

CONSUMER SATISFACTION TOWARDS GREEN PRODUCTS: B2B MARKETING INSIGHTS FROM INDORE CITY

Dr. Yashshree Dubey

Assistant Professor of Marketing, Balaji Institute of Modern Management, Sri Balaji University
Pune (MH)

Dr. Binod Kumar Sinha

Professor of Marketing, Balaji Institute of Modern Management, Sri Balaji University Pune
(MH)

Dr. Archana Shrivastava

Director, Balaji Institute of Modern Management, Sri Balaji University Pune (MH)

Prof. (Dr.) Kuldeep Agnihotri

Professor & Director (Faculty of Management Studies), International School of Business
Administration, ISBA Group of Institutes, Indore (MP)

Abstract:

In business markets, organizations working in creating economies manage expanded utilization of the Web, new electronic buying techniques, and many virtual entertainment and online deals stages. In any case, advanced correspondences on B2B deals and client procurement. are not satisfactory about the example. We create and test a model of computerized echoverse in a developing business sector B2B setting by breaking down a one of a kind 132-week green items dataset from an Indore center point firm working on the lookout.

The primary objective of this paper is to investigate the B2B sales and customer acquisition perception of Indore public about green brand products and to determine the elements that influence young consumers' satisfaction with green products. Keeping these objectives in mind, a questionnaire was prepared and given to 100 participants. The findings show that consumers' knowledge of and favourable attitudes toward green products are important indicators of consumer satisfaction toward green products. Furthermore, the importance of green products strongly predicts whether consumers will buy them. Finally, further results and future avenues for research are explored.

Keywords: B2B sales, sustainable consumption; B2B marketing; green perception; green products; consumer satisfaction

1. Introduction

B2B Marketing

“B2B showcasing is an act of business associations, people or government foundations through which they auction their items or administrations which thus are exchanged or utilized in the assembling of another item or work with a help or enhance their tasks. B2B showcasing are the business and deals which occurs among two business firms.”

In B2B or business-to-business showcasing, the completed merchandise of one firm can go about as the information materials to another.



B2B Marketing Process

The moves toward fabricate a successful business-to-business advertising procedure are as per the following:

1. Statistical surveying for a business item prerequisite.
2. Assess products request.
3. Grasp serious scene and opportunity.

4. Recognize potential business purchasers.
5. Choose volume and cost of selling merchandise in mass volume.
6. Keep in touch with partners in business.
7. looking into opportunities to expand and diversify the business.

The only way to effectively B2B marketing begin and finish the shift to a circular economy is to create a new framework for economic advancement that goes beyond the traditional linear paradigm of production and consumption. The linear model promotes large-scale resource use and increased consumption, which in turn accelerates climate change, increases waste, and pollutes the environment. The linear model has these consequences, which restrict expansion, deplete renewable resources, and have a severe impact on ecosystems and human well-being.

Furthermore, the effects of the linear model are intensified by contemporary consumption patterns, which are marked by high rates of product replacement before the end of their useful lives. In light of the past few decades, overexploitation of the environment has resulted from meeting commercial needs. While there are many approaches to resolving these issues, producing and consuming environmentally friendly goods is a secure and effective means of transitioning to a circular economic model.

Green products, in this case, can be very important in moving near a supportable model of manufacture and feasting, but only if the general public is aware of their advantages and how much less of an impact they have on the environment. The B2B marketing underlying consumer happiness achieved from the move to green products is of interest to many in the field of study on green consumption. Thus, customers continue to be highly interested in and have a wide range of replies to queries like "who," "why," "how many," and "which" green products they favour.

Green products, in this B2B marketing case, can be very important in moving near a supportable model of manufacture and feasting, but only if the general public is aware of their advantages and how much less of an impact they have on the environment. The underlying consumer happiness achieved from the move to green products is of interest to many in the field of study on B2B marketing. Thus, customers continue to be highly interested in and have a wide range of replies to queries like "who," "why," "how many," and "which" green products they favour.

Thus, this paper's primary goals are to determine the B2B marketing variables that influence consumers' happiness with environmentally friendly items and to examine how Indore's green brand products are perceived by the general population. To this end, we try to validate a predictive model of customer satisfaction with these items by using consumers' attitudes and the amount of information they know about green products as predictors. In order to do this, the background of green products, how the general public views and uses them, as well as their circular paradigm, are all covered in length in the next part, which is followed by the tools and techniques employed.

“The results are retrieved and interpreted in the form of a "Discussion" in the section that follows.”
The presentation of the final conclusions is the last section of the document.

Public Perception and B2B marketing towards Green Products

Though attitudes and B2B marketing intentions are not the same thing, behavioural intentions are a strong predictor of actual purchasing behaviours. The strong relationship between attitude and intention—the stronger one's attitude towards an object, the higher the intention to engage in a certain behaviour connected to it—is the source of this misconception. Because the larger the intent, the higher the possibility of purchase, measurement of buying intents has been utilised extensively to find product potentialities and niches. For this reason, it's critical to investigate how consumers' intentions to purchase eco-friendly products could be strengthened and translated into real behaviour.

Positive attitudes on eco-friendly items do not, however, ensure that people will truly purchase eco-friendly goods. Consumer behaviour can be defined as the culmination of all the acts that customers take to fulfil needs or wants, whether they are information seeking, purchase goods or services, or offer feedback on their experiences. Consequently, even if customers can voice their concerns about the environment, this does not always translate into green purchasing because a sizable part of consumers still utilise the old model's products.

On the other hand, there's a countervailing wave of doubt about the green products themselves and the hype around them. This scepticism includes the cognitive aspect of the consumer's mindset; it is more accurately described as cynicism that is shown through false or overstated ecological advertising and the propensity to reject the promises of environmental advantages presented in marketing efforts. According to studies, if a consumer feels that a brand is misrepresented, they will switch to a different one. Previous research has also demonstrated a negative correlation between consumers' attitudes towards organic products and their scepticism regarding organic advertising.

Many specialists are also interested in learning more about how consumers view remanufactured items and how much weight they place on the product's green label. This is another significant feature of green products. Customers that care about the environment usually favour goods made from recycled materials. If we were to extensively examine consumer motivations, we would discover, for instance, that consumers purchase organic packaging because they believe it to be the most environmentally friendly.

Many specialists are also interested in learning more about how consumers view remanufactured items and how much weight they place on the product's B2B marketing. This is another significant feature of green products. Customers that care about the environment usually favour goods made from recycled materials. If we were to extensively examine consumer motivations, we would discover, for instance, that consumers purchase organic packaging because they believe it to be the most environmentally friendly. The second, functionality, speaks to

pragmatic matters like saving the customer time to foster loyalty. All of these traits can be seen collectively in contentment. A product's development of a green image can also increase consumers' intention to choose it and enhance the company's corporate image, since customer happiness is at the core of marketing due to consumers' high level of awareness. Another benefit that can go hand in hand with customer happiness is B2B marketing.

In conclusion, a green consumer is first and foremost someone who refrains from buying products that endanger living things, pollute the environment in the course of their manufacture or usage, or use a lot of non-renewable energy. Second, given that most people in industrialised nations give environmental protection a high priority when making purchases, the rise in public environmental awareness is evidence that the trend of B2B marketing in green purchasing is becoming more widely accepted. All of these contribute to consumer pleasure, which is something that should always be taken into account when talking about how the general public feels and behaves about products, particularly eco-friendly ones.

3. Hypothesis of The Study

The accompanying speculations were viewed as before the course of information assortment started:

1. An uplifting outlook towards green items essentially predicts B2B promoting green item fulfillment.
2. The degree of information about green items predicts a huge extent of green item fulfillment when we control for the impact of the B2B promoting uplifting outlook.
3. The significance of an item being green essentially predicts acquisition of green items.

For Hypothesis 2, the control for the impact of the B2B promoting uplifting outlook was accomplished because of the primary supposition, which expressed that an inspirational perspective towards green items essentially predicts green item fulfillment.

4. Materials and Methods

The primary objective of this paper is to investigate the B2B sales and customer acquisition perception of Indore public about green brand products and to determine the elements that influence young consumers' satisfaction with green products. Keeping these objectives in mind, a questionnaire was prepared and given to 100 participants. The findings show that consumers' knowledge of and favourable attitudes toward green products are important indicators of consumer satisfaction toward green products. Furthermore, the importance of green products strongly predicts whether consumers will buy them. Finally, further results and future avenues for research are explored.

Table 1 shows that the majority of respondents were male students between the ages of 18 and 24 who were from the central region of Indore City and had a medium income.

Table 1.
The socio-demographic profile of the sample.

Sex	<i>n</i> (Number)
Female	30
Male	70
Age	<i>n</i> (Number)
18–24 years	85
25–34 years	12
35–44 years	2
45–54 years	1
Over 55 years	0
Occupational status	<i>n</i> (Number)
Employed	52
Unemployed	22
Student	12
Others	14
Total: 100	100

5. Results

Descriptive Analysis

Initially, we conducted descriptive analyses on the data collected from the 100 participants who were questioned. The Pearson correlation index are displayed in Table 3. It is evident that all associations, however mild to moderate in strength, are statistically significant. The study's first premise is partially supported by the strongest association found between good attitudes towards green products and satisfaction with green items. This states that one of the most important indicators of customer satisfaction is a consumer's favourable attitude towards green products.

The following suppositions about the Mann-Whitney test were met: Three things were present in the data:

- (i) two separate groups classified the data;
- (ii) the scores were ordinal; and
- (iii) the observations were independent

Table 3.

correlations between variables.

Variable	Heading	1	2	3	4	5
1. Attitude towards green products	100	1				
2. Level of information	100	0.22 *	1			
3. Green product satisfaction	100	0.46 **	0.28 **	1		
4. Importance of product being green	100	0.50 **	-0.39 **	0.44 **	1	

Note:

* $p < 0.05$ (significant),

** $p < 0.01$ (highly significant).

Regarding the level of knowledge about green brands, the primary Mann-Whitney results (Table 4) indicate that people between the ages of 25 and 34 think they know more than people between the ages of 18 and 24, despite the fact that very few people in both groups thought they knew "very informed." Furthermore, the findings provide no evidence to bolster the hypothesis that status (student/employee), income (small/medium), or gender differ in how much knowledge they self-assess to be regarding B2B marketing green brands. This suggests that it's likely that this sample's awareness of green brands and products is rather low, which could explain why varied statistical outcomes reflect the variance in information level.

Table 4.

Level of data about green items versus age, status, pay, orientation.

	Mann-Whitney Z (p-Value)		
Age	Gender	Income	Status
-3.189 (0.001)	(0.728)	(0.611)	(0.237)

Inferential Analysis

Attitude and Information Level as Green Product Satisfaction Predictors Table 5 shows that, with a statistically significant value, the positive attitude and the degree of information significantly predict the satisfaction with green products. Additionally, Table 4 displays the regression analysis-specific indicators that demonstrate how much of the variance in the dependent variable can be explained by the two predictors.

Table 5.

Model rundown of demeanour towards green items and level of data as indicators for green item fulfillment.

Dependent Variable: Green Product Satisfaction					
R	R²	F	df1	df2	Sig.
0.58	0.33	39.76	02	97	0.000

Table 6.

Estimates for the predictor variables.

Dependent Variable: Green Product Satisfaction		
SourceB	β	Sig.
Attitude towards green products	0.54	0.00
Level of information	0.13	0.01

First, “contentment with green products is highly predicted by a positive attitude towards them. Green product satisfaction rises by 0.44% for every unit increase in attitude towards green products” ($\beta = 0.54$, $p < 0.01$). As a result, Hypothesis 1 is verified. Regarding Hypothesis 2, Table 4 further shows that the degree of information still strongly predicts the variance of the dependent variable even after accounting for the impact of the favourable attitude towards green products. Table 6 shows that the satisfaction with green products increases by 0.11% ($\beta = 0.11$, $p < 0.01$) for every unit increase in the degree of information about green products. In light of this, we can also say that Hypothesis 2 is verified.

6. Discussion

The primary goal was to analyse Indore City consumers' satisfaction with green products. As a result, we need to start by talking about the presumptions that the poll data supported. It is important to remember that the study's respondents were selected as a convenience sample based on accessibility standards, and the statistical results should reflect this fact. This represents our research's primary limitation.

For young consumers, a B2B marketing of green brand's contentment might be seen as a nice degree of fulfilment. Additionally, this satisfaction fulfils particular ecological requirements and environmental obligations. It is crucial to identify and address the factors that influence this particular element since happy customers are more likely to recall the name of the green brand and make additional purchases from it.

Based on the collected data, we can see that consumer knowledge of green products and a favourable attitude towards them are examples of these predictors. Numerous research studies have demonstrated a robust correlation between customers' satisfaction levels and their purchase intentions. If a product's sustainability is a priority, the satisfaction that comes from buying it can serve as a foundation for green loyalty, which can lead to additional purchases of the same brand or product.

These findings are in line with earlier empirical research, which shown that intentions to actually buy green items are significantly predicted by attitudes towards doing so. Customers' attitudes towards behaviour, intents, and green purchasing patterns can all work together to increase the demand for green products on the market when they believe that a B2B marketing circular product is beneficial.

Studies have indicated that the type of purchase at a given time is influenced by the concern and availability of various product qualities. Furthermore, a strong sense of moral obligation to use green products again is demonstrated by a strong understanding of their advantages.

It follows that the fact that a large number of businesses have begun to include eco-friendly product options in their line-ups is not surprising. Studies have shown that attitudes and ecological behaviour are inconsistent, even while young consumers have good opinions about the need for sustainable development and are more environmentally conscious. Despite their expressed concerns for more ecologically friendly options, some young customers still purchase things that are harmful to the environment.

In any case, consumers are prepared to purchase environmentally friendly products if they meet the functional requirements when compared to non-green products—here, factors like quality, affordability, usability, and durability are taken into account. Current research also indicates that a product's greenness can significantly predict the purchase B2B marketing of green products. When meeting the customer's requirements for quality, durability, brand, and price satisfaction while meeting the fundamental criteria of cost-effectiveness and energy efficiency makes sense, it is preferable to purchase green alternatives conditionally, or even by mistake. Therefore, when communicating about and promoting these kinds of items, mention of green product qualities should be made.

It is important to note, nevertheless, that positive attitudes do not always result in good actions, both in theory and in real life. Many theories have been proposed in recent decades to explain the attitude-behavior mismatch, but there is still a lack of compelling evidence to support these views.

A recent study examines this issue from the standpoint of reactance and compulsion, using the junction of environmentalism, sustainability, and green marketing to illuminate this contradiction via the use of reactance theory. However, Moraes and associates acknowledged that “we must recognise that sustainable development is a social proposal” in order to successfully promote ecologically conscious and responsible consumption, allowing opportunity for additional study regarding narrowing the green gap.

Future research may also focus on the signalling hypothesis. Since many green products are more expensive than their non-green counterparts, emphasising the signalling benefits of green products could be one way to address this issue. Customers are encouraged to pay a "green premium" in order to offset the price disadvantage by these benefits. According to Berger's (2019)

findings, students are more likely to spend more for environmentally friendly solutions while making a public purchase as opposed to a private one.

In light of these findings, we think it is imperative that immediate action be done to promote green product purchases among the general public. The increase of green product consumers can be facilitated indirectly by incentives, informational efforts, and awareness campaigns, which in turn help to ease the shift to a circular economy. The findings have significant managerial ramifications for product development, as those engaged in supply chain management, marketing, and circular development should carefully consider the features of their products in order to satisfy customers and introduce novel ideas to the market.

This can be translated into demonstrating aptitude and skills, and it can fit in with business social responsibility and marketing plans. Using green advertising to its full potential, optimal pricing and promotion can serve as the cornerstone of comprehensive marketing strategies that leverage a product's green attributes as the main message to persuade non-green consumers to change their behaviour.

The government agencies have already started moving in this way. Indore City passed a law in 2016 that addressed environmentally friendly public procurement. As a result, a set of standards and service categories were developed for the acquisition of organic goods.

7. Conclusions

The present linear economic paradigm is driving increased consumption and excessive usage of natural resources, similar to many other European governments. Nevertheless, it is evident that this model is growing more and more susceptible to changes in international markets, making the shift to a sustainable and circular economy imperative.

The rapid growth of the green product sector may be significantly aided by an understanding of how the general public feels about green brands and products. The findings demonstrate that respondents with a favourable attitude towards green products also exhibit significantly greater levels of satisfaction with green items, which is crucial information to have when making a purchase. This has a direct bearing on one's level of product knowledge, which has an effect when seen in the opposite light: the importance of a product's being green determines whether or not consumers will choose to buy green items.

Therefore, in the near future, the scientific community should concentrate on lessening consumer scepticism regarding green products while also putting in place a strong national regulatory framework, as consumers want to be sure that claims made about green products are true and that there isn't any green washing going on. Therefore, if changes are to be seen in the near future, the participation of policy makers becomes crucial. Our daily actions are ultimately determined by social conventions and incentive variables, both of which can be influenced over time by government intervention.

The public's perception of green products can be used to inform effective campaigns that encourage citizens to engage in eco-friendly activities (such as product reuse and selective collection), as well as to put environmental protection and further resource conservation into action. By evaluating young consumers' perceptions of green brands and attitudes towards buying environmentally friendly products, products made of recyclable materials, and the practice of recycling products, this study added to the body of knowledge already available about the green market in Indore City.

It is crucial to keep up this study for the sake of sustainable development as well as the economy's ability to support the growth of sustainable companies. Additional research ought to take into account how green brands affect sustainable development goals from the standpoint of companies and producers. Creating a set of indicators to make the process of assessing, gathering, and interpreting the information supplied by the current green brands easier would be another line of inquiry.

References

1. Hafezi, M.; Zolfagharinia, H. Green product development and environmental performance: Investigating the role of government regulations. *Int. J. Prod. Econ.* **2018**, *204*, 395–410.
2. Mazar, N.; Zhong, C.B. Do green products make us better people? *Psychol. Sci.* **2010**, *21*, 494–498.
3. Anderson, W.T.; Cunningham, W.H. The socially conscious consumer. *J. Mark.* **1972**, *36*, 23–31.
4. Kinnear, T.C.; Taylor, J.R.; Ahmed, S.A. Ecologically concerned consumers: Who are they? *J. Mark.* **1974**, *38*, 20–24.
5. Hart, S.L. A natural-resource-based view of the firm. *Acad. Manag. Rev.* **1995**, *20*, 986–1014.
6. Saha, M.; Darnton, G. Green companies or green conpanies: Are companies really green, or are they pretending to be? *Bus. Soc. Rev.* **2005**, *110*, 117–157.
7. Bocken, N.M.P.; Farracho, M.; Bosworth, R.; Kemp, R.P.M. The front-end of eco-innovation for eco-innovative small and medium sized companies. *J. Eng. Technol. Manag.* **2014**, *31*, 43–57.
8. Zhu, Q.; Sarkis, J.; Lai, K. Green supply chain management innovation diffusion and its relationship to organizational improvement: An ecological modernization perspective. *J. Eng. Technol. Manag.* **2012**, *29*, 168–185.
9. Kammerer, D. The effects of customer benefit and regulation on environmental product innovation. *Ecol. Econ.* **2009**, *68*, 2285–2295.
10. Porter, M.E.; van der Linde, C. Green and competitive: Ending the stalemate. *Harv. Bus. Rev.* **1995**, *73*, 120–134.
11. Grubor, A.; Djokic, I.; Milovanov, O. the Influence of Social Media Communication on Brand Equity: The Evidence for Environmentally Friendly Products. *Research* **2017**, *15*, 963–983.

12. Ahrholdt, D.C.; Gudergan, S.P.; Ringle, C.M. Enhancing loyalty: When improving consumer satisfaction and delight matters. *J. Bus. Res.* **2019**, *94*, 18–27.
13. Ko, E.; Hwang, Y.; Kim, E. Green marketing' functions in building corporate image in the retail setting. *J. Bus. Res.* **2013**, *66*, 1709–1715.
14. Yang, Y.C. Consumer behavior towards green products. *J. Econ. Bus. Manag.* **2017**, *5*, 160–167.
15. Manuel, E.; Youn, S.; Yoon, D. Functional matching effect in CRM: Moderating roles of perceived message quality and skepticism. *J. Mark. Commun.* **2014**, *20*, 397–418.
16. Fowler, A.R., III; Close, A.G. It ain't easy being green: Macro, meso, and micro green advertising agendas. *J. Advert.* **2012**, *41*, 119–132.
17. Abbey, J.D.; Meloy, M.G.; Guide, V.D.R.; Atalay, S. Remanufactured products in closed-loop supply chains for consumer goods. *Prod. Oper. Manag.* **2015**, *24*, 488–503
18. Kuchinka, D.; Balazs, S.; Gavriletea, M.; Djokic, B.-B. Consumer Attitudes toward Sustainable Development and Risk to Brand Loyalty. *Sustainability* **2018**, *10*, 997.
19. Salamovska, S.M.; Todorovska, M. Brand Valuation and Marketing Assets Assessment—Theoretical Background vs. Contemporary Managerial Issues. *Strateg. Manag.* **2016**, *21*, 037–044. Available online: http://www.ef.uns.ac.rs/sm/archive/SM2016_4.pdf#page=24 (accessed on 17 March 2021).
20. Rahim, A.G.; Ignatius, I.U.; Adeoti, O.E. Is customer satisfaction an indicator of customer loyalty? *Aust. J. Bus. Manag. Res.* **2012**, *2*, 14–20.
41. Kim, C.; Galliers, R.D.; Shin, N.; Ryoo, J.H.; Kim, J. Factors influencing Internet shopping value and customer repurchase intention. *Electron. Commer. Res. Appl.* **2012**, *11*, 374–387.
42. Elkington, J. Toward the Sustainable Corporation: Win-Win-Win Business Strategies for Sustain-able Development. *Calif. Manag. Rev.* **1994**, *36*, 90–100.