THE IMPACT OF PERCEIVED SUSTAINABLE MARKETING POLICIES ON GREEN CUSTOMER SATISFACTION

Vafaei S.A., Azmoon I., Fekete-Farkas M. [*]

Abstract: Sustainability and sustainable marketing have obviously become very crucial, and strategies that are in control of the environment can give several businesses a competitive edge. Moreover, as a result of the rapid development and changes in Iran, sustainability is more important than ever, and deep change is needed to bring Persian people and companies into sustainable orientation. The purpose of this article is to study the relationship between customers' green satisfaction and perceived sustainable marketing policies in Iran. The study is based on the designed questionnaire, which considers different cultural issues. The data analysis has been done based on the Pearson correlation coefficient and linear regression analyses by using SPSS 21. The results show that the correlation between the perceived sustainable marketing policies and green customer satisfaction is greater than 0.6. Moreover, the regression analysis proves that the perceived sustainable marketing policies have a positive impact on green customer satisfaction. Therefore, sustainability is a crucial factor for companies in order to make their customers satisfied and consequently having a competitive advantage comparing their competitors.

Key words: marketing, sustainability, sustainable marketing, customer satisfaction, green customer satisfaction, green products

Introduction

Since the early 2000s, sustainable operations management has been developing as an area that brings together environmental and social issues alongside economic aspects of supply chains into the business context (Kot et al., 2018; Rajeev et al., 2017) and sustainability is perceived as a foundation of competitive advantage (Baldassarre and Campo, 2016; Bask, 2013).
In fact, sustainability has macro and micro perspectives (Viswanathan et al., 2014). On the one hand, managers should stay up-to-date with sustainable trends as "2030 Agenda for Sustainable Development" that officially came into force since September 2015 and it explains transforming our world is needed (Galli et al., 2018). According to the 12th goal in this agenda, responsible production and

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consumption should implement in the society. Therefore, all companies should do their best to ensure the achievement of this goal (Pomering, 2017). On the other hand, the population in Iran has increased simultaneously since 1980s. Consequently, residence patterns have been changed to the urban areas settlement favor, this issue mostly infulences the consumption patterns, and it brings great pressures on the environment. As a result, the environmental movement is getting more attention day-by-day (Bakhodaa et al., 2012). Moreover, as household consumption has a significant role in the expansion of manufacturing activities. Thus, this matter must be considered in every point of production view (Liu et al., 2010). The two issues, population growth and global action, are known as two of the driving forces behind the Iranian society (Including managers and ordinary people) to adapt themselves to sustainable issues and policies.

Entrepreneurs, managers and leaders are currently being challenged to contribute their quotas towards achieving sustainable development goals at individual, organizational, and societal levels (Schaltegger et al., 2016; Šimanskienė and Župerkienė, 2014). In addition, the role of marketing in creating a green market cannot be overemphasized as it helps to raise awareness of customers about sustainability and advantages of environmentally sustainable products and services (Dangelico and Vocalelli, 2017); thus, sustainable marketing needs attention precisely (Seretny and Seretny, 2012).

Presently, marketing policies have gone through many changes, and as a result, the focus of the market has shifted to the customers' needs, and there is also a change in expectations (Kumar et al., 2012). Additionally, marketing has a new part to play, which is marketing sustainability and there is still a shortage of awareness, understanding and trust. Moreover, sustainable products and services can be introduced into the marketplace through sustainable marketing (Gordon et al., 2011; Grabara, 2017).

However, numerous research efforts have been targeted at sustainable development in different scopes such as "information and communication technology" (Hosseini et al., 2017), "agriculture and farming systems" (Farajian et al., 2018; Jamalimoghaddam et al., 2019) and "renewable energy" (Bakhodaa et al., 2012); there is a lack of academic literature to show customer's satisfaction through sustainable marketing in mapping household shopping in Iran. Consequently, the main objective of this paper is to explore whether there are any impacts of perceived sustainable policies on green customer satisfaction or not and if yes, how; since it can be a crucial factor for managers and entrepreneurs for their marketing strategy, their mission and vision in the future.

This rest of the paper starts with a review of the literature background. Next, the conceptual model, which includes research hypotheses, is presented. The method of the research is then discussed, the result and discussions are presented, and finally, conclusions and managerial implications are discussed.

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Literature Review

Sustainability and Sustainable Consumption

However, the concept of sustainability is still being debated frequently, and it is an inherently vague and complex matter (Khishtandar et al., 2017); it has received growing recognition recently and companies, which adopt this concept, try to make business activities consistent by considering different sustainable practices (Rastislav and Petra, 2016).

There is so tight a link between sustainable production and sustainable consumption (Liu et al., 2010), and they are generally considered as two fundamental requirements for sustainable development in any societies (Wang et al., 2019), and sustainable consumption involves a management process that considers the customer's social responsibility, the needs of future generations and individual needs (Verbeke et al., 2007).

Sustainable consumption defines the utilization of goods and services that are economically viable, socially equitable, and have a minimal harmful effect on the environment to meet the basic needs of humans around the globe. Although the concept of sustainable consumption has attracted much attention ever since 1990, the current practices and levels at which natural resources are consumed are unsustainable as there is still a vast difference between individual customer's claims and purchasing patterns (Lim, 2017).

By rising populations in Iran, the demand for, products and services are increasing and consequently, this leads at a very high cost to the environment (Hosseini et al., 2017). Moreover, sustainability and sustainable consumption in developing countries such as Iran are still faced with challenges (Soltani et al., 2012). As an instance, not only energy consumption patterns in Iran are unsustainable (Karbassi et al., 2007), but also there is a lack of eco-friendly or sustainable shopping patterns among Iranians (Fadaee, 2017). Two main reasons for lack of attention to the sustainable consumption could be inadequate green products and weak sustainable promotions (Delafrooz et al., 2014). Therefore, initiatives to promote sustainable consumption and products and encourage Iranians to change in their buying patterns seem crucial.

Customer Preferences and Green Customer Satisfaction

Customer satisfaction with a company's products or services is perceived as a major key to a company's success and long-standing competitiveness (Müller, 1991). In such a developing, active and significant market, companies need to expand their knowledge on maintaining, enhancing, and growing assets like customer satisfaction (Kubeš and Rančák, 2018). Mostly devoted customers who are beneficial are easy to serve, have bigger chances of purchase and offer publicity prospects like positive word of mouth. Also, satisfied customers are likely to purchase other goods and services offered by the companies (Sun et al., 2016).

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In previous decades, environmental and social issues played a noticeable role in different countries. Besides, the growth of global awareness of environmental problems has made customers as an important factor in the promotion of green designs. Thus, customers are more conscious of the significances of their consumption decisions and the effect of their choices on product offerings. In addition, many customers are interested in the aftermath of the product. In other words, their interest in the social and environmental impact of the entire supply chain is on the rise (Bask, 2013).

Green satisfaction is an agreeable level of fulfillment related to consumption in satisfying a customer's environmental desires, sustainable expectations, and green needs (Chen et al., 2015; Tariq, 2014). With the emergence of environmentalism, customers do not only become more willing to purchase products that generate the least impact, but also society has more concern about the environment (Chang and Fong, 2010).

Green and Sustainable Marketing

Green marketing becomes important in a sustainable business strategy and as a result, companies are implementing practices that involve green marketing in order to boost business performance and minimize the environmental impact of their activities. In other words, becoming 'green' is a need and an opportunity for companies (Souri et al, 2018).

As figure 1 illustrates, green marketing can be classified into three "ages". The first age was the 1970s' "ecological marketing" that focused on particular environmental problems, like the exhaustion of oil reserves, air pollution and the effect of pesticides on the environment. The second age was the 1980s' "environmental marketing" that focused on understanding and targeting the green customer, promoting clean technology, viewing good socio-environmental performance as a possible foundation of competitive advantage, and giving marketers physical point of view of a business. And the modern, third age, is "sustainable marketing", which focuses on establishing sustainable development and a sustainable economy (Hunt, 2011).

Figure 1. Green marketing classification according to the different decades
(Hunt, 2011)

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As a whole, sustainable marketing is macro-marketing idea, which is defined as, the process of planning, implementing, and controlling the development, pricing, promotion and distribution of products in a manner that satisfies the following three criteria: (1) customer needs as met, (2) organizational goals are attained (3) the process is compatible with ecosystems (Fuller, 1999).

A total implementation of environmental strategies by companies end a strong message has given to their stakeholders that they are not only familiar with the business risks, importance of the challenges of today's environment, care for society and the ecosystem, but also understand green marketing as a central opportunity that can achieve competitive advantage through differentiation low costs, additional profits and business development (Papadas et al., 2017).

Sustainable marketing has an effect on all areas of the economy, it does not result in environmental protection only, but it also creates new opportunities and boosts the new market (Yazdanifard and Mercy, 2011). Therefore, designing a market strategy to deal with problems associated with achieving environmental, social and economic goals and objectives in an integrated manner is important (Fuentes, 2015). However, building an effective market strategy is difficult because each business objective requires different marketing strategy involving a unique set of decisions; the companies should understand that sustainability is no longer an option but a requirement (Kumar et al., 2012). Generally, the company's, customer's and society's needs are satisfied in a way that boosts profit and sustainability, and they are compatible with the natural environment and ecosystems (Papadas et al., 2017).

Sustainable Marketing Policies and Green Satisfaction

Currently, there is a great potential for green products in Iran, and sustainable marketing is becoming more important for all companies, across all industries (Delafrooz and Moghaddam, 2017) and over the last decade, the concept of sustainability has received growing recognition and has influenced the directions of marketing policies (Bryła, 2015). Moreover, there have been rapid increases in the number of companies involved in the development of green products as well as the increasing interest of customers in these products. An understanding of the key features of green products and willingness of customers to buy more of such products will be of great importance to companies that intend to design, develop and market green strategy and products (Dangelico and Vocalelli, 2017).

Awareness of sustainable issues can be increased in many ways and help the society to solve environmental problems in Iran (Souri et al., 2018). Companies that do not succeed in the 'go green' strategy are going to encounter failure in their industry because customers are interested in associating themselves with companies and products that are eco-friendly and prefer to identify themselves with companies that are green. As a result, those companies which talk about their 'green product' in their packaging, advertisement, manufacturing process etc. gain satisfied customers (Yazdanifard and Mercy, 2011).

The aim of this paper is to present a simple model of the relationship between perceived sustainable marketing policies and green customer satisfaction. To simplify this relationship, a conceptual model is designed by authors, and it is illustrated in the next part.

Conceptual Model and Study Hypotheses

This research introduces the role of sustainability in the relationship between marketing policies and customer green satisfaction. Figure 2 depicts the theoretical framework and illustrates the underlying logic of this study.

The research model presents three different variables such as "Perceived sustainable marketing policies" as the independent variable, "green customer satisfaction" is listed as the dependent variable and finally "green shopping experience" is chosen to be the control variable (the experimental element, which is constant and unchanged throughout the course of the investigation) in order to get more reliable results. Moreover, as both independent and dependent variables are not one-dimensional, their related parameters present as well.
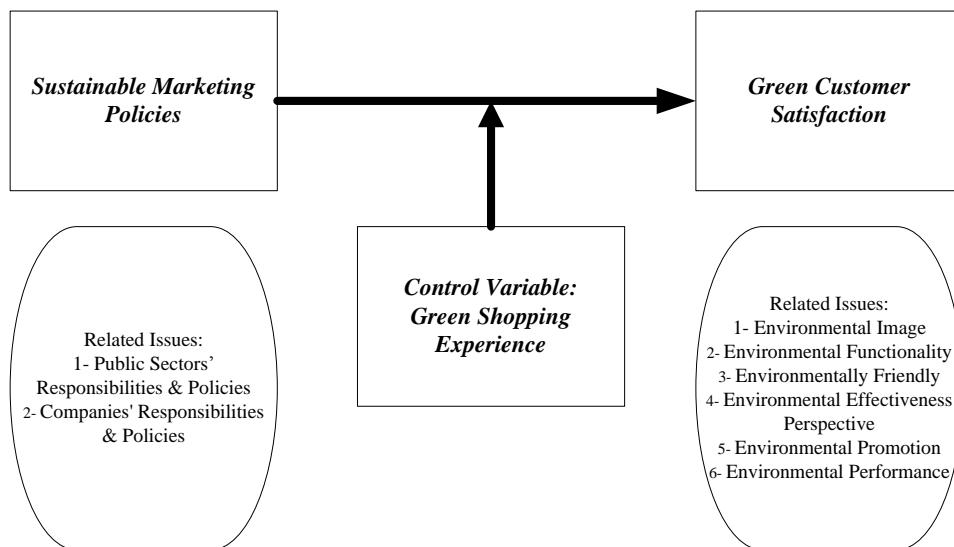

Figure 2. Conceptual research model

According to the research model, the general hypothesis and specific hypotheses are explained in the following sentences:

H1: Perceived sustainable marketing policies have a positive effect on green customer satisfaction.

H2: Public sectors' responsibility and policies have a positive effect on green customer satisfaction.

H3: Companies' responsibility and policies have a positive effect on green customer satisfaction.

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H4: Having sustainable issues priority leads to a strong correlation when compared to have price priority in case of evaluating the effect of perceived sustainable marketing policies on green customer satisfaction.

Research Method

A descriptive and correlational study of the relationship between perceived sustainable marketing policies and green customer satisfaction was used in the study. The hypothesis is stated on the basis of relationship testing, as the aim of the study is to appreciate the logical background. Furthermore, data collection for the study was from the research subjects using a survey questionnaire. The questionnaire was adopted, modified and localized from a study done by Chen et al. (2015). It consists of 16 questions that assess research variables. Eight questions are in relation to the demographic aspects by selecting multiple choices; six questions are based on the green customer satisfaction and the rest of the questions are based on the apparent value of sustainable marketing policies, and all are designed according to the Likert scale. The Likert scale studies how strongly subjects agree or disagree with statements on a 5-point scale with the five different anchors, which are shown in Table 1.

Table 1. Likert scale and different anchors

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1	2	3	4	5

The time frame for the data collection is from the 3rd of April to 17th of May 2018. In addition, it is important to note that there is no manipulation of the variables. What is more, the subjects are all Iranian and informed that it is a voluntary survey and their responses would be kept anonymous. The primary data collected and analyzed in order to provide answers to the research questions and hypothesis through verifiable data; this research is empirical research.

Data Collection

The quality of the data is dependent on the methods used in collecting the data, and the questionnaire is the most common form of data collection tool in marketing (Makienko and Bernard, 2012). In this research, survey data were collected through a designed questionnaire, which was published online. In fact, finding survey respondents was a complicated process; therefore, different methods have been used for reaching more respondents such as sharing in different social media platforms and using intelligent Parsian Corporation's service for accessing more participants. By the end of the time frame, 334 responses were recorded in the system. From the 334 responses, just 276 participants had already bought green products; therefore the rest were not included in the data analysis. The selected

participants were ignorant of the subject matter through the experts in the field of green products ranging from different age groups, gender and educational qualification.

Results

In this section, the results and different types of methods of the study have been discussed. The reliability and validity of the measurements are documented, then the results from descriptive and Pearson correlation coefficient analyses are illustrated and discussed.

Reliability and Content Validity of the Questionnaire

The questionnaire is evaluated through the two steps; reliability and content validity. In this study, reliability is evaluated based on Cronbach's alpha and content validity by asking a panel of judges. Likewise, a group of expert judges have modified the questionnaire two times in order to have a validated questionnaire; the final edition has been distributed among the sample of society. Furthermore, the Cronbach's alpha coefficient for each construct was calculated. As Table 2 shows, each construct is more than 0.7. Therefore, the measurement of this study is acceptable but questionable in reliability.

Table 2. Results of reliability and content validity of the questionnaire

Construct	Question's Tag	Cronbach's Alpha
Sustainable Marketing Policies	Public Sectors' Responsibility & Policies	0.729
	Companies' Responsibility & Policies	
Green Customer Satisfaction	Environmental Image	0.789
	Environmental Functionality	
	Environmentally Friendly	
	Environmental Effectiveness Perspective	
	Environmental Promotion	
	Environmental Performance	

Descriptive Statistic

Demographic and descriptive statistics provide accurate and detailed participants description, and they are used to describe the basic features of the data in this study. The sample features are demonstrated in Table 3.

Table 3. Descriptive and demographic statistics of the sample

Variable		No.	Percentage
Gender	Male	89	32%
	Female	187	68%
	Total	276	100%
Age	Under 25	121	44%
	Between 26 and 40	94	34%

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	Between 41 and 55	54	20%
	Above 56	7	2%
	Total	276	100%
Marriage status	Single	152	55%
	Married	113	41%
	Divorced	11	4%
	Total	276	100%
Academic degree	Not classified	5	2%
	Primary school	2	1%
	High school diploma	68	25%
	B.Sc.	119	43%
	M.Sc.	62	22%
	PhD	20	7%
	Total	276	100%
Work Status	Student or unemployed	120	43%
	Less than 40 hours per week	60	22%
	40 or more than 40 hours per week	96	35%
	Total	276	100%
Priority	Price	191	69%
	Sustainable issues	85	31%
	Total	276	100%

There are a few interesting facts about the descriptive results. There is no similar balance of males and females (33% and 67% respectively), which shows that women are interested in participating in this research. Moreover, the 69% of participants pay more attention to the price than the sustainable issues, and their priority is not green matters while looking for a product or service and there might be different reasons why price-sensitive are much more enticed comparing to sustainable issues.

In one of the questions, participants were asked to mark one or more sustainable products (or even to write down those green products, which are not mentioned in the questionnaire), which they had already purchased. The results are illustrated in Table 4.

Table 4. Most common sustainable products

Sustainable products	Number of people who bought at least once
Compostable party plates	235
Compostable cutleries (forks, spoons & knives)	231
LED bulbs	93
Rechargeable batteries	64
Biodegradable / Disposable waste bags	48
Recycled papers	39
Recycled fabric clothes	36
Recycled toilet papers	12
Other products	73

As it is shown in Table 4, almost 85% of the participants have purchased compostable party plates at least once or cutleries which shows they are aware and, in some cases, take care of the environmental issues. According to this research, there is a huge difference between those who have purchased the first two most popular green products while comparing with other products. One of the main reasons might be limited availability of other sustainable products in the current market in Iran, which needs great attention from public sectors and different organizations to penetrate and conquer this niche market.

Strength of the Relationship between Perceived Sustainable Marketing Policies and Green Customer Satisfaction

Pearson correlation coefficient is the common tool for the linear correlation coefficient, and it is used to measuring the closeness of the linear relationship, the strength between variables and their related issues (Cao et al., 2013).

In this section, the hypotheses are put into a statistical model, and Pearson correlation coefficient and linear regression analyses are done by using SPSS 21.

Pearson correlation analyses based on some demographic aspects such as gender and academic degree provide some interesting facts as presented in Table 5.

Table 5. Pearson correlation between perceived sustainable marketing policies and green customer satisfaction according to the demographic study

Demographic Aspects		Sample Size	Pearson Correlation	Sig.
Gender	Female	187	0.706	0.00
	Male	89	0.617	0.00
Academic degree	Not classified	5	0.567	0.317
	Primary school	2	Not Valid	Not Valid
	High school diploma	68	0.65	0.00
	B.Sc.	119	0.67	0.00
	M.Sc.	62	0.67	0.00
	PhD	20	0.71	0.001

There is a stronger relationship between perceived sustainable marketing policies and green customer satisfaction among women in compression with men. Moreover, a higher academic degree will lead to slightly higher green satisfaction if sustainable marketing policies seem effective. These two outcomes give indirect suggestions to managers and policymakers such as targeting people with a lower academic degree in the scope of sustainability in order to raise their awareness and having better sustainable promotional programs for men to grab their attentions.

As Table 6 shows, evaluating the correlation between the related issues of the independent variable and green customer satisfaction illustrates both correlations are above 0.3 which means there are two moderate positive relationships.

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Also, the p-values (sig.) are less than the significance level (.050), which indicates strong evidence against the null hypothesis (There is no relationship between the independent and dependent variables).

According to the regression analysis presented in Table 6, there is a positive effect of both independent variable's elements, "public sectors' responsibility and policies" and "companies' responsibility and policies" on green customer satisfaction. Therefore, two specific hypotheses, H2 and H3, are verified. Speaking of these two effects shows policymakers in both macro and micro levels should increase their target groups' awareness regarding sustainable issues in order to raise green satisfaction.

Table 6. Pearson correlation coefficient and regression analysis based on two elements of perceived sustainable marketing policies

Independent Variables	Correlation	Standardized Coefficients	Sig.	R Square	Adjusted R Square
Public Sectors' Responsibility & Policies	0.632	0.441	0.00	0.47	0.466
Companies' Responsibility & Policies	0.584	0.328	0.00		

For testing H4, correlation analysis is required. Therefore, two correlation analyses separately for those who have sustainable priority and those who have price priority are done. Results are shown in Table 7.

Table 7. Pearson correlation between perceived sustainable marketing policies and green customer satisfaction according to the participants' priorities

Priority	Sample Size	Pearson Correlation	Sig.
Sustainable issues	85	0.732	0.00
Prices	191	0.664	0.00

As Table 7 presents, however, both correlations are quite high, there is a relatively higher relationship between perceived sustainable marketing policies and green customer satisfaction among those participants whose priority is sustainable issues. Consequently, hypothesis 4 can be supported according to the present evidence.

In the last step of statistical analyses, means of the dependent and the independent variables are calculated by using compute variable command in the SPSS 21 in order to test the general hypothesis. The final result is presented in Table 8 and Figure 3.

The point of 0.685 shows a strong uphill (positive) relationship between the two variables. It means that as perceived sustainable marketing policies increase in value, and green customer satisfaction also increases in value.

Table 8. Pearson correlation coefficient and regression between perceived sustainable marketing policies and green customer satisfaction

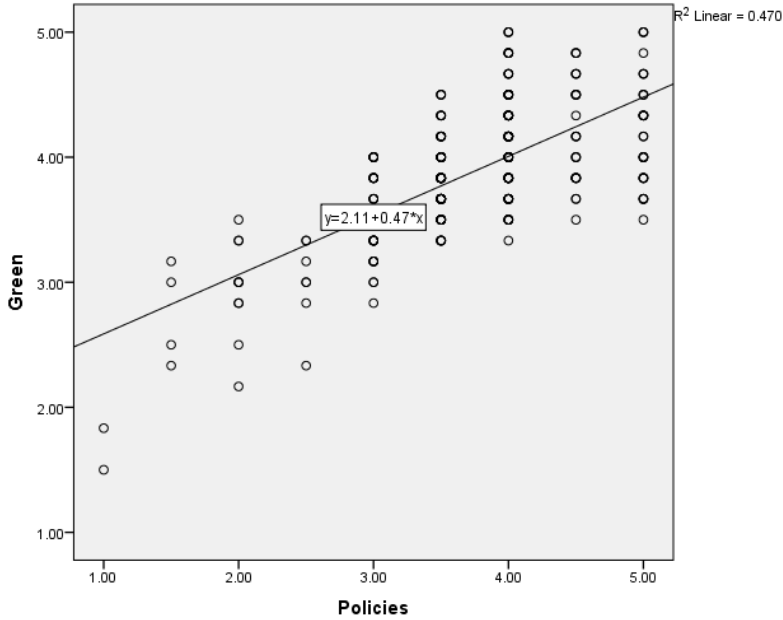|	Green Customer Satisfaction Correlation	R Square	Adjusted R Square
Perceived Sustainable Marketing Policies	0.685	0.47	0.468
	Sig 0.000		

Figure 3. The relationship between perceived sustainable marketing policies and green customer satisfaction

Moreover, the value of 0.47 for "R Square" means for every one-unit increase in perceived sustainable marketing policies, and green customer satisfaction increases 0.47 unit. Besides, "R Square" is quite high and interprets the proposed model fits to the present data. Therefore, the general hypothesis is proven and "perceived sustainable marketing policies" have a positive effect on "green customer satisfaction" and it can be considered a scientific fact.

Discussion and Conclusion

However, previous studies have not addressed how perceived sustainable marketing policies can have any effects on green customer satisfaction; there are a few similar studies, which consider these two variables in different ways. The most similar ones are Chen et al. (2015), Sivesan et al. (2013) and Yazdanifard and Mercy (2011) works. According to Chen et al. (2015) findings, an environmental approach has a positive impact on green satisfaction, and Sivesan et al. (2013) also

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conclude that green marketing actions lead to customer satisfaction. Yazdanifard and Mercy (2011) believe that green marketing has a positive impact on environmental safety and customer satisfaction (not green satisfaction). Moreover, few surveys exclusively have been conducted in Iran regarding green marketing and green customer behavior. For instance, Delafrooz and Moghaddam (2017) state that green customer behavior is affected by age, sex, and education as well. Table 9 presents and compares similar surveys.

Table 9. Similar research comparison

Related Research	Finding
Chen et al.	Environmental friendliness has a positive effect on green satisfaction, green perceived quality, and green trust
Sivesan et al.	Green marketing practices influence customer satisfaction.
Yazdanifard and Mercy	Green marketing effects on customer satisfaction and environmental safety.
Delafrooz and Moghaddam	Age, sex, and education effect on green customer behaviour.

Though the aforementioned papers have similar findings to the results of this article, the present research slightly has different variables in simple statistical comparisons. Therefore, the outcome of this research is relatively unique.

The rising international concern about the sustainability of the environment is making all companies incorporate sustainability issues into their business strategy and activities, especially in marketing scope since marketing inputs are vital for defining concept and design of products.

Throughout, this paper has attempted to illustrate the customer satisfaction and marketing policies based on sustainable issues. As already discussed, in the current modern world, with rapidly developing technologies and an exponential increase in competition implementation of sustainable approaches to marketing policies is a significant concern. Furthermore, there has been increased public awareness of green and sustainable issues and the need to use marketing as one of the suites of techniques to promote sustainable behavior.

The findings from the study's sample of 276 participants have proved that as perceived sustainable marketing policies increase, the green customer satisfaction increases as well. Therefore, executives should promote their sustainable policies and increase the transparency of their green strategies. Moreover, the statistical analysis of the data shows that the participants' concern prices more than sustainable issues and managers should find the balance between these two parameters.

Despite the findings of this research offering some interesting areas to consider, the research is not without its limitations such as the lack of representation of the sample in terms of age, gender and priority, etc. All these demographics are said to

have an impact on the way people understand and consume sustainable products and thus need further exploration in this context.

Moving on forward, based on data generated from the research and research limitations, there are still several gaps in this scope such as the effect of sustainable knowledge on real purchase behavior. However, purchase intention is one of the real purchasing factors it is different from real purchase behavior, and there is still a lack in the academic background regarding how sustainable knowledge affects the real purchase behavior. Thus, it seems an exciting topic for researchers.

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WPŁYW POSTRZEGANIA ZRÓWNOWAŻONYCH POLITYK MARKETINGOWYCH NA ZADOWOLENIE KLIENTA PRZYJAZNEGO ŚRODOWISKU

Streszczenie: Zrównoważony rozwój i zrównoważony marketing stały się bardzo istotne, a strategie ujmujące wymogi środowiskowe mogą zapewnić firmom przewagę konkurencyjną. Ponadto, w wyniku szybkiego rozwoju i zmian w Iranie, zrównoważony rozwój jest ważniejszy niż kiedykolwiek dotąd, a głębokie zmiany są konieczne, aby doprowadzić mieszkańców i firmy do zrównoważonej orientacji. Celem tego artykułu jest zbadanie związku między ekologiczną satysfakcją klientów a postrzeganą polityką zrównoważonego marketingu w Iranie. Badanie opiera się na zaprojektowanym

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kwestionariuszu, który uwzględnia różne zagadnienia kulturowe. Analiza danych została przeprowadzona na podstawie współczynnika korelacji Pearsona i analizy regresji liniowej przy użyciu SPSS 21. Wyniki pokazują, że korelacja między postrzeganą zrównoważoną polityką marketingową a satysfakcją klientów przyjaznych środowisku jest większa niż 0,6. Co więcej, analiza regresji dowodzi, że postrzegana zrównoważona polityka marketingowa ma pozytywny wpływ na zadowolenie klientów przyjaznych środowisku. Dlatego zrównoważony rozwój jest kluczowym czynnikiem dla firm, aby ich klienci byli zadowoleni, a co za tym idzie, firmy mogły osiągnąć przewagę konkurencyjną w porównaniu z konkurencją.

Słowa kluczowe: marketing, zrównoważony rozwój, zrównoważony marketing, zadowolenie klientów, zadowolenie zielonych klientów, zielone produkty

可接受的可持续营销政策对绿色客户满意度的影响

总结：可持续发展和可持续营销已变得非常重要，环境控制战略可为多家公司提供竞争优势。此外，由于快速增长和变化在伊朗的结果，可持续发展，是比以往更加重要，而深刻的变化是必要的，使波斯个人和企业可持续方向。本文的目的是研究生态客户满意度与伊朗可持续营销政策之间的关系。该研究基于一个考虑到不同文化问题的设计调查问卷。数据分析使用SPSS 21.结果表明，认为可持续发展的营销策略和客户满意度的绿色之间的相关性大于0.6的Pearson相关系数和线性回归分析的基础上进行的。更重要的是，回归分析证明，感知的可持续营销政策对绿色客户的满意度有积极影响。因此，可持续发展是公司让客户满意的关键因素，因此与竞争对手相比具有竞争优势。

关键词：营销，可持续发展，可持续营销，顾客满意，绿色顾客满意，绿色产品