EMPIRICAL STUDY ON CUSTOMER'S INTEGRITY TOWARDS SUSTAINABLE MARKETING STRATEGY IN TAMIL NADU

P.RADHA[1] & Dr N. VIJAY ANAND[2]

[1]*Research Scholar Vels University*

2*Assistant Professor Research Supervisor Vels University*

ABSTRACT

The study focuses on assessing cause and effect relationship among the dimensions of customer's integrity towards the sustainable marketing strategy in Tamil Nadu. The study is based on quantitative data wherein a well-structured questionnaire was presented to the sample population and based on the responses from 315 participants across Tamil Nadu who are using green products which are marketed based on the sustainable marketing strategies.   The selection of the sample was based on non-random technique using the snowball sampling. The non-probability sampling technique was used based on the nature of the population which is infinite. The collected data was analyzed using the statistical tools of exploratory factor analysis and confirmatory factor modeling using the SPSS. The results reveal that the customer integrity is highly dependent on the factors of Promoting Sustainable Values, Sustainability in Quality and Customer Loyalty, Declining Impact on Environment   and Sustainable Energy Saving and Addressing Complaints.

Keywords: Customer Integrity, Sustainable Marketing Strategy, Sustainable Values, Green Products and Tamil Nadu

INTRODUCTION

Customers in today's world are more interested now than they ever have been in better understanding what good their own firm is doing in the business world, in financial matters, in the adoption of best practices, more over its worth, sustainable strategies, persistence and development in the market. This is truer now than it ever has been. In today's world, an honest effect is mostly determined by a company's financial, social, and environmentally responsible business practices. In order for a company's brand to really stand out from the competition and earn a more meaningful place in the hearts and minds of all of its stakeholders, the brand should also include the company's efforts to improve its environmental and social impact into its marketing communications.

Every single marketing effort should be conceived with the consumer and all of their requirements and preferences in mind, according to the marketing philosophy. This indicates that businesses are unable to even consider the possibility of manufacturing goods or promotional campaigns before having a clear grasp of who will be interested in their products and why. They have a responsibility to guarantee that their skills, talents, and resources are compatible with the requirements of a certain client group. In any kind of marketing circumstance, starting with the consumer is always

4728

the best place to begin. Every effective marketing effort should have as one of its primary goals the acquisition and ongoing satisfaction of a loyal client base. Marketers are able to give more customer happiness to their customers over the long run and, as a result, greater customer loyalty if they provide distinctive goods and exceptional service to their customers. The marketing process may be transformed from a transaction-based activity into a transformation-based activity, which ultimately results in a long-term connection, if the firm or brand can use this method to create a solid relationship with its consumer.

Sustainable Marketing Strategies

The comprehension of value that sustainable marketers possess enables them to contribute to an improvement in the business performance of an organisation and the generation of a competitive advantage in a number of different ways. The supplier may use its knowledge and expertise to adapt and adjust supplemental services to their clients, design market programmes according to their demands, and apply systems in its present market offers. Additionally, the supplier can use its knowledge and experience to guide and educate the creation of new products for incoming consumers. It is essential that potential consumers have a clear understanding of the cost savings or value additions they may anticipate realising as a result of selecting the marketer's service over the alternative that is considered to be superior. In order for a company to be regarded a best-practice firm in the context of India, it is required to demonstrate that the business's point of view on superior value is superior; nevertheless, this alone is no longer adequate. Additionally, marketers are required to provide evidence of the cost savings and additional revenues generated by their products and services for consumers who either already own them or are eager to buy them.

As a result, marketers must to collaborate with the clients they serve in order to identify and demonstrate how cost reductions or incremental profits may be maintained in the years to come. After an adequate amount of time has passed, the firm's marketing plan should include collaboration with clients to record the outcomes. Both parties need to make use of the value recorded in order to further develop their customer value models, build value case histories, allow customers and managers to obtain credit for the cost savings and additional profits earned, and strengthen the credibility of the offering's value. In addition, the authors argue that the majority of customer value propositions should be correctly created and punctually provided in order to make a substantial contribution to a company's business strategy and to the performance of a sustainable organisation.

Customer Integrity and Values

Customer value propositions may be a guiding encouragement as well as the foundation stone for greater corporate performance, and Indian organisations have made incorporating them into their business strategies a key component of their operations. As a result, it is the duty of management as well as the different departments to guarantee that the customer value propositions are suitable for the Indian consumer. Because customers also need to adjust their behaviours in order to attain this goal, obtaining the advantages associated with environmentally friendly goods is a problem that will persist over time. Companies who participate in green marketing have recently come to the conclusion that it is not enough to just cut down on the amount of resources their operations utilise; in order to achieve

their sustainability goals, they must also make an effort to educate customers on how to properly use and dispose of their goods. Many important choices that were made throughout the product's design, development, and manufacturing stages are to blame for these negative effects on the environment. In most cases, production receives the majority of one's attention, whereas the subsequent phases get far less consideration. However, the choice of materials, the amount of energy used, whether or not the product can be recycled, how long it will last, and many other aspects of the product's environmental impact are directly influenced by the design.

Forecasting total demand may be helpful in making critical strategic choices for any environmentally conscious company. Developing independent predictions via the use of the four-step framework will not only result in improved recommendations, but it will also assist in the creation of conviction and agreement for action by fostering an awareness of the factors that influence demand as well as the risks associated with forecasting. Even after the effort of accurately anticipating the future has been completed, some sustainable plans still have unknown ties. It will continue to be challenging to forecast discontinuities in markets' levels of adoption. Especially the status of the market that is impacted by fundamental causes that are anchored based on significant political, economical, or technical developments. Those managers who put their thoughts through the paces outlined in this framework will have a greater probability of discovering these discontinuities than their counterparts who will not do so. Those that build their commercial plans on a sound understanding of customer requirements will have a far better chance of making astute investments and successfully competing with other businesses.

Review of Literature

The sustainable business will use ethical infrastructure in order to maintain a high level of integrity while simultaneously enhancing their social, environmental, and financial performance. In this chapter, we examine a selection of businesses operating in four distinct industries, focusing on how they meet these five aspects, with the goal of finding fundamental components of sustainable business models. It also discusses the challenges surrounding the balance of these criteria and highlights the possible conflicts that might arise between social, environmental, and economical objectives *(Aluchna, M., & Rok, B. (2018))[1]*. The study was carried out in the available area, and only a small number of manufacturing companies were included in the sample. They should also have the capacity to prove and commit to the community in the execution of their corporate social responsibility programme in order to minimise the environmental effect of not only the corporate image of the firm, but also their operational procedures. The incorporation of green marketing into a company's marketing strategy as well as its corporate social responsibility programme is beneficial, contributes positively to the company's green image, and is of great urgency to the community *(Widyastuti, S., Said, M., Siswono, S., & Firmansyah, D. A. (2019))[2]*. Integrity begins with a product idea that characterises the new

---

[1] Aluchna, M., & Rok, B. (2018). Sustainable business models: The case of the collaborative economy. *Sustainable business models: Principles, promise, and practice*, 41-62.

[2] Widyastuti, S., Said, M., Siswono, S., & Firmansyah, D. A. (2019). Customer trust through green corporate image, green marketing strategy, and social responsibility: A case study.

product from the standpoint of the intended buyer. For example, the phrase "pocket rocket" may be used to describe a sporty subcompact automobile. Two factors will determine whether or not the finished product has integrity: how effectively the idea fulfils the desires and requirements of prospective buyers, and how thoroughly the concept has been reflected in the product's features. In the development companies that are the most successful, "heavyweight" product managers are responsible for directing both tasks and for guiding the development of a powerful product idea *(Clark, K. B., & Fujimoto, T. (1990))*[3].

The paper examines the idea that a marketing approach focused on environmental sustainability leads to a higher willingness to book an area because it increases consumers' perception of the company's commitment to environmental and social responsibility. This article makes a contribution to the existing body of research on sustainable luxury tourism and hospitality by putting up a unique theoretical framework that is based on the concept of perceived hotel integrity. The purpose of this framework is to explain why customers could have a favourable reaction when they find that a luxury hotel is devoted to environmental responsibility *(Amatulli, C., De Angelis, M., & Stoppani, A. (2021))*[4]. The structuralization of environmentally friendly marketing campaigns at all three tiers is supported by theoretical presumptions. It has been discovered that coherent marketing operations on these levels have the most important influence on green marketing in organisational, environmental, and social settings. Activities at the strategic, tactical, and operational levels in the area of green marketing have the potential to result in the growth of businesses, an improvement of the natural environment, and an enhancement in the quality of life of individuals. The results of the study provide chances for researchers and managers to adopt a green marketing perspective to their work *(Vilkaite-Vaitone, N., & Skackauskiene, I. (2019))*[5]. A model for SBE is presented as a suggestion in this study. The principles of conscious capitalism, constructive capitalism, shared value, values-driven organisations, and corporate governance are all compatible with this approach. A comparison of this model to some of the most well-known models of excellence can be found in the aforementioned publication. Various national and international excellence awards may choose to base their programmes after this template. The implementation of this approach has the potential to increase the advantages for all parties involved, including shareholders, partners, consumers, workers, and society as a whole. It's possible that if firms all over the globe use this model, it will be successful in disseminating information about conscious capitalism, values-driven organisations, and corporate governance *(Jabnoun, N. (2020))*[6].

The study utilises the newly suggested framework to conduct a review and organisation of the research literature in the inter-disciplinary nexus of green marketing communication and developing

---

[3] Clark, K. B., & Fujimoto, T. (1990). The power of product integrity. *Harvard business review*, *68*(6), 107-118.
[4] Amatulli, C., De Angelis, M., & Stoppani, A. (2021). The appeal of sustainability in luxury hospitality: An investigation on the role of perceived integrity. *Tourism Management*, *83*, 104228.
[5] Vilkaite-Vaitone, N., & Skackauskiene, I. (2019). Green marketing orientation: evolution, conceptualization and potential benefits. *Open Economics*, *2*(1), 53-62.
[6] Jabnoun, N. (2020). A proposed model for sustainable business excellence. *Management Decision*, *58*(2), 221-238.

economies. This review and organisation is centred on the main ideas that make up the framework. The information is presented that will make it possible for brands to have a better understanding of the settings in which they are speaking. The consequences those brands, marketing practitioners, and other stakeholders have when it comes to delivering their messages in economies that are still developing are revolving around sustainability *(Nguyen, N. P., & Mogaji, E. (2022))*[7]. Consumers in Jordan had relatively high levels of environmental awareness in relation to a variety of environmental concerns, indicating that they were usually concerned about the environment. The study emphasizes the need of linking customers' good intentions to real purchasing behaviour via a green marketing strategy. This approach focuses on the distinctive qualities of green goods and how they benefit the environment, and it does so within the framework of the cultural expectations of Jordanian consumers. The long-term goal is to see these efforts culminate in a society that embraces environmentally responsible consumption as part of a larger culture of green consumerism *((Alsmadi, S. (2007))*[8]. (Bieker, T., & The Balanced Scorecard (BSC) is now under consideration as a potential candidate for use as an adequate conceptual framework for Corporate Social Responsibility. According to the findings of the research activities that formed the basis of this article, the prevalence of the financial viewpoint of the concept prohibits businesses from incorporating sustainability-related concerns in an equitable manner within the framework of this concept. This research attempts to explain, coming from an integrative ethical point of view, the structural alterations required to overcome the conceptual flaws of the BSC on the route to a pluralistic-oriented stakeholder management system. These modifications are necessary in order to overcome the conceptual shortcomings of the BSC *(Waxenberger, B. (2002))*[9].

Several studies have investigated the ways in which green marketing may affect the sustainable image of tourism businesses, while others have concentrated on the identification and engagement that can occur between these businesses and the customers they serve. This is because the goal of the study is to explain how this process influences the behaviour of consumers. This research is helpful because it demonstrates that in addition to the direct effect that green marketing has on green word of mouth indicators, there are additional indirect influences that are reflected by other mediating factors. These indirect influences include green attitudinal loyalty and green trust *(Mercade Mele, P., Molina Gomez, J., & Garay, L. (2019))*[10]. The Sustainable Business Model (SBM) is derived from two case studies of organisations that are regarded to be leaders in operationalizing sustainability. Additionally, the SBM is influenced by the ecological modernization viewpoint of sustainability. According to the findings of the study, organisations that choose to adopt an SBM are required to establish internal structural and cultural capacities to achieve firm-level sustainability and to cooperate

[7] Nguyen, N. P., & Mogaji, E. (2022). A theoretical framework for the influence of green marketing communication on consumer behaviour in emerging economies. *Green Marketing in Emerging Economies: A Communications Perspective*, 253-274.

[8] Alsmadi, S. (2007). Green marketing and the concern over the environment: measuring environmental consciousness of Jordanian consumers. *Journal of Promotion Management*, *13*(3-4), 339-361.

[9] Bieker, T., & Waxenberger, B. (2002). Sustainability balanced scorecard and business ethics-developing a balanced scorecard for integrity management.

[10] Mercade Mele, P., Molina Gomez, J., & Garay, L. (2019). To green or not to green: The influence of green marketing on consumer behaviour in the hotel industry. *Sustainability*, *11*(17), 4623.

4732

with key stakeholders to achieve sustainability for the system that an organisation is a part of in order to achieve sustainability. *(Stubbs, W., & Cocklin, C. (2008))*[11]. The link between corporate social responsibility (CSR), sustainability, and the growing idea of purpose was examined in this research from the philosophical, business, and Taoist points of view. The study explained the most important text of the Tao Te Ching in order to provide an analysis of the five fundamental tenets of Taoism, which are as follows: Self-awareness for mindful leadership, self-cultivation for authentic leadership, leading with humility for Level 5 leadership, transcending ego for servant leadership, and doing the right things right for sustainable leadership. Those individuals who are interested in developing purpose-driven organisations should construct their organisations on the basis of the fundamental principles of Taoism (*Zu, L. (2019))*[12]. The idea of sustainability is being discussed more often in academic circles, as well as in business and government circles, particularly among managers and politicians. Marketing is in a wonderful position right now to raise its emphasis from just managing connections with consumers to proactively managing a wider range of marketplace concerns as a result of the increased attention being paid to initiatives to reduce environmental impact. An organisation is said to have achieved market-based sustainability to the extent that it has strategically aligned itself to meet the market-focused product needs and wants of customers as well as the needs of various participants focused on issues of social responsibility involving economic, environmental, and social dimensions. In other words, an organisation is said to have achieved market-based sustainability *(Hult, G. T. M. (2011))*[13].

Research Gap

Although there are studies that have considered the retail atmosphere as a holistic concept, taking into account the impact of different aspects of environmentally responsible marketing techniques on the behaviour of customers, these types of research seem to be very rare. In the same vein, the majority of research studies on the reliability of customers are carried out in either the United States or European nations. In the context of India specifically, there were not many research conducted in Asian countries. In India, there have been numerous research carried out in the topic of environmentally friendly goods; nevertheless, the vast majority of these studies have either examined the influence of service quality and store qualities on customer purchasing behaviour or they have discussed consumer views on the product selection process. There have been a lot of researches done in the past on customer integrity both in Western and Asian nations. Most of these studies focused on the consumers who belonged to a sustainable marketing plan, and they only took into consideration one product category. There have only been a few number of studies carried out in the field of customer loyalty, and the vast majority of those studies have created a scale for evaluating the behaviors of customers based on sustainable marketing techniques in developed cities. There are just a few studies that have been

---

[11] Stubbs, W., & Cocklin, C. (2008). Conceptualizing a "sustainability business model". *Organization & environment*, *21*(2), 103-127.

[12] Zu, L. (2019). Purpose-driven leadership for sustainable business: From the Perspective of Taoism. *International Journal of Corporate Social Responsibility*, *4*(1), 1-31.

[13] Hult, G. T. M. (2011). Market-focused sustainability: market orientation plus!. *Journal of the Academy of Marketing Science*, *39*, 1-6.

carried out in this field. It is difficult to find more than one or two studies that have addressed the topic of customer integrity from the point of view of the customer. There has been hardly research done on the topic of consumer integrity based on the sustainable marketing strategy of environmentally friendly goods in the study area of Tamil Nadu.

Statement of the Problem

The traditional method of marketing was not without its flaws; its primary emphasis was on customers, and it attempted to gratify their requirements and achieve the highest possible degree of profitability. Because of all of this, a plentiful amount of natural resources were used. The choices that consumers made were completely skewed, and they did not care about preventing damage to the environment. It was time to come up with solutions that would stabilise the needs of the customers which promotes integrity, the profits of the organisation and the circumstances of the environment. Greenhouse gases that were released into the environment were responsible for the dangerous situations that occurred during the previous several years. If essential efforts were not done in advance, this scenario will continue to deteriorate throughout the 21st century and beyond. Furthermore, businesses that do not include green methods would not be able to survive in the future. The current period of corporate supervision, which is currently adding to the constituents of customer integrity, faced one of its greatest challenges in attempting to solve the world's environmental issues, which was one of its most significant obstacles. The Indian market, which is expanding and is characterised by widespread consumerism, has run into issues with the consumption of items that have green marketing principles that influence the integrity of customers. These items were not only readily accessible in the retail establishments, but their consumption rate was also quite high, which directly impacted both the environment and people's health, resulting in an unstable scenario. Retailers started to feel a lot of anxiety about the effects of customers buying brown things, so they made steps to address the issues, and then they retaliated against customers by coming up with new product ideas and introducing goods that had sustainable marketing techniques. They used the supply chain to publicise their achievements in the upstream performance, and in the downstream performance, they persuaded consumers to buy products that have sustainability value. This study assesses the various areas of sustainable marketing strategy that has an influence on customer's integrity.

Research Questions

✦ What are the dimensions of customer's integrity towards the sustainable marketing strategy in Tamil Nadu?

✦ What cause and effect relationship exists among diverse dimensions of customer's integrity towards sustainable marketing strategy?

Significance of the Study

Customers are prepared to pay a premium price for sustainable marketed products which contribute to the popular idea that sustainable marketing leads to better profits while simultaneously lowering the cost of operations for businesses. Since the customer feels and understands that the company is not entirely responsible for the environmental deterioration, the consumer also wants a cleaner environment for their life and is prepared to pay an acceptable higher price for it. In order to cut

4734

down on the amount of trash that is generated by businesses, those businesses review and reassess their production process. This ultimately results in the creation of a more effective production method that cuts down on the generation of damaging by-products. This, in turn, minimises the demand for additional raw materials, and in certain situations, the waste material itself becomes another input for production at the company. As the responsible virtual member of the society, the human social community expected the business companies to behave as responsible members of the business and social community as well as to deliver products and services in an effective manner. Some businesses are driven to improve society in both a positive and bad manner, and one way they do this is by exploring novel methods to get rid of waste, recycle existing waste, and discover new uses for materials that were previously used as packaging for goods that were marketed and distributed. Marketers of today see sustainable marketing as an opportunity that can be used to fulfil the aims of the corporation and produce appropriate profit by delivering the alternatives to consumers in a manner that is superior to that of their rivals. This is also one of the keys to distinguishing their brand from competitors' brands and gaining access to a greater market share in India. As a result, multinational corporations from all over the globe, including India, are taking the necessary measures to transform themselves into responsible enterprises. The growth of this trend has created significant impact on the customer integrity which is the focus area of this research. The dependence of the concept can be looked into for generating cause and effect relationship among the users of green products which are marketing their products sustainably. This study proves to be significant based on the fact that it ensures to examine the cause and effect influence among the dimensions of customer integrity based on sustainable marketing strategy.

Objectives of the Study

✦ To assess the dimensions of customer's integrity towards the sustainable marketing strategy in Tamil Nadu

✦ To examine the cause and effect relationship among the diverse dimensions of customer's integrity towards sustainable marketing strategy.

Research Methodology

In the process of analysing a research issue, a researcher will often follow a number of standard procedures, and this section explains the reasoning behind such procedures. The term "research methodology" refers to the approach that studies the manner in which research is carried out in a scientific setting. For the purpose of transforming this study into scientific research, the use of research technique has been carried out in a methodical manner. The study's unique approach to data collection and analysis is directly proportional to the degree to which it may be considered innovative. On the other hand, the research's overall worth is determined by the extent to which its findings remain true to the questions it set out to answer. It is vital for the researcher to create the research technique according to the issue that is currently being investigated, and it is possible that this approach will not be relevant to other problems. Understanding the structure of the study is made easier by having a research design, often known as the blueprint for the investigation. It provides an overview of the plan for collecting the data, assembling the data, analysing the data, and interpreting the findings in relation

to the study goals. The research goal, research philosophy, research technique, and research strategy all have a role in the selection and construction of a study design. In the present investigation, research design assisted the investigator in the construction of a significant framework via the collecting of data, organisation of the data, and analysis of the data to achieve results. The study is based on quantitative data wherein a well-structured questionnaire was presented to the sample population and based on the responses from 315 participants across Tamil Nadu who are using green products which are marketed based on the sustainable marketing strategies. The selection of the sample was based on non-random technique using the snowball sampling. The non-probablity sampling technique was used based on the nature of the population which is infinite. The collected data was analyzed using the statistical tools of exploratory factor analysis and confirmatory factor modeling in SPSS as well as AMOS.

Analysis and Interpretations

In this part, study explains the results of the statistical analysis that was done on the data that was obtained as well as the interpretations of those results. EFA is used to determine which variables have the greatest link with a certain factor, and it also assists in the removal of items from a scale that have a low correlation to the correlations of other items. The following explains the detailed analysis and results based on the statistical tools mentioned in methodological part. The exploratory factor analysis has given the following results

Table 1

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.722
Bartlett's Test of Sphericity	Approx. Chi-Square	3416.042
	df	210
	Sig.	*<0.001**

(**-Normality @ 1 percent)

The KMO test provides an explanation for the normalcy of the variables and the viewpoints those variables take throughout the study. These tests guarantee that the perspectives held by the women employees are normally distributed, and significant p-values suggest that this is the case. The fact that the findings achieved statistical significance suggests that the criteria devised on the basis of the research will be accurate and helpful for grasping the opinions of the customers towards integrity based on sustainable marketing strategy. The table that follows provides a summary of the factor loadings at both the beginning level and the extraction level. These loadings are used to assess the dependability of the factors that were created by the research.

Table 2

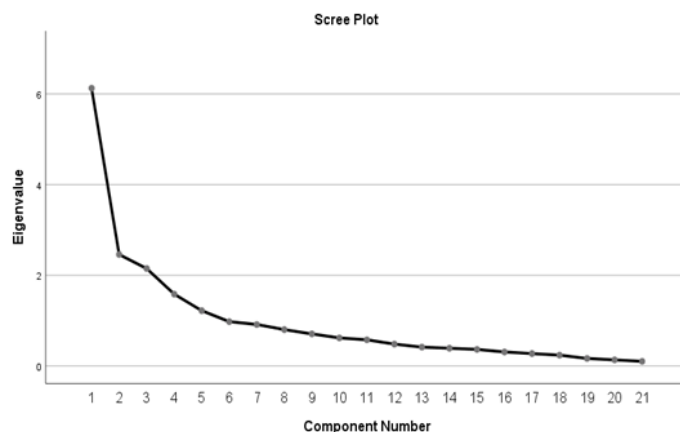| Communalities		
	Initial	Extraction
Trust assurance on Sustainable Values	1.000	0.479
Continous Sustainable quality enhancement	1.000	0.572
Sustainable pricing strategies	1.000	0.636

4736

Fair redressal of complaints	1.000	0.731
Lessing impact on environment	1.000	0.630
Reduced post consumption wastes	1.000	0.686
Awareness on responsibility towards environment	1.000	0.509
Funding environmental needs	1.000	0.619
Satisfaction of protecting environment	1.000	0.697
Improved product satisfaction	1.000	0.609
Sustainable values induces repurchase intention	1.000	0.297
Competitive brand image	1.000	0.489
Valuing customer suggestions	1.000	0.566
Goodwill in the market	1.000	0.637
Higher accessibility in the market	1.000	0.518
Promoting sustainable pattern among consumers	1.000	0.549
Diversity in availabity of sustainable products	1.000	0.700
Saving energy consumption and sources	1.000	0.642
Relatively higher sustainable values in comparison with peer companies	1.000	0.390
Promoting social norms	1.000	0.643
Understanding evolving sustainable values	1.000	0.719

The variance table provides insight into the relative significance of the variables that were derived from the replies of the consumers. Although the variance table reveals that there were five factors created based on the eigen values, this study only extracted four factors to raise the accuracy of data connected to variables affecting the dimensions of customer integrity based on sustainable marketing strategy. This was done to increase the reliability of data related to variables that have an influence on the dimensions of customer integrity. The analysis reflects fifty-nine percent of the responses from customers which enlightens on the customer integrity.

Table 3

Total Variance Explained								
Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %

4737

Eur. Chem. Bull. 2023, 12(Special Issue 5), 4728 – 4746

6.127	*29.174*	*29.174*	*6.127*	*29.174*	*29.174*	*3.425*	*16.309*	*16.309*
2.458	*11.705*	*40.879*	*2.458*	*11.705*	*40.879*	*3.415*	*16.262*	*32.571*
2.149	*10.231*	*51.110*	*2.149*	*10.231*	*51.110*	*2.946*	*14.028*	*46.598*
1.584	*7.545*	*58.655*	*1.584*	*7.545*	*58.655*	*2.532*	*12.056*	*58.655*
1.219	5.806	64.461						
.977	4.653	69.114						
.914	4.351	73.466						
.801	3.816	77.281						
.707	3.365	80.646						
.618	2.945	83.591						
.576	2.744	86.335						
.481	2.292	88.627						
.416	1.979	90.606						
.390	1.859	92.465						
.364	1.734	94.198						
.308	1.467	95.666						
.273	1.298	96.964						
.238	1.133	98.097						
.165	.785	98.882						
.133	.635	99.517						
.101	.483	100.000						

4738

Eur. Chem. Bull. 2023, 12(Special Issue 5), 4728 – 4746

Promoting Sustainable Values -PSV

Sustainability in Quality and Customer Loyalty- SQCL

Declining Impact on Environment   - DIE

Sustainable Energy Saving and Addressing Complaints   -   SESAC

Summary and Conclusion

Chart – 1 – Scree Plot - Dimensions of Customers Integrity based on Sustainable Marketing Strategy

Table 4

Rotated Component Matrix[a]				
	Component			
	1	2	3	4
Promoting social norms	0.798			
Diversity in availabili ty of sustainable products	0.763			
Understanding evolving sustainable values	0.714			
Promoting sustainable pattern among consumers	0.642			
Valuing customer suggestions	0.569			
Continous Sustainable quality enhancement	0.541			
Sustainable pricing strategies		0.770		

4739

Funding environmental needs		0.765		
Satisfaction of protecting environment		0.749		
Improved product satisfaction		0.652		
Trust assurance on Sustainable Values		0.531		
Sustainable values induces repurchase intention		0.468		
Reduced post consumption wastes			0.784	
Goodwill in the market			0.778	
Awareness on responsibility towards environment			0.697	
Higher accessibility in the market			0.538	
Competitive brand image			0.482	
Saving energy consumption and sources				0.688
Fair redressal of complaints				0.666
Relatively higher sustainable values in comparison with peer companies				0.565
Lessing impact on environment				0.536

The factor analysis has been used to investigate the many different factors that lead customer integrity towards sustainable marketing strategy. The factor loadings are utilised to categorise the several factors that have a role in customer integrity. The following is a list of the primary factors that play a role in examining the customer integrity using the sustainable marketing strategy.

✦ *Customer Integrity Factor – I - Promoting Sustainable Values –PSV*

The factor loadings have been significant in the following variables which involves Promoting social norms (0.798), Diversity in availability of sustainable products (0.763), Understanding evolving sustainable values (0.714), Promoting sustainable pattern among consumers (0.642), Valuing customer suggestions (0.569) and Continuous Sustainable quality enhancement (0.541) dealing with the factor of promoting sustainable values.

✦ *Customer Integrity Factor – II Sustainability in Quality and Customer Loyalty- SQCL*

4740

The sustainability in quality as well customer loyalty depends on the variables of Sustainable pricing strategies (0.770), Funding environmental needs (0.765), Satisfaction of protecting environment (0.749), Improved product satisfaction (0.652), Trust assurance on Sustainable Values (0.531) and Sustainable values induces repurchase intention (0.468).

✦*Customer Integrity Factor – III Declining Impact on Environment   - DIE*

The variables involved in the formation of this factor are Reduced post consumption wastes (0.784), Goodwill in the market (0.778), Awareness on responsibility towards environment (0.697), Higher accessibility in the market (0.538) and Competitive brand image (0.482).

✦*Customer Integrity Factor – IV Sustainable Energy Saving and Addressing Complaints   - SESAC*

The fourth factor is dependent on the factor loadings of the variables in the form of Saving energy consumption and sources (0.688), Fair redressal of complaints (0.666), Relatively higher sustainable values in comparison with peer companies (0.565) and Lessing impact on environment (0.536).

Structural Equation Modelling (SEM) – Confirmatory Factor Model for Assessing Customer Integrity towards Sustainable Marketing Strategy

The results of the exploratory factor model tested with the SEM analysis to establish cause and effect relationship among the various dimensions of customer integrity towards sustainable marketing strategy. The determined factors were coded for facilitating the analysis and determining the relationships. The following explains the coding of factors

✦*Customer Integrity Factor – I - Promoting Sustainable Values –PSV*

⬩ Promoting social norms	-	PSV1
⬩ Diversity in availability of sustainable products	-	PSV2
⬩ Understanding evolving sustainable values	-	PSV3
⬩ Promoting sustainable pattern among consumers	-	PSV4
⬩ Valuing customer suggestions	-	PSV5
⬩ Continuous Sustainable quality enhancement	-	PSV6

✦ *Customer Integrity Factor – II Sustainability in Quality and Customer Loyalty- SQCL*

⬩ Sustainable pricing strategies	-	SQCL1
⬩ Funding environmental needs	-	SQCL2
⬩ Satisfaction of protecting environment	-	SQCL3
⬩ Improved product satisfaction	-	SQCL4
⬩ Trust assurance on Sustainable Values	-	SQCL5
⬩ Sustainable values induces repurchase intention	-	SQCL6

✦*Customer Integrity Factor – III Declining Impact on Environment   - DIE*

⬩ Reduced post consumption wastes	-	DIE1
⬩ Goodwill in the market	-	DIE2
⬩ Awareness on responsibility towards environment	-	DIE3

4741

- ◆ Higher accessibility in the market   -   DIE4
- ◆ Competitive brand image   -   DIE5

✦*Customer Integrity Factor – IV Sustainable Energy Saving and Addressing Complaints* - *SESAC*

- ✦ Saving energy consumption and sources   -   SESAC1
- ✦ Fair redressal of complaints   -   SESAC2
- ✦ Relatively higher sustainable values in comparison with peer companies

                 -     SESAC3

- ✦ Lessing impact on environment   -   SESAC4

The coded variables were fitted into confirmatory factor model using the Analysis of Movement Structure (AMOS) software to assess the dimensions of customer integrity.
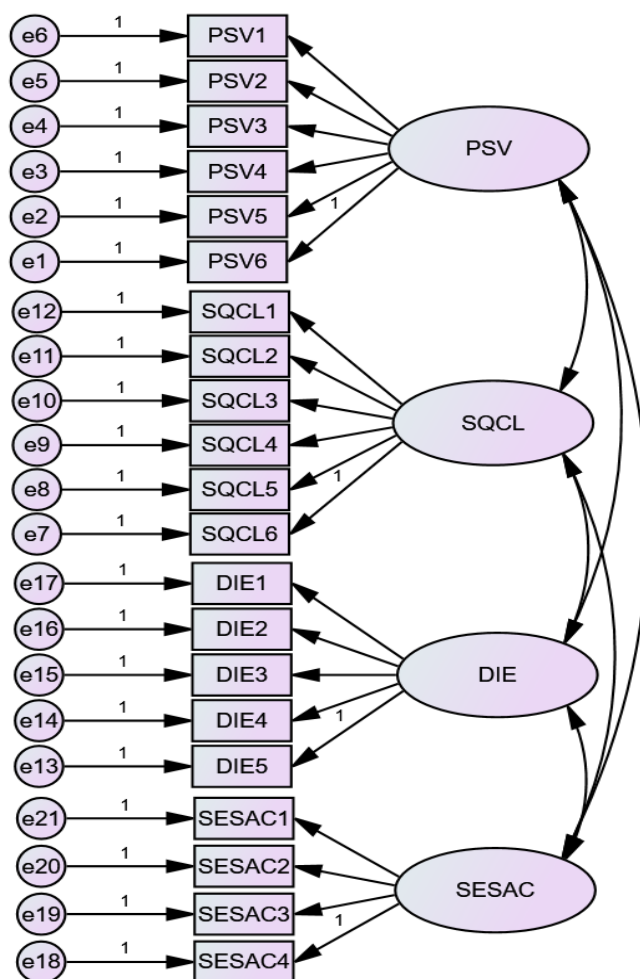

Chart – 1 – Model Built -Customer Integrity towards Sustainable Marketing Strategy

4742

Eur. Chem. Bull. 2023, 12(Special Issue 5), 4728 – 4746

The above model was tested which resulted into the following summary of variables which determines the dimensions of the customer integrity based on the sustainable marketing strategy
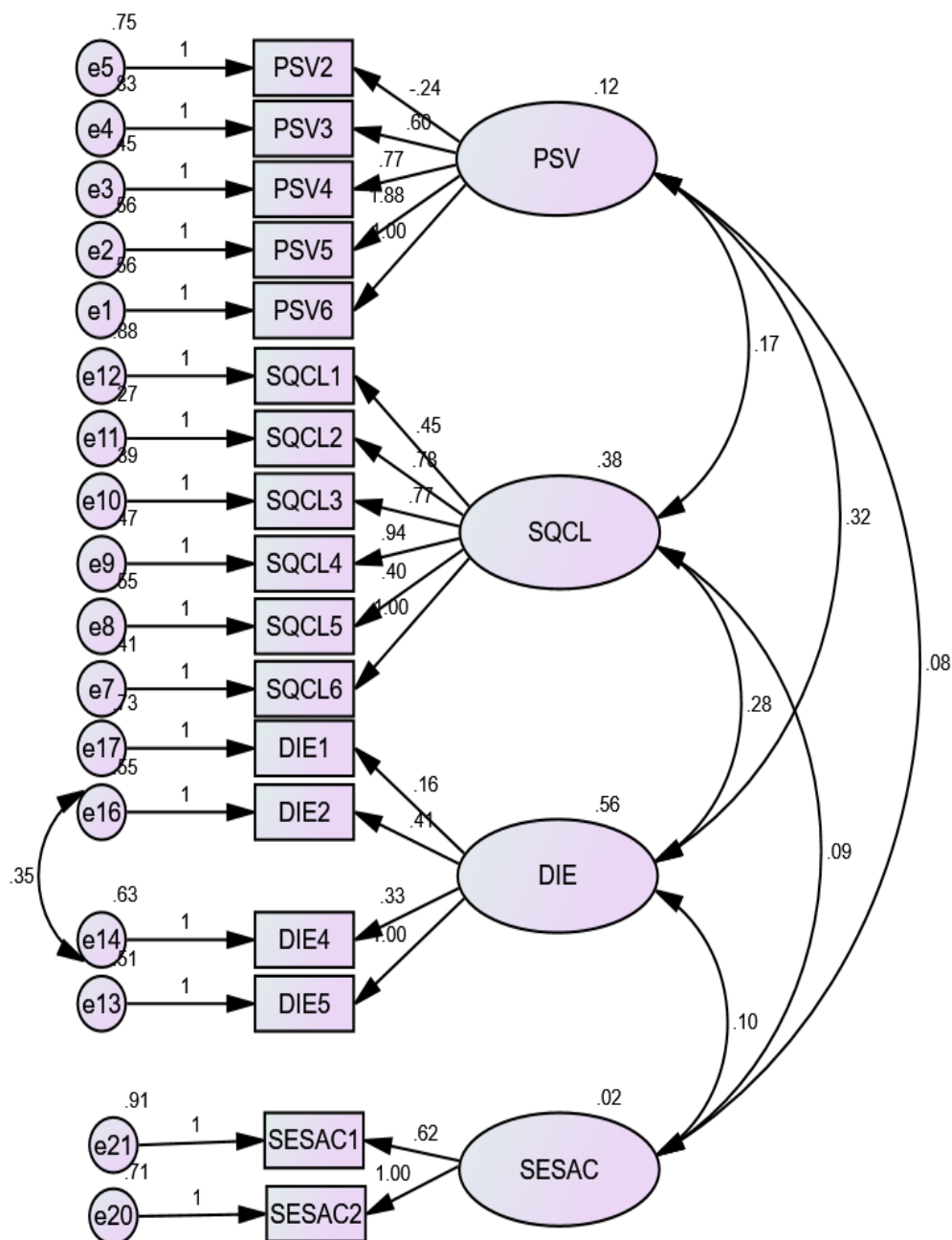

Chart – 2 – Tested Model -Customer Integrity towards Sustainable

Marketing Strategy

The results of the model are presented based on the categorization of variables, regression weights and summary of indices that assess the model fit based on the opinions of the customers.

4743

Eur. Chem. Bull. 2023, 12(Special Issue 5), 4728 – 4746

Table 5: Variable Assessment

S. No	Nature of Variables	Counts
1.	Total	38
2.	Endogenous	17
3.	Exogenous	21
Sample Size		315

Table 6: Regression weights

			Estimate	S.E.	C.R.	P	Label
PSV1	<---	PSV	1.000				
PSV2	<---	PSV	1.878	.258	7.277	***	
PSV3	<---	PSV	0.771	.143	5.382	***	
PSV4	<---	PSV	0.601	.165	3.649	***	
PSV5	<---	PSV	-0.239	.143	-1.665	.096	
SQCL1	<---	SQCL	1.000				
SQCL2	<---	SQCL	0.396	.082	4.837	***	
SQCL3	<---	SQCL	0.940	.101	9.269	***	
SQCL4	<---	SQCL	0.767	.087	8.822	***	
SQCL5	<---	SQCL	0.779	.081	9.622	***	
SQCL6	<---	SQCL	0.453	.103	4.411	***	
DIE1	<---	DIE	1.000				
DIE2	<---	DIE	0.326	.068	4.792	***	
DIE3	<---	DIE	0.413	.066	6.253	***	
DIE4	<---	DIE	0.155	.070	2.214	.027	
SESAC1	<---	SESAC	1.000				
SESAC2	<---	SESAC	0.622	.359	1.733	.083	

Maximum Likelihood Model

The cause and effect between SWOT analysis factors are explained using a maximum likelihood model. The regression analysis is used to evaluate the relationship among the factors and variables. In order to understand how a change in one variable causes a change in another, analysis must first provide quantitative evidence for the examination of movement structure. The above regression weights define the nature of the connection between the various model components. The relationship among the factors and variables can be determined using the regression weights and used for predicting the customer integrity based on simulation values.

Table 7: Model Fit

Fit Nature	Test Value	Acceptable Limit
Chi-square/Df(CMIN)	3.740	< 5.00
GFI	0.864	> 0.80
AGFI	0.815	> 0.80
NFI	0.806	> 0.80
CFI	0.879	> 0.90
RMR	0.061	< 0.08
RMSEA	0.075	< 0.09

(GFI – Goodness of Fit, AGFI –Adjusted Goodness of Fit, NFI- Normed- Fit Index, CFI – Comparative Fit Index, RMR – Root Mean Squared Residual , RMSEA – Standardised Root Mean Squared Residual)

The AMOS table of goodness-of-fit indices confirms the validity and suitability of the model built with the aid of Analysis of Movement Structure. The model fit indices describe the substantial relationship between the various customer integrity dimensions based on sustainable marketing strategy. These measurements demonstrate that the model developed to examine the characteristics that encourage customers to make significant perceptional changes based on the sustainable marketing strategy.

Summary and Conclusion

The customer integrity has significant values which makes the customers to adopt to a product with higher loyalty levels. The role of the customer integrity is significant in promotion of the market share of the product. The sustainable market strategies are making significant changes to the consumer integrity which is dependent various dimensions. The study has significantly identified the major dimensions of customer integrity in the form of *Sustainable Values, Sustainability in Quality and Customer Loyalty, Declining Impact on Environment and Sustainable Energy Saving and Addressing Complaints.* The customer integrity improves the values of the product in the market make significant promotion among the potential customers based on the reviews and post purchase satisfaction of existing customers.

REFERENCES

1. Aluchna, M., & Rok, B. (2018). Sustainable business models: The case of the collaborative economy. *Sustainable business models: Principles, promise, and practice*, 41-62.

2. Widyastuti, S., Said, M., Siswono, S., & Firmansyah, D. A. (2019). Customer trust through green corporate image, green marketing strategy, and social responsibility: A case study.

3. Clark, K. B., & Fujimoto, T. (1990). The power of product integrity. *Harvard business review*, *68*(6), 107-118.

4. Amatulli, C., De Angelis, M., & Stoppani, A. (2021). The appeal of sustainability in luxury hospitality: An investigation on the role of perceived integrity. *Tourism Management*, *83*, 104228.

5. Vilkaite-Vaitone, N., & Skackauskiene, I. (2019). Green marketing orientation: evolution, conceptualization and potential benefits. *Open Economics*, *2*(1), 53-62.

6. Jabnoun, N. (2020). A proposed model for sustainable business excellence. *Management Decision*, *58*(2), 221-238.

7. Nguyen, N. P., & Mogaji, E. (2022). A theoretical framework for the influence of green marketing communication on consumer behaviour in emerging economies. *Green Marketing in Emerging Economies: A Communications Perspective*, 253-274.

8. Alsmadi, S. (2007). Green marketing and the concern over the environment: measuring environmental consciousness of Jordanian consumers. *Journal of Promotion Management*, *13*(3-4), 339-361.

9. Bieker, T., & Waxenberger, B. (2002). Sustainability balanced scorecard and business ethics-developing a balanced scorecard for integrity management.

10. Mercade Mele, P., Molina Gomez, J., & Garay, L. (2019). To green or not to green: The influence of green marketing on consumer behaviour in the hotel industry. *Sustainability*, *11*(17), 4623.

11. Stubbs, W., & Cocklin, C. (2008). Conceptualizing a "sustainability business model". *Organization & environment*, *21*(2), 103-127.

12. Zu, L. (2019). Purpose-driven leadership for sustainable business: From the Perspective of Taoism. *International Journal of Corporate Social Responsibility*, *4*(1), 1-31.

13. Hult, G. T. M. (2011). Market-focused sustainability: market orientation plus!. *Journal of the Academy of Marketing Science*, *39*, 1-6.

14. Park, C., Charnley, F., Longhurst, P., Bolton, S., & Evans, S. (2020). Too fast to bother? Integrity, instrumentality, and externality factors for early sustainable design implementation in the fast-moving-consumer-goods sector. *Journal of Design Research*, *18*(1-2), 1-36.

4746

Eur. Chem. Bull. 2023, 12(Special Issue 5), 4728 – 4746