



## The Influencing Factors of Green Product Quality and Price on Green Customer Satisfaction and Loyalty: A Case Study of the Fashion Industry

BY

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### Abstract

**Purpose** – The purpose of this study is to examine the influencing factors of green product quality and price on green customer satisfaction and loyalty: a case study of fashion industry. In this research, the researcher will accentuate the impact of green product quality and green product price on green customer satisfaction, as well as the impact of green product quality and green customer satisfaction on green customer loyalty. **Design/Methodology/Approach** – The researcher used numerous components to determine the impact of green product quality and price on green customer satisfaction and loyalty, including research design, sampling plan, research instrument, the validity of the pilot test, methods of data gathering and procedures, and statistical treatment of data. **Findings** – This study provided factors that impact green customer satisfaction and green customer loyalty in the fashion industry. This research precisely evaluates those relationships influencing green customer satisfaction and green customer loyalty, forming the basis for the study's executive summary. The related factors in this study are green product quality and green product price. **Research Limitations/Implications** – There are several limitations to investigate the factors that affect this research. While working on this research, it was difficult to gather information and collect data from respondents during COVID-19 that occur economic crisis for all over the world is being a major limitation. **Originality/value** – This study is about the important influencing variables that affect green customer satisfaction and green customer loyalty in a case study of fashion industry.

**Keywords:** Green Consumerism, Fashion Industry, Green Customer Satisfaction, Green Customer Loyalty, Green Product Quality, Green Product Price

## 1. Introduction

### 1.1. Background of the study

Customers that engage in green consumerism seek out products and services that recycle and conserve resources or were produced in an environmentally responsible manner. In other words, green consumerism refers to the production, marketing, and promotion of goods and services based on their environmental benefits. Green consumerism rests on a foundation of economic, social, and cultural factors. This is because it is a modern cultural attitude and movement that aims to inspire individuals to be more aware of how businesses produce goods and services and to only purchase or utilize environmentally friendly goods and services. As a result, green consumerism has created a balance between

buyer behavior and company aims, as it focuses largely on the sustainable and pro-environmental conduct of customers. Frequently, consumers utilize green products without actively choosing to do so or purchasing them. Utilizing a green product affects the happiness of the accompanying consumption experience, even if customers did not choose or acquire the product (Tezer & Bodur, 2020).

Green consumerism is a complete and responsible management strategy that satisfies, recognizes, and anticipates the needs of stakeholders while conserving the natural health of the environment without jeopardizing human health. The following are some of the advantages of eco-friendly consumption: a reduction in packaging waste, an increase in energy efficiency, a decrease in emissions and other pollutants released during manufacturing and transportation activities,

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and a rise in the consumption of healthier foods. The promotion of eco-friendly packaging is a result of the green consumer movement. It reflects cultural norms, particularly a fondness for unprepared produce such as fruits and vegetables. In addition, it encourages the reuse of paper and plastic packaging bags and tins, which are recognized to be environmental pollutants. Green consumerism encourages energy efficiency, which saves money, reduces greenhouse gas emissions, lowers utility bills, and enables economies to meet rising energy demand. Green consumerism has also produced environmental and economic benefits for utility systems, as well as risk management for inefficient manufacturing processes. Significant reductions in emissions from the transportation and manufacturing sectors have resulted from green consumerism. Moreover, as a result of green consumerism advocacy and activities, stringent emission limits have been adopted, resulting in decreasing emissions from engines and motors and an increase in clean-burning fuel sources. As a result of green consumerism advocacy, there is a greater need for environmentally responsible food manufacturing. As a result, people are cultivating a culture of purchasing more organic and local food, which is assumed to be healthier because it is grown or produced without the use of artificial chemical fertilizers, antibiotics, hormones, or pesticides. A growing number of researchers have undertaken in-depth research on green marketing and green buying in order to achieve sustainable development to safeguard the environment and society (Zhang & Dong, 2020).

Fast fashion has a tremendous environmental and social impact on the fashion industry. While the negative effects of the fashion industry on pollution, water consumption, carbon emissions, human rights, and gender inequality are becoming more obvious, the transition to sustainable fashion is a need. With over 75 million employees and a global economy of over \$2.5 trillion, the fashion industry is a key contributor to our economy. The business has had spectacular growth in recent years, with garment production tripling between 2000 and 2014. While Americans purchased 60% more clothing in 2014 than in 2000, they only kept the apparel for 50% as long (Buzzo & Abreu, 2019). Even though the fashion business is thriving, it is accountable for an increasing number of severe environmental impacts. The garment industry, which also depletes water resources and pollutes rivers and streams, accounts for 10% of all human carbon emissions. In addition, 85 percent of all textiles are discarded annually (UNECE, 2018), and washing some types of clothing releases considerable quantities of microplastics into the ocean. The environmental and social implications of the fashion industry force us to reassess fast fashion, highlighting the need for more sustainable business models and practices. The websites listed below provide additional information on the environmental effects of fashion and proposed reform measures.

During the COVID-19 crisis, European consumers became increasingly concerned with sustainability, and they demanded that fashion firms operate responsibly and

investigate the social and environmental impacts of their activities. As the fashion sector adjusts to the new normal in the wake of the COVID-19 crisis, European consumers' interest in environmental issues has increased. This is an opportunity for the fashion industry to reassert its commitment to sustainability. In addition, it may be time to eliminate seasonality in the fashion sector. Despite the shock and uncertainty that the fashion industry is suffering as a result of the COVID-19 crisis, there is a silver lining for the environment: two-thirds of surveyed customers believe that mitigating the effects of climate change has become even more important. Moreover, 88 percent of respondents concur that pollution reduction should be a top priority. Customers have begun to modify their behavior. More than sixty percent of respondents to a survey claimed they went out of their way to recycle and purchase products with eco-friendly packaging. 57 percent of individuals surveyed had made substantial lifestyle changes to decrease their environmental impact (Granskog et al., 2020).

With so many challenges today - climate change, plastic pollution, deforestation, loss of coral reefs and biodiversity, and water shortages - the fashion industry isn't a problem or solution for most people. The garment industry is dirty and harms the environment and people. Sustainable fashion surprisingly addresses many of these issues. Sustainable fashion makers design garments with human and environmental consideration, limiting environmental impact whenever possible. The goal is to establish a sustainable system. The fashion industry adores murdering for style. Leather is sometimes mistaken for a meat by-product. Not always. The leather business kills 430 million animals a year. Click here to learn more about animal abuse in the fashion industry. PETA has related articles. The garment industry is also water-dependent. It's used to dye and finish almost all of our apparel. Each T-shirt consumes 2,700 gallons of water. Cotton is water-dependent but commonly farmed in hot, arid places with inadequate water. This research will show what aspects affect green client pleasure and loyalty in fashion. It's important to know what factors affect green client happiness and loyalty. This research helps fashion companies understand what influences green customer satisfaction and loyalty. These elements can help organizations improve their working process.

Safeguarding the environment and economy has become a global priority. The rapid industrial transformation has driven many scientists, economists, and professionals to evaluate industrial production processes, laws, and regulations to conform to environmentally friendly practices. Because of the COVID-19 pandemic's concern and uncertainty, green product consumption has produced a health-conscious society. The green concept is prevalent in manufacturing and end-user consumption (Mishal et al., 2017). In an open, internationally competitive market, industries work hard to survive. Many firms waste natural resources to produce consumer goods that pollute the environment (Chen et al., 2021). First, this study will help firms better understand green customer happiness and loyalty. More consumers, income, and benefits can be

gained by recognizing these elements. This research will help designers. Designers produce items, services, and systems that improve human lives. To meet sustainable consumption criteria, they must restrict natural resource use, toxic materials, and garbage, and reduce pollutant emissions throughout the life cycle. Third, this helps female influencers. Women social media influencers promote green/sustainable consumption online. Female green influencers can inspire sustainable consumption. Social media influencers may help lawmakers develop sustainable policies and encourage sustainable consumption. Governments should observe the rise of green influencers.

## 1.2. Research Objectives

Several elements affect green customer happiness and loyalty. Green product quality and price affect customer happiness. Consumer happiness affects green customer loyalty. Therefore, this study is to precisely determine those relations influencing variables of green customer satisfaction and green customer loyalty.

- To examine the cause and effect of green product quality and green customer loyalty.
- To examine the cause and effect of green product quality and green customer satisfaction.
- To examine the cause and effect of the green product price and green customer satisfaction.
- To examine the cause and effect of green customer satisfaction and green customer loyalty.

These objectives align with research questions as following below:

- Does green product quality have a significant influence on green customer loyalty?
- Does green product quality have a significant influence on green customer satisfaction?
- Does green product price have a significant influence on green customer satisfaction?
- Does green customer satisfaction have a significant influence on green customer loyalty?

## 2. Literature Review

### 2.1. Theories related to each variable

#### 2.1.1. Green product quality

Initially, corporate environmental management focused on green technologies and pollution reduction. However, this emphasis has shifted to product quality (Pujari, 2006; Zhu et al., 2010). A number of variables have caused the trend to shift. Product quality is essential since it can affect the rate of environmental degradation, and a variety of stakeholders influence the selection of eco-friendly characteristics (De Bakker et al., 2002). At all phases of production and distribution, the quality of green products can be enhanced by increasing resource efficiency, limiting environmental effects, and decreasing waste. In addition, there are corresponding cost-saving benefits for the consumer and society. Researchers from various disciplines have attempted to define what constitutes a green product. Numerous terms are used interchangeably because the area requires extensive research and no definitive definition has been provided (Baumann et

al., 2002). Included are "green," "eco," and "sustainable." For the purposes of this study, "green product quality" refers to a product that is manufactured without respect for the environment throughout its entire life cycle. Environmental programs must focus on the quality of green products in order to reduce environmental degradation and benefit businesses and economies (Pujari et al., 2003; Kapoor & Nuangjammong, 2021; Munamba & Nuangjammong, 2021). Companies are placing a greater emphasis on environmental sustainability in their supply chain operations and product quality (De Bakker et al., 2002).

#### 2.1.2. Green product price

Green consumers will only pay more for a product if they believe they, their families, and future generations will benefit from it (Kong et al., 2014; Maniatis, 2016). But, according to Awuni et al. (2016), perceived prices of green items do not frighten green consumers, as they have a positive attitude toward pro-environmental products and are willing to pay a premium for these goods. Again, green buyers are not deterred by the prices of green items; hence, price does not play a significant role in their purchase intentions (Chekima et al., 2016). Moreover, the price fairness of eco-friendly items increases consumers' perceptions of value and purchasing intentions. Even while research indicates that customers in emerging economies are willing to pay a premium for green products, consumers were unwilling to do so, according to the findings (Arli et al., 2018; Suki, 2016). According to Ritter et al. (2015), perceived price is one of the most important criteria for purchasing green products, and the price of a green product has a stronger influence on consumers' willingness to purchase a green product.

#### 2.1.3. Green customer satisfaction

To promote consumer happiness and prevent environmental damage for the benefit of society and the earth as a whole, green marketing focuses on meeting customers' needs and desires effectively and efficiently (Zulfiqar & Shafaat, 2015). Customer satisfaction is vital to a company's long-term success. Customers are the only source of revenue for businesses, and if customer satisfaction is not given the attention it deserves, the results could be severe in terms of lost sales, clients, and money, leading to higher costs and, ultimately, closure. According to the definition, customer satisfaction is the "psychological expression that includes a sense of comfort, well-being, and well-being that results in the client receiving all of his or her desires and expectations from a product or service" (Yu et al., 2017). Customers are more satisfied with green or green marketing if it creates benefits for societies and communities rather than focusing on self-centered goals such as producing profits. Green customer satisfaction is also defined as "the customer's perception that the company's offering of a product or service was within the scope of environmental or green concerns without harming the environment and in accordance with the requirements of environmental regulations and community sustainability, and that the product also met the objective designed to satisfy customer desire" (Chang & Fong, 2010). In general, satisfaction is defined as the emotional impact of a consumer

product based on an evaluation of how successfully it is used (Chen et al., 2014; Solomon, 2011).

#### **2.1.4. Green customer loyalty**

When a seller satisfies the needs of consumers, customer loyalty will result. It can be defined as a customer's repeated purchases of goods and services from the same vendor, resulting in the development of a loyal relationship with the vendor. Therefore, it may be claimed that loyalty is tied to the decision to make future or repeated purchases of goods or services from the same business rather than from competitors (Sivesan et al., 2013). Customer loyalty is crucial to a company's success since it has a direct impact on sales and, eventually, profitability. The dedicated customer has a positive view of the product or service and could influence other potential consumers to acquire it or it (Ranjbarian et al., 2012). In addition, the loyal consumer delivers a steady stream of income to the business (Chang & Fong, 2010) by purchasing the business's goods or services. Because they have a relationship with both the product or service and the company, loyal customers are not severely affected by price increases. The attainment of client loyalty is one of several business goals. Given that customers are more selective when picking service providers, this concept is even more important in the services industry. Therefore, firms have shifted their focus to client loyalty, as it boosts their repeat sales and chances of success (Martínez, 2015). According to the preceding discussion, the definition of "green customer loyalty" is "a behavior or approach related to repurchasing and continuity using the products and services of a company or a particular green trade mark, and maintaining its relationship with them to demonstrate that this company has social responsibility and concerns about the direction of the environment" (Ranjbarian et al., 2012).

### **2.2. Related literature review**

#### **2.2.1. Green product quality and green customer loyalty**

Client satisfaction and cultivating consumer loyalty may begin with the production of high-quality goods. Included in the product quality dimension were the product's packaging, design, features, warranties, etc. (Abdul-Muhmin, 2002). Product quality had a direct effect on performance and was strongly correlated with customer satisfaction, customer loyalty, and repurchase intent (Eskildsen et al., 2004). Continuing to produce superior products will promote client satisfaction and loyalty (Chumpitaz & Paparoidamis, 2004; Kapoor & Nuangjamnong, 2021; Munamba & Nuangjamnong, 2021). Companies can not only incorporate green or environmental concepts into their product's feature, design, and packaging to increase product differentiation, but they should also satisfy the environmental needs of their customers to create customer loyalty and competitive advantage (Chen et al., 2006).

#### **2.2.2 Green product quality and green customer satisfaction**

According to Moslehi and Haeri (2016), perceived quality has a considerable impact on consumer satisfaction, hence influencing future purchase frequency. The association

between perceived quality and customer satisfaction has been demonstrated (Ranjbarian et al., 2012). In order to better comprehend client loyalty, it is recommended that variables connected to consumer satisfaction other than perceived quality be evaluated. Chang and Fong (2010) stated that through the concept of the green product, a positive correlation between perceived quality and customer satisfaction was discovered, indicating that companies should be concerned with the quality of their products in relation to environmental values in order to gain a competitive advantage and product differentiation, resulting in satisfied customers (Kapoor & Nuangjamnong, 2021; Munamba & Nuangjamnong, 2021).

#### **2.2.3. Green product price and green customer satisfaction**

Green products can be more expensive (Agyeman, 2014), for instance, due to environmental protection-related additional expenditures (Cătoiu et al., 2010). Innovative green products allow firms to charge higher prices and earn more revenue (Chen et al., 2006). Many buyers are willing to pay a premium for environmentally friendly items, so long as this cost is justified by a commensurate increase in value (Laroche et al., 2001; Ranaei Kordshouli et al., 2015). Obviously, not all consumers are able or willing to pay more for green or environmentally friendly products (Agyeman, 2014; Cheema et al., 2015). Customers want price equity in the sense that the perceived environmental value justifies a relatively high price. When consumers perceive that a green product contributes to sustainable development, they become less price sensitive (Cătoiu et al., 2010). Customers of organizations are hesitant to spend a lot of money on recycled or environmentally friendly products, such as paper, if they perceive they are of inferior quality (Sharma & Iyer, 2012).

#### **2.2.4. Green customer satisfaction and green customer loyalty**

Numerous studies have investigated the relationship between customer satisfaction and customer loyalty. Their data indicate a positive association between these two criteria (Hellier et al., 2003; Gountas & Gountas 2007; Zboja & Voorhees, 2006; Fornell et al., 2006). A thorough examination of the available literature demonstrates that there is a lot of information regarding the many perspectives on customer satisfaction and customer loyalty. However, the environmental perspective and green challenges related to these two aspects remain a mostly unexplored territory.

### **2.3. Conceptual Framework**

The conceptual framework was built using two theoretical frameworks. The first theoretical framework is "Green marketing as an environmental practice: the impact on green satisfaction and green loyalty in a business-to-business setting" by Gelderman et al. (2021). This study compares green product quality, price, corporate image, salesperson green expertise, customer satisfaction, and loyalty. Green product quality, price, company image, and salesperson's green competence affect green consumer happiness. Green customer happiness affects customer loyalty. Chrisjatmiko (2018), "Towards green loyalty: the influences of green

perceived risk, green image, green trust, and green satisfaction." This study compares green clients' perceived risk, image, trust, satisfaction, and loyalty. Perceived risk affects the green image, trust, and contentment. Green image, trust, and satisfaction affect green loyalty. Therefore, the conceptual framework for the influencing factors of green product quality and price in green customer satisfaction and loyalty: a case study of fashion industry has been presented in Figure 1.



**Figure 1.** The Conceptual Framework

Based on the proposed conceptual framework, the researchers composed five hypotheses to investigate the influencing factors of green product quality and price in green customer satisfaction and loyalty: a case study of the fashion industry. The hypotheses are as follows:

**Hypothesis 1 (H1):** Green product quality has a positive influence on green customer loyalty.

**Hypothesis 2 (H2):** Green product quality has a positive influence on green customer satisfaction.

**Hypothesis 3 (H3):** Green product price has a positive influence on green customer satisfaction.

**Hypothesis 4 (H4):** Green customer satisfaction has a positive influence on green customer loyalty.

### 3. Research Methodology

The purpose of this study is to determine the factors affecting green customer satisfaction and green customer loyalty. Moreover, this study will also determine the level of impact for each variable that affects green customer satisfaction and green customer loyalty. Since this study is quantitative research, therefore, there are several types of analysis with this study such as Cronbach's Alpha, Multiple Linear Regression, and Descriptive Data Research. The questionnaire contains three parts with a total of 28 items that relate to four variables of the research model, two items related to screening questions, 20 items related to measuring variables, and six items related to demographic information. For content validity of the questionnaire, three experts use the Item Objective Congruence (IOC) Index for validating the item quality of each question in the questionnaire. The authors asked the opinion of experts to determine the content validity score. For IOC values, each item was greater than 0.5. Since the result is greater than 0.5, all questions are appropriate to perform the reliability test. Cronbach's Alpha was conducted to determine the questionnaire's reliability as well as any uncertainty or confusion regarding the measurement items in the questionnaires. A pilot test was conducted on a small set of 31 samples to validate the questionnaire's reliability and to see

whether there was any confusion about the measurement items in the questionnaires. The researchers used a five-point Likert Scale to assess the attitudes of respondents and their level of agreement with each variable in this study. The statistical level has been set at 1, with 1 indicating "Strongly Disagree" and 5 indicating "Strongly Agree".

In terms of statistics, the researchers used two multiple linear regression (MLR) to analyze the factors that affect green customer satisfaction which is green product quality and green product price. About green customer loyalty, green product quality and green customer satisfaction are affecting it. In this research, the target population is people who are more than 18 years old and people who already consumed green products in the fashion industry. People from different countries and different continents answered this questionnaire. Mostly people from Europe and Asia but from Africa, North America, and Australia as well. In order to have enough respondents to be significant, the aim was to collect more than 400 responses based on the equation by Cochran (1977), in addition, 31 responses were collected for the pilot test. In the sampling procedure, the authors applied a non-probability sampling method which is a method involving non-random selection based on convenience and ease of collecting data. The researchers select the convenience sampling method to gather information as the respondents will be screened at first based on the research objective, the sampling will be selected close to hand and convenient. Researchers decided to use a non-probability sampling method in studies because of the limit of time and current situation which required social distancing. Therefore, this method is the proper method as the researcher can easily collect data based on convenience.

#### 3.1. Reliability with pilot test

The researcher decided to conduct a pilot test of 31 respondents to find out any inconsistencies or errors of variables in the questionnaire by using Cronbach's Alpha test. Cronbach's Alpha is used to evaluate the reliability of any given measurement variable and Cronbach's alpha is one way to measure consistency. Referring to Peter (1979), the famous indicator to measure and test the reliability of research is Cronbach's Alpha. The minimum accepted value of Cronbach's Alpha is 0.6; which means that the researcher can accept Cronbach's Alpha as reliable (Ueno & Sekaran, 1992).

Table 1 shows that the author uses Cronbach's Alpha to measure the scale of reliability using the SPSS program to determine how closely related a set of items are as a group. The result shows the overall variables of the factors that impact green customer satisfaction and green customer loyalty consist of 4 items ( $\alpha = 0.819$ ). The result demonstrated that the Cronbach's alpha for green product quality of 5 items is 0.726, the 5 items of green product price is 0.752, the 6 items of green customer satisfaction is 0.732, and lastly the 4 items of green customer loyalty are 0.827. All factors that impact green customer satisfaction and green customer loyalty are above 0.6, which means that they are reliable.

**Table 1.** Result from Pilot Test – Cronbach’s Alpha

Variables	Cronbach’s Alpha	Number of Items	Strength of Association
Green Product Quality	0.726	5	Acceptable
Green Product Price	0.752	5	Acceptable
Green Customer Satisfaction	0.732	6	Acceptable
Green Customer Loyalty	0.827	4	Good

## 4. Results

After the researcher has cleaned the data 492 respondents are eligible to perform data analysis by using the statistical program in social science.

### 4.1. Reliability Testing

Table 2 performs a reliability test with 492 respondents in order to make sure all items still obtain strength of association with internal consistency. Table 2 shows that the author used Cronbach’s Alpha to using the statistical program to determine how closely related a set of items are as a group. The result showed the overall variables of the factors that impact green customer satisfaction and green customer loyalty consist of 4 items. The result shows that all variables are valid such as all values are greater than 0.7 which indicate that all factors are reliable. The highest reliability is green product price of 5 items is 0.793, following by green customer loyalty of 4 items is 0.777, then green product quality of 5 items is 0.760, and lastly, the 6 items of green customer satisfaction is 0.756.

**Table 2.** Cronbach’s Alpha with eligible respondents  
(n=492)

Variables	Cronbach’s Alpha	Number of Items	Result
Green Product Quality	0.760	5	Reliable
Green Product Price	0.793	5	Reliable
Green Customer Satisfaction	0.756	6	Reliable
Green Customer Loyalty	0.777	4	Reliable

### 4.2. Descriptive Analysis of Demographic Data

The authors used descriptive analysis in the statistical program to analyze demographic information of the respondents who are currently 492. The demographic information such as gender, age (years), marital status, highest degree or level of education, employment status, and location. With this information, the authors could explain the respondent’s characteristic by using descriptive analysis. Table 3 shows the frequency distribution and percentage of respondents. **Gender:** Among all 492 respondents, their distribution showed the higher percentage of female with 63.6% which is higher than male respondents that have 35.4%. The results of respondents for female and male are 316 and 176 respectively. **Age:** The most respondent in this research is age 18-25 years old with 360 respondents with 72.7%. Follow by respondents’ age between 26-35 years old with 94 respondents with 19.3%. 18 respondents who age between 46-55 years old with 3.7%. 14 respondents who age between 36-45 years old with 2.9%. And lastly, the lowest respondents are age over 55 years old with 1.4% with 6 respondents. **Marital Status:** Most respondents are single

with 434 respondents with 88.21%, following by married respondents with 48 respondents with 9.76%, then divorced respondents with 8 respondents with 1.63%, and lastly 2 widowed respondents with 0.41%. **Highest degree or level of education:** From 492 respondents, 234 respondents have completed bachelor’s degree 47.56%, following by 156 respondents with 31.71% have completed master’s degree, 84 respondents have completed high school with the percentage of 17.07%, with a percentage of 2.03% with 10 respondents have a lower degree than high school, and lastly 8 respondents or 1.63% have doctor’s degree or above. **Employment status:** Among all 492, 342 respondents with 69.51% are employed, 148 respondents with 30.08% are unemployed, and lastly 2 respondents with 0.41% are retired. **Location:** The most respondents are located in Europe with 314 respondents with 63.82%, following by Asia with 168 respondents with 34.15%, then North America with 4 respondents with 0.81% as well as Africa with 4 respondents with 0.81%, and lastly Australia with 2 respondents with 0.41%. None of the respondents are from South America.

**Table 3.** The analysis of demographic factors using the frequency distribution and percentage  
(n=492)

Demographic Factors	Frequency	Percent
<b>Gender</b>		
Male	176	35.8%

Female	316	64.2%
<b>Total</b>	<b>492</b>	<b>100%</b>
<b>Age (Years)</b>		
18-25 years old	360	73.2%
26-35 years old	94	19.1%
36-45 years old	14	2.8%
46-55 years old	18	3.7%
Over 55 years old	6	1.2%
<b>Total</b>	<b>492</b>	<b>100%</b>
<b>Marital Status</b>		
Single	434	88.21%
Married	48	9.76%
Divorced	8	1.63%
Widowed	2	0.4%
<b>Total</b>	<b>492</b>	<b>100%</b>
<b>Highest degree or level of education</b>		
Lower than high school	10	2.03%
High school	84	17.07%
Bachelor's Degree	234	47.56%
Master's Degree	156	31.71%
Doctor's Degree or above	8	1.63%
<b>Total</b>	<b>492</b>	<b>100%</b>
<b>Employment status</b>		
Employed	342	69.51%
Unemployed	148	30.08%
Retired	2	0.41%
<b>Total</b>	<b>492</b>	<b>100%</b>
<b>Location</b>		
Africa	4	0.81%
Asia	168	34.15%
Australia	2	0.41%
Europe	314	63.82%
North America	4	0.81%
South America	0	0.00%
<b>Total</b>	<b>492</b>	<b>100%</b>

#### 4.3. Descriptive Analysis with Mean and Standard Deviation

In this part, the summary of the Mean and Standard Deviation of each group variable, consisting of green product quality, green product price, green customer satisfaction, and green customer loyalty will be analyzed as follows:

Green product quality in Table 4 indicated that the highest mean of Green Product Quality was "I prefer to have a product with high environmental quality" which equals 4.30. Nonetheless, the lowest mean was "The products of this company meet or exceed the requirements of environmental regulations" which equals 3.88. For the standard deviation,

the highest was "The products of this company meet or exceed the requirements of environmental regulations" which equals 0.923. On the other hand, the lowest was "I prefer to have a product with high environmental quality" which equals 0.804.

The green product price in Table 4 indicated that the highest mean of Green Product Price was "I will switch to green products if it is available at the same price compared to my favorite brands" which equals 4.26. Nonetheless, the lowest mean was "The price of this green product is acceptable" which equals 3.58. For the standard deviation, the highest was "The price of this green product is acceptable" which equals

1.015. On the other hand, the lowest was “I am willing to pay the appropriate extra price for green products” which equals 0.918.

Green customer satisfaction in Table 4 indicated that the highest mean of Green Product Satisfaction was “Overall, I am glad to buy this product because it is environmentally friendly” which equals 4.27. Nonetheless, the lowest mean was “I am glad to buy the green products of this company” which equals 4.10. For the standard deviation, the highest was “I feel that I contribute to the environmental protection and sustainable development” which equals 0.895. On the other hand, the lowest was “I believe that I do the right thing in

buying these green products” which equals 0.711.

Green customer loyalty in Table 4 indicated that the highest mean of Green Product Loyalty was “I will continue to do shopping with this company” which equals 3.93. Nonetheless, the lowest mean was “I would buy this product although other competitors had the same environmental attributes” which equals 4.53. For the standard deviation, the highest was “I can accept the higher price for green products, even though the price of other (non-green) products is cheaper than that of green products” which equals 0.982. On the other hand, the lowest was “I will continue to do shopping with this company” which equals 0.790.

**Table 4.** Mean and Standard Deviation of scale items of each variable

	N	Minimum	Maximum	Mean	Standard Deviation
<b>Green Product Quality (GPO)</b>					
<b>GPQ1:</b> I prefer to have a product with high environmental quality.	492	2	5	4.30*	0.804
<b>GPQ2:</b> The products of this company consume the least amount of resources and energy.	492	1	5	3.98	0.885
<b>GPQ3:</b> The products of this company meet or exceed the requirements of environmentally regulations.	492	1	5	3.88	0.923
<b>GPQ4:</b> The products of this company result in minimum environment damage.	492	2	5	4.16	0.829
<b>GPQ5:</b> The products of this company are easy to recycle, disassemble, decompose and reuse.	492	1	5	4.24	0.852
<b>Green Product Price (GPP)</b>					
<b>GPP1:</b> The price of this green product is acceptable.	492	1	5	3.58	1.015
<b>GPP2:</b> The price of this green product is reasonable.	492	1	5	3.65	0.932
<b>GPP3:</b> I am willing to pay appropriate extra price for green products.	492	1	5	3.61	0.918
<b>GPP4:</b> Price is a major concern for me to go for green products.	492	1	5	3.84	0.971
<b>GPP5:</b> I will switch to green products if it is available at the same price compared to my favorite brands.	492	1	5	4.26*	0.922
<b>Green Customer Satisfaction (GCS)</b>					
<b>GCS1:</b> I am glad to buy the green products of this company.	492	1	5	4.10	0.853
<b>GCS2:</b> I believe that I do the right thing in buying these green products.	492	2	5	4.26	0.711
<b>GCS3:</b> I feel that I contribute to the environmental protection and sustainable development.	492	2	5	4.12	0.895
<b>GCS4:</b> Overall, I am glad to buy this product because it is environmentally friendly.	492	1	5	4.27*	0.770
<b>GCS5:</b> Overall, I am satisfied with this product because it is environmentally friendly.	492	2	5	4.21	0.789
<b>GCS6:</b> The choice of this product due to its environmental commitment makes me happy.	492	2	5	4.19	0.788
<b>Green Customer Loyalty (GCL)</b>					
<b>GCL1:</b> I will continue to do shopping with this company.	492	1	5	3.93*	0.790



<b>GCL2:</b> I can accept the higher price for green products, even though the price of other (non-green) products is cheaper than that of green products.	492	1	5	3.54	0.982
<b>GCL3:</b> I would buy this product although other competitors had the same environmental attributes.	492	1	5	3.53	0.948
<b>GCL4:</b> I will choose this product as my choice option in the future.	492	1	5	3.90	0.866

#### 4.4. Hypothesis Testing Results

In this part, the authors used multiple linear regression as a statistical analysis approach to determine the level of several factors that can affect green customer satisfaction and green customer loyalty. By using multiple linear regression, multicollinearity should also be computed as it can suggest which unnecessary variable should be eliminated. In addition, the variable can be explained by using the R-square ( $R^2$ ) value, which will present the proportion of variation in the dependent variable based on the independent variable. In the first part, the authors used multiple linear regression to predict the level of influence between green product quality and green customer satisfaction towards green customer loyalty. The result is shown in the table below.

**Table 5.** Summary of Multiple Linear Regression Analysis of H1 and H4

Variables	B	SE B	$\beta$	t	Sig.	VIF
(Constant)	0.738	0.181		4.068	<0.001	
Green Product Quality	0.254	0.049	0.237	5.140	<0.001*	1.90
Green Customer Satisfaction	0.463	0.500	0.430	9.354	<0.001*	1.90

Note,  $R^2 = .367$ , Adjusted  $R^2 = .364$ , \* $p < 0.05$ . Dependent Variable = Green customer loyalty

#### Statistical Hypothesis

**Ho:** Green product quality (H1o) and green customer satisfaction (H4o) have no significant influence on green customer loyalty.

**Ha:** Green product quality (H1o) and green customer satisfaction (H4o) have a significant influence on green customer loyalty.

Table 5 with H1 and H4 shows the significant level were at <0.001, which are less than 0.05. The null hypothesis (H1o) and (H4o) were rejected. Consequently, it is obvious that green product quality (H1) and green customer satisfaction (H4) have a significant influence on green customer loyalty. Additionally, the standardized coefficient for green product quality is .237 and .430 for green customer satisfaction. It can be inferred that if green product quality and green customer satisfaction have increased by 1%, the green customer loyalty has potentially risen by 23.7% and 43% respectively. The R-square was .367 at a 95% of confidence level.

**Table 6.** Summary of Multiple Linear Regression Analysis of H2 and H3

Variables	B	SE B	$\beta$	t	Sig.	VIF
(Constant)	1.296	0.181		7.777	<0.001	
Green Product Quality	0.514	0.049	0.515	12.442	<0.001*	1.86
Green Product Price	0.207	0.500	0.190	4.597	<0.001*	1.86

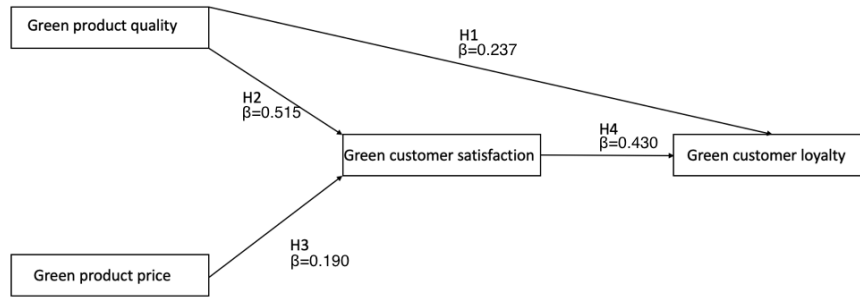
Note,  $R^2 = .405$ , Adjusted  $R^2 = .403$ , \* $p < 0.05$ . Dependent Variable = Green customer satisfaction

#### Statistical Hypothesis

**Ho:** Green product quality (H2o) and green product price (H3o) have no significant influence on green customer satisfaction.

**Ha:** Green product quality (H2o) and green product price (H3o) have a significant influence on green customer satisfaction.

Table 6 with H2 and H3 shows the significant level were at <0.001, which are less than 0.05. The null hypothesis (H2o) and (H3o) were rejected. Consequently, it is obvious that green product quality (H2) and green product price (H3) have a significant influence on green customer satisfaction. Additionally, the standardized coefficient for green product quality is .515 and .190 for green product price. It can be inferred that if green product quality and green product price have increased by 1%, the green customer satisfaction has potentially risen by 51.5% and 19% respectively. The R-square was .405 at a 95% of confidence level.



**Figure 2.** The results of structure model

## 5. Conclusion and Recommendation

### 5.1. Summary of the study

The summary of the study is based on a research objective which is to precisely examine those relations influencing variables of green customer satisfaction and green customer loyalty. The related factors in the research are green product quality and green product price. The research questions that guided the study were: Does green product quality have a significant influence on green customer loyalty? Does green product quality have a significant influence on green customer satisfaction? Does green product price have a significant influence on green customer satisfaction? Does green customer satisfaction have a significant influence on green customer loyalty? A closed-ended question was used in a structured questionnaire for consistency and reliability. Collected data was transformed into raw data that was

analyzed using the statistical program and presented using figures and tables. Descriptive statistics of frequencies means, and standard deviations were used to analyze the data. An in-depth analysis using inferential analysis of correlations and regressions was also used in the study for the variable examination.

The authors use Multiple Linear Regression for hypothesis testing. Multiple Linear Regression is used to determine the level of influence of green customer satisfaction (two variables which are green product quality and green product price) and green customer (two variables which are green product quality and green customer satisfaction). The results of hypotheses testing show that all four independent variables were rejected with statistically significant values. The hypotheses testing results are shown below (Table 7).

**Table 7.** Summary results from the hypotheses testing

Hypotheses	Significant Value	Standardized Coefficient	Result
<b>H1o:</b> Green product quality has no significant influence on green customer loyalty.	<0.001 *	0.237	Rejected
<b>H2o:</b> Green product quality has no significant influence on green customer satisfaction.	<0.001 *	0.515	Rejected
<b>H3o:</b> Green product price has no significant influence on green customer satisfaction.	<0.001 *	0.190	Rejected
<b>H4o:</b> Green customer satisfaction has no significant influence on green customer loyalty.	<0.001 *	0.430	Rejected

**Note.**\* P-value <0.05

The results of using Multiple Linear Regression for the hypotheses testing shows the strengths of factors that influence variables to green customer satisfaction and green customer loyalty. It shows that the most significant factor that influence green customer satisfaction is green product quality and the most important factor that influences green customer loyalty is green customer satisfaction. The ranking results of hypothesis testing are summarized in the table below (Table 8).

**Table 8.** Strengths of factor influence of variable to Green Customer Satisfaction

Rank	Independent Variable	Beta
1 <sup>st</sup>	Green Product Quality	0.515
2 <sup>nd</sup>	Green Product Price	0.190

Table 8 indicates the ranking from the most significant influence to the least significant of independent variables that affect green customer satisfaction. The beta is used to measure the relationship between independent variable and dependent variable. The results show that the independent that has the strongest relationship with green customer satisfaction is green product quality with 0.515. This means that for each 1 unit increase of green product quality, the green customer satisfaction will increase by 0.515. Moreover, it also showed that green product price has a significant influence on green customer satisfaction with 0.190.

**Table 9.** Strengths of factor influence of variable to Green Customer Loyalty

Rank	Independent Variable	Beta
1 <sup>st</sup>	Green Customer Satisfaction	0.430
2 <sup>nd</sup>	Green Product Quality	0.237
2 <sup>nd</sup>	Green Product Quality	0.237

Table 9 indicates the ranking from the most significant influence to the least significant of independent variables that affect green customer loyalty. The beta is used to measure the relationship between independent variable and dependent variable. The results show that the independent that has the strongest relationship with green customer loyalty is green customer satisfaction with 0.430. This means that for each 1 unit increase of green customer satisfaction, the green customer loyalty will increase by 0.430. Moreover, it also showed that green product quality has a significant influence on green customer loyalty with 0.237.

## 5.2. Discussion and Conclusion

The hypothesis testing shows that there are two variables which are green product price and green product quality that influence green customer satisfaction and two factors which are green product quality and green customer satisfaction that influence green customer loyalty.

### 5.2.1. Green customer loyalty and green product quality

Client satisfaction and cultivating consumer loyalty may begin with the production of high-quality goods. Included in the product quality dimension were the product's packaging, design, features, warranties, etc. (Abdul-Muhmin, 2002). Product quality had a direct effect on performance and was strongly correlated with customer happiness, customer loyalty, and willingness to repurchase (Eskildsen, 2004). Continuing to produce superior products will promote client satisfaction and loyalty (Chumpitaz & Paparoidamis, 2004). Companies can not only incorporate green or environmental concepts into the product's features, design, and packaging to increase product differentiation, but they should also satisfy the environmental needs of customers to increase customer loyalty and gain a competitive advantage (Chen et al., 2006).

Statistical data reveals that the mean level of green customer loyalty is 3.73 based on an in-depth examination of a descriptive analysis of green customer loyalty derived from four items in the questionnaire we compiled. However, the lowest mean among these four questions is "I would purchase this product even if other competitors had identical environmental features," which equals 3.53 and is lower than the average mean. As indicated by the standard deviation, the respondents' scores are dispersed, so the company should examine how to improve product quality to promote customer loyalty.

### 5.2.2. Green product quality and green customer satisfaction

According to Moslehi and Haeri (2016), perceived quality has a considerable impact on consumer satisfaction, hence influencing future purchase frequency. The association between perceived quality and customer satisfaction has been demonstrated (Ranjbarian et al., 2012). In order to better comprehend client loyalty, it is recommended that variables connected to consumer satisfaction other than perceived quality be evaluated. Chang and Fong (2010) stated that through the concept of the green product, a positive

correlation between perceived quality and customer satisfaction was discovered, indicating that companies should be concerned with the quality of their products in relation to environmental values in order to gain a competitive advantage and product differentiation, resulting in satisfied customers (Kapoor & Nuangjammong, 2021; Munamba & Nuangjammong, 2021).

As a result of a descriptive analysis of green product quality, for which we gathered data from a closed-ended questionnaire, the statistical data indicates that the mean green product quality score is 4.11 out of 5. The question with the lowest mean, 3.88, and the biggest standard deviation, 0.923, is "The goods of this company meet or surpass the criteria of environmental regulations." As indicated by the standard deviation, the respondents' scores are dispersed, so the company should examine ways to enhance product quality to increase customer satisfaction.

### 5.2.3. Green product price and green customer satisfaction

Green products can be more expensive (Agyeman, 2014), for instance, due to environmental protection-related additional expenditures (Cătoiu et al., 2010). Innovative green products allow firms to charge higher prices and earn more revenue (Chen et al., 2006). Many buyers are willing to pay a premium for environmentally friendly items, so long as this cost is justified by a commensurate increase in value (Laroche et al., 2001; Ranaei Kordshouli et al., 2015). Obviously, not all consumers are able or willing to pay more for green or environmentally friendly products (Agyeman, 2014; Cheema et al., 2015). According to Cătoiu (2010), customers want price equity in the sense that the perceived environmental value justifies a relatively high price. When consumers perceive that a green product contributes to sustainable development, they become less price sensitive. Customers of organizations are hesitant to spend a lot of money on recycled or environmentally friendly products, such as paper, if they perceive they are of inferior quality (Sharma & Iyer, 2012). As a result of a descriptive analysis of green product pricing based on data gathered from a closed-ended questionnaire, the statistical data indicates that the mean price of green products is \$3.79 across five questions. "I am willing to pay the right additional price for green items" had the lowest mean of the five questions at 3.61, which is lower than the average mean. Moreover, "The price of this green product is reasonable" is the question with the highest standard deviation, at 1.015. The

results indicate that the respondents' scores are dispersed, indicating that the company must balance customer happiness with product pricing and company expenses, etc.

#### 5.2.4. Green customer satisfaction and green customer loyalty

Numerous studies have investigated the relationship between customer satisfaction and customer loyalty. Their data indicate a positive association between these two criteria (Hellier et al., 2003; Gountas & Gountas, 2007; Zboja & Voorhees, 2006; Fornell et al., 2006). A thorough examination of the available literature demonstrates that there is a lot of information regarding the many perspectives on customer satisfaction and customer loyalty. However, the environmental perspective and green challenges related to these two aspects remain a mostly unexplored territory.

The statistical data reveals that the mean level of green customer happiness is 4.19 based on an in-depth examination of a descriptive analysis of green customer satisfaction derived from six items in the questionnaire. However, "I am pleased to purchase this company's eco-friendly products" had the lowest mean score of the six questions, at 4.10 As indicated by the standard deviation, which indicates that respondents' scores are dispersed, the organization should examine how to sustain customer satisfaction and customer loyalty.

#### 5.3. Recommendations

The results of this study indicate that there are relationships between variables that ultimately influence green customer satisfaction and green customer loyalty. Research-related criteria include green product quality, green product price, and customer happiness with green products. While green product quality has a significant impact on consumer happiness, it has less of an effect on customer loyalty. Nonetheless, the research indicates that green customer satisfaction has the greatest impact on green customer loyalty. In order to increase consumer happiness, organizations, managers, and business leaders could consider improving product quality and reducing product prices. As discussed previously, revising their product quality could be a smart option to boost their client's pleasure, but also to increase their customer loyalty. If client pleasure increases, then customer loyalty should also increase automatically. Companies must take it step-by-step; in my opinion, they should begin with product quality, which positively impacts consumer happiness and customer loyalty. Then, if possible, cutting the price of their goods will increase consumer happiness. Lastly, if customer happiness increases, customer loyalty will also increase. Companies will profit from the findings of this study, which aims to boost green customer happiness and customer loyalty. Improving green product quality could increase customer satisfaction and customer loyalty among green consumers. Also, the price of green products has an effect on customer satisfaction, therefore businesses should manage their costs effectively in order to establish cheaper prices whenever possible. The ultimate objective for businesses should be to promote green customer pleasure in order to increase green customer loyalty; the two are interrelated.

#### 5.4. Further Study

Since this study focused only on four variables which are green product quality, green product price, and green customer satisfaction, that affect green customer loyalty and green customer satisfaction. For further study, there is a need for a similar study that could establish other related factors that bring an impact to green customer satisfaction and green customer loyalty should be added in order to acquire more inclusive information and understanding of the factors that influence green customer satisfaction and green customer loyalty. In addition, another study may be carried out to examine the relationship between demographic characteristics and green customer satisfaction and green customer loyalty in specific country. This may present greater and better research and may receive different outcomes.

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