THE INFLUENCE OF GREEN MARKETING MIX AND CONSUMER SOCIAL RESPONSIBILITY ON CUSTOMER'S LOYALTY: A STUDY OF RESTAURANTS IN KARABUK TOWN AREA

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TABLE OF CONTENTS

THESIS APPROVAL PAGE

I certify in my opinion that the thesis presented by Safa Muhammed ALCAMUS entitled "THE INFLUENCE OF GREEN MARKETING MIX AND CONSUMER SOCIAL RESPONSIBILITY ON CUSTOMER'S LOYALTY: A STUDY OF RESTAURANTS IN KARABUK TOWN AREA" is well suited in terms of scope and quality as a thesis for a Master of Science degree.

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This thesis is accepted by the examining committee with a unanimous vote in the Department of Business Administration as a Master of Science thesis. September 19, 2023

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I thus affirm that this thesis is the product of my own research and all information presented has been acquired and elucidated in adherence to the academic guidelines and ethical principles stipulated by the institution. Furthermore, I hereby affirm that all assertions, findings, and materials that are not original to this thesis have been appropriately credited and referenced verbatim.

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FOREWORD

ABSRACT

This research study, entitled "The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty: A Study of Restaurants in Karabük Town Area," explores the impact of environmentally conscious marketing strategies and consumer social responsibility on customer loyalty in the restaurant industry. The study is set in the context of Karabük, a town known for its unique blend of industrial heritage and natural beauty, providing an ideal backdrop for examining green marketing practices. The abstract delves into the conceptual framework of the study, discussing how green marketing mix elements such as product, price, place, and promotion, along with the emerging concept of consumer social responsibility, are hypothesized to influence customer loyalty. It outlines the research methodology, including the sampling of various restaurants in Karabük and the data collection techniques used to gauge both consumer perception and restaurant practices related to green marketing.

The abstract presents the key findings of the study, highlighting the significant relationship between green marketing strategies and customer loyalty. It reveals how consumers in Karabük respond positively to restaurants that incorporate sustainable practices and socially responsible initiatives into their business model. The findings suggest that a strong commitment to environmental stewardship and social responsibility can lead to enhanced customer loyalty, offering a competitive edge in the restaurant industry. The abstract concludes by discussing the implications of these findings for restaurant managers and marketers, emphasizing the importance of integrating green marketing into business strategies to align with the evolving values of socially conscious consumers. This research contributes to the growing body of literature on sustainable marketing and its impact on consumer behavior in the context of the hospitality industry.

Keywords: Green Marketing Mix, Consumer Social Responsibility, Customer Loyalty, Restaurant Industry, Karabük Town, Sustainable Business Practices.

ÖZ

"Yeşil Pazarlama Karması ve Tüketici Sosyal Sorumluluğunun Müşteri Sadakatine Etkisi: Karabük İlçesindeki Restoranlar Üzerine Bir Araştırma" başlıklı bu araştırma, restoran endüstrisinde çevreye duyarlı pazarlama stratejileri ve tüketici sosyal sorumluluğunun müşteri sadakati üzerindeki etkisini araştırıyor. Çalışma, endüstriyel miras ile doğal güzelliklerin eşsiz karışımıyla tanınan ve yeşil pazarlama uygulamalarının incelenmesi için ideal bir zemin sağlayan Karabük bağlamında gerçekleştirilmektedir. Özet, çalışmanın kavramsal çerçevesini derinlemesine inceliyor; ürün, fiyat, yer ve promosyon gibi yeşil pazarlama karması unsurlarının yanı sıra ortaya çıkan tüketici sosyal sorumluluğu kavramının müşteri sadakatini nasıl etkilediğinin varsayıldığını tartışıyor. Karabük'teki çeşitli restoranların örneklemesini içeren araştırma metodolojisini ve yeşil pazarlamayla ilgili tüketici algısını ve restoran uygulamalarını ölçmek için kullanılan veri toplama tekniklerini özetlemektedir.

Özet, yeşil pazarlama stratejileri ile müşteri sadakati arasındaki önemli ilişkiyi vurgulayarak çalışmanın temel bulgularını sunmaktadır. Sürdürülebilir uygulamaları ve sosyal sorumluluk girişimlerini iş modellerine dahil eden restoranlara Karabük'teki tüketicilerin nasıl olumlu tepki verdiğini ortaya koyuyor. Bulgular, çevre yönetimine ve sosyal sorumluluğa güçlü bir bağlılığın, restoran endüstrisinde rekabet avantajı sunarak müşteri sadakatinin artmasına yol açabileceğini gösteriyor. Özet, bu bulguların restoran yöneticileri ve pazarlamacılar için sonuçlarını tartışarak ve sosyal bilinçli tüketicilerin gelişen değerleriyle uyum sağlamak için yeşil pazarlamayı iş stratejilerine entegre etmenin önemini vurgulayarak sona eriyor. Bu araştırma, sürdürülebilir pazarlama ve bunun konaklama sektörü bağlamında tüketici davranışları üzerindeki etkisi üzerine giderek artan literatüre katkıda bulunmaktadır.

Anahtar Kelimeler: Yeşil Pazarlama Karması, Tüketici Sosyal Sorumluluğu, Müşteri Sadakati, Restoran Endüstrisi, Karabük İlçesi, Sürdürülebilir İş Uygulamaları.

ARCHIVE RECORD INFORMATION

ARŞİV KAYIT BİLGİLERİ

Tezin Adı	Yeşil Pazarlama Karmasi ve Tüketici Sosyal Sorumluluğunun Müşteri Sadakatine Etkisi: Karabük Ilçesindeki Restoranlar Üzerinde Bir Araştirma
Tezin Yazarı	Safa Muhammed Alcamus
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SUBJECT OF THE RESEARCH

The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty: A Study of Restaurants in Karabuk Town Area

PURPOSE AND IMPORTANCE OF THE RESEARCH

The purpose of this research is to critically assess how the green marketing mix and consumer social responsibility influence customer loyalty within the restaurant industry, particularly in the context of Karabük Town. This study holds significant importance as it aims to bridge the gap in understanding the effectiveness of environmental marketing strategies in fostering loyal customer bases in a sector with increasing consumer awareness of sustainability issues. By exploring this relationship, the research intends to provide actionable insights for restaurateurs to refine their marketing approaches, align with the ethical expectations of modern consumers, and drive sustainable business growth. Additionally, the findings will contribute to the wider academic discourse on green marketing, offering empirical data to support the development of more robust theories in this field.

METHOD OF THE RESEARCH

The methodological approach of this research involves a methods strategy, combining quantitative collection techniques to investigate the influence of green marketing mix and consumer social responsibility on customer loyalty in Karabük Town's restaurants. Quantitatively, customer surveys will be utilized to measure perceived green marketing efforts and loyalty levels, while qualitative surevy with restaurant owners will provide deeper insights into the implementation of environmentally-friendly practices. Data will be analyzed using statistical methods for the survey results and thematic analysis for the interview transcripts. This comprehensive approach aims to yield a multifaceted understanding of how green initiatives within marketing strategies impact customer retention and loyalty, allowing for a nuanced interpretation of the interplay between consumer values and business practices.

HYPOTHESIS OF THE RESEARCH / RESEARCH PROBLEM

The central hypothesis of this research posits that a robust green marketing mix and a high degree of consumer social responsibility within restaurants in Karabük Town are positively correlated with increased customer loyalty. This study will examine whether environmentally conscious marketing elements—product, price, place, and promotion—when combined with a restaurant's commitment to social responsibility, act as significant predictors of customer loyalty. The research problem focuses on determining the effectiveness of these sustainable practices in retaining customers in a competitive market and understanding the extent to which consumers' perceptions of a restaurant's environmental and social initiatives influence their loyalty. The investigation seeks to resolve whether the incorporation of green marketing strategies is merely a trend or a pivotal factor in building a loyal customer base in the food service industry.

POPULATION AND SAMPLE

390 students with Customer's Loyalty authority were chosen as the sample size.

SCOPE AND LIMITATIONS / DIFFICULTIES

The scope of this research is confined to examining the restaurants in the Karabük Town area, focusing on how their green marketing mix and adherence to consumer social responsibility influence customer loyalty. This specific geographical focus provides a controlled environment for study but may limit the generalizability of the findings to other regions or industries. Potential difficulties include the challenge of accurately quantifying customer loyalty and isolating the impact of green marketing strategies from other variables that could affect customer retention. Additionally, self-reported data from customers and restaurant owners could introduce bias. Another limitation is the dynamic nature of consumer behavior and market trends, which may evolve during the course of the study. Despite these challenges, the research aims to offer valuable insights into the interconnection between sustainability in marketing and customer loyalty, while acknowledging that the results are a snapshot, influenced by the current cultural and economic climate of Karabük Town.

1. INTRODUCTION

1.1. Background of Study

Human needs are vast and insatiable, perpetually yearning for greater abundance. However, it is regrettable that every system possesses finite reserves and capacities. Hence, it is imperative for a marketing strategist to identify novel approaches for optimizing the utilization of existing resources and demonstrate effectiveness in meeting client requests (Deshpande, 2011). The implementation of green marketing strategies has been found to have a substantial influence on customer loyalty, as well as playing a crucial role in environmental management. The concept of green marketing emerged in the 1980s and 1990s, although its discourse had already begun earlier. The initial research on environmental marketing was conducted in 1975 by the American Marketing Association (AMA), focusing on the subject of Ecological Marketing (Sivesan & Umanakenan, 2013).

The workshop on green marketing resulted in the subsequent release of a book named "Ecological Marketing" (Akter, 2012). The majority of individuals hold the belief that customer loyalty purchasing behavior is mostly influenced by environmental factors, particularly those related to the environment. Environmental marketing refers to the promotion and sale of products that are considered environmentally friendly. These products typically include healthful food items, products that do not include phosphate, and those that are ozone friendly. Additionally, they may be designed to be recycled, refilled, or otherwise have eco-friendly characteristics. Green marketing is a comprehensive subject that encompasses a wide range of applications, including consumer items, industrial products, and services. The scope of activities encompasses a diverse array of processes, including product adaptation, management of the production system, handling of the packaging process, and modifications within the advertising department (Akter, 2012). Moreover, while considering the viewpoint of customers, their anticipation of the company entails minimizing the generation of harmful substances throughout the manufacturing process, facilitating the reprocessing of products, and ensuring the provision of potable water. According to Tiwari and Yadav (2011), consumers exhibit a greater willingness to allocate more financial resources

towards environmentally friendly products, particularly when these products are manufactured in developing nations.

In recent years, the concept of green marketing has gained significant traction as businesses strive to align with the growing environmental consciousness among consumers. Green marketing involves strategies that not only promote the environmental attributes of products or services but also reflect a company's commitment to sustainable practices (Alhamad, 2019). Concurrently, consumer social responsibility (CSR) has emerged as a vital aspect, where consumers increasingly make purchasing decisions based on their social and environmental impacts.

The evolution of green marketing has been remarkable, shifting from a niche interest to a mainstream business strategy. This transition reflects a broader societal shift towards sustainability, driven by heightened awareness of environmental issues and a collective desire for a more sustainable future (Alhamad, & Baadhem, 2023). Companies have responded by integrating eco-friendly practices in their operations and marketing strategies, seeking to appeal to the environmentally conscious consumer. Consumer Social Responsibility represents a paradigm shift in consumer behavior (Navickas, & Bilan, 2021). It signifies a move away from passive consumption towards a more engaged, responsible approach where consumers consider the social and environmental ramifications of their purchases. This concept has become increasingly relevant in a world grappling with climate change, resource depletion, and social inequalities. Understanding how CSR influences consumer choices and loyalty forms a crucial (Fallah, & Zahed, 2022).).

Customer loyalty, a key metric for business success, is profoundly influenced by a company's marketing strategies and ethical practices. In the context of green marketing and CSR, loyalty can be seen as a reflection of a consumer's alignment with a brand's values and practices. This study delves into the dynamics of how green marketing and CSR initiatives foster a deeper, value-based connection with customers, leading to increased loyalty. The restaurant industry especially in Karabuk city, as a vital contributor to the socio-economic fabric of communities, is increasingly facing calls for sustainable and socially responsible practices (Barcaccia, D'Agostino et al. 2020). The convergence of environmental awareness and ethical considerations has prompted restaurants to adopt innovative strategies, often encapsulated within the realm of green

marketing (Koohang, Nord et al. 2023). Simultaneously, consumers' ethical sensitivities and their inclination toward businesses that champion environmental causes have become significant drivers of their purchasing decisions (Lapologang & Zhao 2023).

At the same time, consumers' ethical sensibilities and prejudices against environmental companies are also factors that influence purchasing decisions. The interplay between corporate environmental commitments and consumers' sense of social responsibility forms a compelling intersection that warrants empirical research (Akhtar, Sultana et al. 2021). Finally, the study concludes with a comprehensive summary of the findings, discussing the broader implications of the study for the field of green marketing and consumer behavior. It also highlights potential areas for future research, acknowledging the dynamic nature of consumer attitudes towards environmental sustainability and the evolving landscape of green marketing practices in the restaurant industry. This conclusive part aims to encapsulate the key insights of the research, offering a holistic understanding of how green marketing and consumer social responsibility intersect to influence customer loyalty in the context of Karabuk's restaurant sector.

1.2. Problem of Study

The research study "The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty: A Study of Restaurants in Karabuk Town Area" addresses a critical gap in understanding the direct impact of green marketing strategies on customer loyalty, particularly within the restaurant industry in a specific geographic location (Islam et al. 2021). While the concept of green marketing has been widely studied, its specific application and effectiveness in the context of the restaurant industry in smaller urban areas like Karabuk remain underexplored. This lack of targeted research presents a problem for local restaurant owners and marketers who are attempting to align their businesses with the growing trend of environmental sustainability and social responsibility (Utting, 2000).

The problem is compounded by the evolving nature of consumer behavior, especially in the context of heightened awareness of environmental issues and social responsibility. Consumers are increasingly seeking out businesses that align with their values, including sustainability and ethical practices. However, there is a limited

understanding of how these preferences specifically influence customer loyalty in the restaurant sector in Karabuk (Alhamad et al, 2023). This gap in knowledge makes it challenging for restaurants to effectively tailor their marketing strategies to meet these evolving consumer demands and build a loyal customer base. Furthermore, the effectiveness of various components of the green marketing mix (product, price, place, and promotion) in influencing customer loyalty in the restaurant industry is not well understood. Each element of the marketing mix potentially plays a unique role in shaping consumer perceptions and behaviors, but there is a lack of clarity on how these elements should be combined and implemented effectively in a restaurant setting, particularly in a town like Karabuk where the market dynamics may differ from larger cities or different cultural contexts (Ayar & Gürbüz 2021).

Another problem lies in the measurement of the impact of consumer social responsibility on customer loyalty. While it is acknowledged that consumers' values and beliefs about social responsibility influence their purchasing decisions, quantifying this impact in the context of the restaurant industry in Karabuk is challenging. This difficulty arises from the diverse and subjective nature of what constitutes social responsibility from the consumer's perspective, as well as how these perceptions translate into loyalty towards a particular restaurant (Abbasi et al, 2023). The also confronts the challenge of integrating green marketing strategies with existing business models of restaurants in Karabuk. Many establishments may lack the resources or expertise to effectively implement and communicate these strategies (Abdulwasiu, 2023). This gap can lead to a misalignment between the restaurants' green initiatives and the expectations or perceptions of their customers, ultimately affecting customer loyalty.

Finally, the study problem statement addresses the broader implications of these challenges for the sustainability of the restaurant industry in Karabuk. As consumer preferences shift towards more sustainable and socially responsible practices, restaurants that fail to adapt may find themselves at a competitive disadvantage. Understanding the influence of green marketing and consumer social responsibility on customer loyalty is not just an academic exercise but a critical business imperative for ensuring the long-term viability and success of restaurants in the area. This study aims to provide actionable insights to address these issues, contributing to the development of more sustainable and customer-centric business practices in the restaurant industry.

1.3. Research Questions

- Does Products have effect on customer loyalty?
- Does price have effect on customer loyalty?
- Does place has effect on customer loyalty?
- Does Promotion have effect on customer loyalty?
- Does people have effect on customer loyalty?
- 6)Does Physical Evidence has effect on customer loyalty?
- 7)Does process has effect on customer loyalty?
- 8)Does Consumer Social Responsibility has effect on customer loyalty?

1.4. Research Objectives

- To examine the effect of products on customer loyalty.
- To examine the effect of price on customer loyalty.
- To examine the place has effect on customer loyalty.
- To examine the promotion has a significant effect on customer loyalty.
- To examine the effect of people on customer loyalty.
- To examine the effect of Physical Evidence on customer loyalty.
- To examine the effect of process on customer loyalty.
- To examine the effect of Consumer Social Responsibility on customer loyalty.

1.5. Study Signification

The significance of the research study "The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty: A Study of Restaurants in Karabuk Town Area" lies in its potential to bridge the knowledge gap regarding the impact of green marketing strategies on customer loyalty in the restaurant industry, particularly within a specific urban setting. This study is pivotal for restaurant owners, marketers, and policymakers in understanding how the integration of environmentally friendly practices and consumer social responsibility into marketing efforts can enhance customer loyalty. By focusing on the unique context of Karabuk, the research provides localized insights that are vital for developing effective, sustainable business models that

resonate with the evolving preferences of environmentally conscious consumers. The findings of this study not only contribute to the academic discourse on green marketing and consumer behavior but also offer practical implications for the restaurant industry, aiding in the promotion of sustainable practices that align with consumer values and driving the growth of environmentally responsible businesses within the community.

1.6. Significance to Theory

The research thesis titled "The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty" holds substantial theoretical significance, as it contributes to the expanding body of knowledge in green marketing and consumer behavior theories. By examining the intersection between the green marketing mix and consumer social responsibility, the study provides a nuanced understanding of how environmentally conscious business practices influence customer loyalty. This research enriches existing theories by offering empirical insights into how the integration of sustainability and social responsibility into marketing strategies impacts consumer loyalty decisions. Additionally, it extends the scope of these theories by applying them in a practical context, thereby offering a more comprehensive understanding of consumer behavior in response to green marketing efforts. Such contributions are crucial for evolving theoretical frameworks to accommodate the dynamic interplay between ethical business practices and modern consumer expectations.

1.7. Significance to Practice

The practical significance of the study "The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty: A Study of Restaurants in Karabuk Town Area" lies in its potential to offer actionable insights for the restaurant industry in adapting to the evolving market dynamics shaped by environmental consciousness. This research is crucial for restaurant owners and marketers in Karabuk, as it provides evidence-based strategies on how to effectively incorporate green marketing elements into their business practices to resonate with the values of socially responsible consumers. By highlighting the specific aspects of green marketing that most significantly impact customer loyalty, this study serves as a valuable guide for

restaurants looking to enhance their competitiveness and customer retention in an increasingly eco-conscious marketplace. The findings can help local businesses in Karabuk align their operations with sustainable practices, leading to not only increased customer loyalty but also contributing to broader environmental and social sustainability goals.

1.8. Scope of Study

The research scope of the study titled "The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty: A Study of Restaurants in Karabuk Town Area" is two-fold, primarily focusing on dissecting the elements of green marketing mix and their direct influence on customer loyalty in the restaurant industry within the specific confines of Karabuk Town. This involves a detailed examination of how eco-friendly products, sustainable pricing strategies, environmentally conscious placement, and green promotional activities are perceived and valued by customers. The study aims to identify the specific aspects of the green marketing mix that most significantly impact customer loyalty, offering a nuanced understanding of effective green marketing practices in the restaurant sector. This part of the research is essential for unraveling the complexities of implementing green marketing strategies in a way that resonates with consumers' increasing environmental and social consciousness, as highlighted by Nguyen-Viet, (2023) in their exploration of contemporary marketing strategies. The second part of the research scope extends to investigating the role of consumer social responsibility (CSR) in shaping customer loyalty. This includes assessing the level of awareness and concern about environmental issues among consumers in Karabuk and how this translates into their dining choices and loyalty to restaurants that engage in sustainable practices. The research will use both qualitative and quantitative methods to gauge consumer attitudes towards CSR and its influence on their patronage of restaurants. By focusing specifically on the Karabuk area, the study provides context-specific insights, as suggested by Alhamad et al (2018), into the dynamics of consumer behavior in a less urbanized setting. This localized approach not only enriches the academic understanding of green marketing and CSR in a specific cultural and economic context but also offers valuable, practical implications for

restaurant owners and marketers in Karabuk, seeking to align their business practices with the values of their environmentally and socially conscious customer base.

1.9.   Key Terms Definition

Green Marketıng: Green marketing is a combination of ecology and environmental marketing. That journey began in the late 1980s and the early 1990s. The American Marketing Association defines green marketing as promoting products that are environmentally friendly and certified as environmentally friendly." Green marketing, also known as environmental marketing, eco marketing, social marketing, organic marketing, and sustainability marketing, generally does not have a single definition (Grundey, 2009).

Green Products: Green product development entails appealing to a customer group whose members are conscious of their environmental obligations (Dangelico, & Pujari, 2010). A green product refers to an environmentally friendly product whose manufacturing process has been recycled, reducing or eliminating the risk or negative impact (Kirgiz, 2016).

Green Prıce: Green Pricing: The term green pricing can refer to a pricing approach or method used for environmentally friendly products or services. This can be a premium or additional prize for environmentally friendly or sustainable services to reflect the higher costs involved in producing or providing these products with a lower environmental impact (Dangelico, & Vocalelli, 2017).

Green Place: The green place symbolizes all the processes and the integration of these phases from production to consumption and vice versa in the manufacture of ecological products (Dües, & Lim, 2013).

Green Proces: Green process refers to a commercial enterprise or industrial method that is designed and carried out to reduce its terrible to have an effect on the environment and promote sustainability (Yousaf, Z. 2021).

Cunsomer Socıal Responsıbılty: CSR is a company's social, environmental, ethical and philanthropic commitment to its stakeholders Over the past 30 years, the brand has taken a strategic approach to her CSR, creating a win-win situation for society, business, and customers. The goal of strategic CSR is to align business objectives with

consumer expectations and enhance brand equity while meeting social needs (Motilewa, & Chidinma, 2016).

Customer Loyalty: Customer loyalty is a key factor in gaining a competitive advantage over others in a dynamic environment. It is defined as a customer who makes an emotional or rational commitment to repurchase a preferred product or service in a particular retailer's marketplace. In online business, customer loyalty is when the first choice of purchased product or service is satisfied and the customer either buys regularly or continues to buy from an e-commerce merchant with long-term loyalty. Customer loyalty is usually more profitable for a business because the cost of retaining an existing customer is lower than the cost of acquiring a new one (Khan, 2013).

1.10. Thesis Organization

Chapter 2: Provides an in-depth examination of the research methodologies employed by a diverse range of scholars and researchers, as well as the corresponding findings derived from their investigations. This work encompasses not only the delineation, explication, and assertions put forth by the authors, but also the outcomes of their comprehensive inquiry. The researcher formulates hypotheses regarding the potential influence of specific contextual factors on shedding light on the matter under investigation. The research's broad conceptual framework illustrates the conceptual model and its guiding hypothesis.

Chapter 3: This chapter provides an overview of the conceptualization and planning process for the data gathering approach. This section provides a comprehensive description of the research strategy and methodologies that were employed as the framework for conducting the study. The researcher provided a detailed account of the sampling methodology employed to choose the respondents, along with a description of the sample population that constituted the participants in the study. Furthermore, the researcher explicated their methodology for data collection, including a detailed description of the equipment to be employed in this endeavor.

Chapter 4: Tthe major purpose of this study is pursued through the utilization of various statistical techniques, including descriptive statistics for the demographic section, regression modeling, correlation testing, normality testing, and the measurement

of significant customer responses. This chapter provides a detailed account of these methodologies and their application in achieving the study's objective. Moreover, in light of the compelling findings, we propose conducting analogous investigations.

Chapter 5: Delves into the comprehensive examination of research analysis, encompassing the conclusions and findings derived from the study. Additionally, this chapter encompasses the researcher's comments and proposals that have been put forth. The initial segment of this chapter encompasses the intended outcomes that will facilitate the attainment of your research objective. Subsequently, our focus shifted towards the examination of concepts and suggestions that have the potential to enhance financial services and foster advancements in research in the forthcoming years.

2. LITERATURE REVIEW

2.1. Introduction

The Literature Review section of the study "The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty: A Study of Restaurants in Karabuk Town Area" aims to provide a comprehensive overview of existing research and theoretical frameworks relevant to the study. This review delves into the intricate layers of green marketing, dissecting its core components—product, price, place, and promotion within the context of environmental sustainability. It also critically examines the concept of consumer social responsibility (CSR), exploring how modern consumers' environmental and social consciousness influences their purchasing decisions, particularly in the restaurant sector. The review extends to cover various theories and models of customer loyalty, seeking to understand the mechanisms through which green marketing and CSR impact customer retention and loyalty. By synthesizing insights from a wide range of scholarly sources, this literature review sets the foundation for the research, highlighting the gaps in existing knowledge and establishing the theoretical groundwork for the investigation of how restaurants in Karabuk can leverage green marketing strategies to foster a loyal customer base.

2.2. Restaurants in Karabuk Town Area

In the Literature Review section of the thesis entitled "The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty: A Study of Restaurants in Karabuk Town Area," an exploration into the background of restaurants in Karabuk city is essential. Karabuk, a city known for its industrial heritage, has experienced significant transformations over the years, influencing its culinary landscape. The restaurant industry in Karabuk reflects a blend of traditional Turkish cuisine and modern culinary trends, catering to a diverse population comprising locals, students, and tourists (Alhamad et al, 2023). This diversity presents a unique opportunity for restaurants to innovate and adapt to various consumer preferences, including the growing demand for environmentally conscious dining experiences. The evolution of the restaurant industry in Karabuk amidst increasing environmental awareness. In recent

years, there has been a noticeable shift towards sustainability in consumer behavior, with A growing preference for establishments that adopt green practices. This shift is particularly relevant in Karabuk, where the juxtaposition of traditional values and modern environmental consciousness creates a dynamic marketplace (Ali et al, 2023). The literature explores how restaurants in Karabuk are responding to this trend, whether through sourcing locally grown produce, implementing energy-efficient operations, or engaging in eco-friendly waste management practices. This part of the review examines existing studies and reports on the adoption of green practices in the restaurant industry, particularly within similar urban contexts.

The focus shifts to the challenges and opportunities faced by restaurants in Karabuk in aligning with the principles of green marketing and consumer social responsibility. While the inclination towards sustainability opens new avenues for business growth and customer loyalty, it also poses challenges in terms of resource allocation, operational changes, and effective communication of green initiatives to customers (Türker, & Ayşegül, 2019). The literature review scrutinizes these aspects, drawing on research that highlights best practices, consumer expectations, and the impact of green marketing strategies on customer perceptions and loyalty. This comprehensive review sets the stage for the research, providing an in-depth understanding of the current state of the restaurant industry in Karabuk and the potential for integrating green marketing and CSR to enhance customer loyalty.

2.2.1. Fast Food

They defined it as the products offered by restaurants specializing in the production of products such as pizza, hamburgers, chicken, and sandwiches, which consist of menus prepared with a limited number of food products. Or frozen foods that can be consumed at any time (Jill Davies & Smith, 2004). Fast food is a popular food category that is typically prepared and served quickly. Global Marketing Operations: A Proposed Management Framework for International Marketing Operations in the Fast-Food Industry emphasizes the need to consider cultural differences when developing marketing strategies for international markets (Selase, & Chovancová, 2011). According to the report, the branding strategy must be relevant and in line with the culture in which the company operates (Mölk, 2018).

The proposed framework helps fast food companies improve their strategies in international fast-food markets by incorporating critical elements for fast food companies' competitiveness (Emmanuella, & Olori, 2018).

Digital change: Like the fast-food industry, the hotel industry is undergoing digital change (Siebel, T. M. 2019). Restaurants need to provide additional touchpoints, offer personalized offerings, and strive for automation and systems integration (Hasan, & Weaven, 2021).

The industrial revolution in the world, with the impact of globalization, has brought about significant changes in the living standards and eating habits of societies (Lee et al, 2018). The food industry began to take shape to meet the emerging demand. Factors such as rapid population growth, urbanization, increase in education and income levels of individuals, change in family structure, necessity of travel and intensive work time made food consumption widespread outside the home in particular, the shortening of eating time due to hours Busy work, reduced home cooking as a result of increased female labor force participation, increased multi-income families, and widespread use of online shopping are increasing the demand for ready-to-eat foods significantly (Akbay et al, 2007). Fast food, which provides faster and more practical nutrition for food consumption outside the home, is emerging as an alternative, and the demand for fast food products is increasing day by day (Atinkut et al, 2018). It is offered to consumers as products that are prepared and served in a short time at points of sale at reasonable prices (Christopher et al, 2004). It first appeared in the year 1850 when Hamburg workers brought hamburgers to America, and today it has spread all over the world with fast food companies and has become a rapidly growing sector all over the world (Unur, 2010). It is accepted that fast food companies began in the forties of the last century with McDonald's, which provided fast and cheap menus and vehicles in the United States, and spread to Europe and other countries with the inclusion of different companies in the market (Gee, 1989). With developments in the world, both the lifestyle and consumption habits of Turkish society have changed (Elaziz, 2017). This change in consumption habits could be related to the increase in fast food establishments, especially in the big cities of Turkey (Akbay, & Gul, 2007). The concept of fast food first entered the Turkish market with the opening of McDonald's in Istanbul in 1986 (Öztürk, 2019).

2.3. Green

Green represents purity. Green stands for purity and fairness of quality or simplicity of action. For example, "green advertising" refers to marketing that has minimal negative impact on society as a whole. The goal of green marketing is to protect a company's environment Modern marketing has several problems. To protect consumer well-being and the environment (nature), green marketing encourages the production, use and disposal of environmentally friendly products. Green marketing is the promotion of products that are considered safe for the environment (Chang, 2010). The term green can have multiple meanings depending on the context in which it is used.

Here are some common definitions of green (Haubenhofer et al, 2010). Color: Green is one of the primary colors often associated with nature, plants and foliage in the color spectrum, it lies between yellow and blue (Hansen, 2016). Environmental context: In the environmental context, "green" refers to practices or activities that consider to be environmentally friendly atypical or sustainable (de Sousa Jabbour, & Latan, 2017). Sustainability: Green can be used to characterize products, technologies, or schemes that are created or executed with an emphasis on sustainability (Baumgartner, 2017). In the context of marketing, "green" can refer to the promotion of environmentally friendly products as well as an environmentally friendly mindset (Reczek, & White, 2018). A product's greenness may be assessed based on its environmental impact during its full life cycle (Sdrolia, & Zarotiadis, 2019). Green refers to the provision of sanitation, waste disposal, transportation services, health services, security and safety services, energy, education services, telecommunications, housing, food, job creation, and environmental protection in order to improve the quality of life for city dwellers (Kumar, 2020).

In the field of technology, green technologies emphasize clean and renewable energy sources, energy-efficient designs, and the reduction of electronic waste. Alternative energies, for example, might include solar panels, wind turbines, electric cars, and energy-efficient computing systems (Vujanović, & Yan, 2021).

2.3.1. Marketing

Marketing is an overarching process involving various actions and tactics for promoting, selling, and distributing products and services to specific audiences.

(Cornwell, 1995). Definition: Marketing is a business process. It involves a number of activities with the ultimate goal of satisfying customer needs and wants. This is achieved by creating, communicating and delivering goods and services to the target audience (Hines, & Taylor, 2000). It includes all of a company's efforts to develop, communicate and deliver value to consumers while achieving commercial goals (Mapenzi, 2009). Marketing is defined by the American Marketing Association as the business, institutions, and processes of creating, communicating, delivering, and exchanging product offerings to consumers, customers, employees, and the public (Varadarajan, 2010). Marketing is the process of creating, communicating, delivering, and exchanging value propositions to customers, partners, and society at large. These offers can include products, services, or even ideas (Kowalkowski, 2011). The traditional view of the elements of marketing consists of four prices: product, promotion, price and location (Al Badi, 2018). Marketing is an organizational function and set of activities related to attracting, developing, nurturing and managing customer leads in a way that benefits the company and its stakeholders (Lam, & Tran, 2021).

2.3.2. Green Marketing

Green marketing is a combination of ecology and environmental marketing. That journey began in the late 1980s and the early 1990s. The American Marketing Association defines green marketing as promoting products that are environmentally friendly and certified as environmentally friendly." Green marketing, also known as environmental marketing, eco marketing, social marketing, organic marketing, and sustainability marketing, generally does not have a single definition (Grundey, 2009). The phrase green marketing was originally used in the late 1980s to refer to initiatives taken by businesses to create, promote, test, and sell environmentally friendly goods. It is a management approach that accepts accountability for recognizing, foreseeing, and successfully addressing societal and consumer demands. Many studies refer to green advertising and marketing under the phrases "green advertising," "environmental advertising," and even "responsible advertising." It is unclear if this results from the modification of stem habitats or the continued improvement of the plant environment (Solaiman et al, 2015).

Green Marketing: All practices aimed at meeting human needs and desires while having the least possible negative impact on the environment are included in the concept of green marketing'. Academic research on this strategy has focused on theoretical approaches, evaluation of various green marketing strategies, and applicability of these laws (Martinez, 2015).

Green marketing is the practice of marketing goods and services while emphasizing their positive effects on the environment. Green marketing merchandise is seen as being ecologically friendly, and the product modification, production process adjustments, sustainable packaging, and altered promotion. Although it has gained a lot of attention recently, green marketing is not a brand-new concept (Royne, & Fox, 2016). Green marketing: Companies' awareness of their responsibility to protect the environment while simultaneously satisfying customer demands and needs are linked to green consumption. Green features of the product and environmental awareness related to the product are the primary factors that influence consumers' selection of a green product. identified five factors that contribute to environmental consciousness when purchasing products: awareness of the impact of products on the environment, a willingness to be convinced to take environmentally friendly actions, a connection between purchasing habits and environmental protection, and environmental consciousness. Green purchase intention is based on a person's tendency to purchase and use eco-friendly products (Suki, & Azman, 2016).

GM is also defined as a strategic policy that companies can implement to increase their profitability through sustainable management aimed at meeting the expectations of environmentally conscious customers (Pardana, & Hamid, 2019). Green marketing raises consumer awareness of what is good for the environment (Nekmahmud, & Fekete-Farkas, 2020). The GM concept emerged in the late 1980s as a competitive trend used by companies to differentiate themselves by offering value-added, environmentally friendly propositions and to attract and retain consumers (Liao, 2020). Green marketing, usually referred to as ecological marketing or environmental marketing, is any form of advertising that either overtly or covertly promotes an environmental advantage (Szabo, & Webster, 2021).

Green marketing, sometimes called eco-marketing or environmental marketing, is the process of emphasizing sustainability while promoting products (BOJCHEVSKA,

& JOLDESKA, 2022). In terms of green marketing, sometimes referred to as environmental marketing or sustainable marketing, businesses aim to provide green goods or services, advance sustainable core values, and develop greener management procedures. Changes to the production procedures, packaging, and other aspects might all fall under this category. However, green marketing is a broad concept that covers a range of activities based on environmental benefits in addition to sustainable promotion and processes. While there are advantages to green marketing, there are also significant concerns (TattariWantara, 2022).

2.3.3. Green Products

Green product development entails appealing to a customer group whose members are conscious of their environmental obligations (Dangelico, & Pujari, 2010). A green product refers to an environmentally friendly product whose manufacturing process has been recycled, reducing or eliminating the risk or negative impact (Kirgiz, 2016).

Green product development entails appealing to a customer group whose members are conscious of their environmental obligations. If the brand strives for the satisfaction of all its customers, and most importantly, if the brand's vision is to benefit the entire society, and to be a useful brand by taking into account social interests, this brand must consider and solve the problems of the time in which it exists. If companies want to help tackle challenges such as water shortage, food insecurity, energy scarcity, and environmental degradation in the twenty-first century, they need first "green" their products. That is, these companies may create green products by making traditional items more robust, repairable, and long-lasting (Xian-qing et al, 2020). The definition of a green product. In fact, it is a sustainable and eco-friendly item, taking into account its impact on the environment and human health from design to disposal. The concept of eco-friendly products emerged due to growing global concerns about environmental issues and the need to adopt more sustainable practices and products for a brighter future. These products aim to mitigate climate change, reduce pollution and conserve resources, thereby contributing to a more sustainable economy and planet (Nekmahmud, & Fekete-Farkas, 2020).

2.3.4. Green Price

Green Pricing: The term green pricing can refer to a pricing approach or method used for environmentally friendly products or services. This can be a premium or additional prize for environmentally friendly or sustainable services to reflect the higher costs involved in producing or providing these products with a lower environmental impact (Dangelico, & Vocalelli, 2017). In a marketing context, green pricing can refer to the high price's consumers are willing to pay for environmentally friendly or sustainable products (Dangelico, & Vocalelli, 2017). Green pricing is a term used in the energy market to describe customers demanding higher prices for electricity generated from renewable sources such as solar or wind power. Electricity is generated from traditional sources such as coal or natural gas (Nogueira, 2020). Green price can refer to the cost of green bonds or other financial instruments used to support initiatives that benefit the environment (Gilchrist, & Zhong, 2021). The meaning green price can refer to the cost of implementing sustainable practices as well as the price of green bonds (Fatica, & Rancan, 2021).

2.3.5. Green Place

The green place symbolizes all the processes and the integration of these phases from production to consumption and vice versa in the manufacture of ecological products (Dües, & Lim, 2013). The term green place can have numerous implications, depending on Here are a few conceivable definitions: environmental meaning: In a natural setting, a green place alludes to a range rich in vegetation, trees, and greenery. It might be a rich timberland, a well-kept cultivation, a stop, or any place where parcels of greenery contribute to a solid and feasible environment (Brown, & Wijesinghe, 2020). Feasible Development: In urban planning and economic advancement, green location can allude to a community or city that advocates naturally inviting practices, such as the sending of renewable vitality sources, advancing open transport, moderate water, and energized green space to battle contamination and advance more beneficial living (Yigitcanlar, & Dizdaroglu, 2015). Mental well-being and wellness: In sound terms, green place can allude to a common setting, such as a woodland, stop, or rustic range, that provides a relieving and calming environment (Orman, 2017). Natural awareness: In the setting of natural activism, a green place can

be an organization, campaign, or community that's effectively locked in advancing natural security, preservation, and maintainable improvement (Mncwango, 2019). Innovation and Energy: In the field of innovation and vitality, green location can allude to an office, building, or range worked by renewable and naturally neighborly vitality sources, such as sun-oriented vitality, wind-driven vitality, or pressure-driven vitality (Vijayaraja, & Raadha, 2022).

2.3.6. Green Promotion

Green Promotion alludes to the promoting and communication endeavors pointed at advancing naturally inviting items, administrations, hones, or activities. The essential objective of green advancement is to raise mindfulness among shoppers and the common open approximately feasible choices and energize them to create ecologically dependable choices (Lienig, 2020). Green Promotion, too known as green promoting or natural promoting, alludes to the hone of creating and publicizing items or administrations based on their genuine or seen natural supportability (Vlosky, & Fontenot, 1999). Green Promotion, moreover known as green showcasing or natural showcasing, alludes to the hone of creating and publicizing (Dinh, K. C., Nguyen-Viet, B., & Phuong Vo, H. N. 2023). Green Promotion An eco-friendly promotion can be defined as an advertisement for a product or service to which it relates, the advertised product or service is environmentally friendly (Ayyappan, & Singh, 2023).

2.3.7. Green Physical Evidnce

Green physical evidence refers to the tangible aspects of a company's products, services, facilities, and communications demonstrating its environmental sustainability and eco-friendliness (Leonidou, & Lytovchenko, 2014). In AN advertising and marketing context, green physical evidence refers to tangible and seen factors that exhibit a company's dedication to sustainability and eco-friendly practices (Seelig, & Pal, 2021). Green physical evidence refers to tangible or visible elements, materials, or objects that provide evidence or support for sustainable and environmentally friendly practices (Li, & Long, 2020). In the context of business and marketing, it refers to the

physical aspects of a product, service, or organization that demonstrate its commitment to environmental sustainability and eco-friendliness (Ishaq, & Di Maria, 2020).

2.3.8. Green Proces

Green process refers to a commercial enterprise or industrial method that is designed and carried out to reduce its terrible to have an effect on the environment and promote sustainability (Yousaf, 2021). These techniques aim to decrease useful resource consumption, waste generation, and emissions whilst maximizing energy efficiency and ecological responsibility. Green techniques are a vital issue of sustainable business practices and make contributions to the typical intention of protecting the environment for future generations (Dangelico, & Vocalelli, 2017). Green processing refers to manufacturing processes that are environmentally friendly and sustainable (Pandey, 2019).

Green pricing is the practice of allowing customers to pay a premium for electricity from renewable energy sources is a way for customers to support increased utility investment in clean and sustainable energy (Barman, & Azzopardi, 2023).

2.3.9. Cunsumer Social Responsibilty

CSR is a company's social, environmental, ethical and philanthropic commitment to its stakeholders Over the past 30 years, the brand has taken a strategic approach to her CSR, creating a win-win situation for society, business, and customers. The goal of strategic CSR is to align business objectives with consumer expectations and enhance brand equity while meeting social needs (Motilewa, et al, 2016).

The term CSR has been used to describe a legitimate and moral obligation. CSR is an organization's socially responsible behavior that demonstrates concern for partners (such as clients and representatives). Numerous organizations presently consider CSR projects to be a significant piece of their technique for building a positive brand picture and empowering positive client reactions. and a number of others argue that corporate social responsibility (CSR) should be considered from a broader perspective than just the environment (Li, & Yang, 2019).

Consumer social responsibility is now understood to be a critical factor in business performance. CSR is described in action that seems to advance some social good, beyond the interests of the firm and that which is required by law. A company may be pressured by customers and other stakeholders to operate ethically and actively participate in more extensive societal and environmental stewardship (Bhattacharya, & Sardashti, 2020).

Corporate Social Responsibility (CSR) refers to the set of economic, legal, ethical, and social expectations imposed by society that compel corporations to implement CSR practices. According to Shah and Khan (2020), customers have an expectation that management will consider the concerns of various stakeholders, beyond just shareholders, and that enterprises will effectively manage the competing needs of both society and shareholders. The notion of Corporate Social Responsibility (CSR) encompasses four distinct responsibilities that firms are expected to perform, including economic, legal, ethical, and philanthropic obligations. Corporate Social Responsibility (CSR) is widely recognized as a strategic marketing instrument that exerts a substantial influence on consumer behavior and fosters brand loyalty (LACAP et al., 2021).

Corporate Social Responsibility (CSR) is a crucial area of study within the field of corporate ethics, which is grounded in principles that prioritize ethical conduct in order to foster a positive societal and environmental impact. Freeman (1984) introduced a conceptual framework for corporate social responsibility (CSR) that has three dimensions: philanthropic contributions to local communities, enhancement of quality of life, and financial assistance to the community (Singh & Misra, 2021).

The corporate social responsibility (CSR) idea states that a company has a duty to the community in which it operates. CSR includes a wide range of responsibilities and obligations in the areas of money, law, ethics, and discretion that may have an immediate or long-term influence on a company's financial success (Tattari, 2022). Several efforts have been made to describe and understand the concept of CSR. proposes four CSR aspects that contain economic, legal, ethical, and philanthropic activities. This Definition is constantly used in elucidating socially constructed conceptualizations and context-specific CSR emphasizes that Businesses are expected to fulfill all their responsibilities simultaneously, is a concept that an organization's responsibility goes beyond purely economic goals to consider an organization's social obligations (Ishaq, &

Palermo, 2023). Global communities have been defined as CSR. One of the most frequently used theoretical frameworks is Carroll's The CSR model delineates a firm's economic, legal, ethical, and discretionary responsibilities. Simultaneously, many organizations have integrated CSR into their mission (Smith et al, 2023). Corporate social responsibility refers to the extent of a company's obligations to society, including economic, legal, ethical, and discretionary factors. Their goal is to help groups that contribute to society. Organizations hope to improve financial performance, stakeholder relationships, and the overall quality of life for all stakeholders through the implementation of CSR. Stakeholder-company networking is an important interaction characterized by mutual influence and dependency. An organization's stakeholders influence and are influenced by the organization. Stakeholders, through their participation, help companies increase their competitive advantage and legitimacy. Additionally, the company offers its employees the following benefits: Support from stakeholders can come in many forms, including financial ones. (Blokzijl, & Ghaffarzadeh, 2023).

2.3.10. Customer Loyalty

Customer loyalty is a key factor in gaining a competitive advantage over others in a dynamic environment. It is defined as a customer who makes an emotional or rational commitment to repurchase a preferred product or service in a particular retailer's marketplace. In online business, customer loyalty is when the first choice of purchased product or service is satisfied and the customer either buys regularly or continues to buy from an e-commerce merchant with long-term loyalty. Customer loyalty is usually more profitable for a business because the cost of retaining an existing customer is lower than the cost of acquiring a new one (Khan, 2013). Customer loyalty Businesses Make Mistakes, Loyal Customers Make Mistakes Do not go. Defining customer loyalty as consumer behavior based on positivity

Experiences and values that lead to the purchase of products, even if they do not appear at first glance the most rational decision. They also add that the concept was later subdivided into behaviorists. Non-behavioral aspects, the latter more focused on underlying causes Customer loyalty and consumer attitudes (TAOUTI, & BEKHTI, 2016).

Customer behavior, also known as repurchase behavior, is one of the definitions of customer loyalty. One such behavior considers all of the experiences that customers have had (Wantara, & Tambrin, 2019). Customer loyalty is described as a strongly held commitment to rebuy or re-patronize a chosen product/service continuously in the future, producing repetitive same-brand or same-brand-set purchase, despite situational factors and marketing efforts having the potential to drive switching behavior (source). customer loyalty is a commitment towards (Soomro, 2019).

Customers Loyalty may serve as a motivator for business expansion. It is made up of the relationship that exists between the client, the product, and the entire company, not just a fleeting desire for a particular price. Customer loyalty is a differentiating factor that the rival cannot imitate. Customer loyalty to a brand refers to the propensity of consumers to repeatedly purchase and utilize a specific brand within a product family. As a result, the company will make more money and a stronger brand that inspires client loyalty. Customer loyalty with a brand is considering the brand is the first choice among other brands in the area and the brand that first comes to customers' minds when making purchase decisions on the brand (KHOA, 2020).

Customer loyalty can be defined as the state in which customers express satisfaction with a company's products or services, leading them to actively promote the firm through positive word-of-mouth. It is important to note that loyalty extends beyond individual items or services, including the entirety of a company's product line and its overall reputation. The concept of brand loyalty is often associated with the provision of services over the lifespan of a brand, as discussed by Windiari and Djumarno (2021).

The idea of customer loyalty is one of the principles that aroused the hobby of researchers, as it's far taken into consideration as a primary determinant of the fulfillment and excellence of establishments because the establishments are striving to reach customers and attain their loyalty. Described customer loyalty as awaiting to shop for a mark in maximum instances from previous (HOUSSEYN, et al.2021). Customer loyalty is essential for any business because it aids in the development of government programs and policies, which eventually results in the provision of top-notch goods and services for its customers. Customers' views toward purchasing a specific sort of goods are seen as a vital measure of loyalty, which is entirely based on satisfaction (Hachim, & Bellahcen, 2022).

2.4. Hypotheses

2.4.1. The Impact of Green Marketing on Customer Loyalty

According to a study conducted by Putra and Suprapti (2017), it has been found that the adoption of the green marketing mix can significantly influence customer retention. Previous studies have indicated that the adoption of green marketing strategies, namely the utilization of eco-bags as an alternative to traditional shopping bags, has had noteworthy effects on customer loyalty within the supermarket industry. According to Astini (2016), there is empirical evidence supporting the notion that the implementation of green marketing strategies, specifically through green branding and a green trust approach, can significantly influence consumer loyalty. According to Lee and Peng (2021), there is discussion over the potential benefits of green marketing, which pertains to the promotion of a company's environmentally conscious and sustainable initiatives, on consumer loyalty. According to Abaeian et al. (2019), the capacity to engender loyalty among customers is evident when firms undertake green advertising campaigns and express their commitment to environmental responsibility.

Alignment with Customer Values: Green advertising appeals to environmentally aware consumers who prioritize sustainability and social responsibility. When a company's values align with those of its customers, it creates a sense of connection and trust, leading to enhanced loyalty (May, & Carter, 2021). Emotional Attachment: Green advertising initiatives can evoke superb feelings and a sense of goodwill amongst customers. When clients feel that their purchase choices make a contribution to a larger cause, they develop an emotional attachment to the brand, fostering loyalty (Gilal, & Gilal, 2023).

Brand Differentiation: In a competitive market, corporations that exhibit a genuine dedication to environmental sustainability stand out from their competitors. Green advertising and marketing can act as a special promotion factor and provide customers with a reason to pick out and stick with the brand (Tervaskanto, 2018).

Enhanced Reputation: Brands associated with green advertising are frequently perceived as responsible corporate citizens. This nice reputation can build stronger customer loyalty as customers decide to help corporations they see as making a fantastic impact (Du et al, 2010).

Word-of-Mouth and Advocacy: Satisfied customers who admire a company's green initiatives are more likely to share their advantageous experiences with others, leading to wonderful word-of-mouth and achievable new client acquisition (Fu et al, 2015). Sustainable Relationships: Green advertising is aligned with long-term sustainability, which mirrors the thought of building long-lasting relationships with customers. Customers who trust a brand's sustainable practices are more likely to remain loyal over time (D. Khaled et al, 2021).

To check this hypothesis, researchers may want to conduct behavior surveys, interviews, or experiments to measure customer perceptions and behaviors associated with inexperienced marketing and purchaser loyalty. They may also analyze customer responses to green marketing messages, music customer retention rates, and the effect of green initiatives on purchaser engagement and repeat purchases (Sun, & Schloffer, 2022).

It is essential to note that the speculation suggests a fine correlation between green advertising and marketing and purchaser loyalty, but the power and value of this relationship may additionally differ depending on the context, the precise green marketing techniques employed, and the goal customer segment. Additionally, it is essential for groups to make sure that their green advertising and marketing efforts are actual and backed by real sustainability practices to avoid possible backlash from customers if perceived as greenwashing (Dowling, 2002).

Green marketing methods influence people to buy products in a certain market repeatedly. Advertising, CSR, radio, promotions, and the product itself are all used to spread green marketing. The studies that support it We looked at how green marketplaces affected consumer loyalty. Green marketing tactics influence customer purchasing patterns and foster customer oyalty .H: Green Marketing Strategy has a significant influence on customer loyalty (Kewakuma, & Ratnawati, 2021).

H1: The Positive Impact of Green Marketing on Customer Loyalty

2.4.2. The Impact of Green Product on Customer Loyalty

The hypothesis suggests that when companies offer environmentally friendly and sustainable products (green products) and customers choose to purchase and use them, it will result in increased customer loyalty (Hameed, & Shafiq, 2021).

Several factors contribute to this hypothesis:

Value Alignment: Customers who prioritize environmental sustainability and social responsibility are more likely to be attracted to green products. When a company's offerings align with their values, it fosters a sense of connection and loyalty (Rosário, & Cruz, 2022). Emotional Connection: Green products can evoke positive emotions in customers, knowing that their purchase decisions contribute to a more sustainable future. These positive emotions can lead to stronger brand attachment and increased loyalty (Park, & Iacobucci, 2010).

Competitive Advantage: Companies offering a range of green products stand out from competitors who do not prioritize sustainability. Green products can act as a unique selling point, attracting environmentally conscious customers who may remain loyal due to limited alternatives (Ghodeswar, 2008). Enhanced Reputation: Brands associated with offering green products are often perceived as environmentally responsible and ethical. A positive reputation for sustainability can contribute to stronger customer loyalty, as customers prefer to support companies with a positive impact on the environment. Word-of-Mouth and Advocacy: Satisfied customers who appreciate the availability and benefits of green products are more likely to share their positive experiences with others, leading to positive (Iglesias, & Singh, 2020). word-of-mouth and potentially attracting new customers who are also drawn to sustainable options (Hu et al, 2015).

Habit Formation: Customers who regularly choose green products may develop habits and preferences for such products, leading to ongoing loyalty and repeat purchases (Bowen, & Grygorczyk, 2022). To test this hypothesis, researchers could employ surveys, interviews, or experiments to assess customer perceptions and behaviors related to green products and customer loyalty. They may analyze customer preferences for green products, track customer retention rates, and evaluate the impact of offering green alternatives on overall customer loyalty and satisfaction (Ogiemwonyi, 2022).

However, it is crucial to consider that the relationship between green products and customer loyalty may vary based on factors such as the specific products offered, customer demographics, and the effectiveness of marketing and communication strategies used to promote green options. Additionally, maintaining the authenticity and credibility of green products is essential to build and retain customer trust, as any perception of greenwashing could lead to negative consequences for the company's reputation and customer loyalty (Rahahleh, & Nawaf, 2020).

H2: The Positive Impact of green product on Customer Loyalty

2.4.3. The Impact of Green Price on Customer Loyalty

The hypothesis proposes that incorporating green pricing strategies, which involve offering environmentally friendly products or services at competitive prices, will lead to a positive impact on customer loyalty. In other words, when companies provide green options to customers at reasonable rates, it will result in stronger customer loyalty (Iyer, & Paswan, 2016).

The rationale behind this hypothesis includes the following factors: Value Proposition: Green pricing offers customers the opportunity to make environmentally responsible choices without incurring significantly higher costs. This value proposition may elicit a positive emotional response and contribute to increased customer loyalty, especially among environmentally conscious consumers. Affordability: Green pricing ensures that environmentally friendly options are affordable and accessible to a broader customer base. This inclusivity can attract environmentally conscious consumers who may have been deterred from green products or services due to higher prices (Wu, & Fitzsimons, 2017).

Perceived Fairness: Transparent and fair pricing is appreciated by customers, and green pricing can be perceived as a fair approach that promotes sustainability without exploiting customers with premium pricing. Enhanced Reputation: Companies implementing green pricing strategies are viewed as environmentally responsible and ethical. This positive reputation can strengthen customer loyalty, as customers often prefer to support businesses committed to sustainability (Belzner, & van den Tillaart, 2023).

Word-of-Mouth and Advocacy: Satisfied customers who find value in green pricing are more likely to share their positive experiences with others, leading to positive word-of-mouth and potential new customer acquisition (Aravindan, & Choong, 2023). Behavioral Change: Green pricing can encourage behavioral change among customers, leading to increased adoption of sustainable options and reinforcing their commitment to environmentally friendly choices. To test this hypothesis, researchers could use surveys, interviews, or experiments to measure customer perceptions and behaviors related to green pricing and customer loyalty. They may analyze customer preferences for green pricing options, track customer retention rates, and assess the impact of offering environmentally friendly products or services at competitive prices on overall customer loyalty and satisfaction (Steg, & Vlek, 2009). However, it is important to acknowledge that the relationship between green pricing and customer loyalty may vary based on factors such as the specific pricing strategies implemented, customer demographics, and the effectiveness of marketing and communication efforts to promote green options (Gurău, 2012). Additionally, businesses must ensure that their green pricing strategies are authentic and not perceived as greenwashing, as trust and credibility are crucial for maintaining customer loyalty (Chua, & Han, H. 2023).

H3: The Positive Impact of green price on Customer Loyalty

2.4.4. The Impact of Green Place on Customer Loyalty

The hypothesis posits that the presence and utilization of green places, such as eco-friendly physical environments or natural spaces, have a positive influence on customer loyalty. This means that when businesses offer green places for customers to engage with, it results in stronger customer loyalty to the brand or business associated with those places (Talwar, & Dhir, 2022). The rationale behind this hypothesis includes several factors.

Firstly, green places provide a positive customer experience as they offer a calming and pleasant environment. When customers have positive experiences in these spaces, they are more likely to associate those feelings with the brand, leading to enhanced loyalty (Farzin, & Makvandi, 2023).

Secondly, green places can evoke positive emotions and a sense of well-being in customers. When customers feel good in these spaces, they develop an emotional attachment to the brand, further fostering loyalty. Additionally, businesses that offer green places differentiate themselves from competitors that do not prioritize environmentally friendly physical environments. Green places can provide a unique experience, attracting customers who appreciate sustainability and creating a lasting impression that contributes to loyalty (Wu, & Gao, 2019). Moreover, brands associated with providing green places are often perceived as environmentally responsible and caring for their customers' well-being. This positive brand perception can lead to stronger customer loyalty, as customers prefer to support companies that have a positive impact on the environment (t FuiYeng & Yazdanifard, 2015). Furthermore, satisfied customers who enjoy green places are more likely to share their positive experiences with others, leading to positive word-of-mouth and potentially attracting new customers who are drawn to the brand's commitment to green spaces. Lastly, green places can encourage customers to spend more time in the physical environment, leading to increased engagement and opportunities for further brand interaction, which can positively influence loyalty (Javed, S., Rashidin, M. S., & Jian, W. 2021).

H4: The Positive Impact of green place on Customer Loyalty

2.4.5. The Impact of Green Promotion on Customer Loyalty

The hypothesis suggests that when businesses engage in green promotion, which involves marketing and communication efforts focused on promoting environmentally friendly products, practices, or initiatives, it will result in a positive impact on customer loyalty (Borah, & Hornuvo, 2023). In other words, when customers are exposed to and appreciate green promotion, they are more likely to develop a sense of attachment and loyalty to the brand or business associated with those environmentally friendly efforts (Hwang, & Lyu, 2020).

The rationale behind this hypothesis includes several factors: Value Alignment: Green promotion appeals to environmentally conscious customers who prioritize sustainability and social responsibility. When a company's values align with those of its customers, it creates a sense of connection and trust, leading to stronger loyalty. Positive Emotional Response: Green promotion can evoke positive emotions in customers,

knowing that their purchase decisions contribute to a more sustainable future. Such positive emotions can lead to a stronger emotional attachment to the brand and foster loyalty (Lim, & Ting, 2023).

Differentiation and Brand Identity: Companies that actively promote their green initiatives stand out from competitors who do not prioritize sustainability. Green promotion can help shape the brand's identity as environmentally responsible, attracting customers who share these values and promoting loyalty (Seifollahi, 2023). Enhanced Reputation: Brands associated with green promotion are often seen as environmentally responsible and ethical. This positive reputation can contribute to stronger customer loyalty, as customers prefer to support companies with a commitment to sustainability (Chandran, & Bhattacharya, 2021). Word-of-Mouth and Advocacy: Satisfied customers who appreciate green promotion are more likely to share their positive experiences with others, leading to positive word-of-mouth and potentially attracting new customers who are also drawn to the brand's commitment to green practices (Siddiqui, & Siddiqui, 2021).

Behavioral Change: Green promotion can encourage behavioral change in customers, leading to increased adoption of sustainable options and reinforcing customers' commitment to environmentally friendly choices (White, & Hardisty, 2019).

H5: The Positive Impact of green promotion on Customer Loyalty

2.4.6. The Impact of Green People on Customer Loyalty

The hypothesis proposes that when businesses provide green places, such as eco-friendly physical environments or natural spaces, for customers to interact with, it will lead to a positive impact on customer loyalty (Tran et al, 2022). In other words, when customers experience and appreciate green places, they are more likely to develop a sense of attachment and loyalty to the brand or business associated with those places (Hameed, & Shafiq, 2021).

The rationale behind this hypothesis includes several factors: Positive Customer Experience: Green places offer a pleasant and calming environment for customers. When customers have positive experiences in these spaces, they are more likely to associate those feelings with the brand, leading to stronger loyalty (Han, & Hyun, 2019).

Emotional Attachment: Green places can evoke positive emotions and a sense of well-being in customers. When customers feel good in these spaces, they develop an emotional attachment to the brand, fostering loyalty (Khaneja, & Foroudi, 2022). Differentiation and Unique Experience: Businesses that offer green places stand out from competitors that do not prioritize environmentally friendly physical environments. Green places can provide a unique experience, attracting customers who appreciate sustainability and creating a lasting impression that contributes to loyalty (Sanchez, & Ellis, 2023).

Enhanced Brand Perception: Brands associated with providing green places are often seen as environmentally responsible and caring for their customers' well-being. A positive brand perception can lead to stronger customer loyalty, as customers prefer to support companies with a positive impact on the environment. Word-of-Mouth and Advocacy: Satisfied customers who enjoy green places are more likely to share their positive experiences with others, leading to positive word-of-mouth and potentially attracting new customers who are drawn to the brand's commitment to green spaces (Montoya, & Vandehey, 2002). Increased Dwell Time and Engagement: Green places can encourage customers to spend more time in the physical environment, leading to increased engagement and opportunities for further brand interaction, which can positively influence loyalty (Jinliang et al, 2023).

H6: The Positive Impact of green people on Customer Loyalty

2.4.7. The Impact of Green Physical Evidence on Customer Loyalty

The hypothesis proposes that when businesses incorporate green physical evidence, such as environmentally friendly facilities, eco-friendly products, sustainable packaging, and green spaces, it will lead to a positive impact on customer loyalty (Riva, & Rizomyliotis, 2022). In other words, when customers experience and appreciate the green physical evidence provided by the company, they are more likely to develop a sense of attachment and loyalty to the brand or business (Hwang et al, 2021).

The rationale behind this hypothesis includes several factors: Value Alignment: Green physical evidence demonstrates a company's commitment to environmental sustainability, aligning with the values of environmentally conscious customers. When

customers observe the presence of eco-friendly practices, it creates a sense of alignment and trust, leading to stronger loyalty (Lim, & Ting, 2023). Positive Customer Experience: Green physical evidence provides a positive and enjoyable experience for customers. When customers have positive experiences in environmentally friendly spaces or with sustainable products, they are more likely to associate those experiences with the brand, leading to stronger loyalty (Fernandes, & Neves, 2014). Enhanced Brand Perception: Companies with visible green physical evidence are perceived as environmentally responsible and ethical. This positive brand perception can contribute to stronger customer loyalty, as customers prefer to support companies with a positive impact on the environment (Iglesias, & Sierra, 2019). Differentiation and Unique Experience: Businesses that provide green physical evidence stand out from competitors who do not prioritize environmental sustainability. The unique and eco-friendly experience can attract environmentally conscious customers and contribute to increased loyalty (Sahoo, & Upadhyay, 2023).

Word-of-Mouth and Advocacy: Satisfied customers who appreciate green physical evidence are more likely to share their positive experiences with others, leading to positive word-of-mouth and potentially attracting new customers who are drawn to the brand's commitment to sustainability (Tang, 2017). Emotional Connection: Green physical evidence can evoke positive emotions in customers, knowing that their interactions with the brand contribute to a more sustainable future. This emotional connection can lead to stronger brand attachment and foster loyalty (Barreda, & Bilgihan, 2020).

H7: The Positive Impact of green physical on Customer Loyalty

2.4.8. The impact of Consumer Social Responsibility on Customer Loyalty

The hypothesis posits that when consumers actively engage in social responsibility practices, such as supporting environmentally friendly and socially conscious businesses, it will lead to a positive impact on customer loyalty (Lee, & Lee, 2017). In other words, when customers practice CSR by making socially responsible

purchasing decisions and supporting brands that align with their values, they are more likely to develop a sense of attachment and loyalty to those brands (Climent Ruiz, 2022).

The rationale behind this hypothesis includes several factors:Value Alignment: Consumers who practice CSR by making socially responsible choices are more likely to feel a connection with companies that share their values. When customers observe that a brand aligns with their CSR values, it creates a sense of alignment and trust, leading to stronger loyalty (Giamporcaro, & O'Sullivan, 2020). Emotional Connection: Consumers who engage in CSR practices may develop an emotional connection with brands that support similar causes. This emotional connection can lead to stronger brand attachment and foster loyalty (Japutra, & Simkin, 2018).

Positive Brand Perception: Brands that are known for supporting social and environmental causes are perceived as socially responsible and ethical. This positive perception can contribute to stronger customer loyalty, as customers prefer to support companies with a positive impact on society (Cacioppe, & Fox, 2008). Word-of-Mouth and Advocacy: Consumers who actively practice CSR are more likely to share their positive experiences with socially responsible brands with others. Their advocacy can lead to positive word-of-mouth and potentially attract new customers who are drawn to the brand's commitment to social responsibility (Azhari, & Haque, 2023). Long-Term Relationships: CSR practices encourage long-term relationships between consumers and brands. When consumers consistently make socially responsible choices and support responsible brands, they are more likely to remain loyal to those brands over time (Kim, & Lee, 2020).

Community Engagement: Brands that support CSR initiatives can create a sense of community and engagement among socially responsible consumers. This sense of belonging can strengthen customer loyalty (Akbari et al, 2021).

H8: The Positive Impact of Consumer Social Responsibility on Customer Loyalty

2.5. Theory

2.5.1. Green Marketing Theory

Overall, green marketing theories offer guidance to businesses on how to integrate environmental concerns into their marketing strategies. By adopting green marketing practices, companies can promote sustainable products, reduce their ecological footprint, and contribute to a healthier and more environmentally conscious society (Alikılıç, 2015).

Stakeholder theory is another important concept in green marketing. This theory suggests that businesses have a responsibility to consider the interests of all stakeholders, including the environment, in their decision-making processes. It emphasizes the need for businesses to take into account the social and environmental impacts of their actions and to engage with stakeholders to address their concerns. In contrast to stakeholder theory, the Agency Theory focuses primarily on the interests of shareholders. It suggests that businesses should act in the best interests of their shareholders, which may or may not align with the interests of other stakeholders, such as the environment. While not directly focused on green marketing, this theory highlights the potential conflicts between profit-driven motives and environmental sustainability (Eneizan et al, 2019). One of the key theories related to green marketing is the Social Marketing Theory. This theory utilizes marketing techniques to promote social causes, including environmental protection. It emphasizes using marketing strategies to bring about behavior change and encourage individuals to adopt environmentally friendly practices (Kanyuiro, & Maina, 2020). Green marketing theories, also known as environmental marketing or sustainable marketing, are based on the principles of promoting environmentally friendly products and practices while considering the interests of all stakeholders, including the environment, in business decision-making processes. These theories recognize the importance of integrating environmental concerns into marketing strategies and aim to create a positive impact on the environment through marketing efforts (Bulsara, & Gogol, 2021).

Green marketing theory, also known as environmental marketing or sustainable marketing, is a concept focused on promoting environmentally friendly and socially responsible products and services (Zhang, & Berhe, 2022). It aims to balance business objectives with environmental and social considerations to create a positive impact on

47

the planet and society (Epstein, 2018). The key principles of green marketing theory include environmental consciousness, product and service innovation, transparency and credibility, consumer education, social responsibility, behavioral change, market differentiation, and stakeholder collaboration (Rathore, 2017). Green marketing emphasizes businesses' responsibility to recognize and minimize their environmental impact through sustainable practices throughout the value chain. This involves sourcing, production, packaging, and distribution of products and services (Yildiz & Sezen, 2019). It encourages businesses to develop eco-friendly offerings that cater to environmentally conscious consumers, such as products made from recycled materials or energy-efficient appliances (ÖZTÜRK, & ASGHAR, 2023).

Transparency and credibility are essential in green marketing to build trust with consumers and avoid greenwashing, where companies make misleading or exaggerated environmental claims. Educating consumers about the environmental impact of their choices fosters demand for eco-friendly products and encourages responsible consumption (Okbagaber, 2023).

Green marketing goes beyond environmental concerns and includes social responsibility aspects. It encourages businesses to support social causes, practice fair labor, and contribute positively to communities (Carroll, A. B., & Shabana, K. M. 2010). The theory aims to influence consume green marketing theory, also known as environmental marketing or sustainable marketing, is a concept focused on promoting environmentally friendly and socially responsible products and services. It aims to balance business objectives with environmental and social considerations to create a positive impact on the planet and society (Rehman et al, 2022). The key principles of green marketing theory include environmental consciousness, product and service innovation, transparency and credibility, consumer education, social responsibility, behavioral change, market differentiation, and stakeholder collaboration (Duarte et al ,2022). It encourages businesses to develop eco-friendly offerings that cater to environmentally conscious consumers, such as products made from recycled materials or energy-efficient appliances (Chin, & Sulaiman, 2015). Transparency and credibility are essential in green marketing to build trust with consumers and avoid greenwashing, where companies make misleading or exaggerated environmental claims. Educating consumers about the environmental impact of their choices fosters demand for eco-friendly products and encourages responsible consumption (De Regt, & Lord Ferguson,

2020). Green marketing goes beyond environmental concerns and includes social responsibility aspects (Al-dmour, & Al-dmour, 2023). It encourages businesses to support social causes, practice fair labor, and contribute positively to communities (Wilson, 2012). The theory aims to influence consumer behavior toward adopting environmentally friendly practices and responsible consumption patterns. Successfully implementing green marketing strategies can differentiate businesses from competitors and attract environmentally conscious consumers. Green marketing often involves collaboration between businesses, governments, NGOs, and consumers to collectively address environmental challenges (Saputra et al, 2023). The relevance of green marketing theory has grown with increasing environmental concerns, climate change, and consumer demand for sustainable products. Businesses that embrace green marketing principles can enhance their brand reputation, appeal to eco-conscious consumers, and contribute to a more sustainable future (Palviainen, 2020). Green marketing often involves collaboration between businesses, governments, NGOs, and consumers to collectively address environmental challenges (Kinoti, 2011). The relevance of green marketing theory has grown with increasing environmental concerns, climate change, and consumer demand for sustainable products. Businesses that embrace green marketing principles can enhance their brand reputation, appeal to eco-conscious consumers, and contribute to a more sustainable future (ECEVİT, 2023).

2.5.2. Corporate Social Responsibility Theory

Corporate Social Responsibility (CSR) is a theoretical construct that pertains to the ethical obligation of a corporation to conduct its operations in a manner that contributes positively to the well-being of society and the natural environment. The following section is a compilation of prominent theories and views pertaining to Corporate Social Responsibility (CSR).

The supply and demand model is a fundamental framework used in economics to analyze the behavior of markets. It examines the relationship between the quantity of a good or service that producers are willing to supply and the quantity that consumers The present model posits that the extent to which a company engages in corporate social responsibility (CSR) is contingent upon various factors, including its size, amount of diversification, investment in research and development, advertising efforts, government

sales, consumer income, labor market conditions, and stage within the industry life cycle. Based on the aforementioned assumptions, it may be inferred that there exists an optimal degree of corporate social responsibility (CSR), which can be ascertained by management through a comprehensive evaluation of costs and benefits. Additionally, it is posited that there exists a neutral association between CSR and financial performance, as suggested by McWilliams and Siegel (2001).

Institutional theory refers to a sociological perspective that examines how formal and informal rules and structures shape the behavior and actions of individuals The present theory posits that the correlation between fundamental economic circumstances and corporate conduct is influenced by various institutional factors. These factors include public and private regulations, the existence of non-governmental and other autonomous organizations that oversee corporate behavior, established norms pertaining to suitable corporate conduct, cooperative behavior among corporations, and structured dialogues between corporations and their stakeholders. According to Campbell (2007), the presence of certain institutional conditions is likely to influence firms to engage in socially responsible behavior. The implementation of a strategic approach to corporate social responsibility (CSR) is of paramount importance for the achievement of a company's overall success. Corporate Social Responsibility (CSR) has the potential to yield numerous advantages in the areas of risk management, cost reduction, capital acquisition, consumer engagement, human resource administration, and innovation capabilities. Companies that engage in social responsibility initiatives have the potential to enhance their brand reputation, attract a larger client base, and foster greater involvement with stakeholders. According to Hedblom and List (2019), the promotion of corporate social responsibility (CSR) holds the capacity to improve organizational performance and achieve strategic objectives in the context of the digital era.

The principal-agent model is employed in this study to examine the supply-side implications of corporate social responsibility (CSR) and to estimate a structural principal-agent model. The findings indicate that when a company promotes its work as socially-oriented, it elicits the interest of employees who exhibit enhanced productivity, deliver superior quality work, and possess leisure time that is highly esteemed. Corporate Social Responsibility (CSR) initiatives have been found to significantly augment the pool of employment applicants, with a notable increase of 25 percent. This effect is equal to the impact of a substantial 36 percent rise in pay. Kasemsap (2017)

emphasizes the significance of including both corporate social responsibility (CSR) and pay offers in the recruitment and motivation of employees, as they exhibit a mutually beneficial relationship with notable economic implications.

The hypothesis posits that the implementation of green innovation techniques at the organizational level has the potential to mitigate the adverse environmental effects associated with the industry. The impact of corporate social responsibility and gender diversity on corporate funding and their interplay is significant. Corporate social responsibility (CSR) plays a crucial role in facilitating company financing and mitigating the relationship between green innovative tactics and corporate finance. The presence of gender diversity within corporate settings has been found to have a positive impact on corporate financing. Additionally, it has been observed that gender diversity has a moderating role that is advantageous for both green innovative strategies and corporate finance (Javeed & Latief, 2022).

CSR is a company's responsibility to society to boost sales and improve the company's reputation. The development of CSR has been subject to multiple ideas, including instrumental theory, political theory, integration theory, and ethical theory. CSR initiatives are various actions that companies can take to support or address social concerns. The instrumental theory emphasizes the achievement of financial goals through social action, the political theory emphasizes the responsible use of economic power in politics, and the integration theory emphasizes management, public and other stakeholders, accountability, and social Emphasizing performance, ethical theory considers moral standards to stand squarely. Universal rights and long-term sustainability of society (Lu et al 2020).

The idea of corporate social responsibility (CSR) has been around for a long time, but there are no formal legal requirements for it. Early definitions of corporate social responsibility focused on the results of philanthropic activities. The model developed by CSR established CSR as a component of his CSP by developing two dimensions and describing the institutional social activity as behavior that goes beyond legal obligations and financial outcomes. CSR was thought to have really taken off in the 1970s when he realized that if companies wanted to differentiate themselves in the market, they needed to incorporate it into their plans (Kong, & Bawuah, 2020).

Corporate Social Responsibility (CSR) theory has emerged to understand and guide corporate social engagement and sustainable practices. These theories provide a framework for integrating social and environmental considerations into business strategy and operations.

1.Instrumental Theory: The theory that CSR activities are carried out to achieve long-term financial goals. Companies engage in social activities to maximize shareholder value and gain competitive advantage. Cause-based marketing is often used as a marketing tool in this approach

2.Political theory: Political theory focuses on the responsible use of economic power in the political sphere. Recognizing the social power of business and emphasizing the company's overall responsibility to society. This theory encourages companies to actively participate in the political process and advocate for policies that promote the well-being of society.

3. Integrated theory: Integrated theory considers management, public and stakeholder issues, the social performance of firms, and how firms respond to social, political, and public concerns. These theories emphasize the importance of aligning business goals with societal expectations and considering the interests of various stakeholders.

4. Ethical Theory: Ethical theory emphasizes the importance of adhering to principled practices in conducting business. We focus on human rights, environmental sustainability and workers' rights. Companies that adopt this theory focus on the common good of society and strive to maintain ethical standards in all aspects of their business operations.

CSR efforts include a wide range of activities aimed at supporting social significance and solving social problems. These efforts include community development, safety, health, education, environmental protection, human rights protection and economic development. Companies can contribute through financial support, such as cash grants and sponsorships, and non-financial support, such as employee volunteerism and awareness campaigns. It is important for companies to view CSR as more than just a legal or social obligation. Embracing CSR as a responsibility and an opportunity to make a positive impact on society can enhance a company's brand reputation, foster consumer loyalty and contribute to long-term business success. By

embedding CSR into their strategies and business processes, companies demonstrate their commitment to social and environmental sustainability, thereby benefiting both society and their own bottom line (Lu, & Streimikis, 2020). CSR is the concept of a company actively managing its overall social, economic and environmental impact and working to ensure that impact is positive. It is often defined contextually and based on the relationship between CSR efforts and corporate performance. From a strategic management perspective, CSR is viewed as a strategic tool to gain competitive advantage. From a stakeholder theory perspective, CSR goes beyond legal requirements and voluntarily describes a company's responsibility to its stakeholders, society and the environment in order to meet stakeholder expectations. In today's dynamic world, maintaining good relationships between a company and its various stakeholders has become a strategic requirement for corporate sustainability. CSR covers key stakeholder groups including employees (CSR_EMP), customers (CSR_CUS), community (CSR_COM) and environment (CSR_ENV). (Le, 2022).

Consumer Social Responsibility (CSR) theory is a concept that centers on the role of individual consumers in contributing to social and environmental causes through their purchasing decisions and consumption behaviors (Lee, & Cho, 2019). This theory posits that consumers bear a responsibility to consider the social and ethical implications of their choices and actively support businesses and products that align with their values, thus promoting positive social and environmental impacts (Tao, & Zhao, 2023). The key principles of Consumer Social Responsibility theory encompass the following:

Social and Environmental Impact: Consumer Social Responsibility theory recognizes the substantial influence consumer choices and behaviors wield on society and the environment. By making mindful and responsible decisions, consumers can play a significant role in effecting positive change (Peterson et al, 2021). Value Alignment: The theory emphasizes the importance of aligning personal values with purchasing decisions. Consumers are encouraged to support companies that demonstrate social responsibility and sustainability practices, thereby reinforcing their commitment to those values (Nekmahmud, & Fekete-Farkas, 2020). Collective Impact: Consumer Social Responsibility theory acknowledges the collective power of consumers. When a substantial number of consumers make socially responsible choices, it can influence companies to adopt more sustainable practices and drive positive societal change (Kitzmueller, & Shimshack, 2012).

Consumer Advocacy: The theory highlights the role of consumers as advocates for social and environmental causes. Engaged consumers can leverage their voices and influence to encourage businesses and policymakers to prioritize social responsibility. Information and Awareness: Consumer Social Responsibility theory underscores the significance of access to transparent and reliable information about a company's social and environmental practices. Informed decision-making enables consumers to make choices that align with their values (Tolmie, & Zhao, 2020). Long-Term Perspective: The theory promotes the idea of considering the long-term impacts of consumer choices beyond immediate needs. Sustainable consumption involves contemplating the consequences of actions on future generations (Keller, & Wilska, 2016)

Consumer Social Responsibility theory shares close ties with Corporate Social Responsibility (CSR), where businesses assume responsibility for their impact on society and the environment. Together, consumers and businesses can drive positive change and work towards creating a more sustainable and socially just world (Le, & Tran, 2021). The significance of Consumer Social Responsibility theory lies in its recognition of the influence individual consumers possess in shaping the business (landscape Latapí Agudelo, & Davídsdóttir, 2019).

By encouraging responsible consumer behavior and supporting socially responsible companies, the theory advocates for a more sustainable and socially conscious economy (Castelo Branco, & Lima Rodriques, 2007). As consumers become more aware of their role in contributing to societal and environmental well-being, they can become agents of positive change, fostering a more sustainable future for all (Alam, 2022).
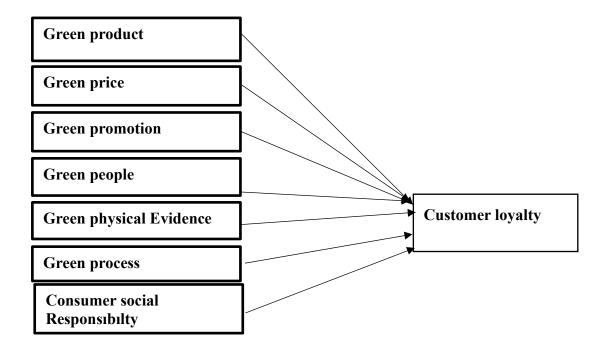
2.5.3. Customer loyalty theory:

Here are some of the retention theories that emerged from our search results: Top-down and bottom-up theories of well-being: A study found that both a person's mood and spa experience have a positive impact on subjective well-being, which in turn has a positive impact on customer retention (Huang, & Gao, 2019).

Complaints handling theory: A study shows that the effectiveness of complaints handling in promoting customer loyalty depends on economic, industry, customer

company, product/service, and customer segment factors that determine how companies use complaints management. It turns out that the incentives to compete in can change. These theories suggest that customer loyalty can be influenced by various factors such as customer experience, employee behavior, brand equity, customer relationship management, and complaint handling (Morgeson et al, 2020).

Trait Activation and the Interactionist Perspective Theory: A study found that risk-taking by front-line employees had an indirect positive impact on customer retention through innovative behavior. This impact is even more pronounced when hotels are decentralized (Al-Hawari, & Mohd. Shamsudin, 2021). Consumer-based Brand Equity Theory: Research has found that consumer-based brand equity, product quality, and price all have a significant positive impact on customer loyalty in the refrigerator electronics industry (Suwarno, 2021). Theory of Sustainable Customer Relationship Management (susCRM): Studies show that sustainable customer relationship management can regenerate customer needs, wants and requirements and connect individual customers to restaurants (Hasan, 2021).

2.6. Conceptual Framework

2.7. Summary

Green marketing encompasses a wide range of environmentally friendly practices and strategies. Green marketing is growing in popularity as more and more people become interested in environmental issues. This study began with a brief introductory section, followed by a description of the variables. These variables include the green marketing mix, including green products, green pricing, green headquarters, green advertising, green people, green physical evidence, green processes, and consumer social responsibility. We talked about the relationship between variables as well as theories. And the conceptual framework of the study. Finally, a comprehensive study summary was provided, containing the main conclusions and findings of our investigation.

3. RESEARCH METHODOLOGY

3.1. Introduction

Chapter 3 of the study delves into the research methodology employed to investigate the complex interplay between green marketing strategies, consumer social responsibility, and their impact on customer loyalty in the restaurant sector. This chapter outlines the methodological framework, detailing the approach taken for data collection, the rationale for selecting Karabuk Town as the study area, and the criteria for choosing participating restaurants. It explains the use of quantitative methods, including surveys to gather comprehensive insights from consumers and restaurant owners/managers. The chapter also addresses the sampling techniques, survey design, and the statistical tools used for data analysis. This methodology is designed to ensure a robust and objective examination of how green marketing and consumer social responsibility influence customer loyalty, providing a balanced perspective that combines empirical data with subjective consumer experiences and perceptions.

3.2. Research Design

This quantitative phase will consist of a survey of a representative sample of restaurant customers in the city of Karabük(AL-JANABI 2022). Participants are invited to submit their observations, opinions and preferences regarding eco-friendly marketing practices, their sense of social responsibility and their behavioral loyalty to the restaurants they visit (Ballester, Ruiz-Mafé et al. 2023). The data collected in the surveys are then subjected to a rigorous statistical analysis (Wang and Watanabe 2019). Descriptive statistics will provide insight into respondents' opinions and correlation analysis will reveal possible relationships between variables (Kren 1992). Multiple regression evaluation will permit us to dig deeper and check how changesin green marketing efforts and consumer social responsibility help predict customer retention outcomes. By implementing this quantitative approach within our methodological research project, we aim to uncover significant patterns and trends that will contribute to a comprehensive understanding of the complex dynamics between the green marketing mix, consumer social responsibility and customer loyalty in the restaurant

context of the Karabük city region (Sharma 2021). This research is descriptive (Stangor & Walinga 2019).

3.3. Population and Sample Size

Population and Sample: Investigating the Effects of Green Marketing Mix and Consumer Social Responsibility on Customer Loyalty in Restaurants in Karabuk City inhabitants: The population studied in this study includes restaurants and their customers in the dynamic and diverse environment of the city of Karabuk (Kalfaoğlu 2023). The restaurants at this location collectively represent a microcosm of the larger restaurant industry, spanning a range of culinary offerings, service styles, and customer demographics (Marneros, Papageorgiou et al. 2020) . Sample : Given the challenges associated with the total population survey, a carefully selected sample is drawn from students in the city of Karabuk. The sample represents a subset of the larger population, allowing us to extrapolate the results to a larger context. Example of Restaurant : In order to record the diversity of gastronomy, a deliberate sampling technique is used(Cubbon 2022). It is about the conscious selection of a diverse gastronomic offer based on factors such as type of cuisine, size and reputation. This sample serves as a representative sample of catering facilities in the city of Karabuk. Sample size: Sample size determination is based on statistics to ensure adequate analytical performance and meaningful information (Holden 1994). The privacy and confidentiality of participants will be protected, and all data collected will be treated anonymously and used for research purposes only (Schmidlin, Clough-Gorr et al. 2015). The selected sample size and ethical considerations underscore our commitment to generating meaningful insights into the interplay between green marketing mix, consumer social responsibility and customer loyalty in this dynamic environment (Yusof, Manan et al. 2015). The number of students in 2021 was47,659 students,and in2022 46,541 students,and in 2023 47.440(Karabük Üniversitesi 2023 Yılı Performans Programı).

3.4. Sample Size Determination

Determining Sample Size: Investigating the Impact of Green Marketing Mix and CSR on Customer Loyalty in Restaurants in KarabukCity, Choosing the right sample

size is a key aspect of ensuring the statistical power and reliability of any research study (Jiang and Zhang 2016). In this study on the interaction between green marketing mix and CSR in customer retention in restaurants of the city of Karabuk, a conservative approach based on the sample size is required. Sampling considerations: The sample size determination for this study is based on a combination of statistical principles and practical limitations (Alhamad, Akyürek et al. 2023). (Charan and Biswas 2013).

Table 1: Sample Size Calculation

N	S	N	S	N	S
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

*Source: "Research Methods for Business A skill-building approach" by Bougie and Sekaran, (2019)

Salkind proposed augmenting the sample size by around 40 to 50 percent. The present study employed a sample size of 384, which was augmented by an additional 50 percent as suggested by Salkind and adopted in Bartlett's work (2001). Consequently, the overall number of participants in this specific research amounted to 576. Where x is some unknown percentage increase above the first 50%, and 384 is the actual size of the sample.

$$Y = 50/(100)\times381$$

$$Y = 50/100 \times 381 . Y = 0.5\times381$$

$$Y = 190$$

190 is equivalent to fifty percent of the entire sample size of 381, which is represented by its value in the equation. As a result, the number of clients used to determine the size of the sample for this study came to (571 = 381 + 190). As a result, using the probability sampling method and Google Docs, a total of 571 questionnaires will be distributed.

3.5. Sample Techniques

Investigating the Effects of Green Marketing Mix and Consumer Social Responsibility on Customer Loyalty in Restaurants in Karabuk City Choosing the right sample is a crucial step in research to ensure that the results are representative and generalizable(Alhamad, Akyürek et al. 2023). In this study examining the interaction between green marketing mix, consumer social responsibility and customer retention in restaurants in the city of Karabuk, exemplary techniques are carefully studied to ensure excellent results (Yeğin and Ikram 2022). Sampling strategy: Convenient Customer Sampling: Given the practical limitations of access to all restaurant customers, a convenient sample is used for customer selection   (Josiam, Malave et al. 2017). This includes involving people who are readily available and willing to participate during the data collection period (Etikan, Musa et al. 2016). While this technique can be biased, it allows for a practical and manageable approach to collecting customer information. Motivation of the sampling technique: Convenient Sampling: Given the dynamic nature of restaurant customers and the challenge of reaching the entire population, convenient sampling strikes a balance between practicality and representation (Kiukkonen, Blom et al. 2010). While not entirely random, it provides a handy way to collect a representative sample of customer views (Littell, Corcoran et al. 2008). Determining the sample size: Student sample size is determined through a rigorous process that takes into account statistical significance, variability, confidence levels, and practical feasibility (Moustafa 2000). Ethical considerations: Ethical principles are followed throughout the sampling process. All participants will receive informed consent and their privacy and confidentiality will be protected (Harriss, MacSween et al. 2019). Participants are free to choose whether to participate in the study, and their rights will be respected at all stages. Through careful use of a targeted sample of students (Leavy 2022). The aim of this study is to collect a representative sample that will enable a

comprehensive investigation of the complex relationship between green marketing mix, consumer social responsibility and customer loyalty in the fascinating culinary landscape of the city of Karabuk (Papadas, Avlonitis et al. 2019).

3.6.   Elements of Analysis

Unraveling the Influence of Green Marketing Mix and Consumer Social Responsibility on Customer Loyalty in Karabuk Town Restaurants The analysis phase of this study comprises a multifaceted exploration of the intricate relationships that underlie green marketing mix, consumer social responsibility, and customer loyalty within the context of Karabuk Town restaurants (Kalfaoğlu 2023). Descriptive Insights: Employing descriptive statistics, we will vividly depict the collected data (Gao and Tay 2023). Measures such as means, medians, and standard deviations will paint a vivid picture of participants' viewpoints, behaviors, and inclinations regarding green marketing endeavors, consumer social responsibility, and loyalty tendencies (PANTHI 2021). This study aspires to unearth valuable gems of insight, casting light upon the complex web of influences that shape customer loyalty vis-à-vis green marketing mix and consumer social responsibility within the captivating realm of Karabuk Town restaurants (Ali, Danni et al. 2021).

3.7.   Data Collection Metho

The data collection phase of our study includes a well-defined methodology in the context of restaurants in the city of Karabuk   . The main data used in the statistical analysis SPSS of this study were obtained from a questionnaire distributed to students of Karabuk University (ALTUNDAĞ and PAYAS 2022). It includes areas in Karabuk. The researcher used The number of students in 2023was 47,440 (Karabük Üniversitesi 2023 Yılı Performans Programı).

The study used quantitative research to highlight the study results and to help understand the study results (O'Brien, Harris et al. 2014). The researcher decided to use Google Forms to collect questionnaires to get information quickly and accurately, saving and managing time (AlHamad, Alshurideh et al. 2022). In addition, it can provide a

search for an additional explanation of the required items. To be demonstrated by the respondents and also has the ability to persuade the respondents to participate in survey and submit their honest thoughts (Pearson 2010).

3.8.   Measurement of Instruments

The survey questionnaire will be utilized to ascertain the identity of the respondents and primarily gather data pertaining to the key research subjects under investigation in this study. According to Arundel and Smith (2013), the major data source is identified. Various sources such as scholarly journals, reputable magazines, established newspapers, and credible online platforms. The collection of sources and information was undertaken. The utilization of descriptive analysis The main purpose of utilizing this approach is to gain insights into various phenomena and highlight areas where further research is needed. By doing so, researchers are able to construct a comprehensive literature review and enhance the theoretical foundations of their studies (Stol, Ralph et al., 2016). The researcher employed many methodologies to gather data for analysis. The topic being investigated in order to arrive at a definitive result is referred to as data tools (Sutton and Austin, 2015). The questionnaire serves as a data collection instrument in the present study (Jain, 2021). The selected questionnaire for data collection in this study is recognized as the most practical and user-friendly instrument. It is designed with a strictly structured format. The researcher devised a questionnaire in which the respondents are required to provide answers to a set of questions. The present inquiry comprises a set of five questions, as proposed by Dörnyei and Dewaele in their recent publication (2022). The measurement instrument employs a 5-point Likert scale. In light of previous scholarly investigations pertaining to this particular domain, the measurement methodology The current study activity incorporates the utilization and adaptation of the aforementioned (Stupnisky, Larivière et al. 2023). According to Sharma (2021),The quintile scale to be utilized in the study is presented in Table 2 below. Kim and Lee (2022) demonstrate the utilization of the Likert scale, which consists of five response options.

Table 2: The Five Likert

1	2	3	4	5
Strongly Disagree	Disagree	Neither agree / nor disagree	Agree	Strongly Agree

3.8.1. Green Product

Table 3: Green product items

Ser.	Items
1	I would like to go to the restaurant with eco-friendly ingredients.
2	I would like to go to the restaurant with eco-friendlily products on the menu.
3	I would like to go to the restaurant with sustainable space design.
4	I would like to go to the restaurant with use eco-friendly ways of cooking (e.g., steaming, and boiled)

3.8.2. Green Price

Table 4: Green price items

Ser.	Items
1	I would like to go to the restaurant who show environmental protection costs on the menu.
2	It will be more attractive to me if the restaurant shows environmental protection cost on the price.
3	The restaurant should implement environmental protection to save costs of attracting guests.

3.8.3. Green Place

Table 5: Green place items

Ser.	Items
1	I prefer the restaurant that encourages suppliers to be socially responsible.
2	I prefer to go to the restaurant that has adopted a socially responsible policy.
3	I prefer to go to the restaurant that purchases environmentally friendly materials.

3.8.4. Green Promotion

Table 6: Green promotion items

Ser.	Items
1	I prefer to go to the restaurant who show us environmental promise in their advertising, sponsorship and promotion
2	I would like to go to the restaurant that show customers how are engage in environmental protection.
3	A restaurant that uses environmental sustainability as a theme in its marketing activities will attract me.

3.8.5. Green People

Table 7: Green people items

Ser.	Items
1	I go to this restaurant because the staffs have nice and neat appearance.
2	I go to this restaurant because the staffs greet and acknowledge me promptly
3	I go to this restaurant because of the speed of the service provided by the staffs.
4	I go to this restaurant because the staff provide clear explanation of their green Foods.

3.8.6. Green Physical Evidence

Table 8: Green physical Evidence items

Ser.	Items
1	I go to this green restaurant because the place is well decorated.
2	I go to this green restaurant because they have waiting zone .
3	The in -store environment convinces the decision to buy green restaurant the Foods.

3.8.7. Green Process

Table 9: Green process items

Ser.	Items
1	I go to this green restaurant because the opening and closing time suit my lifestyle.
2	I go to this green restaurant because the service offering process meets the environmental protection.
3	I go to this green restaurant because the service is always on time.
4	I go to this green restaurant because I do not have to wait for a long time.
5	I like to search for the new and different
6	I would acquire a great deal of information about the green Foods.
7	Before buying the Food, I would obtain substantial information about the different makes and models of green Foods.

3.8.8. Consumer Social Responsibilty

Table 10: Consumer social Responsibilty items

Ser.	Items
1	It is important to share social responsibility with the corporate houses
2	I have a responsibility to maintain environmental health
3	Consider my responsibility to make a difference on environmental issues like waste management, electricity consumption etc.
4	I always give feedback to concerned authorities about their responsibilities towards society
5	Consider my responsibility to improve the weaker section of the society
6	I consider environmental issues in day-to-day consumption practices
7	I focus on ethical and moral practices exercised by companies
8	I support weaker section of the society by doing charities and donations from time to time
9	Prefer those companies' brands which fulfill legal responsibilities

3.8.9. Customer Loyalty

Table 11: Customer loyalty items

No.	Items
1	Customer loyalty Over the past year, my loyalty to green food has grown stronger.
2	I have been a consumer of green food for sometimes the green products represent with high quality that I would like to repurchase green products.
3	I recommend green food to my friends/family green product environmental functions provide very good value.
4	I pay attention to my friends/family opinion concerning green food.
5	I am willing to pay a premium price for a green food.

3.9. The Technique of Data Analysis

There are some things like reliability testing, correlation analysis, etc. in the SPSS 26 version.0 eligible to write an answer in this study (Slot, Raghoebar et al. 2022).

3.9.1. Reliability Analysis

The reliability analysis is a critical step to ensure the consistency and reliability of the data collected in our study (Daniel, B. K. 2019) . As part of our study on the relationship between green marketing mix, consumer social responsibility and customer loyalty, we analyze the reliability of the survey tools used to collect quantitative data(Sanclemente-Téllez, J. C. 2017). The calculated Cronbach alpha values are interpreted to determine the overall reliability of the test tool. In general, a Cronbach's alpha . Test repeatability directly assesses the consistency of test results across all test executions. Reliability analysis is essential in product design and development as it helps ensure products and systems perform as intended without failure (Kallepalli, C., & Tian, J. 2001).

A reliability coefficient of 0.70 or more is suggested (Lehman et al., 2005; Wells and Wollack, 2003). Based on a study by (Bougie &; Sekaran, 2019), the reliability of the analysis was rated less than 0.60 is bad while 0.80 is good. Table 13 summarizes the reliability coefficient of the elements obtained.

Table 12: Summary of Reliability Coefficient

Remarks	Reliability coefficient
Poor	Less than (0.60)
Acceptable	(0.70)
Good	(0.80)
Excellence	(0.90) and more

*Sources: (Bougie & Sekaran, 2019)

3.9.2. Descriptive Statistics

Descriptive statistics play an important role in summarizing and presenting the main characteristics of the data we collect (Feitosa, D., Ampatzoglou, A., Avgeriou, P., Chatzigeorgiou, A., & Nakagawa, E. Y. 2019). In our study examining the links between green marketing mix, consumer social responsibility and customer loyalty in restaurants in the city of Karabuk, descriptive statistics will help us to gain a first understanding of the participants' perspectives, behaviors and preferences (Bee, S. H., Chee, H. E., Lean, K. X., Liew, L. L., & Tan, K. K. 2020) . Types of descriptive statistics: Central Tendency Measures: We calculate the mean, median, and response pattern for various survey questions. These measures shed light on the typical or core values ??of participants' perceptions and attitudes (Chakrabarty, D. 2021). Measures of Dispersion: The standard deviation and variance are calculated to measure the spread or variability of the response around the central values (Durham, T. A., Koch, G. G., & LaVange, L. M. 2012). This information helps us understand the level of agreement or diversity in participants' opinions. Advantages of descriptive statistics: Data summarization: Descriptive statistics provide concise summaries of complex data, making it easier to interpret and communicate results. Preliminary Findings: These statistics provide a first understanding of the patterns and trends in the data. Comparison: Descriptive statistics allow you to compare different aspects of green marketing, consumer social responsibility and customer retention (Dunne, C., Shneiderman, B., Gove, R., Klavans, J., & Dorr, B. 2012). The aim of our study is to use descriptive statistics to provide first outlines of the relationship between green marketing mix, consumer social responsibility and customer loyalty in the intriguing restaurant tapestry of the city of Karabuk, and to pave the way for further analytical research. Since the Likert scale was used to evaluate

the results of the measurement products of the variables, the interpretation of the mean result(Martín, G. A. R. 2022). can be divided into the following levels:

High, Medium, and Low ratings, including ratings between 5.00 and 7.00high, averages between 3.00 and 4.99 are considered medium to average points between 1 and 2.99 is considered low (Oliveira, M., Ferreira, J., Xavier, A., Sousa, J., Meireles, G., Tzmrielak, D., Tomperi, S., Salmi, P., Torkkeli, M., & Tolsma, A., 2012).

Table 13: Summary of Descriptive Analysis

interpretation	Mean score
Low	1.00 – 1.99
Moderate	2.00 – 3.49
High	3.50 – 5.00

*Source: (Oliveira et al., 2012)

3.9.3. Correlation Analysis

Correlation analysis is an important statistical technique that allows us to examine the strength and direction of relationships between the variables in our study (Giavarina, D. 2015). As we delve into the complex connections between green marketing mix, consumer social responsibility and customer loyalty in Karakul city's restaurants, correlation analysis represents a powerful tool for uncovering potential connections (Ollier-Malaterre, A. 2023) . Key elements of correlation analysis: Pearson's Correlation Coefficient: This statistical measure quantifies the degree and direction of linear relationships between two continuous variables (Schober, P., Boer, C., & Schwarte, L. A. 2018). The coefficient ranges from -1 to +1, where -1 means perfect negative correlation, +1 means perfect positive correlation, and 0 means no linear correlation. Interpretation of the correlation coefficients: We will interpret the coefficients to assess whether there is a strong positive, weak positive, strong negative, or weak negative correlation between the variables. Positive correlations indicate that when one variable increases, the other tends to increase as well, while negative correlations indicate that when one variable increases, the other tends to decrease (Taylor, R. 1990). Advantages of correlation analysis: Identify Patterns: Correlation

analysis uncovers patterns and trends in data, uncovering potential associations that may not be immediately apparent. Hypothesis Test: The results of correlation analysis can be used to test hypotheses about the relationships between variables. Directional Insight: Correlation coefficients indicate not only the existence of a relationship, but also its direction (positive or negative) (Seeram, E. 2019).

3.10. Summary

The methodology of the study was carefully prepared to find out the interaction between the green marketing mix, consumer social responsibility, and brand loyalty for restaurants in the city of Karabük. We used a quantitative method; the researcher chose the participants from the students in Karabük, Turkey. Data were collected through a questionnaire, and the data were analyzed using the SPSS program.

4. RESULTS AND FINDINGS

4.1. Introduction

The current chapter is organized into three sections. The first section focuses on the demographics of the respondents and their characteristics. The second section presents the psychometric properties of the measurement scales used in the study, specifically the Cronbach's Alpha Reliability Test. Lastly, the final section presents a comprehensive examination of the analysis conducted on the research hypotheses.

4.2. Response Rate and Demographic Profile

The inclusion of both response rate and demographic profile of the respondents is crucial for elucidating the consequences of the research findings. Hence, the subsequent section of this study focuses on the analysis and discussion of the response rate and respondent profiles, specifically pertaining to their demographic characteristics.

4.2.1. Response Rate

The present study examined Customer Loyalty of the Turky in Karabuk City. In this research, the students were selected to distribute the questionnaires to because among the education categories, this is one of the best options in terms of Customer Loyalty.

Following two months through email involving the distribution of (575) questionnaires in Karabuk City , (390) questionnaires were retrieved, while the remaining (185) were unreturned or incomplete.

Table 14: Summary of questionnaires distributed.

(Karabuk City)	Total	Present (%)
Distributed questionnaires	575	100
Usable questionnaires	390	67.8
Unreturned/incomplete questionnaires	185	32.2

4.2.2. Respondents Demographic Characteristics

The demographic profiles of the respondents including gender, age, Income, knowledge, Purchase, and consuming are presented in Table 15.

Table 15: Frequency and percentage of demographic information

		Frequency	Percent
Gender	Male	241	61.8
	Female	149	38.2
	Total	390	100.0
Age	18-30	140	35.9
	31-40	136	34.88
	41-50	92	23.58
	Above 50	22	5.64
	Total	390	100.0
Income (USD)	Less than 500	100	25.64
	501-1000	144	36.92
	1000-1500	35	9
	1501-2000	41	10.5
	20001-2500	28	7.18
	2501-2999	31	7.94
	Above 3000	11	2.82
	Total	390	100.0
My knowledge of Green Food are	Poor	34	8.71
	Satisfy	178	45.65
	Good	52	13.34
	Excellent	126	32.3
	Total	390	100.0
Purchase	Never	35	9
	Rarely	49	12.54
	Monthly	136	34.88
	Frequently	170	43.58
	Total	390	100.0
consuming	Organic food	105	26.92
	Power Saving machines	136	34.88
	Recycled Foods	53	13.59
	Others	96	24.61
	Total	390	100.0

Table 15 presents a comprehensive overview of the demographic characteristics and responses of 390 survey respondents in Karabuk City. The data is segmented into several key categories, offering insights into the composition of the sample and respondents' attitudes and behaviors related to sustainability and green practices. First, in terms of gender distribution, the table indicates that approximately 61.8% of the respondents are male, while 38.2% are female, highlighting a gender imbalance in the sample. Second, the age distribution of the respondents reveals that the majority falls within the 18-40 age range, with 35.9% in the 18-30 age group and 34.88% in the 31-40 age group. The 41-50 age group constitutes 23.58%, while those above 50 years make up 5.64% of the respondents. Income levels of the respondents vary, with the largest proportion (36.92%) reporting an income between 501-1000 USD, followed by 25.64% earning less than 500 USD. Additionally, 13.59% of respondents claim to earn 1501-2000 USD, while smaller percentages report higher income ranges. Respondents' knowledge of green food is distributed across categories, with the majority (45.65%) feeling satisfied with their knowledge. A significant portion (32.3%) considers their knowledge excellent, while 13.34% rate their knowledge as good, and 8.71% as poor. When it comes to purchasing and consuming habits, the majority (43.58%) of respondents claim to purchase sustainable products frequently, while 34.88% do so on a monthly basis. Rare purchasers constitute 12.54%, and 9% never make such purchases. Finally, The table also sheds light on respondents' consumption patterns of specific sustainable products. Notably, 26.92% of participants reported consuming organic food, highlighting a significant interest in environmentally friendly dietary choices. Furthermore, 34.88% use power-saving machines, indicating a widespread adoption of energy-efficient technologies. The consumption of recycled foods is reported by 13.59% of respondents, while 24.61% consume other sustainable products, showcasing a diverse range of sustainable consumption practices within the surveyed population.

In summary, Table 15 provides a comprehensive overview of the surveyed population's demographics and their engagement with sustainability-related behaviors and products. This information can be instrumental for policymakers, businesses, and researchers seeking to understand and cater to the preferences and characteristics of the residents of Karabuk City concerning sustainability and green practices.

4.3. Reliability Analysis

Sekaran (2019) states that the reliability test is employed to assess the consistency and stability of a variable, with the primary instrument for this evaluation being Cronbach's alpha. According to Sekaran (2019), a Cronbach's alpha coefficient approaching 1.00 indicates a higher level of data dependability. Conversely, a coefficient below 0.70 is considered poor, while a coefficient beyond 0.80 is considered good.

Table 16: The stability of the instrument Cronbach's alpha for the variables in Karabuk City

No.	Variables	No. of items	Cronbach's alpha
1	Green Product	4	0.794
2	Green Price	3	0.818
3	Green Place	3	0.883
4	Green Promotion	3	0.950
5	Green People	5	0.788
6	Green Physical Evidence	3	0.874
7	Green Process	7	0.947
8	CSR	9	0.833
9	Customer Loyalty	5	0.777

In Table 16, the reliability analysis of the variables from the data Karabuk city is presented. From the table, the Reliability Analysis results for various constructs reveal the internal consistency or reliability of measurement instruments used in the study. These results are essential for assessing the trustworthiness of survey items in capturing respondents' perceptions and attitudes. Notably, constructs such as "Green Promotion" exhibited an exceptionally high level of internal consistency with a Cronbach's alpha of 0.950, indicating strong reliability in assessing promotional efforts related to green products. Similarly, constructs like "Green Place" and "Green Process" also demonstrated high internal consistency with alpha values of 0.883 and 0.947, respectively. This suggests that these constructs consistently measure the accessibility of green products and perceptions of green processes within the organization. While constructs like "Green Product" and "CSR" displayed reasonably good internal consistency with alpha values of 0.794 and 0.833, respectively, indicating moderate reliability, "Customer Loyalty" exhibited a slightly lower alpha of 0.777. Overall, these

findings offer valuable insights into the quality of the survey instruments, aiding researchers in making informed decisions about the retention or modification of specific items for future research endeavors.

In summary, the results of the Reliability Analysis indicate varying levels of internal consistency (reliability) among the different constructs or domains being measured. High Cronbach's alpha values generally suggest strong internal consistency, while lower values still indicate reasonable reliability. Researchers can use these findings to assess the quality of their survey instruments and make informed decisions about which items to retain or revise in future research.

4.4. Factor Analysis

According to the provided table, which presents the results of the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test, the study reveals that the value of the Olkn scale is 0.935, indicating a higher value compared to the threshold of 0.5. This demonstrates the growing dependability of the factors obtained through factor analysis, as well as the ability to assess the appropriateness of the sample size. The obtained probability value (P-value) of the "Bartlett" test is 0.00, which is less than the significance level of 0.05. This indicates that the correlation matrix is not an identity matrix, implying the presence of interrelationships among variables. Consequently, a comprehensive analysis of the data can be conducted.

The following table "Kaizarr Mir UConn" measure to judge the adequacy of the sample and test "Bartlett" of the data.

Table 17: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.935
Bartlett's Test of Sphericity	Approx. Chi-Square	994.963
	Sig.	.000

4.5. Descriptive Finding

The descriptive analysis findings were utilized to create a summary of the respondents' impressions of variables in order to establish their validity and reliability.

In this study, a comprehensive examination was undertaken to analyze the various measurement constructs, namely Perceived Quality, Brand Trust, University Reputation, Learning Environment, Brand Social Image, Performance of the University Brand, and Brand Loyalty. those below 1.99 were categorized as low, whereas those beyond 3.50 were classified as high. According to Lopes (2012), values falling within the range of 2.00 to 3.49 were classified as moderate or neutral.

Table 18: Results for Green Product

Items	Minimum	Maximum	Mean	Std. Deviation
GP1	1.00	5.00	3.7641	1.17197
GP2	1.00	5.00	3.7923	1.14071
GP3	1.00	5.00	3.6103	1.19850
GP4	1.00	5.00	3.3974	1.11705

From Table 18, The table presents descriptive findings for four distinct sets of items, labeled GP1, GP2, GP3, and GP4, along with their corresponding mean scores and standard deviations. These statistics offer valuable insights into the responses of survey participants to these items, shedding light on the central tendencies and variability in their ratings. On average, respondents provided moderately positive ratings for the items within each set. GP2 received the highest mean rating, with an average score of approximately 3.79, closely followed by GP1, which had a mean rating of about 3.76. These mean scores indicate that respondents, on average, viewed GP1 and GP2 items favorably, although there was a subtle distinction in favor of GP2.

In contrast, GP3 and GP4 received slightly lower mean ratings, with GP3 having an average score of around 3.61 and GP4 with an average of approximately 3.40. While these sets still reflect a generally positive sentiment among respondents, the differences in mean scores suggest nuanced variations in how these items were perceived.

Furthermore, the standard deviations associated with each set of items provide insights into the extent of variability in respondents' ratings. GP2 exhibited the lowest standard deviation, indicating that respondents' ratings for these items clustered closely around the mean, signifying a higher level of agreement among participants. GP3

displayed the highest standard deviation, suggesting greater dispersion in respondents' ratings, which indicates more diverse opinions or perceptions within this set of items.

In summary, the descriptive findings from this table reveal that, on average, survey participants viewed the items within these sets with moderate positivity.

Table 19: Results for Green Price

Items	Minimum	Maximum	Mean	Std. Deviation
GPR1	1.00	5.00	3.2795	1.15455
GPR2	1.00	5.00	3.2205	1.09102
GPR3	1.00	5.00	3.3000	1.16051

Table 19 provides a comprehensive summary of the results related to Green Price, comprising three distinct items labeled GPR1, GPR2, and GPR3. These findings are instrumental in understanding the distribution and characteristics of responses within this specific domain.

The minimum and maximum values for each item indicate the range of responses from survey participants, highlighting the variability in their assessments. For instance, GPR1 ranges from a minimum score of 1.00 to a maximum score of 5.00, showcasing the diversity in participants' ratings. Similarly, GPR2 and GPR3 also exhibit a range from 1.00 to 5.00, emphasizing the spectrum of opinions expressed by respondents.

The mean scores for these items offer insight into the central tendency of participants' perceptions. On average, GPR1 received a mean rating of approximately 3.28, GPR2 had a mean of about 3.22, and GPR3 garnered a mean score of 3.30. These mean values indicate that, as a whole, respondents provided moderately positive ratings for these Green Price items. However, subtle variations in the mean scores suggest nuanced differences in how participants evaluated these items.

The standard deviations associated with each item inform us about the extent of variability or dispersion in respondents' ratings. For GPR1, the standard deviation is approximately 1.15, for GPR2, it is around 1.09, and for GPR3, it is approximately 1.16. These standard deviations illustrate the degree to which responses deviate from the respective mean scores. In this context, they indicate that while respondents generally

rated these items moderately positively, there was still some diversity in their individual assessments.

In summary, Table 19 presents a comprehensive overview of the findings related to Green Price, offering valuable insights into the distribution of responses, the central tendencies, and the degree of variability in participants' ratings for each item within this domain.

Table 20: Results for Green Place

Items	Minimum	Maximum	Mean	Std. Deviation
GPI1	1.00	5.00	2.8333	1.33199
GPI2	1.00	5.00	3.1282	1.35441
GPI3	1.00	5.00	3.3103	1.43895

Table 20 provides a detailed summary of the findings related to Green Place, consisting of three specific items labeled GPI1, GPI2, and GPI3. These results offer valuable insights into the distribution and characteristics of responses within this particular domain.

For each item, the table presents the minimum and maximum values, indicating the range of responses obtained from survey participants. In the case of Green Place, all three items (GPI1, GPI2, and GPI3) have a range from a minimum score of 1.00 to a maximum score of 5.00. This wide range demonstrates the diversity in participants' assessments and opinions, highlighting the variability in their perceptions of Green Place.

The mean scores for each item provide insight into the central tendency of participants' perceptions. On average, GPI1 received a mean rating of approximately 2.83, GPI2 had a mean of about 3.13, and GPI3 garnered a mean score of 3.31. These mean values suggest that, on average, respondents provided varying degrees of positive ratings for these Green Place items. However, there are notable differences in the mean scores among the three items, indicating distinct nuances in how participants evaluated them.

The standard deviations associated with each item help understand the extent of variability or dispersion in respondents' ratings. For GPI1, the standard deviation is approximately 1.33, for GPI2, it is around 1.35, and for GPI3, it is approximately 1.44. These standard deviations illustrate the degree to which responses deviate from the respective mean scores. In this context, they imply that while respondents generally provided positive ratings for these items, there was considerable diversity in their individual assessments.

In summary, Table 20 provides a comprehensive overview of the findings related to Green Place, offering valuable insights into the distribution of responses, the central tendencies, and the degree of variability in participants' ratings for each item within this domain.

Table 21: Results for Green Promotion

Items	Minimum	Maximum	Mean	Std. Deviation
GRPR1	1.00	5.00	3.2179	1.40187
GRPR2	1.00	5.00	3.3538	1.36911
GRPR3	1.00	5.00	3.3795	1.35843

Table 21 presents a comprehensive summary of the findings related to Green Promotion, encompassing three specific items labeled GRPR1, GRPR2, and GRPR3. These results provide valuable insights into the distribution and characteristics of survey participants' responses within this specific domain.

For each item, the table presents the minimum and maximum values, reflecting the range of responses collected from survey participants. In the context of Green Promotion, all three items (GRPR1, GRPR2, and GRPR3) have a range from a minimum score of 1.00 to a maximum score of 5.00. This wide range underscores the diversity in participants' assessments and opinions, highlighting the variability in their perceptions of Green Promotion efforts.

The mean scores for each item offer insight into the central tendency of participants' perceptions. On average, GRPR1 received a mean rating of approximately 3.22, GRPR2 had a mean of about 3.35, and GRPR3 garnered a mean score of 3.38.

These mean values suggest that, on average, respondents provided moderately positive ratings for these Green Promotion items. However, there are discernible differences in the mean scores among the three items, indicating subtle distinctions in how participants evaluated them.

The standard deviations associated with each item help gauge the extent of variability or dispersion in respondents' ratings. For GRPR1, the standard deviation is approximately 1.40, for GRPR2, it is around 1.37, and for GRPR3, it is approximately 1.36. These standard deviations depict the degree to which responses deviate from the respective mean scores. In this context, they suggest that while respondents generally provided positive ratings for these items, there was notable diversity in their individual assessments.

In summary, Table 21 provides a comprehensive overview of the findings related to Green Promotion, offering valuable insights into the distribution of responses, the central tendencies, and the degree of variability in participants' ratings for each item within this domain.

Table 22: Results for Green People

Items	Minimum	Maximum	Mean	Std. Deviation
GPE1	1.00	5.00	3.1692	1.06695
GPE2	1.00	5.00	3.2769	1.07087
GPE3	1.00	5.00	3.1974	1.02889
GPE4	1.00	5.00	3.3462	1.01944
GPE5	1.00	5.00	3.3026	1.09486

Table 22 provides a comprehensive summary of the findings related to Green People, comprising five specific items labeled GPE1, GPE2, GPE3, GPE4, and GPE5. These results offer valuable insights into the distribution and characteristics of survey participants' responses within this specific domain.

For each item, the table presents the minimum and maximum values, indicating the range of responses collected from survey participants. In the context of Green People, all five items have a range from a minimum score of 1.00 to a maximum score of 5.00. This wide range underscores the diversity in participants' assessments and

opinions, highlighting the variability in their perceptions of the role of people (e.g., employees or stakeholders) in green initiatives.

The mean scores for each item offer insight into the central tendency of participants' perceptions. On average, GPE1 received a mean rating of approximately 3.17, GPE2 had a mean of about 3.28, GPE3 garnered a mean score of 3.20, GPE4 received a mean of approximately 3.35, and GPE5 had a mean score of about 3.30. These mean values suggest that, on average, respondents provided moderately positive ratings for these Green People items. However, there are discernible differences in the mean scores among the five items, indicating subtle distinctions in how participants evaluated them.

The standard deviations associated with each item help gauge the extent of variability or dispersion in respondents' ratings. For the Green People items, the standard deviations range from approximately 1.02 to 1.09. These standard deviations depict the degree to which responses deviate from the respective mean scores. In this context, they suggest that while respondents generally provided positive ratings for these items, there was notable diversity in their individual assessments.

In summary, Table 22 provides a comprehensive overview of the findings related to Green People, offering valuable insights into the distribution of responses, the central tendencies, and the degree of variability in participants' ratings for each item within this domain. These results enable researchers to gain a deeper understanding of how respondents perceive and evaluate the role of people in green initiatives and inform further analyses and research endeavors in the field of green marketing and sustainability.

Table 23: Results for Green Physical Evidence

Items	Minimum	Maximum	Mean	Std. Deviation
GPEV1	1.00	5.00	3.4077	1.46087
GPEV2	1.00	5.00	3.2692	1.37619
GPEV3	1.00	5.00	3.3077	1.41155

Table 23 provides a comprehensive summary of the findings related to Green Physical Evidence, encompassing three specific items labeled GPEV1, GPEV2, and GPEV3. These results offer valuable insights into the distribution and characteristics of survey participants' responses within this specific domain.

For each item, the table presents the minimum and maximum values, indicating the range of responses collected from survey participants. In the context of Green Physical Evidence, all three items have a range from a minimum score of 1.00 to a maximum score of 5.00. This wide range underscores the diversity in participants' assessments and opinions, highlighting the variability in their perceptions of the physical evidence associated with green initiatives.

The mean scores for each item offer insight into the central tendency of participants' perceptions. On average, GPEV1 received a mean rating of approximately 3.41, GPEV2 had a mean of about 3.27, and GPEV3 garnered a mean score of 3.31. These mean values suggest that, on average, respondents provided moderately positive ratings for these Green Physical Evidence items. However, there are discernible differences in the mean scores among the three items, indicating subtle distinctions in how participants evaluated them.

The standard deviations associated with each item help gauge the extent of variability or dispersion in respondents' ratings. For the Green Physical Evidence items, the standard deviations range from approximately 1.37 to 1.46. These standard deviations depict the degree to which responses deviate from the respective mean scores. In this context, they suggest that while respondents generally provided positive ratings for these items, there was notable diversity in their individual assessments.

In summary, Table 23 provides a comprehensive overview of the findings related to Green Physical Evidence, offering valuable insights into the distribution of responses, the central tendencies, and the degree of variability in participants' ratings for each item within this domain. These results enable researchers to gain a deeper understanding of how respondents perceive and evaluate the physical evidence associated with green initiatives and inform further analyses and research endeavors in the field of green marketing and sustainability.

Table 24: Results for Green Process

Items	Minimum	Maximum	Mean	Std. Deviation
GPO1	1.00	5.00	3.4179	1.39856
GPO2	1.00	5.00	3.4846	1.40638
GPO3	1.00	5.00	3.4590	1.41680
GPO4	1.00	5.00	3.1462	1.32861
GPO5	1.00	5.00	3.4641	1.35385
GPO6	1.00	5.00	3.1462	1.34973
GPO7	1.00	5.00	3.2179	1.40003

Table 24 provides a comprehensive summary of the findings related to Green Process, including seven specific items labeled GPO1, GPO2, GPO3, GPO4, GPO5, GPO6, and GPO7. These results offer valuable insights into the distribution and characteristics of survey participants' responses within this specific domain.

For each item, the table presents the minimum and maximum values, indicating the range of responses collected from survey participants. In the context of Green Process, all seven items have a range from a minimum score of 1.00 to a maximum score of 5.00. This wide range underscores the diversity in participants' assessments and opinions, highlighting the variability in their perceptions of the processes related to green initiatives.

The mean scores for each item offer insight into the central tendency of participants' perceptions. On average, GPO1 received a mean rating of approximately 3.42, GPO2 had a mean of about 3.48, GPO3 garnered a mean score of 3.46, GPO4 received a mean of approximately 3.15, GPO5 had a mean score of about 3.46, GPO6 had a mean of approximately 3.15, and GPO7 received a mean rating of approximately 3.22. These mean values suggest that, on average, respondents provided moderately positive ratings for these Green Process items. However, there are discernible differences in the mean scores among the seven items, indicating nuanced distinctions in how participants evaluated them.

The standard deviations associated with each item help gauge the extent of variability or dispersion in respondents' ratings. For the Green Process items, the standard deviations range from approximately 1.33 to 1.42. These standard deviations depict the degree to which responses deviate from the respective mean scores. In this

context, they suggest that while respondents generally provided positive ratings for these items, there was notable diversity in their individual assessments, with some items exhibiting higher variability than others.

In summary, Table 24 provides a comprehensive overview of the findings related to Green Process, offering valuable insights into the distribution of responses, the central tendencies, and the degree of variability in participants' ratings for each item within this domain. These results enable researchers to gain a deeper understanding of how respondents perceive and evaluate the processes associated with green initiatives and inform further analyses and research endeavors in the field of green marketing and sustainability.

Table 25: Results for CSR

Items	Minimum	Maximum	Mean	Std. Deviation
CSR1	1.00	5.00	3.1641	1.12405
CSR2	1.00	5.00	3.2769	1.04413
CSR3	1.00	5.00	3.2103	1.17028
CSR4	1.00	5.00	3.1487	1.08906
CSR5	1.00	5.00	3.2538	1.11529
CSR6	1.00	5.00	3.1000	1.11901
CSR7	1.00	5.00	3.3154	1.03189
CSR8	1.00	5.00	3.2949	1.13043
CSR9	1.00	5.00	3.0359	1.11487

Table 25 provides a comprehensive summary of the findings related to Corporate Social Responsibility (CSR), encompassing nine specific items labeled CSR1 through CSR9. These results offer valuable insights into the distribution and characteristics of survey participants' responses within the domain of CSR.

For each item, the table presents the minimum and maximum values, indicating the range of responses collected from survey participants. In the context of CSR, all nine items have a range from a minimum score of 1.00 to a maximum score of 5.00. This wide range underscores the diversity in participants' assessments and opinions, highlighting the variability in their perceptions of a company's CSR practices.

The mean scores for each item offer insight into the central tendency of participants' perceptions. On average, CSR1 received a mean rating of approximately 3.16, CSR2 had a mean of about 3.28, CSR3 garnered a mean score of 3.21, CSR4 received a mean of approximately 3.15, CSR5 had a mean score of about 3.25, CSR6 had a mean of approximately 3.10, CSR7 received a mean rating of approximately 3.32, CSR8 had a mean of about 3.29, and CSR9 had a mean score of approximately 3.04. These mean values suggest that, on average, respondents provided moderately positive ratings for these CSR items. However, there are discernible differences in the mean scores among the nine items, indicating nuanced distinctions in how participants evaluated them.

The standard deviations associated with each item help gauge the extent of variability or dispersion in respondents' ratings. For the CSR items, the standard deviations range from approximately 1.03 to 1.17. These standard deviations depict the degree to which responses deviate from the respective mean scores. In this context, they suggest that while respondents generally provided positive ratings for these items, there was notable diversity in their individual assessments, with some items exhibiting higher variability than others.

In summary, Table 25 provides a comprehensive overview of the findings related to CSR, offering valuable insights into the distribution of responses, the central tendencies, and the degree of variability in participants' ratings for each item within this domain.

Table 26: Results for Customer Loyalty

Items	Minimum	Maximum	Mean	Std. Deviation
CL1	1.00	5.00	3.0205	1.15378
CL2	1.00	5.00	3.1282	1.05332
CL3	1.00	5.00	3.3179	1.10220
CL4	1.00	5.00	3.2872	1.02643
CL5	1.00	5.00	3.1513	.98846

Table 26 provides a comprehensive summary of the findings related to Customer Loyalty, comprising five specific items labeled CL1 through CL5. These results offer

valuable insights into the distribution and characteristics of survey participants' responses within the domain of customer loyalty.

For each item, the table presents the minimum and maximum values, indicating the range of responses collected from survey participants. In the context of Customer Loyalty, all five items have a range from a minimum score of 1.00 to a maximum score of 5.00. This range underscores the diversity in participants' assessments and opinions, highlighting the variability in their perceptions of customer loyalty toward a particular entity or brand.

The mean scores for each item offer insight into the central tendency of participants' perceptions. On average, CL1 received a mean rating of approximately 3.02, CL2 had a mean of about 3.13, CL3 garnered a mean score of 3.32, CL4 received a mean of approximately 3.29, and CL5 had a mean score of about 3.15. These mean values suggest that, on average, respondents provided moderately positive ratings for these Customer Loyalty items. However, there are discernible differences in the mean scores among the five items, indicating nuanced distinctions in how participants evaluated them.

The standard deviations associated with each item help gauge the extent of variability or dispersion in respondents' ratings. For the Customer Loyalty items, the standard deviations range from approximately 0.99 to 1.15. These standard deviations depict the degree to which responses deviate from the respective mean scores. In this context, they suggest that while respondents generally provided positive ratings for these items, there was notable diversity in their individual assessments, with some items exhibiting higher variability than others.

In summary, Table 26 provides a comprehensive overview of the findings related to Customer Loyalty, offering valuable insights into the distribution of responses, the central tendencies, and the degree of variability in participants' ratings for each item within this domain. These results enable researchers to gain a deeper understanding of how respondents perceive and evaluate customer loyalty and inform further analyses and research endeavors in the field of marketing and customer relations.

Table 27: Summary of Descriptive Findings in Karabuk City

	Minimum	Maximum	Mean	Std. Deviation
Green product	1.00	5.00	3.6410	.90963
Green price	1.00	5.00	3.2667	.97240
Green place	1.00	5.00	3.0906	1.23908
Green promotion	1.00	5.00	3.3171	1.31218
Green people	1.00	5.00	3.2585	.77696
Green physical evidence	1.00	5.00	3.3282	1.26562
Green process	1.00	5.00	3.3337	1.20077
Csr	1.00	5.00	3.2000	.72308
Customer loyalty	1.00	5.00	3.1810	.77556

Table 27 provides a comprehensive summary of descriptive findings in Karabuk City, offering insights into various aspects related to sustainability, corporate social responsibility (CSR), and customer loyalty. The table presents key statistical measures for each domain, including the minimum and maximum values, mean scores, and standard deviations, *Green Product:* Participants' ratings for Green Product range from a minimum of 1.00 to a maximum of 5.00, with a mean score of 3.6410 and a standard deviation of 0.90963. *Green Price*: Green Price ratings vary from 1.00 to 5.00, with a mean score of 3.2667 and a standard deviation of 0.97240. *Green Place*: Assessments of Green Place range from 1.00 to 5.00, with a mean score of 3.0906 and a relatively high standard deviation of 1.23908. This suggests a wider range of opinions and potentially more varied perceptions regarding green places. *Green Promotion*: Ratings for Green Promotion efforts vary from 1.00 to 5.00, with a mean score of 3.3171 and a standard deviation of 1.31218. *Green People:* Ratings for Green People range from 1.00 to 5.00, with a mean score of 3.2585 and a standard deviation of 0.77696. *Green Physical Evidence:* Perceptions of Green Physical Evidence range from 1.00 to 5.00, with a mean score of 3.3282 and a standard deviation of 1.26562. *Green Process:* Ratings for Green Process vary from 1.00 to 5.00, with a mean score of 3.3337 and a standard deviation of 1.20077. *CSR:* Perceptions of CSR in Karabuk City range from 1.00 to 5.00, with a mean score of 3.2000 and a relatively low standard deviation of 0.72308. *Customer Loyalty:* Ratings for Customer Loyalty range from 1.00 to 5.00, with a mean score of 3.1810 and a standard deviation of 0.77556.

These findings offer valuable insights into how various aspects related to sustainability, CSR, and customer loyalty are perceived in Karabuk City based on survey data. The standard deviation values provide insights into the variability of responses, with higher values indicating more diverse opinions among respondents.

4.6. Pearson Correlation Analysis

In the present study, the significance of linear bivariate relationship between the independent variables of Green Product, Green Price, Green Place, Green Promotion, Green People, Green Physical Evidence, Green Process, and CSR and the dependent variable of Customer Loyalty, was measured with the help of Pearson correlation analysis. Table 4.15 displays the results of the analysis in Karabuk city. The correlation analysis was primarily conducted to determine the relationship strength between each independent variable and the dependent variable.

Table 28: Pearson's Correlation Analysis of Variables in Karabuk City

	Green product	Green price	Green place	Green promotion	Green people	Green physical evidence	Green process	Csr	Customer loyalty
Green product	1								
Green price	.689**	1							
Green place	.645**	.703**	1						
Green promotion	.727**	.790**	.704**	1					
Green people	.601**	.684**	.689**	.771**	1				
Green physical evidence	.506**	.852**	.749**	.527*	.747**	1			
Green process	.566**	.555**	.749**	.750**	.882**	.792**	1		
Csr	.600**	.542**	.555**	.594**	.699**	.790**	.633**	1	
Customer loyalty	.740**	.596**	.858**	.629**	.580**	.721**	.581**	.735**	1

Table 28 presents the results of Pearson's correlation analysis, offering valuable insights into the interrelationships between various variables in Karabuk City. The correlations provide a comprehensive view of how these factors related to sustainability, corporate social responsibility (CSR), and customer loyalty are associated with one another. Firstly, it's evident that perceptions of "**Green Product**" positively correlate with "Green Price" and "Green Place," indicating that as respondents view green products more favorably, their positive perceptions extend to pricing and the places associated with these products. Secondly, "Green Price" is strongly correlated with "Green Place," "Green Promotion," and "Green People." This suggests that favorable perceptions of green pricing tend to coincide with positive views of the places where these products are offered, promotional efforts, and the people involved in green initiatives. Thirdly, "**Green Place**" shows strong positive correlations with "Green Promotion," "Green People," and "Green Physical Evidence," indicating that positive perceptions of the places align with positive views of promotional activities, the people associated with green initiatives, and the physical evidence supporting sustainability. Furthermore, "**Green Promotion**" has a significant positive relationship with "Green People," signifying that as promotional efforts for sustainability increase, perceptions of the people involved in these efforts tend to improve. Moreover, "**Green People**" exhibit strong positive correlations with "Green Physical Evidence" and "Green Process," showcasing that favorable perceptions of individuals engaged in green initiatives align with positive views of physical evidence and the processes supporting sustainability. Additionally, "**Green Physical Evidence**" is strongly correlated with "Green Process" and "**CSR**," indicating that positive perceptions of physical evidence are associated with favorable views of sustainability processes and corporate social responsibility. Furthermore, "**Green Process**" shows a strong positive correlation with "CSR," underscoring the relationship between effective sustainability processes and corporate social responsibility efforts. Lastly, "**CSR**" demonstrates a strong positive correlation with "Customer Loyalty," suggesting that organizations with robust CSR initiatives tend to foster higher levels of customer loyalty.

Overall, these correlation findings provide valuable insights into the complex web of relationships among sustainability-related variables in Karabuk City. They can serve as a foundation for businesses and organizations in the region to make informed

decisions and formulate strategies to enhance sustainability practices and strengthen customer loyalty.

4.7.   Hypothesis Testing Result of Direct Relationship of Variables

The hypotheses were tested in the desired model through three measures, the significance of Correlation Coefficients (R), the Coefficient of Determination (R^2), and lastly, the Multiple Regression (Beta).

The considered possible correlations ranged from +1 to -1, and according to the rule of thumb r values of 0-0.2 are weak, 0.3 to 0.6 are moderate, while 0.7 to 1 are strong (Brace et al., 2000). As for the coefficient of determination (R^2), it is used to provide the proportion of variance of a variable that is predicted by the other variable. It measures the way one can make predictions from a particular model/graph. Lastly, with regards to the multiple regressions (beta), it measures the level at which each set of predictor variables (independent variables) influence the criterion variable (dependent variable). Through multiple regression analysis, it is possible to test theories/models regarding the way particular set of variables influence behavior. The correlation coefficient (R^2) measures the relationship between two variables, while multiple regression measures the relationship between a set of variables and a variable. On the other hand, the coefficient (R^2) indicates the linearity between variables. In the present study, R was examined with the help of Pearson Correlation Coefficients calculated for variable pairs to confirm the correlation coefficients in terms of their significance. In relation to this, Beta is measured through the application of linear regression analysis. Table 28 presents the results obtained from the hypotheses testing. According to the hypothesis.

Table 29: The results of the application of the regression Green Product, Green Price, Green Place, Green Promotion, Green People, Green Physical Evidence, Green Process, and CSR and the dependent variable of direct positively correlates with the Customer Loyalty

Variables	B	T	Sig.	R	R^2	F	Sig.
Green Product	.155	3.223	.001	.745[a]	.555	59.292	.000[b]
Green Price	.215	4.427	.000				
Green Place	.511	10.224	.000				
Green Promotion	0.248	4.445	.000				
Green People	0.25	4.345	.005				
Green Physical Evidence	0.976	2.928	.004				
Green Process	0.348	6.505	.000				
CSR	0.138	2.906	.004				
a. Dependent Variable: CUSTOMER LOYALTY							

Based on the results indicated in the table (Table 29), in the Karabuk City case, R (Multiple Correlation Coefficient): The multiple correlation coefficient (R) is 0.745, indicating a strong relationship between the set of independent variables (Green Product, Green Price, Green Place, Green Promotion, Green People, Green Physical Evidence, Green Process, and CSR) collectively and Customer Loyalty. This value represents the overall strength of the relationship between the combined independent variables and Customer Loyalty. R2 (Coefficient of Determination): The coefficient of determination (R2) is 0.555, which means that approximately 55.5% of the variance in Customer Loyalty can be explained by the combined influence of the independent variables included in the regression model. This statistic quantifies the proportion of variability in Customer Loyalty that can be accounted for by the selected sustainability-related factors. F-Statistic (ANOVA): The F-statistic is 59.292, with a corresponding significance level (Sig.) of 0.000. This indicates that the regression model is statistically significant. In other words, there is strong evidence to suggest that at least one of the independent variables included in the model significantly influences Customer Loyalty. The F-statistic is used in analysis of variance (ANOVA) to test the overall significance of the regression model. Table 4.16 presents the results of a multiple regression analysis, which assesses the relationships between several independent and a dependent variable, this analysis aims to determine how these independent variables collectively influence

Customer Loyalty, **Green Product:** The coefficient for Green Product is 0.155 with a corresponding t-value of 3.223 and a significance level of 0.001. This suggests that Green Product has a statistically significant and positive effect on Customer Loyalty. For every unit increase in Green Product ratings, Customer Loyalty tends to increase by 0.155 units. **Green Price:** The coefficient for Green Price is 0.215 with a t-value of 4.427 and a significance level of 0.000. This indicates that Green Price has a statistically significant and positive impact on Customer Loyalty. An increase in Green Price ratings by one unit is associated with a 0.215 unit increase in Customer Loyalty. **Green Place:** The coefficient for Green Place is 0.511 with a t-value of 10.224 and a significance level of 0.000. This demonstrates that Green Place has a highly significant and positive influence on Customer Loyalty. An increase in Green Place ratings by one unit corresponds to a substantial 0.511 unit increase in Customer Loyalty. **Green Promotion:** The coefficient for Green Promotion is 0.248 with a t-value of 4.445 and a significance level of 0.000. This indicates that Green Promotion significantly and positively affects Customer Loyalty. A one-unit increase in Green Promotion ratings leads to a 0.248 unit increase in Customer Loyalty. **Green People:** The coefficient for Green People is 0.25 with a t-value of 4.345 and a significance level of 0.005. This suggests that Green People have a statistically significant and positive impact on Customer Loyalty. An increase in Green People ratings by one unit is associated with a 0.25 unit increase in Customer Loyalty. **Green Physical Evidence:** The coefficient for Green Physical Evidence is 0.976 with a t-value of 2.928 and a significance level of 0.004. This indicates that Green Physical Evidence has a statistically significant and positive effect on Customer Loyalty. An increase in Green Physical Evidence ratings by one unit leads to a substantial 0.976 unit increase in Customer Loyalty. **Green Process:** The coefficient for Green Process is 0.348 with a t-value of 6.505 and a significance level of 0.000. This demonstrates that Green Process has a highly significant and positive influence on Customer Loyalty. A one-unit increase in Green Process ratings results in a 0.348 unit increase in Customer Loyalty. **CSR:** The coefficient for CSR is 0.138 with a t-value of 2.906 and a significance level of 0.004. This suggests that CSR has a statistically significant and positive impact on Customer Loyalty. An increase in CSR ratings by one unit corresponds to a 0.138 unit increase in Customer Loyalty.

In summary, all the independent variables, including Green Product, Green Price, Green Place, Green Promotion, Green People, Green Physical Evidence, Green Process,

and CSR, have statistically significant and positive effects on Customer Loyalty in Karabuk City. This regression analysis highlights the importance of these sustainability-related factors in influencing and enhancing customer loyalty for businesses and organizations in the region.

4.8.   Conclusion

In this chapter, the proposed hypotheses presented in Chapter Three were examined. The study employed SPSS to conduct relevant analyses including frequency table, descriptive analysis, reliability, and validity. The hypothesized model was also illustrated in this chapter to examine the goodness of fit indices and to confirm the relationship between independent variables of Green Product, Green Price, Green Place, Green Promotion, Green People, Green Physical Evidence, Green Process, and CSR) collectively, and the dependent variable of Customer Loyalty. The results confirmed the independent variables effect and the dependent variable and supported all hypotheses.

DISCUSSION AND CONCLUSION

The outcomes of the hypothesis tests proposed in chapter three have been documented in the prior chapter. This chapter provides an explanation of the data that was acquired, aligning it with the four research questions that were introduced in the first chapter. The purpose of this alignment is to fulfill the objectives of the thesis. The discussion of the findings is framed within the context of relevant theoretical frameworks and supported by the research outcomes and previous studies documented in the existing literature. The chapter also encompasses limitations and recommendations for future research.

Recapitulation of the Study

The primary aims of this study are to assess the influence of the learning environment and brand equity characteristics on brand loyalty.

The study employed the survey approach, utilizing a random sampling strategy to choose the sample. Data was acquired from students at Karabük University who voluntarily participated in the study by completing a questionnaire. After a two-month period of communication via email, a total of (575) questionnaires were distributed among the participants affiliated with Karabuk University. Out of these, (390) questionnaires were successfully collected, while the remainder (185) were either not returned or found to be incomplete.

The Relationship Between the Construct Variables

The study reveals a strong relationship between the set of independent variables (Green Product, Green Price, Green Place, Green Promotion, Green People, Green Physical Evidence, Green Process, and CSR) and Customer Loyalty in Karabuk City. The multiple correlation coefficient (R) is 0.745, indicating a strong relationship between the independent variables. The coefficient of determination (R^2) is 0.555, indicating that approximately 55.5% of the variance in Customer Loyalty can be explained by the combined influence of the independent variables. The F-statistic (F-statistic) is 59.292, indicating that the regression model is statistically significant.

The results of a multiple regression analysis show that Green Product has a statistically significant and positive effect on Customer Loyalty. An increase in Green Product ratings leads to a decrease in Customer Loyalty. Green Price has a statistically significant and positive impact on Customer Loyalty. Green Place has a highly significant and positive influence on Customer Loyalty. Green Promotion has a statistically significant and positive effect on Customer Loyalty. Green Process has a highly significant and positive effect on Customer Loyalty.

Theoretical Contributions

In the thesis titled "The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty: A Study of Restaurants in Karabük Town Area," one significant theoretical contribution lies in the exploration of the green marketing mix as a pivotal factor in shaping consumer behavior. The study intricately examines how the elements of the green marketing mix – product, price, place, and promotion, tailored with an environmental focus – can effectively influence customer loyalty in the restaurant industry. This perspective is particularly crucial in understanding the shift in consumer preferences towards more sustainable and environmentally responsible practices. By analyzing how these green marketing strategies impact customer loyalty, the research fills a critical gap in existing marketing literature, particularly in the context of the burgeoning eco-conscious consumer base.

Another vital theoretical contribution of this thesis is the in-depth analysis of consumer social responsibility (CSR) within the context of the restaurant industry in Karabük. The study breaks new ground by empirically investigating how consumers' perceptions of their social responsibility, especially in environmental and sustainability aspects, affect their loyalty to restaurants that practice green marketing. This aspect of the research is particularly innovative, as it links the concept of CSR, traditionally applied to corporate entities, to individual consumer behavior. By exploring this link, the thesis offers a novel perspective on how consumer values and ethical considerations can drive loyalty in a commercial context, thereby expanding the understanding of consumer behavior in the realm of green marketing and sustainability.

Managerial Implications

The findings of the thesis titled "The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty: A Study of Restaurants in Karabük Town Area" offer several practical implications for managers in the restaurant industry. Firstly, the emphasis on the green marketing mix highlights the importance of integrating environmental considerations into all aspects of marketing strategies. For restaurant managers, this means not only offering sustainable menu options but also ensuring that the pricing, promotion, and place strategies align with green practices. For instance, pricing strategies could include incentives for customers choosing sustainable options, while promotion strategies should communicate the restaurant's commitment to environmental responsibility. This holistic approach to green marketing can significantly enhance customer loyalty, as consumers increasingly prefer businesses that mirror their values of sustainability. The study underscores the growing significance of consumer social responsibility (CSR) in shaping customer loyalty. Restaurant managers should note that customers are not only interested in the quality and price of the food but also in how the restaurant contributes to social and environmental causes. This shift necessitates restaurants to be more transparent and proactive in their CSR initiatives. Strategies such as sourcing ingredients locally, minimizing food waste, and supporting community projects can strongly appeal to socially responsible consumers. By actively engaging in these practices and communicating them effectively to customers, restaurants can build a loyal customer base that values both the dining experience and the social impact of their patronage.

Limitations

The thesis titled "The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty: A Study of Restaurants in Karabuk Town Area" presents a comprehensive exploration of the dynamic relationship between eco-friendly marketing strategies and consumer behavior in the context of restaurant patronage. However, like any research, this study has its limitations. The geographical scope of the study, being confined to the Karabuk Town area, may limit the generalizability of its findings. The unique socio-economic and cultural dynamics of Karabuk might influence consumer behavior in ways that are not representative of broader trends. This regional

focus may restrict the applicability of the study's conclusions to other areas, particularly those with differing environmental priorities or consumer attitudes towards social responsibility. The thesis primarily hinges on subjective measures such as customer perceptions and self-reported loyalty, which can be susceptible to biases and inaccuracies. The reliance on self-reported data could introduce elements of social desirability bias, where respondents might overstate their environmentally conscious behaviors or loyalty to a restaurant. Additionally, the study might not adequately account for external factors that could influence customer loyalty, such as economic fluctuations, competitive marketing strategies by other restaurants, or changes in environmental regulations. These external variables could play a significant role in shaping customer loyalty, independently of the green marketing mix and consumer social responsibility initiatives undertaken by the restaurants in the study.

Research Determinants

In the study titled "The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty: A Study of Restaurants in Karabuk Town Area," several key determinants play a crucial role in shaping the research's scope and depth. One of the primary determinants is the 'green marketing mix', which encompasses the eco-friendly adaptations of the traditional marketing mix elements (product, price, place, and promotion) in the context of the restaurant industry. This aspect investigates how restaurants in Karabuk Town implement sustainable practices in their operations, menu offerings, pricing strategies, and promotional activities, and how these green initiatives influence customer perceptions and loyalty. Another critical determinant is 'consumer social responsibility', which refers to the customers' awareness and attitudes towards environmental and social issues. This involves examining the extent to which consumers in Karabuk Town prioritize sustainability and social responsibility in their dining choices and how this consciousness impacts their loyalty to restaurants that align with their values.

Furthermore, the study also considers the demographic and psychographic characteristics of the consumers as important determinants. These characteristics include age, income, education level, and personal values, which could significantly influence how customers perceive and respond to green marketing initiatives. The interplay

between these demographic factors and the consumers' environmental consciousness is crucial in understanding the varying degrees of customer loyalty towards eco-friendly restaurants. Additionally, the local environmental context of Karabuk Town, characterized by its specific ecological challenges and opportunities, serves as a backdrop against which the effectiveness of green marketing strategies is assessed. This local context helps in identifying the unique aspects of consumer behavior and loyalty patterns in the area, providing insights into how location-specific factors can influence the success of green marketing and consumer social responsibility initiatives.

Recommendations For Further Researc

In light of the findings from the study "The Influence of Green Marketing Mix and Consumer Social Responsibility on Customer's Loyalty: A Study of Restaurants in Karabuk Town Area," several recommendations for further research emerge. Future studies could expand the geographical scope beyond Karabuk Town to include a more diverse range of locations. Comparing urban and rural areas, or contrasting different cultural and economic backgrounds, could provide a broader understanding of how green marketing mix and consumer social responsibility are perceived and how they influence customer loyalty in various contexts. Additionally, longitudinal studies would be valuable in assessing the long-term effects of green marketing initiatives on customer loyalty. This could involve tracking changes in consumer behavior over time in response to sustained or evolving green marketing strategies, thereby offering deeper insights into the durability and evolution of customer loyalty in the context of environmental sustainability. It would be beneficial to integrate quantitative measures alongside qualitative assessments in future research. Incorporating tools such as sales data, customer traffic, and online reviews could provide more objective indicators of customer loyalty and its fluctuations. This approach could help validate the findings derived from self-reported data and offer a more comprehensive view of the impact of green marketing and social responsibility on customer behavior. Moreover, exploring the role of technology and digital marketing in promoting green initiatives would be a valuable area of investigation, especially considering the growing importance of digital platforms in influencing consumer choices. Investigating how digital marketing strategies can enhance the effectiveness of green marketing and potentially reach a wider, more diverse

audience could provide crucial insights for restaurants looking to bolster their eco-friendly image and customer loyalty in the digital age.

Conclusion

In conclusion, the findings reveal that restaurants in Karabuk Town that implement eco-friendly practices across their marketing mix—encompassing sustainable sourcing, environmental-friendly operations, and socially responsible promotions—not only appeal to the environmental consciousness of consumers but also foster a stronger sense of loyalty among them. This loyalty is further reinforced when consumers perceive their own values, especially regarding social responsibility and environmental stewardship, as being reflected in the practices of these restaurants. This alignment of values signifies a shift in consumer preferences, highlighting the importance of incorporating sustainable practices in business strategies to meet the evolving demands of socially and environmentally conscious customers. The study brings to light the nuanced relationship between green marketing strategies and customer loyalty, indicating that while green initiatives are pivotal, they must be genuine, well-communicated, and aligned with the overall customer experience to be effective. The research suggests that superficial or token green marketing efforts might not suffice to win the loyalty of today's discerning customers. Furthermore, it highlights an opportunity for restaurants in Karabuk Town and beyond to innovate and lead in the realm of sustainable business practices. As environmental concerns continue to gain prominence, and as consumers increasingly hold businesses accountable for their ecological footprint, the findings of this thesis offer valuable insights for restaurant owners, marketers, and policymakers. It underscores the need for a holistic approach to green marketing—one that is not only environmentally sound but also resonates with the evolving values and expectations of consumers.

Building on this, the study concludes that there is a clear opportunity for restaurants, especially in the Karabuk Town area, to differentiate themselves and build a loyal customer base by integrating green marketing and consumer social responsibility into their core business strategy. This approach is not just a moral imperative in the face of global environmental challenges but also a strategic business decision in a market where consumers are increasingly making choices based on ethical considerations. The

study indicates that restaurants that can effectively communicate their commitment to sustainability and social responsibility, and more importantly, demonstrate this commitment through tangible actions, are more likely to cultivate a loyal customer base. This loyalty is rooted not just in the quality of food and service but in a shared ethos between the restaurant and its customers, reflecting a broader trend towards conscientious consumerism.

The study highlights the evolving landscape of consumer preferences and the increasing relevance of green marketing and social responsibility in the restaurant industry. It offers a roadmap for restaurants in Karabuk Town and similar locales to align themselves with these emerging trends. However, it also emphasizes the need for authenticity in these efforts. Green marketing and social responsibility must be deeply ingrained in the business's fabric, rather than being merely superficial or promotional tactics. The thesis serves as a call to action for the restaurant industry to not only embrace sustainable practices but to do so in a way that is genuine, impactful, and resonant with the values of their customer base. This alignment, as the study suggests, is key to fostering lasting customer loyalty and securing a competitive edge in an increasingly conscious market.

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LIST OF TABLES

Dear Respondents,

You are invited to participate in this survey about ***THE INFLUENCE OF GREEN MARKETING MIX AND CONSUMER SOCIAL RESPONSIBILITY ON CUSTOMER'S LOYALTY: A STUDY OF RESTAURANTS IN KARABUK TOWN AREA*** This research is the fulfilment of completing my Master of Business Administration from Karabük University, I would appreciate it if you could spare some time and think about completing the survey. I hope that you would co-operate in completing the questionnaire to the best of your ability. This questionnaire consists of third parts/sections. Part, one consists of questions about your demographic profile; continue with part two about Green Marketing Mix, and the third part about consumer social loyalty, and the fourth part about Customer's loyalty. All information provided in this survey will no means reflect the identity of the participants. It will be kept strictly confidential and will be used merely for academic purposes.

<div align="right">

THANK YOU

</div>

<div align="center">

SAFA ALCAMUS

Lisansüstü Eğitim Enstitüsü/ Yüksek Lisans - İşletme

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</div>

Gender	Male	Female

Age	18 - 30	31 - 40	41 -50	Above 50

What is your total personal income range per month? (USD).	0 TO 500	500 TO 1000	10001 TO 1500	1501 TO 2000	2001 TO 2500	2501 TO 2999	Above 3000

My knowledge of Green Food are	Poor	Satisfy	Good	Excellent

My Purchase of Green Foods are	Never	Rarely	Monthly	Frequently

What are Green Food You consuming?	Organic food	Power Saving machines	Recycled Foods	Others

	SECTION B: GREEN PRODUCT					
No.	Items	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
1	I would like to go to the restaurant with eco-friendly ingredients.					
2	I would like to go to the restaurant with eco-friendlily products on the menu.					
3	I would like to go to the restaurant with sustainable space design.					
4	I would like to go to the restaurant with use eco-friendly ways of cooking (e.g., steaming, and boiled)					
	SECTION C: GREEN PRICE					
1	I would like to go to the restaurant who show environmental protection costs on the menu.					
2	It will be more attractive to me if the restaurant show environmental protection cost on the price.					
3	The restaurant should implement environmental protection to save costs of attracting guests.					
	SECTION D: GREEN PLACE					
1	I prefer the restaurant that encourages suppliers to be socially responsible.					
2	I prefer to go to the restaurant that has adopted a socially responsible policy.					
3	I prefer to go to the restaurant that purchases environmentally friendly materials.					
	SECTION E: GREEN PROMOTION					
1	I prefer to go to the restaurant who show us environmental					

	promise in their advertising, sponsorship and promotion					
2	I would like to go to the restaurant that show customers how are engage in environmental protection.					
3	A restaurant that uses environmental sustainability as a theme in its marketing activities will attract me.					
SECTION F: GREEN PEOPLE						
1	I go to this restaurant because the staffs have nice and neat appearance.					
2	I go to this restaurant because the staffs greet and acknowledge me promptly					
3	I go to this restaurant because of the speed of the service provided by the staffs.					
4	I go to this restaurant because the staff provide clear explanation of their green Foods.					
5	I go to this restaurant because the staff ensure effective problem solution					
SECTION G: GREEN PHYSICAL EVIDENCE						
1	I go to this green resturant because the place is well decorated.					
2	I go to this green resturant because they have waiting zone .					
3	The in -store environment convinces the decision to buy green resturant the Foods.					
SECTION H: GREEN PROCESS						
1	I go to this green resturant because the opening and closing time suit my lifestyle.					

2	I go to this green resturant because the service offering process meets the environmental protection.					
3	I go to this green resturant because the service is always on time.					
4	I go to this green resturant because I do not have to wait for a long time.					
5	I like to search for the new and different					
6	I would acquire a great deal of information about the green Foods.					
7	Before buying the Food, I would obtain substantial information about the different makes and models of green Foods.					

SECTION I: CONSUMER SOCIAL RESPONSIBILITY

1	It is important to share social responsibility with the corporate houses					
2	I have a responsibility to maintain environmental health					
3	Consider my responsibility to make a difference on environmental issues like waste management, electricity consumption etc.					
4	I always give feedback to concerned authorities about their responsibilities towards society					
5	Consider my responsibility to improve the weaker section of the society					
6	I consider environmental issues in day to day consumption practices					
7	I focus on ethical and moral practices exercised by companies					

No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
8	I support weaker section of the society by doing charities and donations from time to time					
9	Prefer those companies' brands which fulfill legal responsibilities					

SECTION J: CUSTOMER'S LOYALTY						
No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Customer loyalty Over the past year, my loyalty to green food has grown stronger.					
2	I have been a consumer of green food for sometimes the green products represent with high quality that I would like to repurchase green products.					
3	I recommend green food to my friends/family green product environmental functions provide very good value.					
4	I pay attention to my friends/family opinion concerning green food.					
5	I am willing to pay a premium price for a green food.					

CURRICULUM VITAE

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