Green products usage: structural relationships on customer satisfaction and loyalty

Abstract

This study investigates the structural linkages of product quality, corporate image, store image, and price on customer satisfaction and loyalty towards green products usage in Malaysia. The research used structural equation modelling technique via AMOS 21.0 computer program for data analysis across a sample of 200 university students who applies a green lifestyle, such as purchasing green products which are referring to only retail goods, using recyclable products, and ozone-free products. Empirical analysis divulged that product quality followed by corporate image, store image, and product price jointly affected customer satisfaction in using green products. They are highly concerned that the green store provides a variety of good quality products with good value for money. Marketers should aggressively promote the identification of green products and overcome the problem of just noticeable difference between green product and non-green product among consumers for business sustainability. Empirical findings provide valuable insights to put forth in outlining effective marketing strategies that widen the marketers' understanding of consumer behaviour in using green products with regard to their satisfaction and loyalty levels from the perspective of product quality, corporate image, store image, and product prices in Malaysia markets.