



## **Impact of Green Marketing Orientation on Green Brand Image and Green Customer Loyalty**

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**Abstract:** The concept of Green marketing has become prevalent globally, there is little demand and knowledge about sustainable goods in Pakistan. Research on green marketing available is mostly concerned on developing nations, under representing impoverished countries such as Pakistan. The present study has tried to develop a model on impact of Green Marketing Orientation (GMO) on Green Brand Image (GBI) and Green Customer Loyalty (GCL) in the domain of Pakistani customers. Consequently, study objectives are to evaluate the influence of GMO on Green Brand Image (GBI) and Green Customer Loyalty (GCL). The targeted population was managerial cadre employees of reputed electronic companies of Pakistan. A Quantitative study was used and data was collected via questionnaire (survey). The SPSS 21 was used to evaluate the data. The findings revealed that (a) the GMO is a significant predictor of Green Brand Image and Green Customers Loyalty. The study supports the idea that consumer's propensity to make eco-friendly purchases is influenced by the green marketing orientation, green brand image and green customer loyalty.

**Keywords:** Green Marketing Orientation, Green Brand Image, Green Customer Loyalty, Pakistan

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### **1. Introduction**

Technological expansion has made life easier. The development of technology has both optimistic and undesirable magnitudes. On optimistic side, technologies make everything convenient and reduce human efforts. On the negative side, these developments have a negative impact on natural resources, such as climate change, destroying the ozone layer, global warming and air pollution (Bradun & Biswas, 2022). These problems are directly or indirectly affecting economic and environmental sustainability. In the last few decades, customers concerned with ecological and environmental protection have gained significant and positive growth in activities like environmental protection. People nowadays are anxious to the green products and are enthusiastic to pay additional for ecological products, which directly affect people's values, norms and lifestyles (Soewarno, 2020). These changes in customer's lifestyles due to environmental concerns have gradually increased customer's consumption of greener products (Silva et al., 2021).

A study reported that the green brand image (GBI) (The imagination of customers regarding the company's eco-

friendly products), green customer loyalty (GCL) (the depth of a customer's loyalty to an eco-friendly brand), eco-friendly products directly affects the purchase intention (Tan et al., 2022). On the other hand, studies reported that the green marketing orientation (GMO) is the antecedent of GBI, GCL and GCS (Chung, 2020; Çavuşoğlu et al., 2020). The GMO is the business strategy that places a high value on determining the demands of the clients and producing eco-friendly goods that meet the client's needs (Papadas et al., 2019). The GMO consists of three attributes, namely a) strategic green marketing orientation (SGMO), b) tactical green marketing orientation (TGMO) and c) internal green marketing orientation (IGMO) (Borah et al., 2023). The studies conducted by previous researchers have concluded that ecological purchase intent has a positive correlation with individual attitudes (Soewarno & Hariyati, 2020), low perceived availability (Zhuang, 2021) and green promotion activities (Luo et al., 2020). Purchasing greener products is considered the most effective and sensible way to alleviate the degradation of the natural environment (Kumar et al., 2023).

The controllers, such as waste disposal, environmental performance measures and recycling of waste materials have implemented many regulations regarding environmental protection. These regulations have enabled indoctrinating of green marketing practices into their vision and long-term strategies emerging with the term Green Marketing Orientation (Ozdemir, 2018). If a company can satisfy its customers by providing them with ecological products, in return customers will prefer the company products. Customers are now aware of green and ecological products; this research study enhances the market orientation construct to the green marketing orientation. Green marketing orientation escalates public awareness to protect the environment by adopting a green lifestyle and positively affects business performance, thus motivating companies to adopt such business practices which are friendly to the environment (Masocha, 2021).

### 1.1 Problem Statement

The economy of Pakistan is an emerging economy in the world, but due to lack of information regarding environmental concerns and green marketing, the environmental situation is getting worse daily. The people living in these societies do not care about the environment due to lack of awareness and motivation. As per the report of the global environmental performance index (EPI) 2020, Pakistan is number eight in the most affected by climate change country. It is among those countries having poor air quality to intake. Green marketing has grown extensively worldwide in the last few years and has shown promising growth in Asian countries. Most people are unaware of the term green marketing or ecological concepts because of the low awareness among the people, resulting in low demand for green products and due to this companies may not find it a desirable segment. The study conducted by researchers on green marketing is mainly associated with developing countries and significantly less attention has been given to underdeveloped countries like Pakistan.

### 1.2 Research Questions

Following are the research questions.

1. Does a relationship exist between Green Marketing Orientation (GMO) and Green Brand Image (GBI)?
2. Does a relationship exist between Green Marketing Orientation (GMO) and Green Customer Loyalty (GCL)?

### 1.3 Research Objectives

Under-mentioned are the research objectives

1. To analyze the effect of Green Marketing Orientation (GMO) on Green Brand Image (GBI).
2. To analyze the effect of Green Marketing Orientation (GMO) on Green Customer Loyalty (GCL).

### 1.4 Study Significance

This research study is vital for marketing professionals as this study covers the various green marketing concepts, including green marketing orientation (GMO), green brand image (GBI) and green customer loyalty (GCL). This study will also help companies to produce ecological products and focus on environmental concerns by using new greener technology, discouraging the use of natural resources and recycling used products with less emission of harmful gases, which affects the ozone layer.

## 2. Literature Review

### 2.1 Green Marketing Orientation and Green Brand Image

Brand positioning strategies like claims of being environmental friendly and agricultural certification greenness have now become a symbol of various brand positioning (Parker et al., 2009). Green conception ideas emerge with successful innovations and successful green marketing comprises technology, corporate philosophy and the brand itself (Parker et al., 2009). Earlier studies found that customers focus on the green image and the natural environment (Bohdanowicz, 2005; Verma & Chandra, 2016). The change in the customer's consumption pattern is challenging for most upper managers and approximately 60% of them are incorporating green strategies and concepts into their strategic marketing or strategies by adding greener products into their product lines. The research conducted by Shrivastava (1995) concluded that integrating greener strategies into corporate goals and objectives can benefit companies such as an increase in profit, return on investment, entry into new markets, enhancement of the company's image, enhancement of competitive advantage and product differentiation.

Companies are now aware of customer's changes in buying preferences due to their concern about the environment (Yeon et al., 2011). Prior research found that while purchasing a product, customers focus on the green image of the company and its impact on the natural environment (Vaerma & Chandra, 2016). Therefore, if a company wants to enhance its green image in the mind of the customers, it must develop such marketing strategies which are green. The study examines the effects of green marketing and brand image in Pakistan. The results demonstrate that green marketing strategies directly and substantially impact the green brand image (Tan et al., 2022). The study examines the connection between corporate image and green marketing in Pakistan. According to research, corporate images comprise corporate reputation, social responsibility and brand image. According to an approximated model, green marketing directly affects brand image (Ko et al., 2013). According to Peattie & Charter (2003), "green marketing orientation" is a strategy business used to incorporate environmental issues into their marketing strategies and business operations. According to Menon and Menon (1997), this strategy is supported by coordinating marketing initiatives with ecological responsibility can improve brand perceptions and competitive advantage. On the other side, customer's views and connections about a brand's environmental commitment and consciousness are called its "green brand image" (Delafrouz et al., 2014).

According to scholars who have identified a symbiotic relationship between these two constructs, forming a positive green brand image can be facilitated by a strong green marketing orientation (Gupta & Pirsch, 2006). Companies can strengthen their environmental reputation by continuously communicating eco-friendly messaging, practices and products, encouraging customer loyalty and trust (D'Souza et al., 2006). According to a study, consumer's impressions of a brand's sincere commitment to sustainability can be influenced by a clearly defined green marketing orientation, which improves the brand's perception of itself as being environmental conscious (Chen et al., 2014). Therefore, a strategically aligned integration of a green marketing approach is anticipated to impact a brand's green image positively, ultimately promoting organizational performance in a sustainable business practices. Based on the discussion, underneath is the first hypothesis of the study.

H<sub>1</sub>: Green marketing orientation has a significant effect on green brand image

### 2.2 Green Marketing Orientation and Green Customer Loyalty

According to Peattie & Charter (2003), "green marketing orientation" refers to a strategic strategy businesses use to integrate environmentally responsible ideas into their marketing plans and overall business processes. This strategy is based on the concept that coordinating marketing initiatives with ecological issues can enhance competitive advantage and generate favorable brand impressions (Menon & Menon, 1997). Conversely, green brand loyalty embodies consumer's dedication and persistent purchasing behavior toward firms that care about the environment (Kang & Hustvedt, 2014). According to research that has found a significant association between these two constructs, the creation of unwavering green brand loyalty is triggered by a green marketing orientation (Chen et al., 2014). Companies may foster a deep connection between consumers and the brand, promoting trust, emotional attachment and long-term dedication by constantly conveying environmental responsible beliefs, practices and services (Saxena, 2019). According to the literature, a well-executed green marketing strategy can persuade customers that a company is genuinely dedicated to sustainability, increasing brand recognition and loyalty (Loureiro & Catarino, 2011).

Leonidou, Katsikeas, and Morgan (2013) argued that companies can increase customer loyalty by improving environmental efficiency, which may also help them to improve company image and reduce costs. Leonidou et al. (2013) concluded that customers are willing to pay premium prices for green or environmentally friendly products and become loyal to the brand. Customer demand has gained much attention as the behavior pattern of the customers has changed rapidly, especially since the product's manufacturing has now moved from marketed-oriented to customer-oriented (Norazah & Norbayah, 2015). For the development of green marketing strategies, the green marketing orientation is considered an essential tool of developing such green strategies which mainly focuses on the ecological environment, promoting the coordinated development of the economy and ecological and environmental protection of the earth to manage corporate, customer, ecological and social interests (Fuentes, 2015).

Businesses intentionally utilize a green marketing strategy to connect with consumer's growing awareness of their decision's environmental impact and foster shared values (Berger & Kates, 2020). As a result of this connection, customers develop a loyalty to green brands firmly founded on their ethical considerations and convictions (Gazley & Remund, 2019). According to the literature, a consistent and sincere green marketing approach can connect with customers more profoundly, encouraging emotional bonds and reinforcing that the brand prioritizes profit while making a positive difference in the environment (Kotler, 2011). Due to the increased possibility of green brand loyalty due to this emotional resonance, devoted customers become outspoken brand evangelists who support the company's environmentally conscious principles (Polonsky & Rosenberger III, 2001). Companies can increase brand loyalty and promote sustainability by integrating environmental issues into their marketing strategy. This will create a partnership between the brand and the customer that will benefit both parties in the quest for a greener future. Therefore, cohesive and strategic cooperation of green marketing orientation will positively affect cultivating green brand loyalty and in return contribute to an organization's long-term success. Based on the discussion, underneath is the second hypothesis of the study.

H<sub>2</sub>: Green marketing orientation has a significant effect on green customer loyalty

## 2.3 Underpinning Theory for the study

### 2.3.1 Social Practice Theory

According to the social practice theory, daily routines, conventions and habits influence people's behavior, strongly emphasizing social environment and group behavior (Shove, 2010). This theory sheds light on how broader cultural practices and norms affect green actions and beliefs when applied to green marketing. The cultural movement toward eco-conscious consumption aligns with a company's strategic emphasis on sustainable development, reflected in its green marketing strategy. Businesses that adopt a green marketing perspective help to define cultural norms for sustainable purchase habits (Chen & Chang, 2013). Because consumers increasingly identify eco-friendly brands with ethical conduct, which increases brand credibility, these activities impact how people perceive the image of green brands (López-Mosquera et al., 2019). The idea of social practice theory also emphasizes how group activity shapes the loyalty of green consumers. According to Preuss and Schoeneborn (2017), consumers committed to ethical business practices are likelier to build loyalty to brands that share their beliefs. Underneath is the proposed framework.

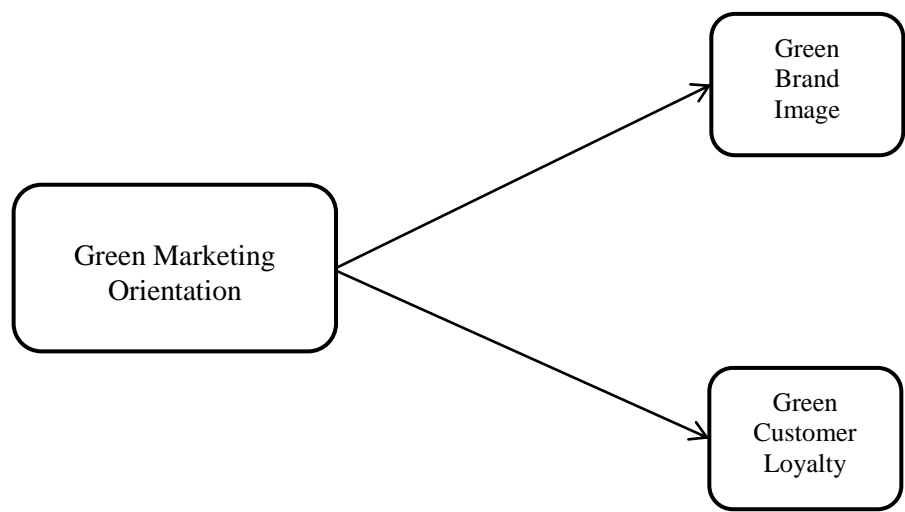


Figure 1: Conceptual Framework

3. Research Methodology

3.1 Research Design

Multiple hypotheses were combined to form the study's framework, which the investigator set out to test quantitatively. As a result, the quantitative mono-method strategy was quite suitable for this investigation for several reasons. It provides precise and accurate information (Holguin-Veras et al., 2021), is sustained by vigorous substantiation (Kleerebezem et al., 2021), allows generalizability (McKibben et al., 2020) and survey measures are used for data assortment (Kleerebezem et al., 2021).A deductive method is used to evaluate the survey and data was analyzed through statistical software using SPSS-21.

3.2 Population and Sampling

Sekaran (2016) defines the term "population" as a group of people with things typical, such as where they live, their ethnic background, culture, country or profession. The study population for this research comprised managerial cadre employees, encompassing individuals from the top, middle and lower levels within the top five home appliance companies operating in Punjab and Khyber Pakhtunkhwa province of Pakistan, namely Orient, TCL, PEL, Haier, and Dawlance. In this investigation, the sample was chosen using a probability sampling method known as stratified sampling, in which every stratum was treated as a distinct stratum.

4. Data Collection and Analysis

The data was collected from the respondents with a sample size of 352 which was selected from the population of managerial staff of five electrical home appliances companies. Adopted questionnaires having a five likert scale were distributed among the respondents by using the survey method. The responses of the respondents were then analyzed by using the SPSS-21 software and results were obtained in quantitative form. Regression, correlation etc were used to interpret the results of the study.

4.1 Demographic Information

Table 1: Demographic Information

Variable	Characteristics	Frequency	Percentages
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Gender	Male	344	97.7
	Female	8	2.3
<b>Variable</b>	<b>Total</b>	352	100
Age	20-30 years	232	65.9
	31-40 years	100	28.4
	41-50 years	20	5.7
<b>Variable</b>	<b>Total</b>	352	100
Education	Graduate	299	84.9
	Masters	53	15.1
<b>Variable</b>	<b>Total</b>	352	100
Have you purchased the eco-friendly products of your company	Yes	352	100.0
	No	0	0
<b>Variable</b>	<b>Total</b>	352	100.0
Experience	0-5 years	211	59.9
	6-10 years	102	29.0
	11 & above years	39	11.1
	<b>Total</b>	352	100

The above demographic information table shows that 97.7% of the respondents were males and 2.3% were females. Their ages were mostly from 20 to 40 years and most of them were graduates with 100% purchasing of green products from their own companies. The experience of the respondents was mostly from one to ten years.

## 4.2 Reliability Statistics

Table 2: Reliability Statistics

S#	Variables	Source	Items	Cronbach Alpha
1	Green Marketing Orientation	Papadas et al. (2017)	08	0.989
2	Green Brand Image	Chen (2010)	7	0.961
3	Green Customer Loyalty	Chang & Fong (2010)	5	0.951

Note: Reliability

The data was collected through survey via likert scale questionnaires which were adopted from authors as mentioned in the above table. The Cronbach Alpha measures the consistency of the items, either they are reliable to measure the construct. According to Brown (2002), the acceptance criteria for measuring Cronbach Alpha should be above 0.7. All of the items used in the study are having Cronbach Alpha value of more than 0.9 which shows their good reliability and consistency.

## 4.3 Correlation Analysis

Table 3: Correlation Matrix

		Green Marketing Orientation	Green Brand Image	Green Customer Loyalty
Green Marketing Orientation	Pearson Correlation	1	.369**	.441**
	Sig. (2-tailed)		.000	.000
	N	352	352	352



Green Brand Image	Pearson	.369**	1	.347**
	Correlation			
	Sig. (2-tailed)	.000		.000
Green Customer Loyalty	N	352	352	352
	Pearson	.441**	.347**	1
	Correlation			
	Sig. (2-tailed)	.000	.000	
	N	352	352	352

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The above correlation matrix table shows that correlation between green marketing orientation and green brand image is 0.369\*\* which is positive and significant. The correlation between green marketing orientation and green customer loyalty is 0.441\*\* which is also positive and significant. The correlation between green brand image and green customer loyalty is 0.347\*\* which is also positive and significant.

#### 4.4 Regression Analysis

Table 4: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.515	.153		16.400	.000
	Green_Marketing_Orientati on	.429	.050	.418	8.613	.000

a. Dependent Variable: Green\_Brand\_Image

**R** = 0.418  
**Rsquare** = 0.175  
**F-Statsistics** = 74.185

The constant in the above table shows that average green brand image is 2.515, t-value is 8.613 which is above 2 and the F-Statistics is 74.185 which is above 4 which shows the fitness of the model. All of the results are significant because from the above table it can be seen that all of the P-values are less than 0.05. The above table shows that if there is a one percent change in green marketing orientation it will have a positive change of 0.429% in green brand image. The value of R is 0.418 which concludes that green marketing orientation and green brand image are 41.8% related with each other and R-Square value of 0.175 shows that green marketing orientation explains 17.5% change in green brand image (dependent variable). The H1 hypotheses stated that green marketing orientation has a positive and significant impact on green brand image. The above results show that green marketing orientation positively and significantly affects the green brand image. Hence H1 is accepted ( $\beta = 0.418$ ,  $t = 8.613$ ,  $p < .05$ ).

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.018	.134		7.574	.000
	Green_Marketing_Orientat ion	.684	.044	.642	15.680	.000

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a. Dependent Variable: Green\_Customer\_Loyalty

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<b>R</b>	= 0.642
<b>Rsquare</b>	= 0.413
<b>F-Statistics</b>	= 245.875

The constant in the above table shows that average green customer loyalty is 1.018, t-value is 15.68 which is above 2 and the F-Statistics is 245.875 which is above 4 which shows the fitness of the model. All of the results are significant because from the above table it can be seen that all of the P-values are less than 0.05. The above table shows that if there is a one percent change in green marketing orientation it will have a positive change of 0.684% in green customer loyalty. The value of R is 0.642 which concludes that green marketing orientation and green customer loyalty are 64.2% related with each other and R-Square value of 0.413 shows that green marketing orientation explains 41.3% change in green customer loyalty (dependent variable). The H2 hypotheses stated that green marketing orientation has a positive and significant impact on green customer loyalty. The above results show that green marketing orientation positively and significantly affects the green customer loyalty. Hence H2 is also accepted ( $\beta = 0.642$ ,  $t = 15.68.40$ ,  $p < .05$ ).

#### 4.5 Discussion

The main goal of this investigation is to achieve its core objectives. First, it seeks to examine how green marketing orientation (GMO) affects some important variables, such as green brand image (GBI) and green customer loyalty (GCL). Together, these goals advance our understanding of the complex relationships that exist between green marketing tactics and consumer behavior. They also highlight the critical roles that green brand image and environmental awareness play in influencing consumer's decisions to make sustainable purchases.

#### 4.6 Findings

The findings of this research offer valuable insights into the connections between customer buying intentions, different sustainability-related characteristics and Green Marketing Orientation (GMO). First, it was shown that a company's green marketing orientation significantly improves its green brand image. This suggests that businesses that implement effective eco-friendly marketing strategies are successful in creating a positive reputation linked to environmental responsibility. Moreover, the research found the solid proof of the relationship between green brand image, green customer loyalty and green marketing orientation. The outcome reveals that these variables or interactions may influence customer's propensity to make ecological friendly purchases. In conclusion, this study emphasizes the significance of environmentally conscious marketing by demonstrating the beneficial effects of green marketing orientation on green brand image and green customer loyalty.

#### 5. Conclusion and Recommendations

Organizations ought to make investments in creating and improving their eco-friendly promotional tactics to effectively convey their determination towards sustainability, as green marketing orientation has a significant positive impact on green brand image and green customer loyalty. It is imperative to concentrate on creating and preserving a powerful green brand image. Businesses should make sure that their brand is seen as environmentally conscientious, highlight their ecological efforts and engage in eco-conscious behaviors regularly. The best way to support true eco-friendly practices within the firm is to invest in green marketing. Make investments in packaging, supply chain management and sustainable production to support your marketing themes.

##### 5.1 Limitation and Forthcoming Research

Although this study adds a great deal to the field of literary works, it also has certain shortcomings that highlights why this topic needs further investigation. Subsequent are comprehensive discussions of limitations and possible topics of research in the future. The first constraint is the use of a self-administered survey to collect data from respondents. This might cause homogeneity biases. Considering this limitation, additional research uses a variety of analytical methods to validate the study's findings. This can enhance the finding's internal consistency and lessen



the possibility of an environmentally advantageous bias. It will also offer a more thorough examination of the idea assessment. The questionnaire item to be more directed is another limitation. Taking into account the excessively positive wording used in the investigation, every measure was carefully reviewed, validated and demonstrated adequate statistical power to evaluate opinions. Considering the outcomes of the study, it is advised that future research use a combination of positively and negatively expressed scale elements to get more accurate data. Third, it was assumed that all respondents had answered the survey items in an unbiased, factual and honest manner. It's possible that the results only accurately reflect parts of the practices used by electronic industries. The results might have been purposefully exaggerated or deflated due to incomplete reporting of any occurrences. It is recommended that future studies refrain from using jargon and refrain from posing unclear or divisive questions to make the questionnaire concise and targeted. Lastly, the conceptual framework was found using quantitative methods in this study. Future research ought to use an empirical design with several methods. Future studies will be welcomed, primarily if they employ a practical approach for cross-validating the findings of this one

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