

## Value of Social Responsibility to Green Customer

Didin Syarifuddin

STP Ars Internasional, Indonesia

Doni.dpa@bsi.ac.id

**Abstract.** This study aims to analyze the correlation of social responsibility and green marketing awareness is conducted by company and its impact to customer purchasing behavior. This experimental research is done by survey to customer at Supermarket which is about 100 customers in Bandung City. Data is obtained by questionnaire and data is processed by multiple regression analysis and also hypothesis test to emphasize research result. Research finding is stated that purchase intention of environmental friendly product at Supermarket can be controlled by green marketing awareness. Other strategies like social responsibility is done by Supermarket and it does not impact well to customer purchase intention for environmental friendly product. Company in determining marketing strategy depends on the final destination that wants to be achieved. Social responsibility cannot be marketing strategy because company's necessity is assumed commonly by customer.

### 1. Introduction

Today, customer behavior is getting change [1]. More uniqueness of customer's demand for the expected of product or service. It is demanded to company to know customer's intention for product and service offered. The behavior becomes attention recently is customer behavior on environmental friendly product, it is commonly called "green consumerism" [2]. Green consumerism is customer behavior that conducts the selection and product or service usage which has caring to environment. Customer behavior for environmental friendly product has been developed and known by company. It seems from company's strategy that also takes the environmental issue [3]. By the expectation of product and service offered can be accepted by customer and it gives more values for company with putting forward to the environmental issue [4].

Environmental friendly product or eco-friendly product is product produced without chemical material and it does not harmful to environment also it is healthy if it is consumed [5]. Marketing for eco-friendly product cannot be conducted commonly, it needs additional value for strategy created [6]. It is common called in strategy-environmental based. Marketing strategy meant is "green marketing strategy" [7]. Marketing strategy-environmental based is done by company today, it is truly not separated from marketing strategy generally which is product, price, place and promotion [8]. From each strategies above, it is involved environmental friendly issue so company sometimes gives a name with green product, green price, green place and green promotion [9].

However, it is same with marketing strategy in general, company is not often wrong in implementing green marketing strategy [10]. So it impacts to marketing performance achieved that is not optimum [7]. Green marketing is done by company, it is intended to get attention from customer behavior which is green marketing awareness [9]. In which customer is caring more to company that prioritized to marketing-environmental based. Finally, benefit obtained by company through customer purchase intention for environmental friendly product [10].

Relating to environment, nowadays company has also strategy-environmental based that is common called by corporate social responsibility program (CSR) [11]. This activity is surely conducted by company because it is one of company's obligation to environment [12]. Social responsibility is often conducted to get good image from customer in company finally [13]. Social responsibility seems to be familiar with green marketing strategy because it relates to environment. But it is not depends on natural environment, it is on human environment or social activity for surrounding community [13]. However, some companies have been used social responsibility that

focuses on environmental sustainability [14]. Like creating sustainability of a nature with social responsibility implementation [15] in order to give comfortability to society and their environment. It is in line with one of the main objectives of green marketing strategy, which is sustainability of natural living and better human [16].

In previous study, it has been known that customer behavior seems to be influenced by the case that is conducted by company, which is one of them social responsibility [17]. So that it becomes one of company reasons to keep doing social responsibility as activity part of company. Because company stands with the main objective, is providing the offering to customer's needs [18].

Reviewing from the phenomenon of green marketing awareness and social responsibility is conducted by company so this study focuses on the impact of green marketing awareness and social responsibility to customer behavior on environmental friendly product. It is issued by the phenomenon for environmental friendly product in Indonesia, particularly in West Java Province. In which customer purchase intention on environmental friendly product which is still low of organic product [19] [20]. So company is assumed to need to evaluate strategy conducted is green marketing awareness and social responsibility as part of strategy in facing global warming issue.

## 2. Literature Review

### 2.1 Green Marketing Awareness

Green marketing develops in company today as the impact of customer behavior who cares to environment [2]. Green marketing awareness is the next session from green marketing [19]. Where it is customer behavior who cares to marketing strategy of environmental based [10]. Those behaviors have the impact on customer's preference in doing the selection on environmental friendly product that is offered by trader [21]. Finally, customer green awareness has many impacts to several customer behaviors with many actions such as consumption pattern on environmental friendly product and sensitivity on ecological [8].

Green marketing awareness is commonly called with green awareness. Theoretically, it is stated that "green awareness is based on recognizing and recalling the brand as a green brand as a result of the green activities and associations" [21] It can be explained that green awareness is depended on customer's opinion for environmental friendly image of company with all of activities. This point of view becomes important because it relates to customer trust on product offered by company and the most important of customer intention in selecting product offered by trader [22]. Customer assesses product and service is not only on its quality but other elements that becomes attention is the impact of product on environment [23]. Relating to environmental friendly product, customer realizes that it has more expensive price than conventional product [24]. Sometimes it burdens to customer, however if this product dominates in the market, obviously it is more competitive price and it is not stated to be more expensive [25].

The case also attaches on environmental friendly product is company image that markets it [26]. In which it is assumed to need by company as trader in providing its best image as company which is care to environment [22]. Reviewing from several studies of green awareness, it seems that green awareness can be assessed. In evaluating green awareness, customer does evaluation for some considerations such as care of environment, care of healthy product, care of price, and care of environmental image [8].

### 2.2 Social Responsibility

It is not often to review company reputation that is conducted by stakeholders which depends on social responsibility done [27]. It explains the importance of social responsibility activity in improving company performance. Social responsibility is an activity done by company in surrounding environment by observing the environmental sustainability both its nature and human [13]. Company does social responsibility that has led to environmental sustainability [13], it seems from appreciation for the implementation of company social responsibility that also puts forwards to environmental sustainability [28]. So company image is more improving for customer relates to environment [29].

The final result of social responsibility can also give customer trust for product or service offered by company [30]. Because of image formed to company is general assessed by customer.

Other things that relate to social responsibility is company reputation [29]. In which it is stated that company is the more reputable if it seems from social responsibility done [31]. Besides that, in assessing company reputation, it is stated that social responsibility is as the measurement [32]. Social responsibility is sometimes equalized with corporate social responsibility (CSR) [33]. However, it is surely having distinction for both of them, where social responsibility only relates to social activity that is conducted by company without the elements of company's interest [34].

Company which sells environmental friendly products like organic product by Supermarket [4], it has obviously done social responsibility. The final result of social responsibility implementation is the formation of better customer interest for product offered by Supermarket [19]. In reviewing of social responsibility, it can be conducted by the dimension like supporting to healthy product, supporting to company's obligation to environment, and supporting the standard of customer's need for environmental friendly product [35]. Company is established to fulfill stakeholders' need, one of them are customer [11], so customer assumes that company needs to encourage customer's needs for product that is safely consumed [29]. Besides that, customer also assumes that company establishes to pay attention to its environment [36], it depends on both from natural side or human surrounding side. If all of these are conducted by company through social responsibility, so it can be stated that company establishes to fulfill the standard of customer's intention as stakeholders [37].

### 2.3 *Green Purchase Intention*

Customer intention is one of company objectives in offering product and service [34]. So company is sometimes by its marketing strategy created to improve customer intention [29]. Purchase intention of customer is part of customer behavior science [38]. Those behaviors can be formed from several company strategies, one of them is green marketing awareness [22] and social responsibility [39].

Purchase intention itself is defined as "the expectance and probability of buying a new product given a reference price in a time-specific frame" [40]. This opinion ensures that purchase intention is the expectation and possibility from customer for product assessed will be selected or purchased. If it is connected with the meaning of "green", so green purchase intention relates to customer's possibility to buy product that has oriented to be friendly and it impacts good to environment. Today, the study of green purchase intention becomes important in some literatures [41]. Trader pays attention to customer behavior for environmental friendly product, that finally it develops customer purchase intention [42]. Environmental friendly product has different characteristic from conventional product, one of them are because of the higher price [43]. It becomes the obstacle in the formation of customer purchase intention [44]. So the value of environmental friendly product needs to be improved, in order it can press the perception that burden customer about the problem of price. It can be assessed from the attribute of environmental friendly product where it has characteristic that distinguish to conventional product, which is safe to be consumed and safe for environment. So trader puts forward the environmental issue through marketing strategy to control customer purchase intention [45]. Besides that, company also keeps improving the image as company which is care of environment by implementation of social responsibility [46].

In evaluating green purchase intention, it can done by some evaluations such as customer intention to do eco-friendly product purchasing, willing to pay more expensive for eco-friendly product, select eco-friendly product to be consumed, will do eco-friendly product purchasing in the next day and willing to recommend to other people [44].

## 3. **Research Methods**

This study was included into experimental research with the research variable for green marketing awareness, social responsibility and green purchase intention. In data collection, quantitative was conducted through questionnaire that spreads to customer who had experience in

visiting Supermarket. In which those Supermarkets had been conducted green marketing and social responsibility. There were 100 customers who selected randomly in a week at Supermarket in Bandung City.

Questionnaire was created using Likert approach through the determining answer like 1 for “strongly disagree” until 7 for “strongly agree”. The question in questionnaire based on indicator related to the previous scientifically research. Here were the measurement used for each research variables.

3.1. *Green Marketing Awareness [8]*

- a. Care of environment
- b. Care of healthy product
- c. Care of product price
- d. Care of environmental image

3.2. *Social Responsibility [37]*

- a. Support for healthy product creation
- b. Support for company’s obligation for environment
- c. Support for standard of customer’s needs on environmental friendly product

3.3. *Green Purchase Intention [44]*

- a. Intention to buy
- b. Willing to pay more
- c. Willing to select eco-friendly product
- d. Willing to do purchase in the next day
- e. Willing to recommend to others

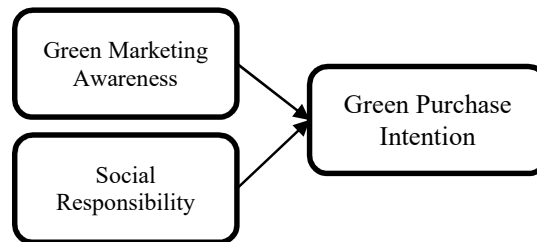


Figure 1. Research Paradigm

According to research paradigm, it was determined research hypothesis test by t value test. Here was hypothesis test that would be conducted. Hypothesis 1. Green Marketing Awareness had positive influence on the green purchase intention. Hypothesis 2. Social responsibility had positive influence on the green purchase intention.

4. **Results and Discussion**

4.1 *Results*

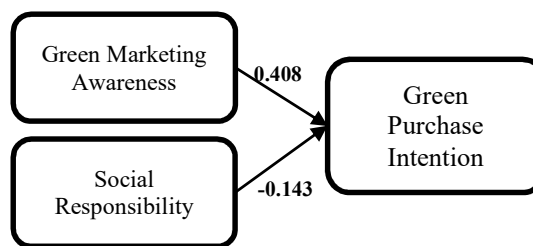
The study is conducted to Supermarket’s customer in Bandung City is about 100 customers. Customer is selected who knows organic product as one of eco-friendly products. Data of questionnaire result is processed to know the correlation between variable through SPSS smart tools. Here is data processing result on Table 1 and Table 2, by model finding on Picture 2.

Table 1. Model of Summary

R		R Square	Adjusted R Square	Std. Error of the Estimate
.432 <sup>a</sup>		.187	.170	2.75073

**Table 2.** The Value of Path Coefficients

Hypothesis	Path Coefficients	t-value	Results
GA → PI	0.408	4.451	Significant
SR → PI	-0.143	-1.567	Non-Significant



**Figure 2.** Research Model

Based on research finding is known that there is positive correlation of green marketing awareness on green purchase intention and the negative correlation of social responsibility on green purchase intention. Hypothesis test is conducted to confirm the result (Table 2), where it is known that only green marketing awareness which is stated significantly to correlate to green purchase intention.

**4.2 The Ability of Green Marketing Awareness Improves to Green Purchase Intention**

Reviewing of research finding result is known that there is correlation of green marketing awareness on green purchase intention. If it is confirmed by hypothesis test (Table 2), it seems that green marketing awareness can improve to green purchase intention, because it is stated significantly. It marks that customer who cares of environmental friendly product can be controlled if company notices to marketing strategy that takes the environmental issues. So customer care is improved and it provides positive perception to company which is Supermarket as the seller of eco-friendly products.

Customer care is surely assessed from several things like care of environment, care of healthy product, care of product’s price, and care of environmental image [8]. Care of environment can be evaluated from the way of customer’s point of view that assumed good for all of marketing activities which leads to environmental sustainability [47]. So company’s commitment becomes a bet as the impact of the previous green marketing implementation [48]. The higher of company’s commitment to environment, the better it is assessed by customer [49]. Customer who cares of environment, it is surely in line with consumption pattern [50]. In which it is more prefer to consume the healthy product both for human and environment. So company is assumed need to notice marketing strategy with products offered and it is in line with customer’s expectation [7].

In green marketing awareness, customer also evaluates the level of price that is determined for eco-friendly product [8]. Eco-friendly product has more expensive price than conventional product [24]. It demands to company’s care by delivering marketing strategy that encourages the price image of eco-friendly product as premium product not expensive product. Other strategies that must be noticed is imaging of caring to environment [24]. Because obviously, company’s image can support customer’s opinion on eco-friendly product that is offered by company [51].

Reviewing from some dimensions of green marketing awareness, it seems to support on the improvement of green purchase intention. It is in line with the previous research finding [8], mentioned that customer purchase intention on environmental friendly product can be improved by company’s attention on green marketing strategy that leads to customer care. However, it needs

company's commitment where green marketing strategy created is in line with product offering that focuses on environmental friendly [7].

#### 4.3 *The Value of Social Responsibility to Customer Behavior*

Customer behavior has been explained today to become company attention [1]. So company keeps trying to its marketing strategy that is in line with customer's intention and expectation [52]. Relating to environmental issue, company also does social responsibility that aims to improve company's image for the responsibility to environmental sustainability [53]. The activity is conducted by company on social responsibility is not only focuses on nature as environment, but also on human or other charity activities [54]. It is driven by the expectation is to get a good image from the intended customer.

However, social responsibility seems to have no significant impact to customer behavior and it is in line with research finding (Picture 2). In which the correlation value of social responsibility on green purchase intention is very low and it is inversely proportional (-0.143). It marks that whatever activities conducted in social responsibility program, it will not be able to improve customer intention on product or service offered by company. Remember that social responsibility only impacts on company's image [52], not on customer behavior that relates to purchase intention. In social responsibility, customer evaluates company's encouragement on the healthy product creation, support of company's obligation for environment and support for customer's standard on environmental friendly products [37]. Actually, Supermarket that sells eco-friendly products has been implemented social responsibility. It is known based on interview result and some events stated in mass media in Indonesia [28]. However, those cases cannot change actually to customer's opinion that relates to purchase intention. So it is assumed that social responsibility has the value for company image that assumed by customer, it is not for customer's intention in having environmental friendly product offered.

The fact of problem has been explained before, it is known that green marketing awareness can surely improve customer purchase intention for environmental friendly product. So it can be concluded that green marketing awareness and social responsibility have one of the same objectives, which is environmental sustainability, but it impacts different on customer behavior. It means that this study becomes input for company before it formulates the right target of marketing strategy.

## 5 **Conclusions**

Based on research objectives, this study reviews the value of green marketing awareness and social responsibility on customer green purchase intention. Second, those marketing strategies are surely having benefit to change customer behavior for eco-friendly products. However, both of them are having the distinction of result objectives where green marketing awareness can improve green purchase intention. While social responsibility cannot change green purchase intention. The value of social responsibility is assumed to relate to company image by customer; it is not related to customer behavior that relates to eco-friendly products selection.

The study focuses on customer behavior research for the impact of green marketing strategy. But customer behavior for eco-friendly product is surely can be changed from several things, such as green brand image and green advertising. So it becomes suggestion for the next research in observing customer behavior on environmental friendly products. At least, this study is useful in facing global warming issues through the study that takes environmental issue to customer behavior in Indonesia.

## References

- [1] Chen, H.-S. & Hsieh, T., 2011. A Study of Antecedents of Customer Repurchase Behaviors in Chain Store Supermarkets. *Journal of International Management Studies*, 6(3), pp.1–11.
- [2] Paço, A.M.F. & Raposo, M.L.B., 2010. Green Consumer Market Segmentation: Empirical Findings From Portugal. *International Journal of Consumer Studies*, 34(1996), pp.429–436.
- [3] Syarifuddin, D., 2017. Competitive Advantage on Hotel Industry in Pekanbaru Indonesia.

- Internasional Business Management*, 11(2), pp.397–406.
- [4] Syarifuddin, D. & Alamsyah, D.P., 2017. Green Perceived Value for Environmentally Friendly Products: Green Awareness Improvement. *Jurnal Ekonomi Pembangunan*, 18(2), pp.245–255.
- [5] Raiborn, C.A., Butler, J.B. & Massoud, M.F., 2011. Environmental reporting: Toward enhanced information quality. *Business Horizons*, 54(5), pp.425–433.
- [6] Rahab et al., 2016. Green Product Purchasing Phenomenon : Exploring the Gaps of Theoretical , Methodological and Empirical. *Mimbar: Jurnal Sosial dan Pembangunan*, 32(2), pp.372–381.
- [7] Ko, E., Hwang, Y.K. & Kim, E.Y., 2013. Green Marketing’ Functions in Building Corporate Image in the Retail Setting. *Journal of Business Research*, 66(10), pp.1709–1715.
- [8] Suki, N.M., 2013. Green awareness effects on consumers’ purchasing decision: Some insights from Malaysia. *International Journal of Asia-Pacific Studies*, 9(2), pp.49–63.
- [9] Suki, N.M., Suki, N.M. & Azman, N.S., 2016. Impacts of Corporate Social Responsibility on the Links Between Green Marketing Awareness and Consumer Purchase Intentions. *Procedia Economics and Finance*, 37(16), pp.262–268.
- [10] Wu, S. & Chen, Y., 2014. The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products. *International Journal of Marketing Studies*, 6(5), pp.81–101.
- [11] Fatma, M., Rahman, Z. & Khan, I., 2016. Measuring consumer perception of CSR in tourism industry: Scale development and validation. *Journal of Hospitality and Tourism Management*, 27, pp.39–48.
- [12] Fernando, M., 2010. Corporate social responsibility in the wake of the Asian tsunami: Effect of time on the genuineness of CSR initiatives. *European Management Journal*, 28(1), pp.68–79.
- [13] Martínez Fernández, V.A., Boga, Ó.J. & da Silva Faria, M.J., 2014. Impacto da responsabilidade social sob a óptica empresarial do norte litoral de Portugal. *Contaduría y Administración*, 59(3), pp.89–135.
- [14] Steurer, R. & Konrad, A., 2009. Business-society relations in Central-Eastern and Western Europe: How those who lead in sustainability reporting bridge the gap in corporate (social) responsibility. *Scandinavian Journal of Management*, 25(1), pp.23–36.
- [15] Steyn, B. & Niemann, L., 2014. Strategic role of public relations in enterprise strategy, governance and sustainability-A normative framework. *Public Relations Review*, 40(2), pp.171–183.
- [16] Trujillo, A., Arroyo, P. & Carrete, L., 2014. Do Environmental Practices of Enterprises Constitute an Authentic Green Marketing Strategy? A Case Study from Mexico. *International Journal of Business and Management*, 9(2), pp.175–192.
- [17] Siu, N.Y.M., Zhang, T.J.F. & Kwan, H.Y., 2014. Effect of corporate social responsibility, customer attribution and prior expectation on post-recovery satisfaction. *International Journal of Hospitality Management*, 43, pp.87–97.
- [18] Reimann, F. et al., 2012. Local stakeholders and local legitimacy: MNEs’ social strategies in emerging economies. *Journal of International Management*, 18(1), pp.1–17.
- [19] Alamsyah, D.P. & Hariyanto, O.I.B., 2017. Store image of organic product: Social responsibility and trust’s mediator. In *Cyber and IT Service Management (CITSM), 2017 5th International Conference*. IEEE, pp. 1–4.
- [20] Alamsyah, D.P., 2018. Meningkatkan Minat Beli Konsumen Pada Produk Ramah Lingkungan Melalui Dukungan Lokasi Konsumen. *Jurnal kajian Ilmiah*, 18(1), pp.17–24.
- [21] Mourad, M., Serag, Y. & Ahmed, E., 2012. Perception of green brand in an emerging innovative market. *European Journal of Innovation Management*, 15(4), pp.514–537.
- [22] Rahmi, D.Y. et al., 2017. Green Brand Image Relation Model, Green Awareness, Green Advertisement, and Ecological Knowledge as Competitive Advantage in Improving Green Purchase Intention and Green Purchase Behavior on Creative Industry Products. *Journal of Economics, Business & Accountancy Ventura*, 20(2).
- [23] Tsai, M.T. et al., 2012. The effects assessment of firm environmental strategy and customer

- environmental conscious on green product development. *Environmental Monitoring and Assessment*, 184(7), pp.4435–4447.
- [24] Haghjou, M. et al., 2013. Factors affecting consumers' potential willingness to pay for organic food products in Iran: Case study of Tabriz. *Journal of Agricultural Science and Technology*, 15(2), pp.191–202.
- [25] Sandalidou, E., Baourakis, G. & Siskos, Y., 2002. Customers' perspectives on the quality of organic olive oil in Greece: A satisfaction evaluation approach. *British Food Journal*, 104(3/4/5), pp.391–406.
- [26] Chen, Y., 2010. The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93(1), pp.307–319.
- [27] Akingbade, W.A., 2014. Competitive Strategies and Improved Performance of Selected Nigeria Telecommunication Companies. *Journal of Entrepreneurship Management and Innovation*, 10(4), pp.143–168.
- [28] Rusdi, N.H. et al., 2018. Investors Psychology: Mediator of CSR and Market Capitalization. *IOP Conference Series: Materials Science and Engineering*, 288(1).
- [29] Lee, E.M. et al., 2012. Does perceived consumer fit matter in corporate social responsibility issues? *Journal of Business Research*, 65(11), pp.1558–1564.
- [30] Kim, E. & Ham, S., 2016. Restaurants' disclosure of nutritional information as a corporate social responsibility initiative: Customers' attitudinal and behavioral responses. *International Journal of Hospitality Management*, 55(December 2014), pp.96–106.
- [31] Fatma, M., Rahman, Z. & Khan, I., 2014. Multi-Item Stakeholder Based Scale to Measure CSR in the Banking Industry. *International Strategic Management Review*, 2(1), pp.9–20.
- [32] Yoo, B., Donthu, N. & Lee, S., 2000. An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science*, 28(2), pp.195–211.
- [33] Correa-Ruiz, C. & Moneva-Abadía, J.M., 2011. Special issue on "social responsibility accounting and reporting in times of "sustainability downturn/crisis." *Revista de Contabilidad*, 14(SUPPL1), pp.187–211.
- [34] Johnson, G., Scholes, K. & Whittington, R., 2007. *Exploring Corporate Strategy*,
- [35] Castro, G.M. de, Lopez, J.E.N. & Saez, P.L., 2006. Business and Social Reputation: Exploring the Concept and Main Dimensions of Corporate Reputation. *Journal of Business Ethics*, 63, pp.361–370.
- [36] Trapp, N.L., 2012. Corporation as climate ambassador: Transcending business sector boundaries in a Swedish CSR campaign. *Public Relations Review*, 38(3), pp.458–465.
- [37] Kaufman, A. & Englander, E., 2011. Behavioral Economics, Federalism, and the Triumph of Stakeholder Theory. *Journal of Business Ethics*, (102), pp.421–438.
- [38] Yaseen, N. et al., 2011. Impact of Brand Awareness, Perceived Quality and Customer Loyalty on Brand Profitability and Purchase Intention : A Resellers' View. *Interdisciplinary Journal of Contemporary Research in Business*, 3(8), pp.833–839.
- [39] Lee, H. et al., 2009. Corporate philanthropy, attitude towards corporations, and purchase intentions: A South Korea study. *Journal of Business Research*, 62(10), pp.939–946.
- [40] Tuu, H.H., Olsen, S.O. & Linh, P.T.T., 2011. The Moderator Effects of Perceived Risk, Objective Knowledge and Certainty in The Satisfaction-Loyalty Relationship. *Journal of Consumer Marketing*, 28(5), pp.363–375.
- [41] Polonsky, M.J., 2011. Transformative green marketing: Impediments and opportunities. *Journal of Business Research*, 64(12), pp.1311–1319.
- [42] Ranjbarian, B. et al., 2012. An Analysis of Brand Image, Perceived Quality, Customer Satisfaction and Re-purchase Intention in Iranian Department Stores. *International Journal of Business and Management*, 7(6), pp.40–49.
- [43] Pozo, V., Saak, A. & Hanawa-Peterson, H., 2009. Product Origin and Reputation for Quality: the Case of Organic Foods. In *AAEA & ACCI Joint Annual Meeting*. Agricultural & Applied Economics Association, pp. 1–39.



- [44] Shaharudin, M.R. et al., 2010. Factors Affecting Purchase Intention of Organic Food in Malaysia's Kedah State. *Cross-cultural Communication*, 6(2), pp.105–116.
- [45] Chinomona, R. & Sandada, M., 2013. Customer Satisfaction , Trust and Loyalty as Predictors of Customer Intention to Re-Purchase South African Retailing Industry. *Mediterranean Journal of Social Sciences*, 4(14), pp.437–446.
- [46] Torres, A. et al., 2012. Generating global brand equity through corporate social responsibility to key stakeholders. *International Journal of Research in Marketing*, 29(1), pp.13–24.
- [47] Hasan, J. et al., 2012. Factors Analysis in Desire to Buy Environmental Friendly Products - Case Study for Air Condition Products. *International Business Research*, 5(8), pp.181–190.
- [48] Chen, Y.-S. & Chang, C.-H., 2013. Enhance environmental commitments and green intangible assets toward green competitive advantages : an analysis of structural equation modeling (SEM ). *Quality & Quantity*, 47, pp.529–543.
- [49] Anderson, Z.R. et al., 2016. Green growth rhetoric versus reality: Insights from Indonesia. *Global Environmental Change*, 38, pp.30–40. Available at: <http://dx.doi.org/10.1016/j.gloenvcha.2016.02.008>.
- [50] Jain, S.K. & Kaur, G., 2004. Green Marketing : An Indian Perspective. *Decision*, 31(2), pp.168–209.
- [51] Hartmann, P. & Apaolaza-Ibañez, V., 2009. Green advertising revisited, Conditioning virtual nature experiences. *International Journal of Advertising*, 28(4), pp.715–739.
- [52] Cronin, J.J., Brady, M.K. & Hult, G.T.M., 2000. Assessing the Effects of Quality , Value , and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76(2), pp.193–218.
- [53] Lee, Y.K. & Park, J.W., 2016. Impact of a Sustainable Brand on Improving Business Performance of Airport Enterprises: The case of Incheon International Airport. *Journal of Air Transport Management*, 53, pp.46–53. Available at: <http://dx.doi.org/10.1016/j.jairtraman.2016.01.002>.
- [54] Lin, K.J. et al., 2015. In the name of charity: Political connections and strategic corporate social responsibility in a transition economy. *Journal of Corporate Finance*, 32, pp.327–346. Available at: <http://dx.doi.org/10.1016/j.jcorpfin.2014.10.007>.
- [55] Werther, W.B. & Chandler, D., 2005. Strategic corporate social responsibility as global brand insurance. *Business Horizons*, 48(4), pp.317–324.