com/us/higher-education/product/Hair-Multivariate-Data-Analysis-6th-Edition/9780130329295.html.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2009). *Multivariate data analysis.* New Jersey: Prentice Hall. Retrieved May 17, 2020, from https://is.muni.cz/el/1423/podzim2017/PSY028/um/_Hair_Multivariate_data_analysis_7th_revised.pdf.

Hellier, P. H., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention - A general structural equation model. *European Journal of Marketing, 37*(11), 1762-1800.

Hemantha, Y. (2012). Green marketing - An exploratory research on consumers in Bangalore city. *Journal of Research in Commerce and Management, 1*(9), 84-97.

Heskett, J. L., Jones, T. O., Loveman, G. W., Sasser, Jr, W. E., & Schlesinger, L. A. (1994). Putting the service-profit chain to work. *Harvard Business Review, 72*(1), 164-174.

Huttunen, K., & Autio, M. (2010). Consumer ethoses in finish consumer life stories: Agrarianism, economism and green consumerism. *International Journal of Consumer Studies, 34*(2), 146-152.

Jaganath, R. (2016). A study on green purchasing behaviour of young consumers in Mettupalayam (Coimbatore district). *International Journal of Applied Research, 2*(3), 678-681.

Kang, S., & Hur, M. W. (2012). Investigating the antecedents of green brand equity: A sustainable development perspective. *Corporate Social Responsibility and Environmental Management, 19*(1), 306-316.

Kim, Y., & Choi, M. S. (2005). Antecedents of green purchase behaviour: An examination of collectivism, environmental concern and PCE. *Advances in Consumer Research, 32*(1), 592-599.

Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2009). *Marketing management.* Harlow: Pearson Education Limited. January 3, 2018, from www.scirp.org.

Lam, C. Y. A., & Lau, M. M. (2016). Modelling the relationship among green perceived value, green trust, satisfaction and repurchase intention of green products. *Contemporary Management Research, 12*(1), 47-60.

Manuela, V. Z., Manuel, P. R., Murgado-Armenteros Eva, M., & José, T. R. F. (2013). The influence of the term 'organic' on organic food purchasing behavior. *Procedia-Social and Behavioral Sciences, 81*, 660-671.

Moisander, J. (2007). Motivational complexity of green consumerism. *International Journal of Consumer Studies, 31*(4), 404-409.

Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing, 63*(4), 33-44.

Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. New York: McGraw-Hill. Retrieved May 17, 2020, from https://books.google.co.in/books/about/Satisfaction.html?id=IJ5846z99tIC.

Ottaman, J. A. (1993). *Green marketing: Challenges and opportunities*. NTC, Lincolnwood.

Peattie, K. (2010). Green consumption: Behavior and norms. *Annual Revised Environment Resources, 35(1)*, 195-228.

Saeednia, R. H., & Valahzaghard, K. S. (2012). A study to measure the impact of customer perception, quality, environment concern and satisfaction on green customer loyalty. *Management Science Letters, 2*(1), 2881-2888.

Sharma, M., & Trivedi, P. (2016). Various green marketing variables and their effects on consumers' buying behaviour for green products. *IJLTEMAS, 5*(1), 1-8.

Suki, M. N. (2013). Green awareness effects on consumers' purchasing decision: Some insights from Malaysia. *IJAPS, 9*(2), 49-63.

Susanto, A. H. (2013). The influence of customer purchase decision on customer satisfaction and its impact to customer loyalty. *EMBA*, *1*(4), 1659-1666.

Tanner, C., & Wolfing Kast, S. (2003). Promoting sustainable consumption: Determinants of green purchases by Swiss consumers. *Psychological Marketing, 20*(10), 883-902.

Valecha, R. R., Mathur, S., & Khanna, V. (2018). A study on the impact of green marketing on consumer buying behaviour in automobile industry. *International Journal of Advance Research and Development, 3*(1), 286-290.

Williams, P., & Naumann, E. (2011). Customer satisfaction and business performance: A firm-level analysis. *Journal of Services Marketing, 25*(1), 20-32.