



**AgEcon** SEARCH

RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

*The World's Largest Open Access Agricultural & Applied Economics Digital Library*

**This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.**

**Help ensure our sustainability.**

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

[aesearch@umn.edu](mailto:aesearch@umn.edu)

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

*No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.*



# Corporate Social Responsibility Model for Green Marketing with a Focus on Brand Affiliation from the Viewpoint of the Consumers of Organic Products

Roza Taati <sup>a</sup>, Abdolhamid Ebrahimi <sup>b,\*</sup> , Hamidreza Saeednia <sup>b</sup>, Zahra Alipourdarvishi <sup>b</sup> and Mohammad Taleghani <sup>c</sup>

Received: 19 May 2022,  
Accepted: 31 August 2022

## Abstract

Organic products are an important factor for corporate social responsibility in the context of green marketing in order to develop the business system's commitment to environmental issues. The study aimed to present and test a social responsibility model for companies in the context of green marketing from the viewpoint of organic product consumers with a focus on brand dependence. According to the Krejcie-Morgan table, 385 people were polled from the qualitative population, including all organic product customers in Tehran. Structural equation modeling was employed for data analysis in PLS software. According to the findings of the qualitative data coding, 325 concepts were extracted and classified into 85 categories. Regarding the database approach, the research model was presented based on the categories (22 main categories) in the model. Furthermore, quantitative analysis revealed that the main phenomenon, namely social responsibility in the context of green marketing of organic products, is influenced by causal conditions. Social responsibility influences green marketing strategies, background conditions, and intervener conditions. Furthermore, these strategies influence the model's outcomes. Social responsibility in the field of green marketing is dependent on societal acceptance, acceptance, and health.

### Keywords:

**Brand Affiliation, green marketing, organic products, social responsibility**

<sup>a</sup> Ph.D. Candidate, Department of Business Management, North Tehran Branch, Islamic Azad University, Tehran, Iran

<sup>b</sup> Associate Professor, Department of Business Management, North Tehran Branch, Islamic Azad University, Tehran, Iran

<sup>c</sup> Associate Professor, Department of Industrial Management, Rasht Branch, Islamic Azad University, Rasht, Iran

## INTRODUCTION

Many multinational corporations have recently discovered that it is impossible to create a brand (customer-friendly) without social responsibility and attention to the needs of society. The study of brand loyalty and special value is critical for organizations because increased brand equity enhances efficiency in marketing activities and brand loyalty. As a result, corporate social responsibility (CSR) is regarded as an important factor in defining a corporation's behavior, strategy, and goals (Tan et al., 2022). Corporate CSR, which is viewed as an important issue by businesses all over the world, refers to a company's commitment to ensuring the long-term and equitable benefits of society and the organization for all stakeholders (Sung et al., 2020). CSR is becoming an increasingly important part of the corporate landscape. In 2015, corporations donated 17.8 billion dollars to donors. Many of the 322 Fortune 500 companies employ full-time employees to engage in social responsibility activities and a variety of activities that cost millions of dollars each year (Robinson & Wood, 2018).

Significant CSR studies have argued that the consequences of CSR have implications and applications in the field of marketing. Despite these studies, there are still gaps in determining the impact of CSR innovation on marketing appliances (Moyo et al., 2021). Green marketing awareness is related to corporate perceptions of responsibility for selecting a suitable location and meeting needs (Suki et al., 2016). Green marketing is a new concept that focuses on resource efficiency. This goal is offered to customers while considering long-term environmental and social needs. Furthermore, as a result of extensive knowledge and programs about water incidents, consumers all over the world are becoming increasingly concerned about environmental protection. This compelled business to incorporate sustainability principles into their marketing mix to adapt their practices in order to meet the demands of green consumers (Alabdali, 2019). Green

marketing is defined as the use of marketing tools to simplify business while protecting the physical environment in order to achieve both organizational and individual goals (Lam & Li, 2019).

Many companies in the field of green marketing believe that to build brand affiliation, you must first establish credibility for your company by improving the quality and quantity of green products and creating a positive experience with these products for your customers so that they can become more reliant on their brand. The reason for selecting these individuals is their knowledge of experience with organic product markets. According to studies, consumers frequently include their perceptions when selecting a brand; if they have a positive perception, attitude, and brand preference, they will buy the brand's products again. No model has been presented in previous studies on CSR of green products-offering companies with a green marketing approach and an emphasis on brand dependence. According to the studies in this area and considering the gaps in the field of social responsibility and green marketing, the study tries to answer the following questions: What is the view of organic product consumers about CSR patterns in the field of green marketing, and what are its dimensions, components, and characteristics?

Although the concept of sustainable development emerged in the 1970s, firms have only recently begun to consider it. To be sustainable, development must meet the needs of current generations while also being able to meet the needs of future generations. This issue must strike a balance between current and future social, economic, and environmental goals. Given the growing evidence of environmental problems, individual and corporate awareness of the need for sustainability has grown (Simao & Lisboa, 2017). Social responsibility is commonly defined as a company's or brand's "commitment to maximizing long-term economic, social, and environmental welfare through business practices, policies, and resources" (Xie et al.,

2019). The broad concept of social responsibility encompasses corporate actions that go beyond economic, technical, and legal requirements. According to Barnett (2017), social welfare improvement is a tool for strengthening relationships with key stakeholders (Vercic & Coric, 2018). CSR refers to activities that a company undertakes to have a positive impact on society or the environment (Su & Swanson, 2019). Green marketing is defined as a comprehensive management process that identifies, predicts, and meets the needs of customers and the community in a profitable and sustainable manner (Lam & Li, 2019; Papadas et al., 2019). Green business values and environmental friendliness have recently become popular, and organizations now have marketing plans that emphasize the desired responses to such views. It should, however, be noted that this has not always been the case. Although it was introduced in universities in the late 1960s, the term “green marketing” was not celebrated until the late 1980s and then the 1990s, a period in which environmental labeling improved (Folasayo, 2019). Commercial waste has exploded in recent years, becoming a major concern for environmental protection and green market promotion. Although recycling should prioritize reducing resource consumption for long-term welfare, waste disposal is a problem for many organizations (Chen & Chen, 2019).

Some marketing studies have found that different motivations for social responsibility lead to diverse consumer attitudes and behaviors. Some have proposed that a key mechanism for explaining the relationship between social responsibility exposure and stakeholder output is to assign social responsibility motivation (Su et al., 2020). Research has revealed that there is a positive relationship between CSR and marketing performance. Spaaij and Westerbeek (2018) and Hamil et al. (2010) found a link between social responsibility and marketing performance. After analyzing the impact of social responsibility activities on a corporate’s iden-

tification, imagination, and performance, it was determined that CSR was effective in marketing performance because it would simplify the brand attractiveness and increase the organization’s competitive advantage (Moyo et al., 2021).

There are studies on the subject matter of the present research, which are reviewed below. According to Yuan and Cao (2022), CSR performance and green dynamic capability significantly promote green products and green process innovation. Green dynamism serves as a bridge between social responsibility and environmental innovation. According to Moyo et al. (2021), there is a positive relationship between social responsibility and marketing performance. Panda et al. (2020) state that sustainability awareness influences consumer altruism, which increases customer purchases, green brand loyalty and advertising, and green brand altruism, and can create a value gap for green brands. Their analysis supports the notion that these constructs have positive and significant relationships with one another. According to Zameer et al. (2020), the green brand image leads the process of strengthening the green competitive advantage. Green production benefits from customer pressure, regulatory pressure, and green creativity. According to Su and Swanson (2019), organizational self-confidence and identity play a role in mediating the relationship between perceived CSR and employee health and green behavior. Their findings confirmed a number of hypotheses, including a lack of Romanian consumer information that leads to environmental responsibility, the impact of environmental information and awareness on green responsible behavior, and the need to intensify efforts for environmental responsibility. In his study, Levi (2016) demonstrated that social responsibility activities had a significant impact on the equity value of the green brand and its performance, and this brand equity includes brand loyalty, perceived quality, brand awareness, brand associations, and green brand satisfaction.

## METHODOLOGY

This research is a purpose-driven applied study that is of the mixed-exploratory type in terms of information and data collection and is divided into two phases: qualitative and quantitative. The qualitative statistical population includes managers and experts of organic production companies that have adopted social responsibility and a green marketing approach and have at least three years of experience in this field. The reason for selecting these individuals is their knowledge of the organic product market and their experience in this field. Thirteen eligible people were interviewed until theoretical saturation was reached. However, the interviews did not yield in adding any new components to the previous concepts. These people were contacted for interviews to the point of theoretical saturation. The participants for the qualitative research were selected by theoretical sampling. Data were collected through interviews. The collected data were analyzed and coded through qualitative analysis of Grounded Theory. Coding in this study was done in three forms – open coding, axial coding, and selective coding.

To calculate the reliability of the coders, several interviews were sampled from the interviews conducted, and each of them was recoded in short and definite intervals. For each interview, the identified codes were compared twice. The retest method was used to evaluate the coding stability of the researchers. The coding capability was confirmed because the reliability rate was greater than 60 percent. The validity was assessed by the three criteria of reliability (credibility), portability, and reliability.

All customers of organic products in Tehran, Iran, were included in the quantitative population. The Krejci- Morgan table was used to calculate the sample size, and 385 people were chosen based on the hypothesis of an unlimited statistical population. A random sample of people was made available in organic product stores. The data collection tool was a questionnaire that was designed

and coded based on the qualitative section. After a preliminary investigation, the reliability of the questionnaire was estimated to be 0.903, and for social responsibility variables in the context of green marketing, the scores for causal conditions, contextual conditions, intervening conditions, strategies, and consequences were 0.809, 0.816, 0.793, 0.778, 0.851, and 0.824, respectively, indicating that the questionnaire was highly valid. The questionnaire's content and construct validity were also reviewed and confirmed. In addition, quantitative data analysis was carried out using structural equation modeling and PLS software.

## RESULTS

### A) Qualitative phase

According to the research protocol, 14 people were interviewed for the qualitative phase of the study whose data were analyzed using coding. The coding was done in three stages, including open, axial, and selective coding. Open coding was the first stage of data coding. At this point, following the conclusion of the interview process, all items mentioned and individual statements were written down. To accurately conceptualize the propositions (data) extracted from the interviews, the codes were separated and conceptualization was performed at this stage. To fully comprehend the propositions (data), we first attempted to translate the sentences expressed in the interviews into the appropriate proposition (data). As such, 83 concepts were identified based on the concepts presented in the interviews via open coding and the 385 propositions (data) expressed. In the axial coding stage, the initial concepts were converted into the main concepts. So, 26 categories were extracted from 83 initial concepts identified in the open coding stage. Healthy production, respect for stakeholders' rights, environmental protection, acceptance of social responsibilities, health orientation in business, customer payments, the value of organic products, reliance on organic brands, adherence to ethics, brand equity, customer

relationship management, and so on are examples of these categories. Others included social marketing, social responsibility implementation, social culture, community member responsibility, promoting greenery in business space, improving green and organic shopping, environmental marketing, customer satisfaction, sustainable business development, business success, green marketing development, public acceptance of social activities, trust in organic brands, customers' mental image of the brand, and transparency of social actions. These categories reflect the interviewees' interest in the CSR model in the context of green marketing from the viewpoint of organic product consumers, with an emphasis on brand dependence. These factors demonstrate the differences in their roles in social responsibility in green marketing. Indeed, the set of factors identified in the content, context, formation, and plasticity of social responsibility in green marketing play a role and are significant. As a result, the categories can be grouped into different categories, as occurred in the selec-

tive coding stage.

The main factors for presenting the research model were determined using the 26 categories identified during the axial coding stage. The data-based approach was used in the current study's analysis method, and the set of identification factors as dimensions in the data-based approach (causal conditions, main phenomenon, contextual conditions, intervening conditions, strategies, and consequences) were separated. Table 1 shows a summary of the codes selected.

According to the analysis performed during the coding of qualitative research data, 325 concepts were extracted and classified into 83 categories. Figure 1 depicts the research model based on the classification of categories (26 main categories) in the dimensions of the model using a data-driven approach.

*B) Quantitative phase*

In the quantitative phase, data analysis was carried out using structural equation modeling. Each of the measurement models was ex-

Table 1  
Classification of Factors Identified in the Selective Coding Step

Subcategories	The main category	Subcategories	The main category
Interfering conditions	Adherence to ethic		Accepting social responsibility
	The amount of customer payments		Social culture
	Valuation of organic products	Causal condition	General acceptance of social activities
	Respect for the rights of stakeholders		Healthism in business
Strategies	Managing the relationship with customers		Responsibility of community members
	Green marketing improvement		Healthy production
	Social activities transparency		Environmental protection
	Brand equity	Main phenomenon	Implement social responsibility
The development of greenery in the business environment	Environmental-based marketing		
Consequences	Improving green and organic shopping		Social marketing
	Customer satisfactionSustainable development	Underlying conditions	Customer's imagination of the brandTrust in organic brandsDependence on organic brands

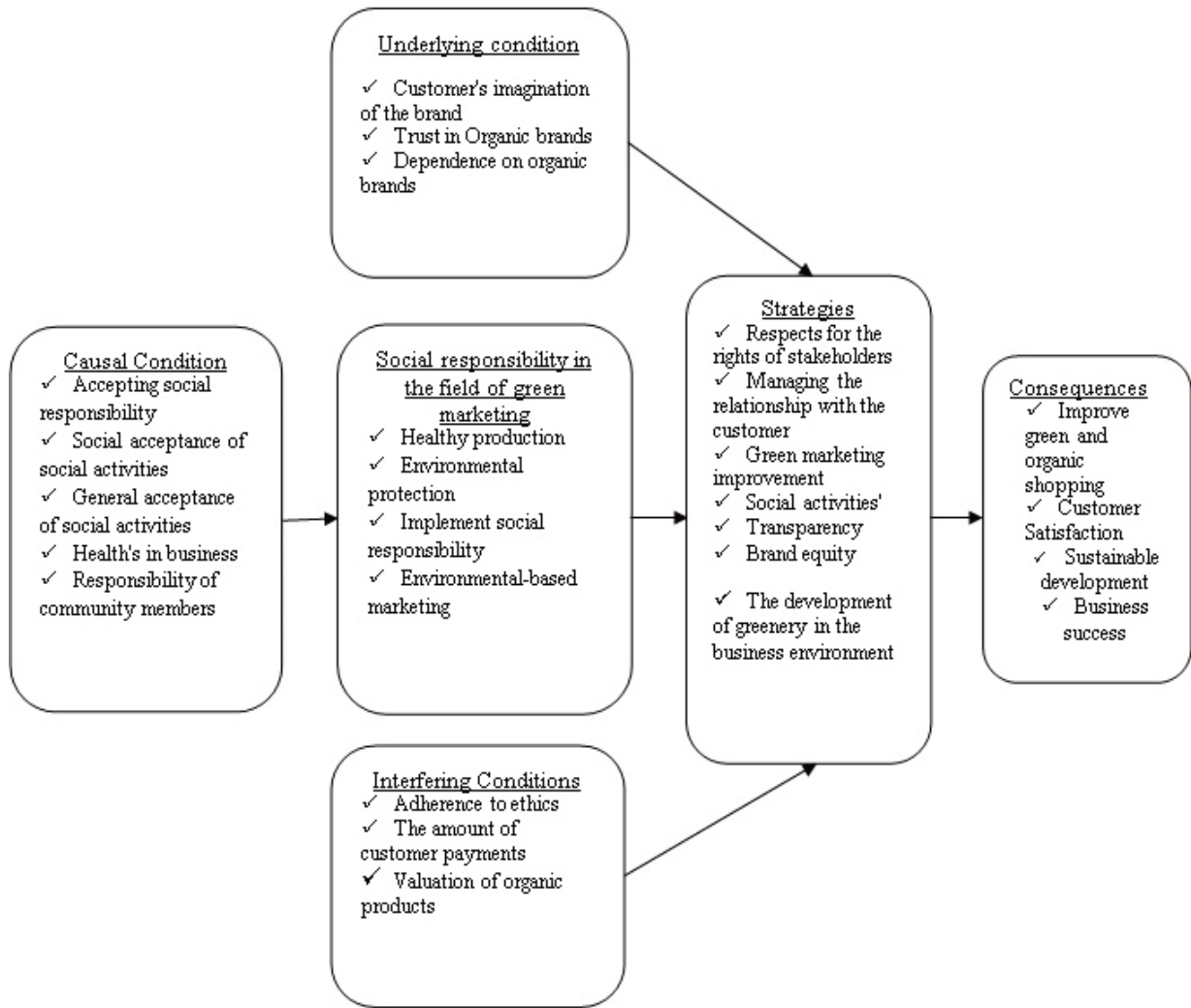


Figure 1. The Model of Social Responsibility in the Context of Green Marketing from the Viewpoint of Organic Product Consumers with Emphasis on Brand Dependence

amined prior to analyzing the model. The results are presented in Table 2.

As shown in Table 2, the average variance extracted (AVE) for all cases is greater than 0.5, indicating that the research variables are valid. Furthermore, the combined reliability of all components is greater than 0.7. As a result, the research questionnaire's reliability is confirmed.

As shown in Table 3 in the studied measurement model, the values of the subscription index with cross-validity are positive and high, confirming the measurement model's quality.

Figure 2 depicts the findings of the overall model analysis. Figure 3 also displays the T-scores for the model's relationships.

As shown in Table 4, all direct and indirect

path coefficients are significant at the 95 percent confidence level.

The coefficient of determination is the fundamental criterion for evaluating endogenous latent variables in the path model. This index indicates the percentage of changes in endogenous variables caused by exogenous variables. The hidden (dependent) variables in the structural path model (internal) are described as weak, medium, and justifiable with values of 0.19, 0.33, and 0.67, respectively. However, if the endogenous latent variable is under a small number of exogenous variables (one or two), the mean value of the coefficient of determination is acceptable as well. Table 5 shows the endogenous and exogenous variables, as well as the coefficient values for each.

**Corporate Social Responsibility Model... / Taati et al.**

Table 2

*Factor Loading Characteristics, Composite Reliability, and Average Variance of the Research Measurement Model*

Component	Question number	Factor load	Average variance	Composite reliability	component	Question number	Factor number	MV	Composite reliability
Causal condition			0.566	0.810	strategies			0.549	0.782
Accepting social responsibility	Q10	0.800	0.725	0.888	Respect for the rights of stakeholder	Q04	0.867	0.831	0.936
	Q11	0.898				Q05	0.960		
	Q12	0.854				Q06	0.905		
Social culturization	Q41	0.858	0.827	0.935	Managing the relationship with customer	Q30	0.633	0.584	0.799
	Q42	0.952				Q31	0.809		
	Q43	0.916				Q32	0.672		
General acceptance of social activities	Q73	0.839	0.807	0.926	Green marketing improvement	Q33	0.348	0.745	0.927
	Q74	0.963				Q69	0.886		
	Q75	0.890				Q70	0.972		
Healthism in business	Q13	0.779	0.561	0.792	Social activities' transparency	Q71	0.799	0.759	0.904
	Q14	0.806				Q72	0.853		
	Q15	0.652				Q81	0.769		
Responsibility of community members	Q44	0.940	0.878	0.935		Q82	0.930	0.759	0.904
	Q45	0.934				Q83	0.905		
Social responsibility in the field of green marketing			0.536	0.794		Q26	0.807		
Healthy production	Q01	0.796	0.737	0.894	Brand equity	Q27	0.837	0.686	0.897
	Q02	0.892				Q28	0.896		
	Q03	0.884				Q29	0.773		
Environmental protection	Q07	0.834	0.788	0.918	The development of green in the business	Q46	0.789	0.668	0.909
	Q08	0.946				Q47	0.845		
	Q09	0.879				Q48	0.707		
Implement social responsibility	Q38	0.839	0.781	0.915		Q49	0.907	0.656	0.883
	Q39	0.930				Q50	0.826		
	Q40	0.881				Consequences			
Environmental based marketing	Q55	0.882	0.717	0.910	Improving green and organic storage	Q51	0.847	0.767	0.929
	Q56	0.892				Q52	0.979		
	Q57	0.897				Q53	0.978		
	Q58	0.768				Q54	0.877		
Social marketing	Q34	0.608	0.668	0.887	Customer satisfaction	Q59	0.850	0.727	0.972
	Q35	0.858				Q60	0.834		
	Q36	0.923				Q61	0.876		
	Q37	0.843				Q62	0.835		
Underlying condition					Sustainable development	Q63	0.972	0.779	0.973
Customer's imagination of the brand	Q78	0.913	0.796	0.921		Q64	0.938		
	Q79	0.939				Q65	0.790		
	Q80	0.820							
Trust in organic brands	Q76	0.886	0.790	0.883	Business success	Q66	0.763	0.760	0.904
	Q77	0.891				Q67	0.927		
Dependence on organic brands	Q21	0.810	0.639	0.839		Q68	0.976		
	Q22	0.930							
	Q23	0.629							
Interfering condition			0.506	0.794					
Adherence to ethics	Q24	0.936	0.851	0.920					
	Q25	0.909							
The amount of customer payments	Q16	0.786	0.679	0.809					
	Q17	0.860							
Valuation of organic product	Q18	0.842	0.731	0.891					
	Q19	0.894							
	Q20	0.827							

Table 3  
The Subscription Index with Cross Validity

Variable	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Variable	1,540.000	839.215	0.455
Brand equity	1,155.000	662.809	0.426
Valuation of organic products	770.000	519.969	0.325
Trust in organic brands	1,540.000	861.487	0.441
Social marketing	1,540.000	781.323	0.493
Environmental-based marketing	1,540.000	673.717	0.563
Improving green and organic shopping	1,155.000	547.307	0.526
Customer's imagination of the brand	1,540.000	720.911	0.532
Green marketing development	1,155.000	574.328	0.503
Sustainable development of business	1,155.000	649.220	0.438
Healthy production	1,155.000	559.838	0.515
Environmental protection	1,540.000	771.171	0.499
Customer satisfaction	1,155.000	486.880	0.578
Respect for the rights of stakeholders	1,155.000	954.012	0.174
Healthism in business	1,155.000	610.772	0.471
Social activities transparency	1,155.000	494.218	0.572
Social culturization	1,540.000	1,459.205	0.052
Managing the relationship with customers	770.000	398.637	0.482
Community members' responsibility	1,155.000	604.298	0.477
Business success	770.000	678.861	0.118
The amount of customers' payment	1,155.000	800.002	0.307
Dependence on organic brands.	770.000	435.479	0.434
Adherence to ethics	1,155.000	523.924	0.546
General acceptance of social activities	1,155.000	667.989	0.422
Implementation of social responsibility	1,155.000	575.351	0.502
The development of greenery in business	1,925.000	998.058	0.482

Table 7 shows that the value of Q<sup>2</sup> is high for all endogenous variables. As a result, the studied structural model is of high quality, the observed values are well reconstructed, and the studied model has a good predictive ability and can predict the endogenous latent variable.

The General Fitness Criterion (GOF), is another index for fitness that is calculated by calculating the geometric mean of the communalities and R<sup>2</sup> as follows.

$$GOF = \sqrt{\text{communality} \times R^2}$$

The index is a feature of the model fit indices in a range from 0 to 1 and is close to a suitable model quality indicator. Of course, as

with the chi-square characteristics in PLS models, these indicators do not examine the degree of fitness of the theoretical model with the collected data. Rather, it investigates the model's overall predictive power and whether the tested model was successful in endogenous latent predictions.

As shown in Table 7, the value of communalities is 0.404, the mean R<sup>2</sup> is 0.499, and the GOF criterion is 0.545, which is greater than 0.36 and indicates the model's appropriate power in predicting the model's endogenous latent variable.

## DISCUSSION AND CONCLUSION

A social responsibility model of companies in the context of green marketing from the

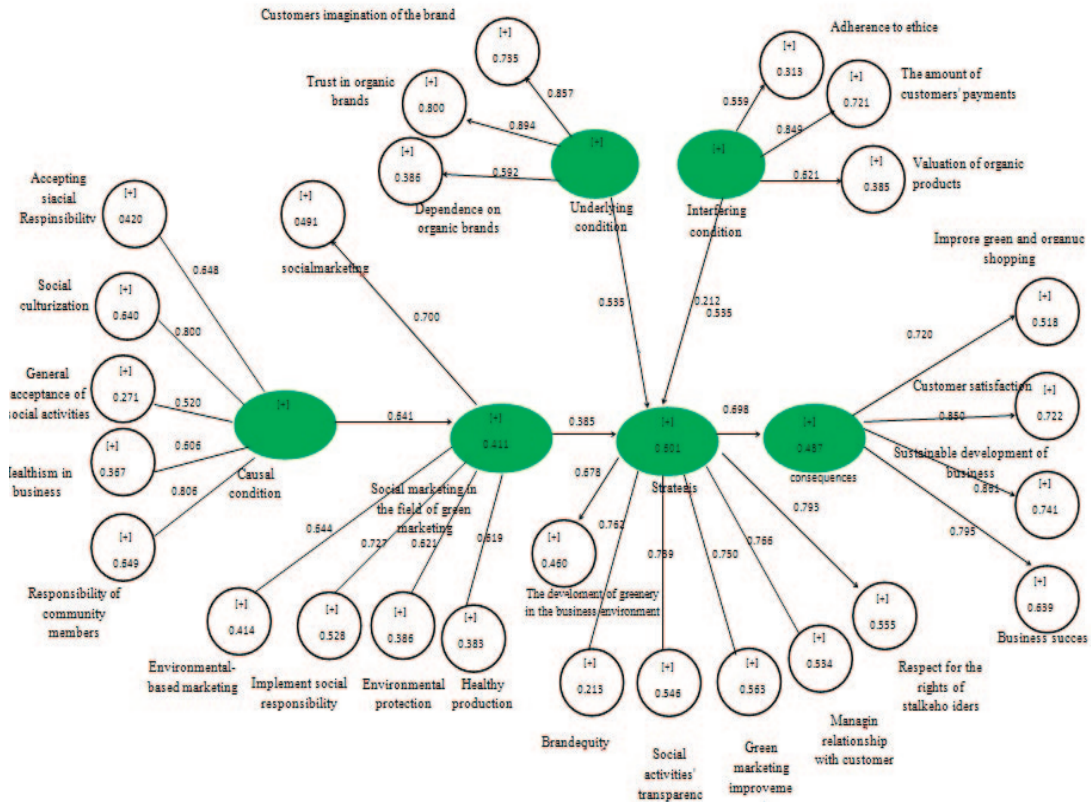


Figure 2. Testing the General Research Model

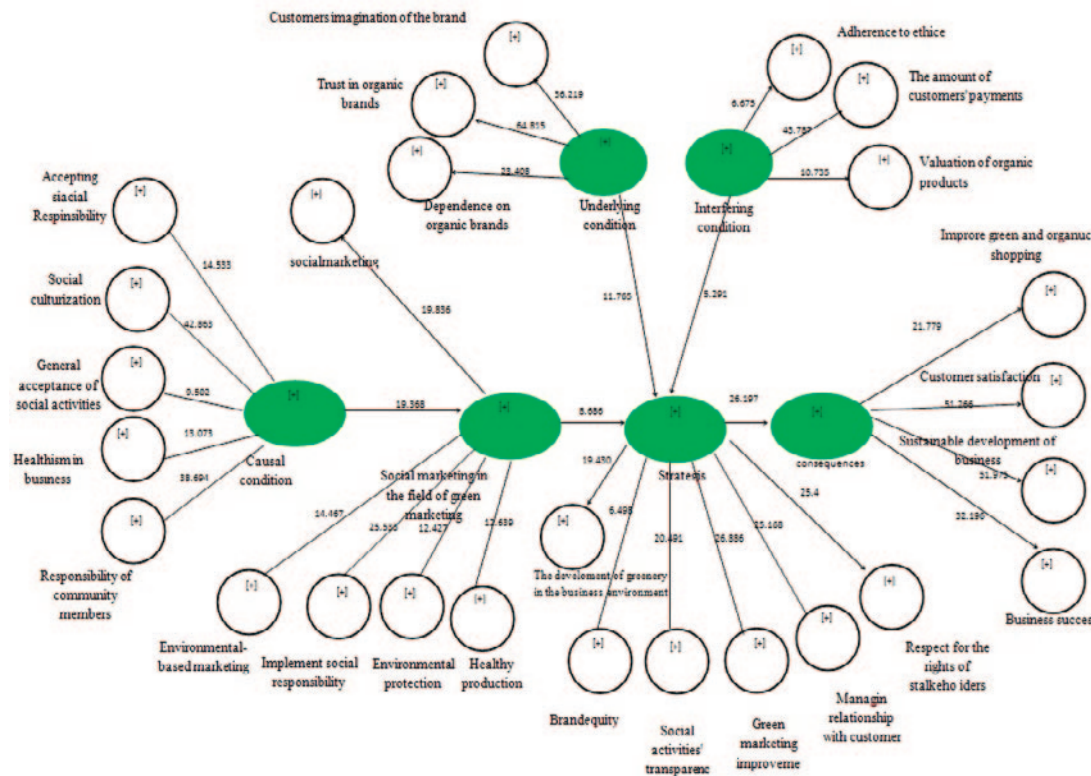


Figure 3. T-Test Related to the General Research Model Test

Table 4

*The Path Coefficient and T Scores Related to the General Model*

Path	Effect	Statistics	Result
Causal condition → Social responsibility in the field of green marketing	0.641	19.368	confirmed
Social responsibility in the field of green marketing → Strategies	0.385	8.868	confirmed
Underlying conditions → Strategies	0.535	11.765	confirmed
Interfering conditions → Strategies	0.212	5.291	confirmed
Strategies → Consequences	0.698	16.197	confirmed
Causal conditions → social responsibility in green marketing → Consequences	0.246	7.082	confirmed
Causal responsibility in the field of green marketing → Strategies → Consequences	0.268	7.776	confirmed
Interfering conditions → Strategies → Consequences	0.747	3.504	confirmed
Underlying conditions → Strategies → Consequences	0.373	11.131	confirmed
Causal conditions → Social responsibility in the field of green marketing → Strategies → Consequences	0.172	6.376	confirmed

Table 5

*Endogenous Variables, Exogenous Variables, and the Related R<sup>2</sup>*

Endogenous variables	The related exogenous variables	R <sup>2</sup>	Evaluation
Social responsibility in the field of green marketing	Causal conditions	0.477	Medium
Strategies	Underlying conditions, social responsibility in the field of green marketing, interfering condition	0.607	Medium
Consequences	Strategies	0.487	Medium

Table 6

*Predictor Relationship Index (Q<sup>2</sup> Stone-Geiser) for the Endogenous Variables*

Predictor exogenous variables	Predictor endogenous	The amount of Q <sup>2</sup> Stone - Geiser	Ability to predict models
Causal conditions	Social responsibility in the field of green marketing	0.366	strong
Underlying conditions, social responsibility in the field of green marketing, interfering conditions.	Strategies	0.492	strong
Strategies	Consequences	0.394	strong

Table 7

*The Value of Communalities*

R <sup>2</sup>	Communalities	GOF = $\sqrt{\text{communalities} \times \overline{R^2}}$
	0.404	0.451

viewpoint of organic product consumers was presented in this study with an emphasis on brand dependence. Green consumption and environmental protection have grown in popularity in recent years, prompting businesses to use green marketing to fulfill their social responsibility obligations. As a result, the development of a green-based brand, as well as the effectiveness and efficiency of social responsibility activities for the green marketing of organic products from the consumers' perspective, has resulted in the formation of trends and specific research and study challenges.

According to the results, 26 data coding categories were identified as the main indicators of the social responsibility model in the context of green marketing. Acceptance of social responsibilities, social culture, general acceptance of social activities, health orientation in business, and community member responsibility were identified as the causal conditions. Healthy production, environmental protection, social responsibility implementation, environment-based marketing, and social marketing were introduced as the elements of the model's main phenomenon. Adherence to ethics, customer payments, and the value of organic products were identified as intervening conditions. Factors affecting stakeholder rights, customer relationship management, green marketing development, and social transparency were listed as the strategies, as well as measures, brand equity, and the development of greenery in the business environment. Improving green and organic purchasing, customer satisfaction, sustainable business development, and business success were all identified as the outcomes. Additionally, quantitative analysis revealed that the causal conditions have an effect on the main phenomenon, which is social responsibility in the context of green marketing of organic products. Green marketing strategies are influenced by social responsibilities, underlying conditions, and interfering conditions. Furthermore, strategies influence the model's outcomes. In gen-

eral, the findings indicate that a variety of factors influence social responsibility in the context of green marketing of organic products, and this issue demonstrates the complexities of social responsibility. Furthermore, taking into account social responsibility in the field of marketing in general and green marketing in particular, it necessitates considering and discussing points, which have primarily manifested themselves in interviews and analyses. Furthermore, the plan to emphasize brand dependence on the studied issue and model has added complexity and necessitated a more in-depth examination of social responsibility. In any case, a review of existing research literature and previous research models reveals the design of numerous and diverse elements and indicators for analyzing and perceiving social responsibility. Also, the relationship tested in the quantitative section and the analysis performed are confirmed by previous studies, including Yuan and Cao (2020), Mayo et al. (2021), Panda et al. (2020), Zemir et al. (2020), Simao and Lisboa (2017), Levi (2016), Osman et al. (2016), Suki et al. (2016), Wang et al. (2015), Torres et al. (2012).

According to the findings, causal conditions (acceptance of social responsibilities, social culture, public acceptance of social activities, business health orientation, and community member responsibility) have a direct impact on social responsibility in the context of green marketing. In support of these findings, Yu and et al (2022) considered promotional issues as well as cultural issues in the development of social responsibility in the field of green marketing. In their proposed model of social responsibility, Su and Swanson (2019) also emphasized the issue of healthism. As a result, social responsibility in the field of green marketing is dependent on appropriate culture, acceptance, and health in society, and according to these indicators, social responsibility in the field of green marketing for organic products can be expanded.

According to the findings, social responsibility in the field of green marketing (healthy

production, environmental protection, social responsibility implementation, environmental-based marketing, and social marketing) has a direct impact on strategies. Having the right solutions and strategies in place can undoubtedly pave the way for responsible green marketing actions. The issue of healthy production is generally a practical way of expressing responsibility, as mentioned in the studies of Zameer et al. (2020) and Moyo et al. (2021) also investigated the use of social responsibility as a performance indicator.

According to the findings, background conditions (customer perception of the brand, trust in organic brands, and reliance on organic products) have a direct impact on strategies. Brand trust was identified as an important factor in the creation of brand affiliation in studies by Widyastuti et al. (2019).

According to the findings, intervening conditions (ethics adherence, customer payment rate, and value of organic products) have a direct impact on strategies. Business ethics and product value must always be considered as issues that play a critical role in shaping social responsibility behaviors and strategies. The studies of Zhu et al. (2019) and Ferrell et al. (2019), can be considered in this regard.

The conditions of strategies (respect for stakeholder rights, customer relationship management, green marketing development, transparency of social actions, brand equity, and expansion of greenery in the business environment) have a direct impact on the outcomes. In management practices, the use of executive strategies can result in specific outcomes that managers seek. The solutions can be used to achieve and research social responsibility in green marketing by emphasizing brand dependence, as mentioned in the research model. Panda et al. (2020), Salmonsén (2017), all emphasized customer orientation and building relationships with customers while respecting their interests. Also, Levi (2016), studied the brand and its values in realizing the consequences of green marketing.

In general, it should be noted that each of

the indicators in the model, as well as their relationships with other elements and factors expressed in the research, can be found in previous research models, demonstrating the alignment and convergence of different experts in designing various factors for social responsibility in green marketing with an emphasis on brand dependence. Indeed, CSR is one of the fundamental pillars for the successful expansion of business activities in the modern era. This issue can be viewed through the eyes of successful and pioneering organizations on the one hand, and business experts and researchers in the field of business and management on the other.

Furthermore, the development of green approaches in marketing science has resulted in positive social and environmental trends in business systems, and the similarities between this type of marketing and social responsibility in some dimensions have caused their concepts to be considered in parallel in scientific circles. Looking at the social responsibility of businesses in implementing green marketing, it can be considered one of the modern marketing styles that have made it possible to achieve both business and social goals. Certainly, such a challenge for organic product managers and activists is more emphasized and taken into account than other product categories due to the importance of such products in preserving the environment and increasing social values in the field of trade and commerce.

The following recommendations are made for business planners, policymakers, and market participants based on the findings:

- Understanding the various dimensions and aspects of social responsibility in the field of green marketing for employees and managers appears to play an important role in promoting relevant companies' activities. As a result, it is recommended that managers and employees of companies producing organic products in this field raise their general and specialized knowledge and understanding through policies, training programs, and personnel empowerment.

- Given the research findings about the impact of causal factors on social responsibility in the field of green marketing, it is suggested that public awareness of the culture of social responsibility and healthism be increased. Human resources that protect social issues should be used in organizations and commercial companies through policies, laws, and executive and public policies.

- Given the impact of social responsibility indicators in the field of green marketing on strategies in the research findings, it is suggested that principles and rules of social responsibility of green marketing such as healthy production, environment, and social activities in businesses that are identified and expertise be followed up on and implemented by measurable feedback.

Considering the impact of underlying conditions indicators on strategies in the research findings, it is proposed to invest in the trade of organic products to improve the mental image and confidence of customers, as well as their reliance on organic brands, and to do so without regard for short-term returns.

- Considering the effect of interfering conditions on strategies in research findings, it is suggested that active corporates and business units in the field of organic products consider and apply ethical principles on the one hand and try to improve product value when they receive product costs from customers on the other.

- Given the confirmation of the impact of strategy indicators on the outcomes in the research findings, it is recommended that a group of experts in management marketing, sociology, and organic products define criteria and measurement indicators for each of the mentioned strategies and that corrective actions be taken by calculating performance in relation to the mentioned indicators.

Based on the researcher's experiences during the current study, the following items are recommended for future researchers:

- It should be noted that, despite the numerous emphases of experts, the issue of social

responsibility within marketing has received less attention, and how to have a proper marketing system to implement social responsibilities (in the field of organic and even in organic products) is a challenging issue for marketing managers and experts.

- In the case of research suggestions, we can mention the culture factor, which has many causal, underlying, and interfering (intervening) elements in the cultural approach model, and it could be said that the culture of social responsibility, both in the field of green marketing of organic products and in other areas, requires more scientific knowledge and more realistic executive commitment.

- One of the most valuable aspects of the proposed model is the incorporation of a social marketing indicator into the main phenomenon, which opens up a new research area. As a result, it is suggested that future studies focus on the role of social marketing in the implementation of social responsibility in the field of green marketing, with a focus on brand dependence.

#### ACKNOWLEDGMENTS

I am grateful to all of those with whom I have had the pleasure to work during this and other related projects. Each of the members of my Dissertation Committee has provided me with extensive personal and professional guidance and taught me a great deal about both scientific research and life in general.

#### REFERENCES

- Alabdali, N. H. (2019). Factors affecting the application of the concept of green marketing: An empirical study in Saudi Food Industry Companies. *International Journal of Business and Social Science*, 10(6), 43-53.
- Chen, Y. J. & Chen, T. H. (2019). Fair sharing and eco-efficiency in green responsibility and green marketing policy. *International Journal of Production Economics*, 217, 232-245.
- Ferrell, O. C.; Harrison, D. E.; Ferrell, L. & Hair, J. F. (2019). Business ethics, corporate so-

- cial responsibility, and brand attitudes: An exploratory study. *Journal of Business Research*, 95, 491-501.
- Folasayo, A. M. (2019). Green marketing and perceived corporate image: A study of fast moving consumer goods in Lagos State Nigeria. *International Journal of Academic Research in Business and Social Sciences*, 9(7), 202-224.
- Lam, J. S. & Li, K. X. (2019). Green PORT marketing for sustainable growth and development. *Transport Policy*, 84, 73-81.
- Levi. (2016). Green marketing strategies: an examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, 39(10), 158-178.
- Moyo, T.; Knott, B. & Duffett, R. (2021). Exploring the relationship between Corporate Social Responsibility and the marketing performance of professional sports organizations in South Africa. *Sport in Society*, <https://doi.org/10.1080/17430437.2021.1945035>.
- Osman, A.; Othman, Y. H.; Salahudin, S. N. & Abdullah, M. S. (2016). The awareness and implementation of green concepts in the marketing mix: A case of Malaysia. *Procedia Economics and Finance*, 35, 428-433.
- Panda, T. K.; Kumar, A.; Jakhar, S.; Luthra, S.; Garza-Reyes, J. A.; Kazancoglu, I. & Nayak, S. S. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. *Journal of Cleaner Production*, 243, 1-11.
- Papadas, K. K.; Avlonitis, G. J.; Carrigan, M. & Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research*, 104, 632-643.
- Robinson, S. & Wood, S. (2018). A "good" new brand — what happens when new brands try to stand out through corporate social responsibility. *Journal of Business Research*, 92, 231-241.
- Simao, L. & Lisboa, A. (2017). Green marketing and green brand – The Toyota case. *Procedia Manufacturing*, 12, 183-194.
- Su, L.; Lian, Q. & Huang, Y. (2020). How do tourists' attribution of destination social responsibility motives impact trust and intention to visit? The moderating role of destination reputation. *Tourism Management*, 77, 1-13.
- Su, L. & Swanson, S. R. (2019). Perceived corporate social responsibility's impact on the well-being and supportive green behaviors of hotel employees: The mediating role of the employee-corporate relationship. *Tourism Management*, 72, 437-450.
- 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, 262-268.
- Sung, K.; Tao, C. W. & Slevitch, L. (2020). Restaurant chain's corporate social responsibility messages on social networking sites: The role of social distance. *International Journal of Hospitality Management*, 85, 1-11.
- Tan, P. L.; Rasoolimanesh, S. M. & Manickam, G. (2022). How corporate social responsibility affects brand equity and loyalty? A comparison between private and public universities. *Heliyon*, 8(4), 1-9.
- Torres, A.; Bijmolt, T. H. A.; Tribo, J. A. & Verhoef, P. (2012). Generating global brand equity through corporate social responsibility to key stakeholders. *International Journal of Research in Marketing*, 29, 13-24.
- Vercic, A. T. & Coric, D. S. (2018). The relationship between reputation, employer branding and corporate social responsibility. *Public Relations Review*, 44(4), 444-452.
- Xie, C.; Bagozzi, R. P. & Gronhaug, K. (2019). The impact of corporate social responsibility on consumer brand advocacy: The role of moral emotions, attitudes, and individual differences. *Journal of Business Research*, 95, 514-530.
- Wang, D. H-M.; Chen, P. H.; Yu, T. H. & Hsiao, C-Y. (2015). The effects of corporate social

- responsibility on brand equity and firm performance. *Journal of Business Research*, 68, 2232-2236.
- Widyastuti, S.; Said, M.; Siswono, S. & Firman-syah, D. A. (2019). Customer trust through green corporate image, green marketing strategy, and social responsibility: A Case Study. *European Research Studies Journal*, Vol. XXII, I. 2, PP. 83-99.
- Yu, J., Lho, L. H., & Han, H. (2022). Corporate social responsibility (environment, product, diversity, employee, and community) and the hotel employees' job performance: Exploring the role of the employment types. *Corporate Social Responsibility and Environmental Management*, 29(5), 1825-1838.
- Yuan, B. & Cao, X. (2022). Do corporate social responsibility practices contribute to green innovation? The mediating role of green dynamic capability. *Technology in Society*, 68, 1-8.
- Zameer, H.; Wang, Y. & Yasmeen, H. (2020). Reinforcing green competitive advantage through green production, creativity, and green brand image: Implications for cleaner production in China. *Journal of Cleaner Production*, 247, 1-42.
- Zhu, Q. & Sarkis, J. (2019). Green marketing and consumerism as social change in China: Analyzing the literature. *International Journal of Production Economics*, 181, Part B, 289-302.

**How to cite this article:**

Taati, R., Ebrahimi, A., Saeidnia, H., Alipour Darvishi, Z., & Taleghani, M. (2023). Corporate social responsibility model for green marketing with a focus on brand affiliation from the viewpoint of the consumers of organic products. *International Journal of Agricultural Management and Development*, 13(1), 1-15. DOR: [20.1001.1.21595852.2023.13.1.1.7](https://doi.org/20.1001.1.21595852.2023.13.1.1.7)

