

Understanding Customer Emotions: Happiness, Delight, and Loyalty in Green Marketing

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*"The Mediating Role of
Marketing Culture in the
Influential Relationship
Between Green Marketing and
Customer Happiness"*

Customer Happiness

Definition:

- Customer happiness is the emotional state resulting from the positive perception of a brand or product, encompassing **satisfaction** and **joy**.

Key Insights:

- Influence on **Behavior**: Happiness can drive repeat purchases and enhance customer retention.
- Reflects customers' overall **emotional** and **psychological** state.
- Connection to Green Marketing: Brands that promote sustainability often evoke feelings of happiness by aligning with **consumers' values**.

Homburg & Giering (2021); Tsai & Huang (2022).

Customer Happiness

- **Research Implication:** A focus on customer happiness means understanding customers' general emotional and psychological state. It's **less about exceeding expectations** and more about ensuring that interactions with the brand create positive emotional experiences.
- **Use Case:** Common in industries where consistent positive interactions matter (e.g., hospitality, customer service). It provides a more general look at how brands can enhance the **emotional well-being of customers**.
- **Pros:** Broad and comprehensive; can be **easier to measure** and relate to satisfaction.
- **Cons:** Can be **vague** and less actionable **because it's subjective** and less specific than delight.

Customer Delight

Definition:

- Customer delight refers to the **emotional response** when expectations are exceeded, often leading to **surprise and joy**.

Key Insights:

- **Role in Loyalty:** Delight fosters a stronger emotional connection with brands, resulting in increased customer loyalty.
- **Application in Green Marketing:** Effective green marketing campaigns can surprise customers by exceeding their expectations regarding sustainability practices.

Bhandari & Kaur (2023); Dehghani & Tabrizi (2023).

Customer Delight

- . **Research Implication:** Focusing on customer delight involves studying not just **satisfaction** but the **unexpected and extraordinary efforts** that make customers feel positively surprised. It often leads to strong emotional bonds with the brand.
- . **Use Case:** Useful when researching high-end, luxury, or experiential industries where surprising the customer can be a key differentiation.
- . **Pros:** Highlights extraordinary customer experiences and emotional bonding.
- . **Cons:** More **challenging to measure** and **achieve consistently** compared to satisfaction or loyalty.

Customer loyalty

Definition:

- Customer loyalty is the long-term **commitment** of consumers to **repurchase** or continue using a brand, reflecting their **trust and emotional** attachment.

Key Insights:

- Essential for long-term business success and **sustainable growth**.
- Measurement of Loyalty: Loyalty can be measured through repeat purchases, customer retention rates, and customer advocacy.

Youn & Kim (2022); Laroche, Bergeron, & Barbaro-Forleo (2023).

Customer loyalty

- **Research Implication:** focuses on understanding how to retain customers and ensure repeat business. This often includes studying the role of satisfaction, trust, and perceived value in building long-term customer relationships.
- **Use Case:** Best suited for businesses that want to focus on retention, repeat purchases, and reducing customer churn. Loyalty is directly tied to financial performance.
- **Pros:** Clear and measurable; linked to long-term financial success.
- **Cons:** Focuses on retention, which might overlook the broader emotional aspects like happiness or delight.

Comparative Analysis

Customer Happiness: A broad emotional state related to overall satisfaction and brand perception.

Customer Delight: A specific emotional experience related to exceeding expectations, creating deeper engagement.

Customer Loyalty: Focused on long-term commitment influenced by both happiness and delight.

Soda Specific Insights

In the soda drink industry, green marketing efforts could include eco-friendly packaging (e.g., reducing plastic, increasing recyclability), reducing carbon emissions, or adopting sustainable sourcing practices. Each of these efforts can influence customers differently:

Delight might be sparked by innovative or unexpected eco-friendly campaigns (e.g., launching an entirely biodegradable bottle).

Happiness could stem from a general sense of satisfaction knowing that the brand aligns with their values.

Loyalty might be driven by long-term consistent efforts to be more sustainable, which encourages repeat purchases and advocacy.

Summery

Customer Happiness: A broader emotional construct suited to PhD research, encompassing various factors that can be influenced by green marketing (Peattie & Crane, 2005).

Customer Delight: More specific than happiness, focusing on the **element of surprise** or exceeding expectations (Oliver, Rust, & Varki, 1997).

Customer Loyalty: More focused on **behavioral outcomes** like repeat purchases and long-term commitment, which could be an effect of sustained customer happiness or delight (Cronin et al., 2011).

Each construct is valid, but the **choice** depends on whether the research focuses on **emotional responses** (happiness, delight) or **long-term behavioral outcomes** (loyalty).

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