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GREEN ADVERTISING AS A KEY TO A SUCCESSFUL SUSTAINABILITY STRATEGY AND EFFECTIVENESS ON CONSUMERS' GREEN CONSUMPTION BEHAVIOR: A CASE OF MOROCCO

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Abstract:
Increasing the exposure, demand, and sales of a product or service is the goal of marketing, which is both a discipline and a set of tactics. It includes everything from conceptualization through the distribution of a product or service. In 1975, the American Marketing Association came up with the term "ecological marketing," whereas the term "green marketing" did not arise until the late '80s as a development of the original idea. Despite the lack of consensus regarding what constitutes "green marketing, Polonsky provided a useful definition in 1994: "*Green or environmental brand management consists of all activities designed to generate and facilitate any exchanges intended to satisfy human desires or requirements, such that the satisfaction of these needs or wants occurs with minimal detrimental impact on the natural environment*." Eco-friendly products are often the costliest on the market. There's a chance that these prices are 160%-200% more than average. The major reason eco-friendly products cost more is the higher price of their components, production methods, or specialized technology. Due to the low manufacturing and consumption volumes, such commodities also have greater transportation expenses. Eco-friendly goods and services account for less than one percent of most markets. But the green marketing should not be confused with public service initiatives that aim to get people to live greener lives. On the contrary, "green" marketing promotes the acquisition and use of products that are hypothesized to be less harmful to the environment. To protect consumers, "green" marketing should be completely transparent about all aspects of production, including the raw materials and energy utilized.

JEL: Q10; Q13; O12

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1. Introduction

Green products are often the most expensive on the market. There's a chance that these prices are 160%-200% more than average. The major reason eco-friendly products cost more is the higher price of their components, production methods, or specialized technology. Due to the low manufacturing and consumption volumes, such commodities also have greater transportation expenses. Eco-friendly goods and services account for less than one percent of most markets.

The concept of "green marketing" is a modern reaction to the environmental harm caused by human activity.

Studies on "green marketing" have increased in popularity in recent years as a result of the hypothesis that it might affect customers' purchase decisions. Environmental marketing, ecological marketing, and green marketing are a few synonyms for this concept (Henion and Kinnear, 2006).

"Green" or "environmental" products are those that meet a certain standard of quality and were made using a production process that was gentler on the environment. Features of this kind include, but are not limited to, little impact on the natural world and minimal resource use. The interconnected actions almost never have a negative impact on the environment by creating waste, pollution, or toxic substances. Increased efficiency and resource utilization, a shift to a biological manufacturing model, and dematerialization of processes are all necessary for the production of environmentally friendly products (Singh and Pandey, 2012).

Given the wide range of benefits green products provide in terms of health, safety, efficiency, cost, and performance, not to mention image, credibility, and practicality, this marketing strategy has far-reaching consequences for businesses and communities alike, as argued by Ottman, Stafford, and Hartman (2006). According to what has been discussed, it seems that many products that are better for the environment may also help save power.

The reality of 'green consumerism' has been called into question by recent study and analysis. The market share of environmentally friendly items has decreased from their peak year, as determined by an analysis conducted by Sanford C. Bernstein & Co. that analyzed monthly sales data for over 4,300 products across 22 categories from March 2006 to March 2011.

Ogilvy Environment observed that although sales of eco-friendly goods are down at the moment, there is still a considerable consumer interest in them and room for growth. The study found that whereas 89% of Chinese individuals place a high priority on leading a green lifestyle, just 77% of Americans share this sentiment.

L'Oréal USA and ORC International conducted a survey on green shopping in the United States and discovered that 43% of respondents would purchase eco-friendly or socially responsible items if they were priced similarly to the brands they often buy. Around a third of respondents stated they would choose the more sustainable option if

given the choice. These numbers show how crucial eco-friendly marketing is to educating customers.

2. Review of literature

For instance, the demand for electric cars has increased in part because of government subsidies, but also because of long-term cost reductions. These days, it's not unusual to discover hundreds of different chemicals, hormones, or pharmaceuticals in goods we use every day. Individuals are increasingly worried about their own health and the health of future generations, which has led to a change in buying behaviors in which health and safety products are given higher weight. Many buyers still believe the myth that eco-friendly products cannot compete with traditional ones.

Yet, in many circumstances, green products are made to function better than conventional ones. Think about using a contemporary clothes washer, which is more effective than older models while yet being gentle on your clothing. Celebrities are being employed by various corporations to advertise their "green chic" items in an attempt to evaluate customer enthusiasm, discover market trends, and enhance sales. Sustainable products not only save money but also may bring additional benefits. LED lighting, is an example, which is the most power-saving alternative when compared to the old lights and also has no harmful chemicals in the composition, and last longer.

Items that are deemed environmentally friendly may have one or more of the following characteristics: they are manufactured from recycled materials, they can be recycled or reused, they are organic, or they have ecologically responsible packaging.

Green marketing doesn't only pertain to the promotion or advertising of things having environmental features. Terms like "recycling," "green," and "refillable" spring to mind when we explore this notion. Nevertheless, Henion and Kinnear (2006) believe that the breadth of this concept extends to things like changes to goods and procedures, changes to how brands are represented (for instance, through logo and packaging design), and the introduction of novel and effective forms of advertising. It also makes a passing reference to the impacts that marketing activities have on issues like pollution, environmental degradation, and resource use. As a consequence, it gives a fresh viewpoint on the marketing idea as a whole, moving the focus from local to worldwide challenges. It includes being able to satisfy customers' desires having the lowest influence and harm on the environment.

This thought prompted new problems for businesses and consumers that consider social responsibility the primary key to reducing the effect that certain acts may have on the environment. Yet, companies should be aware of the obstacles they may encounter as, once they turn green, they will become a target for many detractors. As a consequence, businesses will need to guarantee that their practices are not fooling customers or the industry.

Customers all across the globe are looking for ways to reduce their impact on the environment, creating a market opportunity. Business owners may get access to this

enormous customer base by enhancing their environmental performance and informing customers about it. With projections of exceeding $105 billion by 2015, the market for organic food, drink, and supplements has grown from 2008's $51 billion. By 2025, its expansion is expected to speed up most rapidly in Asia, reaching a whopping 20.6%.

There is a good chance that businesses who claim their goods are environmentally friendly will really make changes to their processes if they are subjected to an evaluation of those items according to the criteria for obtaining recognized eco-labels.

There is promise in green marketing to raise the number and quality of environmentally conscious purchases made by conscientious consumers, provided it is carried out honestly and with integrity. Consumers may be prompted to make more well-informed purchases if we emphasise the environmental costs of business as usual and provide them with information about greener options.

Green marketing may backfire on companies if they aren't transparent about internal policies on ethical concerns. The only way for businesses to win over environmentally conscious consumers is to really practice what they preach. Environmentally responsible companies may face public and governmental scrutiny under certain circumstances. To get "green" certification badges, businesses must disclose their management and production practises. As this is the case, marketing items as environmentally friendly is a practical strategy for expanding market reach.

In order to justify the higher price of eco-friendly goods, marketers use the term "green marketing" to describe their practises of justifying the higher price to customers. There are externalities associated with harvesting and processing the resource that is not reflected in the market price, thus the larger premium. As a result, green marketing stresses the need for customers to have sufficient funds available to buy items whose final prices account for the full cost of their environmental implications.

Thus, the growth of the green product supply chain is aided by the expansion of regional supply networks. At the product's final stages of its life cycle green marketing emphasizes several different types of recycled, refurbished, and remanufactured items. Promoting less-priced alternatives to traditional green goods that are deemed trash in conventional supply and consumption patterns may be an effective strategy for ending the product life cycle.

The value of eco-friendly marketing has only grown in recent years. To attract customers that value environmental sustainability more than profit, businesses must examine every step of the manufacturing and advertising processes. expand one's horizons while doing so, etc. a section of buyers who aren't aware of the value of eco-friendly goods or how their own choices impact the market for them. Present-day buyers are more conscious than ever before of the firms they patronize and the impact their purchases have on the natural world. Examples of such marketing strategies include using "*visual images most associated with the environment*" in business branding and creating items from recycled materials. There are several factors to consider before launching a green marketing campaign, such as the level of public interest in the topic, the potential

for financial gain, the intensity of the competition, and the level of education of the target audience (Singh and Pandey, 2012).

For a green marketing plan to be effective, a business has to demonstrate that it is committed to the same practices it promotes. Companies shouldn't just make promises and then ignore them. Success requires giving people a say in environmental efforts and making them feel like they matter, as well as making sure people know about the forthcoming advantages of being green. Customers' individual traits and tastes may be mined for insights on what they will want from a product or service, which can help businesses better plan for the future. Businesses selling eco-friendly products need to know whether the consumers they target are aware of the impact their purchases have on the environment. Businesses may avoid the skepticism that frequently comes with the adoption of a greener strategy by taking a transparent approach and consistently matching their actions to their promises of being environmentally friendly. Secondly, decide on a price that reflects what you think the target should be (Singh and Pandey, 2012).

3. Importance of green marketing

Green marketers have a significant challenge in trying to satisfy client needs without damaging the environment. This issue is at the heart of economics, which studies how individuals and societies deal with scarcity while yet meeting what seems to be unlimited needs (McTaggart, Findlay and Parkin, 2002). To meet the limitless demands of consumers and businesses in a way that is consistent with the company's goals, it is essential to examine a variety of options while making do with limited resources.

According to Ottman (2011), green product innovation has become a top priority for modern businesses. There should be little harm to the environment at each stage: manufacturing, distribution, consumption, and disposal. It's crucial to think about the overall amount of resources utilized, the amount of resources used during the product's lifespan, and whether or not the procedures used are morally acceptable. Corporations now play a more significant part in public life and shoulder greater responsibility as a consequence of their growing influence in society (Keller, 2000; Shearer, 2000). They consider it necessary to adopt new policies and methods that would enhance environmental quality (Davis, 2002). Competitive advantage awaits companies that promote environmental stewardship in their marketing initiatives. One of the most recent developments is an emphasis on increasing customers' value (Polonsky, 2004).

Human devastation is having a disastrous effect on the biosphere, yet rising pollution levels and the results of global warming demonstrate this to be the case. The repercussion of this is that civic responsibility has become more important in modern American culture. That's why businesses and clients alike are taking additional efforts out of worry and compassion.

This idea probes consumers' psyches to learn their views on environmental concerns, which are evolving from "overt" to "fundamental core values" that inform business choices.

Better recycling procedures and the invention of new products are two more green advantages. The ubiquitous nature of technology has unnerved people, and as a result, they try to make sense of it in light of more conventional views of nature. As a consequence, it is necessary to offer services and goods that have a modest effect on the natural environment (Prizewinner, 2006).

4. The green marketing new paradigm

To meet the demands of today's socially and ecologically sensitive customers and the ever-changing business landscape, "green marketing" has emerged as the dominant paradigm.

According to Ottman (2011), conventional advertising aimed to please consumers by catering to their wants at a reasonable price and encouraging word-of-mouth promotion. But green marketing has its own unique set of challenges. Hence, it offers products that "match consumers' expectations for quality, performance, affordability, and convenience" without posing a serious threat to the natural world. While you're doing it, shape the brand idea in a way that encourages consumers to join your efforts for the long haul. All it takes to be ecologically aware is to watch what you buy.

Environmentally friendly advertising may be achieved via one of seven approaches, all of which place an emphasis on creativity and adaptability (Ottman, 2011):

- Take into account the beliefs of your customers and other interested parties, especially when it comes to matters of social and environmental responsibility.
- Make products with the minimum environmental impact that nevertheless satisfy customers in terms of quality, functionality, and cost.
- Get people interested by selling them useful products they may use to have an impact on the world for years to come.
- Check that the company is doing ethically.
- Use creative approaches to product development while keeping an eye out for ways to get an edge over the competition.
- Do not give up; instead, emphasize precision and client happiness while making a statement about the current situation of the corporate world.
- Foster eco-friendly habits and purchasing decisions.

Some businesses engage in "greenwashing" by touting environmentally friendly practices via "clever advertising and public relations initiatives," but their true intentions aren't to lessen humanity's environmental effect. Some businesses overstate the benefits of their eco-friendly policies in an attempt to win new clients and increase sales. Since consumers seldom receive all the information, they need to make educated selections about what is more or less hazardous to the environment, this is dishonest and unethical.

'Dirty' companies trying to improve their image and attract new customers may resort to greenwashing (Dahl, 2010).

One research with a catchy title, Environmental Claims in Consumer Markets, may include case studies that are indicative of greenwashing (2000). A corporation is guilty of greenwashing if it falsely markets a product as environmentally beneficial when, in fact, its manufacturing processes may be harmful to the environment. The environmental safety of these methods has never been verified by a third party. A product that promises to be environmentally friendly but fails to offer relevant details about its production or ingredients. A product's claims of eco-friendliness mean nothing to the consumer if those benefits aren't really provided (some companies market their products as CFC free, however, this component has already been banned by regulation). It is also called "greenwashing" when a product's environmental benefits are overstated or inconsistent with its actual performance, or when a product is falsely advertised as eco-friendly when it is harmful to the consumer (organic cigarettes, for example, have the same negative health effects on users as regular cigarettes).

5. Changing to more environmentally responsible purchasing practices

There are five steps in the buyer's journey, as described by Kotler and Keller (2000): identifying the issue, gathering relevant information, weighing the options, making a final choice, and adjusting behavior after the purchase. In short, it considers not just what customers already want, but also how those wants could be piqued by other factors. As a result of wanting to make well-informed purchases, consumers seek out information from a number of sources, such as the recommendations of individuals they respect, their own first-hand encounters, and advertising. The decisions they make might be influenced by their values, attitudes, or levels of expertise.

5.1 Purchasing practices

Nevertheless, not every consumer will go through each stage in the aforementioned order. The act of purchasing is one that bridges organizational and personal objectives. Achieving these goals may or may not include monetary transactions. Because of the significance of connections between selling, customers' prior experiences, competitors' offers, and the buying process, we must make reference to purchasing behavior. On the other hand, definitive responses might consist of a purchase or a rejection of a product (Baker, 2003).

Based on this data, Bunn (2003) identified six distinct buyer mentalities: the impulsive buy, the routine low-priority re-buy, the simple modified re-buy, the crucial new task, the complicated modified re-buy, and the strategic new task.

The first kind, referred to as a "casual buy," often does not need much planning or consideration. When things aren't absolutely necessary, purchases become more impulsive.

Everyday items aren't high on the shopping list. This isn't the kind of purchase you should make on the spur of the moment. The term "procuring inputs" refers to the buying of materials for use in manufacturing.

Next, a strategy known as the basic modified rebuy may be implemented with little evaluation. Nevertheless, buyers have less wiggle space in the current market.

Due to the limited number of options and the company's lack of authority, the new judgement obligation necessitates "decide as you go" decision-making, which involves some prior reading and study but less reliance on current norms. In this area, you'll often find highly technical products or ones that are completely novel to the market, both of which may provide significant hurdles for producers.

The sophisticated modified re-buy strategy may help organizations maintain control even in the absence of uncertainty or a lack of options. Consumers nowadays do extensive research on products before buying them online to ensure that they are well-suited to their needs.

The customer still has a lot of control over the supplier, despite the fact that the strategic new business is risky and has few exits. It also needs much preparation, study, and thinking. This new job, like the preceding one, will need extra effort, starting with research and ending with the final purchase.

5.2 Alternatives for buyers

Consumers' incessant need for information requires that resources be readily available at all times. According to Solomon (2000), there are two methods to think about the effects of a decision: by reflecting on the experiences of others and by analyzing the findings of well-designed experiments. The first category may include all of the split-second choices that are made at times like advertising campaigns. On the other hand, the experimental perspective may be applied to any decisions that invite extensive customer engagement. A lot of times, people will make purchases that make no sense. When making a large purchase, many consumers only visit two stores before deciding. To find the truth, it may take some time and effort, yet many people give up too soon. Customers are more likely to do an external search while looking for a unique product or little gift, for instance (clothes). This makes it easy to understand how word-of-mouth might influence a customer's decision to try a new brand in the hopes of a more satisfying purchase experience.

Customers' faith and continued patronage may play a role in a product's overall success. Customers who are loyal to a brand are less inclined to switch to another because of lower costs or friendlier rules. It's a good idea to try out a few different models from the same manufacturer before settling on one. Many external factors limit the variety of brands accessible to shoppers.

5.3 Customers who put thought into which brands they buy from

According to Kotler's definition, brand equity is "*the added value put onto products and services*" (Kotler, 2000). Brand equity is made up of more than just a company's financial status, market share, and reputation among the general public.

Brand equity is made up of four components, as outlined by Aaker (2001): brand loyalty, pricing perception, quality perception, and brand associations and knowledge. Businesses' primary motivation for funding this area of study is the desire to increase profits. Keller (2003) discusses the significance of brand equity in determining consumer behavior from a marketing management point of view.

To reduce marketing costs, it would help if customers were more loyal to their preferred brands. The most effective kind of advertising is the kind that comes from satisfied customers spreading the word.

According to Aaker, brand loyalty develops when customers continue to buy a certain product or service despite having access to alternatives (Aaker, 2006). So, your competitors will need to overcome this obstacle by either undercutting your prices or coming up with a totally new approach.

What people have to say about a product or service might be a good barometer of its success. This is why companies need to carefully evaluate the associations their brand name may have. The extent to which customers are aware of a brand is mostly independent of whether or not they have a favorable perception of it. When determining which brands to invest in, the contentment and loyalty of customers (as shown by their continued patronage) are of paramount importance to any business.

When people consistently buy a business's product line because of the excellent quality of those items, the company gains credibility in the market as a trustworthy source of such products. What makes the firm stand out from its rivals?

5.3 Explanations for favoring eco-friendly goods

Understanding the ties that bind eco-consciousness to consumer behavior is essential for crafting the green customer profile. An assortment of factors—including consumers' beliefs, demography, the prevalence and understanding of environmental issues, the accessibility of replacement products, and consumers' views of the impact of their activities on environmental protection—are speculated to influence consumers' behaviour (Dembkowski and Hanmer-Lloyd, 2004, Demczki & Hanmer-Lloyd, 2004).

Given the complexities of the buying process and the difficulty of isolating the characteristics that characterize a "green" client, a thorough understanding of all of these factors is essential before attempting to explain this type of clients.

Due to the increased manufacturing costs connected with green products in certain places, Kardash (2004) hypothesizes that buyers would have to make more sacrifices in order to get green goods. Some businesses, however, take advantage of this fact by advertising to "eco-friendly" customers and then charging them premium fees. In addition, shoppers need to make concessions, such looking in unexpected locations for

eco-friendly items and accepting things that may not perform as well as alternatives but are more ecologically friendly.

Baker (2003) claims that a consumer base must have certain qualities. Environmental challenges are generally recognized as important hurdles in modern society, and consumers are aware that their shopping choices have an effect on the environment and may have enduring effects for future generations. By excluding eco-performance from its green offerings, this firm is able to provide affordable pricing without sacrificing quality. For this reason, learning the nature of the materials used in this purchase is crucial (e.g., recycled materials).

Specifically, Baker (2003) proposes categorizing eco-friendly product aspects into two groups: (1) design and (2) material. Think about what will happen to the product once it has served its function. Think about how the product will impact people and the environment, as well as any possible substitutes. Longevity, the user's sense of safety while using the product, and the product's capacity to be recycled after its useful life are further indicators of its social and environmental effect, in addition to the efficiency with which the products may be used (in terms of, instance, gas mileage). Products may have longer lives and lower total costs if they are reconditioned (for example, by acquiring new tires for a vehicle), reused (for example, by reusing a Starbucks cup), or recycled (for example, by utilizing a beer can to make a new automobile) (e.g. Women Secret collecting old bras for re-manufacturing).

The second group is concerned with internal company dynamics and methods of manufacturing. Everything from the initial concept through the completed product in its many forms (including packaging and supporting services) is included here (Peattie 2005).

A company's image may either be strengthened or damaged by the colors it uses.

According to Williams (2000), one of the most crucial aspects of branding is its capacity to evoke an emotional response from consumers. Colors may take on different tones of significance depending on the cultural, economic, and aesthetic setting in which they are used. Yet, depending on the specific connections each individual has made with colors throughout their life, the emotions elicited by those colors may vary (Moser, 2003). The spectrum of human emotion is as varied as the variety of possible color responses (Schmitt and Simonson 2000). The brains of different people have been proven to have unique reactions to different colors. In many contexts, the color blue is associated with trustworthiness, maturity, and a sense of security. Red's high visibility makes it a popular choice when trying to get someone's attention or even shock them. In this context, black — the color most often associated with sophistication — conveys solemnity and a sense of timelessness.

Nevertheless, the color green has long been associated with prosperity, contentment, dependability, ecological consciousness, strength, calm, and even safety. In addition, it might provide the impression that the item is organic and natural (Ciotti, 2013).

Many associations and interpretations may be made by looking at a color. There has to be consistency between the brand's use of color, as well as its use of typography, line, and shape. Anyone who encounters the brand will immediately know what it is, and they'll have no trouble associating it with its primary function (Lindstrom, 2005).

Companies have a lot to gain by being green, and that's not only because they can better serve their consumers' requirements and even predict their wants.

One of the primary goals of "green marketing" is to find innovative ways to attract and retain clients by meeting their needs and satisfying their desires without compromising environmental standards. When one of these aims is prioritized above the others, it leads to green marketing myopia. As a lecturer at Harvard Business School, Theodore Levitt coined the phrase "feature creep" to describe the growing tendency of companies to prioritise the addition of features to their products above focusing on improving the value they provide to customers. Businesses need to shift their attention away from existing goods, manufacturing processes, market structures, and consumption patterns and towards satisfying consumers' unquenchable cravings (Levitt 2060).

Certain companies' practices hastened the decline of ecosystems by leading to dangerous contaminations, deforestation, soil erosion, and the extinction of some species as they tried to keep up with the rapid development of new technologies. Yet, it's becoming more obvious that consumers are beginning to take action to protect the world. Thus, companies should concentrate on creating goods that calm consumer fears (Howard, 2005).

Companies "go green" and practice CSR because they believe it will benefit their financial line. Regulation compliance, competitive advantage, stakeholder pressure, ethical concerns, major events, and top management incentives are the only other motivations for businesses to embrace green practices (Dillon and Fischer, 2002).

To avoid potential penalties, fines, and legal fees and to make the most of the time before the legislation takes effect, businesses should ensure they are in compliance with ecological responsiveness rules (Lampe, Ellis and Drummond, 2001).

Subcontracting the company's environmental expertise via green marketing might boost profitability by increasing the demand for previously discarded materials. That's why it's crucial for businesses to assess their production processes and find solutions to lessen their negative effects on the environment without giving up any of the benefits, such as lower costs or less cumbersome trash disposal (Cordano, 2003).

When a corporation's upper echelons understand their social obligations and the need to modify its practices to lessen their impact on the natural world, the firm is better able to fulfil those obligations and make those modifications. Lampe, Ellis, and Drummond (2001) argue that "*doing the right thing*" isn't enough motivation for organizations; instead, they should be guided by their ideals. Investors may weigh in on major decisions. By including customers, communities, and the environment in decision-making, a business gains insight into the potential effects of its actions (Berry and Rondinelli, 2000).

5.4 Satisfied clients

Consumers' perceptions of quality, value, and satisfaction all seem to be intertwined, according to the literature (Cronin, Brady, & Hult, 2000). According to Rust and Oliver (2004), client satisfaction is the anticipation of a feeling comparable to that produced by the acquisition of a wanted good or service. Customer satisfaction may be broken down into two categories: satisfaction with the service provided and satisfaction with the firm as a whole. The first is transactional and is grounded in specifics of the service itself, while the latter is relational and rests on the dynamics between the provider and the recipient (Rust and Oliver, 2004). There are four components that contribute to a customer's overall satisfaction: actual quality, perceived quality, expectations, and confirmation (the difference between the actual and anticipated quality). As a result, customers' expectations operate as an "anchor" around which their satisfaction with the product or service might fluctuate.

According to Kotler and Keller (2000), companies should put customer satisfaction ahead of gaining market share. Client happiness has long been seen as the foundation of repeat business. There is now a way to quantify and keep tabs on marketing efforts thanks to the system's new built-in functionality. Customer satisfaction seems to be correlated with brand loyalty. It may cost five to ten times as much to find and attract new customers as it does to keep the ones you already have pleased. Around 10%-30% of a business's clientele will leave the firm every year. When this rate is cut by 5%, companies may see a boost in profits of 25% to 5%. If a consumer stays with a business for a long period of time, the business makes more money off of them. A company's claim of having satisfied customers will carry greater weight with consumers if they have faith in and respect for the business.

Therefore, corporations shouldn't priorities customer satisfaction. According to Hennig-Thurau and Klee (2000), customer satisfaction significantly affects revenue retention. They extrapolate that a buyer's satisfaction and loyalty could be influenced by how they perceive the product's quality. Considering that customer retention is linked to a consumer's inclination to repurchase a product, it may stand in for brand loyalty.

It's essential for every company to implement strategies for customer retention since winning customers' loyalty sometimes demands going the extra mile.

5.5 Bad customers

When we speak about our loyalty to someone, we are referring to their attachment and devotion to us. Customers who are not regulars are more likely to judge their service encounter and overall experience as good when there is no relationship between the firm and the customers (Anderson, 2004). A customer's loyalty to a business and its offerings is indicative of both the strength of that customer's connection with the business and the regularity with which that customer buys the business's items. To keep a client means they are pleased with the product and will continue to buy and use it.

According to the research of Asgharian and Saleki (2012), a loyal client is one who prefers one brand over another, recommends it to others, and avoids purchasing

competitor brands. Loyalty may be defined as the propensity to buy something again despite the availability of other options. Brand loyalty occurs when a customer's own values are consistent with those of a corporation.

Johnson and Ettlie (2001) argue that quality emerges from "excellent performance," or the capacity to meet customers' needs and adapt products to their preferences with minimal failures in areas like usability, aesthetics, and other forms of subjectivity. The likelihood that a customer would repurchase a product demonstrates the customer's level of satisfaction and loyalty. As quality has been shown to increase consumer satisfaction and brand loyalty (Kotler & Keller, 2000), businesses should cater to customers' growing interest in protecting the environment by expanding their product lines to meet their demands.

A company's retention rate is an indicator of the loyalty of its clientele. Twenty percent of a company's customers will leave every five years, even if customer retention rates are high. It's possible, however, that a low retention rate is a sign that consumers are uninterested in trying new products or are content with sticking with the same brand. Businesses need to divide their customers into profitable (likely to return) and nonprofitable (not likely to) categories (less likely to do so). Businesses that put an emphasis on customer engagement and provide a loyalty award programmed or other forms of customer incentive see increased customer retention and growth.

While client loyalty is a goal for most businesses, Kotler and Keller (2000) argue that it is never adequate if rivals can provide a better value proposition.

5.6 What eco-friendly advertising can do for your business

While developing a competitive strategy, Porter and Kramer advise considering not just the attractiveness of the industry and the competition, but also the firm's own competitive position (2006). So, a healthy industry needs the strongest possible competition. Because the most obvious force isn't always the strongest isn't evidence that it doesn't exist. Some fast food and beverage franchises are experimenting with "ecological roadways" and other eco-friendly practices to attract this demographic of more environmentally concerned clients and set themselves apart from the competition.

There has been a consistent movement in advertising towards greener, less harmful products throughout the years. Companies have started segmenting their clientele into like-minded communities in an effort to increase consumer loyalty and cash in on customers' heightened knowledge of environmental problems.

If consumers are empowered and inspired to make sustainable purchasing decisions, businesses will have an easier time connecting with their target market.

5.7 Business longevity and social responsibility

Corporate social responsibility (also known as CSR) is a term typically used when addressing the toll that businesses have on society and the planet. "Social return on investment" describes the positive effects prosperous businesses have on their communities. Human rights, workplace and employee troubles, unfair company

practices, organizational governance, environmental concerns, market and consumer concerns, community service, and social development are all topics central to the concept of corporate social responsibility (CSR) (Leonard and McAdam, 2002).

Corporate social responsibility is the best strategy since it unites ethical corporate practices with the public good. To start, CSR prioritizes profit maximization within the context of sustaining or enhancing product quality. Yet, CSR stresses the need of making positive changes that endure in both people and society. It's a system of interrelated aspects that aims to maximize customer satisfaction by meeting their needs quickly, easily, and affordably while also prioritizing employee well-being, respect for human rights, and open communication with business partners and the public (DallaCosta, 2000). Moreover, CSR influences a wide variety of processes, such as product development, advertising, sales methods, and distribution channels. Increasing customer loyalty and happiness, reducing staff turnover, and expanding a company's good impact on society at large are all critical to a company's long-term success (Oppenheim and Przasnyski, 2000).

In this case study, we look at how customers' growing access to information and expertise about firms is giving them greater sway. The rising power of shareholders is enabling this development. As a result, they have the considerable financial clout and are in a position to rapidly condemn any actions they deem unacceptable. As a result, consumers have an important part to play since they may affect public policy and the promotion of products (Baker, 2003).

Kotler and Keller argue that the foundation of CSR is moral, ethical, and social responsibility (Kotler and Keller, 2000). The term "legal behavior" is used to define the measures that businesses and their customers should take to protect themselves and others. There is a fine line between effective marketing and unethical behavior in business, and it may be hard to tell when that line is being crossed. False advertising, trade secret theft, and unfulfilled promises are all examples of such malfeasance. If a company's unethical behavior gets out in the open, it faces significant dangers. For obvious reasons, marketers shouldn't engage in environmentally friendly practices outside of highly controlled environments under the guise of CSR, since doing so would attract significant attention from consumers and other organizations, along with potential criticism. Through studying the effects of major environmental catastrophes on companies (such as the Exxon-Valdez and Braer oil spills), we came up with a new method of communicating with clients.

Porter and Kramer found that CSR is necessary for four reasons: moral duty, long-term sustainability, legal license to conduct business, and public standing (2006). Many companies now put a priority on CSR projects out of a feeling of moral duty, which brings us to the first point. Companies may meet their moral responsibilities by doing things like being open about their finances and operating within the law. As described by the World Business Council for Sustainable Development, "*creating financial success in ways that reflect ethical objectives and respect people, communities, and the natural environment" is the essence of corporate social responsibility (CSR)"*. What this implies is that businesses must

take responsibility for their actions. Simply said, it's the ability to harmonies and strike a balance between taxable value, interest, and cost. An essential element of sustainability is "*meeting the demands of the present without sacrificing the capacity of future generations to fulfil their own needs*," an acknowledgment of the interdependence of the environment and the community. Compliance with local community standards and all applicable laws, rules, and regulations is required before a business is granted permission to open for business. As an alternative, this method can be quite useful because it defines and imposes regulations on businesses that directly affect other stakeholders, regardless of whether or not these stakeholders share the same or different views on the issue at hand, such as whether or not it is environmentally hazardous.

Lastly, a company's reputation may be used to support corporate social responsibility (CSR) measures that boost the company's public standing, market value, or bottom line. Businesses that invest in their communities have more sway with buyers and are better equipped to meet their needs.

There has been a lot of focus on sustainability and CSR, which are both well-established ideas. For sustainability to be achieved, existing societal demands must be met without future generations' chances.

Kotler and Keller (2000) argue that sustainability is broader than environmental consciousness. Also taken into account is the interdependence of human beings, the planet, and material prosperity.

Every day, people in many nations struggle to meet their most fundamental requirements, such as having access to enough food, clothes, housing, and employment, as reported in "Our Common Future," a report published by the Brundtland Commission in 2000. In addition to satisfying people's basic necessities, sustainable development improves the quality of life for all in a community.

There are people whose way of life pushes the planet past its ecological limits, and our current energy usage and consumption patterns are not long-term sustainable. Human needs are deeply rooted in culture and society, but this also means that sustainable development must encourage environmentally friendly consumption norms. Hence, satisfying human needs is essential to sustainable development, which entails coordinating resource extraction with investment goals and the trajectory of technological progress.

People may be motivated to take actions that support sustainable development if they have access to information, strengthened institutions, and stricter rules that are necessary to do so. To this end, societies must guarantee their citizens a say in governance, social values must direct ecological growth, and scientific and technical advancement must provide novel answers.

5.8 Heightened awareness of the environment

To conserve the environment, the individual concern is as vital as societal awareness.

The power of values is shown, therefore, by the connection between values and altruism. Schwartz (2000) claims that altruism can only emerge when people sense a

moral need to aid others in line with commonly accepted norms. Individuals acquire these norms as they gain experience with the results of their choices and behaviours (or inactions). To have one's own wants, ambitions, and aspirations while also considering the greater good is conceivable.

People's willingness to take part in environmental activities and accept policies meant to decrease their influence on the environment increases as their level of environmental awareness develops, according to research by Schade and Schlag (2003). While technological advancements will determine how pollution changes, new environmental beliefs will not likely cause friction. Comparisons between the pollution levels of developing and developed nations, as well as between the public's knowledge of these levels, are necessary. Brazil, India, and Mexico are all good examples of rising countries, whereas Germany, the United States, and the United Kingdom are all good examples of industrialised countries.

6. Methodology

The single most critical factor in determining the value of eco-products is the level of customer education on green marketing strategies and new environmentally friendly corporate practises. Here, these comprehensive components serve as a proxy for the independent variable. It is well understood that this factor has a negative impact on the dependent variable's customers' perceptions of business objectives when participating in such behaviours and consumers' environmental awareness.

Menck and Oliveira's research relies on this final one as its dependent variable (2014). That being said, in conclusion: *"The influence of a determining factor: As a set of dependant factors, "What Customers Buy Is an Experience" includes: Specifics and advantages of eco-friendly goods; Consumers' perceptions of corporations' genuine motivations; Anxiety over the state of the planet among the general public*."

After introducing the theoretical underpinnings that will guide the research, the literature review is used to develop hypotheses that will be tested by questionnaire.

In an effort to understand what influences customers' environmental awareness and willingness to think about potential purchases' effects, several academics have made educated guesses (Dembkowski and Hanmer-Lloyd, 2004; Baker, 2003). Individuals' moral convictions have a significant impact on determining their purchasing decisions (Menck and Oliveira, 2014). So, the consequences of client requests will depend on how well the product's performance corresponds to its qualities.

Past research has shown a correlation between consumers' propensity to purchase and their estimation of a product's environmental friendliness (for example, Menck and Oliveira, 2014).

7. Results and discussions

Findings and debates suggest that pollution levels will remain stable provided the technology used to produce them are environmentally friendly and a substantial population prioritises preserving natural resources.

If the technology itself is inherently polluting, then no amount of eco-conscious people using it will be able to stop more pollution from occurring. As an example, this may be because of the ravenous appetites of the general public. The present generation's level of consumption exceeds what can be safely abated with existing technologies (dirty technology). In spite of the number of eco-worriers, these costly improvements are essential.

Table 1: Presentation of test Chi Square and Arithmetic average

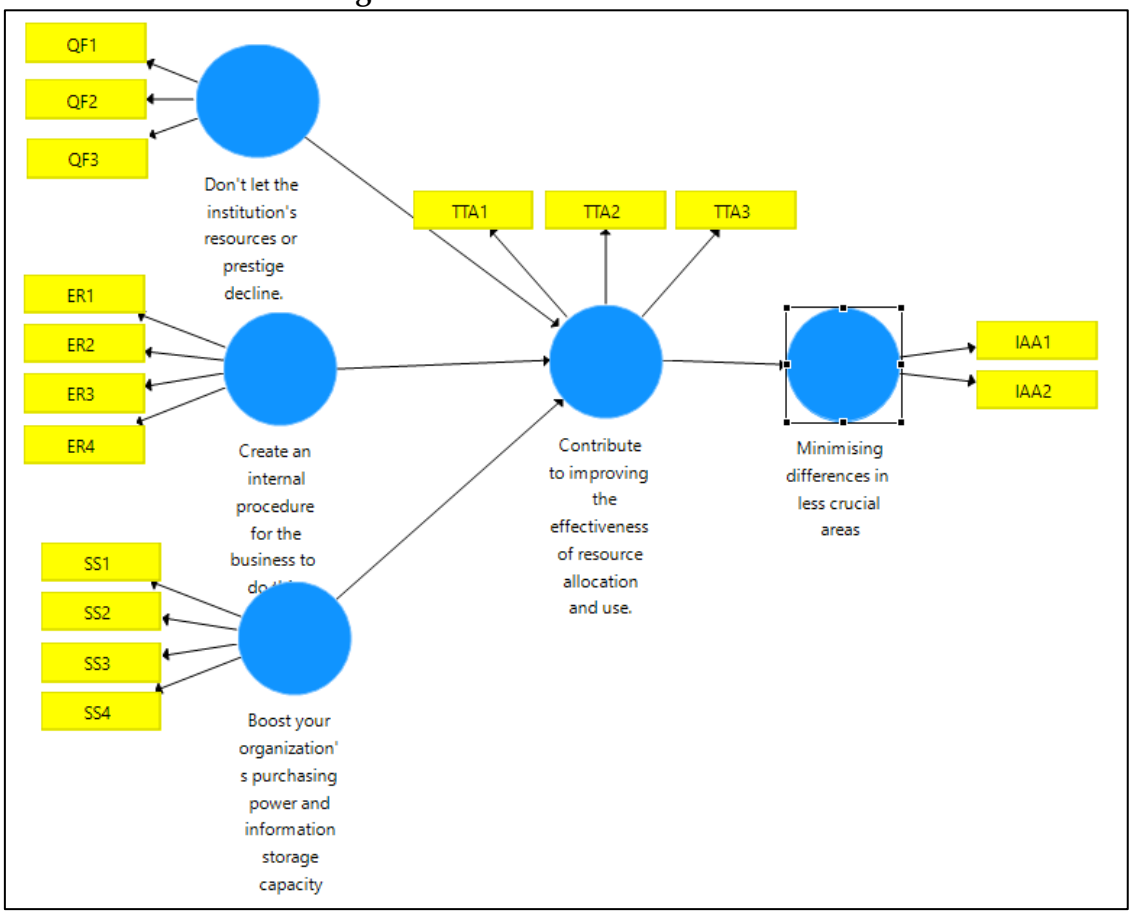
No.	Items	Chi Square	Arithmetic average	Standard Deviation
1	Don't let the institution's resources or prestige decline.	0.08	2.54	0.796
2	Create an internal procedure for the business to do this.	0.03	1.26	0.765
3	Boost your organization's purchasing power and information storage capacity	0.09	4.56	0.985
4	Contribute to improving the effectiveness of resource allocation and use.	0.04	1.23	0.435
5	Minimising differences in less crucial areas	0.06	3.45	0.524

Source: Author's elaboration.

Moreover, the greenhouse effect has lately emerged as a hotly debated problem on a global scale. More effective use of energy in goods and services, as well as less reckless product and service consumption, may help mitigate environmental damage. In light of what has been mentioned thus far, this suggests that those with a heightened concern for the environment are more inclined to actively participate in initiatives to cut down on their own energy use and garbage production. But, no one will back environmentally destructive policies that are foisted on the public.

Steg, Dreijerink, and Abrahamse (2006) state that people's motivations for taking environmental protection measures are influenced by both private interests and the character of the policy itself. Considerations unique to the individual include the price of travel and the pace at which one uses energy. People's generally upbeat worldview motivates them to take environmental challenges seriously and strive for practical solutions.

Figure 1: Presentation of final model



Source: Out-put Smart PLS

On the other hand, there is a connection between the acceptability of energy programmes and their perceived efficacy, and this connection is influenced by the qualities of the accepted policy. If they think supporting the cause would benefit society as a whole and lessen their own personal environmental effect, people are more willing to provide money or other resources to the cause (Schade and Schlag, 2003). It is typical practice to spread a brand over many sales platforms, since consumers are more likely to see a product as high-quality if it is easy to acquire.

Also, the customer's opinion of the brand is significant, particularly if it was formed via advertising. Brands may, to some degree, work to increase the favorable feelings their products elicit in consumers. The best way to set yourself out from the pack.

Third, education is crucial because it may influence people's perspectives and decisions in the marketplace. As is, how people in general feel about the product. It's possible that one brand has widespread recognition and recall, is the first brand that comes to mind, is the subject of extensive knowledge and firm opinion, or enjoys none of these things.

As a result, customers are more likely to associate unique or specialized companies with recognition, while household names like McDonald's and Starbucks get the benefits of recall and top-of-mind awareness.

Consumers, according to Williamson (2000) and Zeng (2000), are continually looking for fresh methods to differentiate themselves from the competition. Qualities that are indicative of the target market's norms and expectations. This change in mindset is reflected in the growing popularity of recycling initiatives, pollution-prevention methods, and other eco-friendly practices. Such customers with such strong moral convictions will not purchase your goods if they even suspect that you or your distributors or funders are engaged in unethical practices. Hence, firms shouldn't only cut costs; they need to hone their cost-innovation skills to give customers more bang for their buck.

Nonetheless, people may form inaccurate opinions about untested initiatives if they are not privy to the results. This seems to suggest that effectiveness is independent of how it is received. Poortinga, Steg, Vlek, and Wiersma found that consumers were more receptive to and actively participated in energy-saving activities that involved technical measures like applying radiator insulation or purchasing an energy-efficient heating system than those that required behavioural changes like choosing to walk or use a clothesline instead of a dryer (Poortinga, Steg, Vlek, and Wiersma, 2003).

8. Conclusion

Baker (2003) praised an additional benefit of eco-friendly products: the availability of post-use management options. Remanufacturing, refurbishing, reusing, and recycling are all examples of this. In addition, the reviewed research reveals that this feature of eco-friendly items may be related to illogical purchase behaviour. As a matter of fact, consumers choose items because they include characteristics that ensure little ecological effect (Howard, 2005).

In order to have an advantage over competitors, businesses must provide items that set themselves apart from the competition. Among the many ways a product may set itself apart from the competition is via improvements to its quality (Aaker 1996). Customers' expectations have increased since eco-friendly goods symbolise values, they hold dear (Williamson and Zeng, 2009).

Some writers believe that providing exceptional service means going above and beyond for customers. Customer loyalty, according to Kotler and Keller (2009), is more important than market share. The product's features must not only meet but also surpass the expectations of the target audience.

According to Kotler and Keller's (2009) research, customers are happier as a result of the features and functionality of eco-friendly items.

Menck and Oliveira (2014) found that a product's marketability depends equally on its quality and its efficiency. Customers who value a company's efforts to understand and accommodate their interest in eco-friendly goods are more likely to remain loyal to that company (Schwartz, 1977).

Schade and Schlag (2003) claim that people who buy eco-friendly goods are more concerned about global warming and other environmental problems. In other words,

activities aiming at reducing negative impacts on the environment will find more receptive audiences, and individuals will be more likely to take initiative on their own. This will help us better categorise our consumers who are concerned about the environment.

Customers' optimism about a company's new strategy is no guarantee that it will be well received, according to Poortinga, Steg, Vlek, and Wiersma (2003). As a general rule, the public is more receptive to policies with which they are already familiar.

It's up to consumers to weigh the pros and cons of these innovations, wondering if they're genuine (as the rising importance of CSR shakes businesses' consciousness about their impact on social welfare) or deceptive (as in the case of greenwashing, in which businesses falsely claim to be participating in sustainable trends to boost their reputation) (Leonard and McAdam, 2002).

Conflict of Interest Statement

I assume full responsibility for this article, we declare no conflict of interest in this research and publication

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