Research Paper

Study the Impact of Social Responsibility and Importance on The Environment in Increasing Brand Value

Noushin Mahjoubi*, Nastaran Rafieian

Department of Social Science, Faculty of Humanities Sciences, Islamic Azad University Mashhad Branch, Mashhad, Iran

Abstract
Increasing consumer awareness and their sensitivity to the environment has led companies to think of other issues other than differentiation to improve their brand. A brand that is committed to the stakeholders (customers, employees and society). Green marketing is a strategy through which companies are thinking about green products, products that, in addition to providing consumer value, seek to reduce environmental costs. Social responsibility is also another step through which companies seek to compensate for the costs to society and the environment. Certainly, companies that are thinking of improving brand value will pay special attention to these two strategies. This research is descriptive in a survey type and in terms of applied purpose. The statistical population of the research is the managers and experts responsible for various marketing and sales departments of Tabarok Company. Data were analyzed using SPSS software and regression tests and correlation analysis was performed and the research hypotheses were approved. In this study, it was found that green marketing, by modifying production practices as well as social responsibility based on community consideration and environmental standardization, could also help improve brand values.

Keywords: Green Marketing; Social Responsibility; Improving Brand Value

Introduction

Green marketing is issue that affected many decision of today's decision makers in different organizations. Managers are constantly faced with the issue we should invest on what to meet the needs arising from the eco-friendly products (such as green packaging) and environmental obligations that are expected of organizations (such as energy saving) to be successful (Filho, 2014 & Menck). Green marketing word in the manager's dictionary and academics have been used with different meanings. In general we can say that green marketing is any act or environmental activities that increase the probability of selection and use of products due to compliance with environmentally friendly standards (Filho, 2014 & Menck). Growth

and development of plants and the industrialization process in the world on the one hand and increasing government regulations to protect the environment on the other hand, has forced many organizations to consider the implications of the green supply. More likely environmental pressures on organizations will further increased in the future. On the other hand, the attention to environmental issues and green management is being entered (Mathiyazhagan et al., 2013). Different environmental factors have been identified that have an impact on green manufacturing. Green marketing is one of the factors. Salmon and Stuart defined green marketing as: it is a marketing strategy by creating detectable environment benefits based on what the customer expects it

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* Corresponding Author Email: n.mah.1367@gmail.com

protects the environment (Solomon and Stuart, 1997). Lack of investment in environmental issues (such as green marketing), may overcome the threats that effect on the company's brand and image make it difficult, overcome the losses caused by the rejection of the products by the market become hard, reduce shareholder protection, and ultimately lead to the loss of organization (Wood, 1991). Aside from the risks and requirements of companies and has forced different retailers and manufacturers to implement green marketing, there are many factors to be considered as a stimulus proletarian of this concept. In other words, the use of green marketing has ad-vantage for companies which can be encouraged companies to apply this concept. These factors can be external or internal (Polanski and Rosenberger, 2001). The external pressures which cause being green can satisfy the needs of consumers, competitors and respond to the requirements, increased environment pollution and public pressure (Kotler and Gary, 1999; Shafaat and Sulatan, 2012). There are also internal factors that are pushing companies to implement green activities that mentioned some of them. The first reason is the cost factor. This means that being green can lead to greater benefits performance and financial savings that means the less input will be used and therefore less waste and pollution will be reduced (Polanski and Rosenberger, 2001). The second internal factor is the company's philosophy. As long as the company's environmental goals like other objectives of the company are important and environmental issues placed in the philosophy of enterprise and being green issue discuss tie into the company's strategy and then tied it with his tactical activities. The third internal factor, or in other words, most important reason is creates a competitive position in the market. Companies developed environmental issues are considered in the process of marketing and product than competitive position for their competitors. So we can say that observe the principles of green marketing because consumers have a better view of the company (Kotler and Gary, 1999). All of these factors internal formed company's compet-itive advantages. Based on the theoretical foundations this comes on the use of green marketing can lead to a competitive advantage and this included in the main hypothesis of this study. On the other hand it seems that the creation of a product has a specific social cause. Now marketing on social and environmental considerations as one of the main activities of the company have been proposed (Huang et al., 2008). Marketing on social and environmental considerations in the early 80s has a great reputation (Grundey, 2008). It is worth mentioning that all personal or industrial consumers on the benefits of environmental

protection have become more aware and more interested. There are other green concepts in green marketing. Such as: green consumers refer to people who are highly concerned about environmental issues. Purchases and their consumer behavior in order to protect the environment by buying products that are healthier for the environment have improved (Huang et al., 2008).

Literature Review Green Marketing

Green awareness in the 1960s and early 1970s, with increasing concern about the negative impact of consumption patterns, the impact of economic growth and increasing population on the environment, began (co-hen, 2001). However, serious concerns about green marketing in the late 1980s and the growing consumer awareness and demand for green goods and products appeared (Feldman and Stachler, 1996). Increased awareness of environmentally friendly products, result-ing in a tendency for consumers to use environmental-ly friendly products and this in turn prompted the company to turn green marketing and embrace this concept (Vaccaro, 2009). Green marketing focus primarily on the nature of the inputs and reduce the amount of waste in outputs and the impact on society and the environment both now and in the future (Walker and Hanson, 1998; Smith and Perks, 2012). According to America Marketing Associa-tion definition, green marketing is products marketing that are hazardous to the environment and sustainable for environment. The green marketing definition in-cludes a variety of activities such as waste reduction, changes in the products, modification of the product combination or a set of these measures (Raghavan and Vahanvati, 2008). Green marketing focuses primarily on four cases: first, the importance of green marketing, second, the impact of green marketing on competitive advantage and function of company, third customer identification and fourth, to improve the effectiveness of green market-ing (Johri and Sahasakmontri, 1998; Singh and Pandey, 2012).

Social Responsibility

Social responsibility refers to decisions making based on the value of the social, ethical and legal obligations with regard to the long-term interests of individuals, communities and the environment. In fact, social re-sponsibility beyond the tactical, legal and economic requirements of organization takes a step in the effort to improve the quality of social life (wood, 2010). Cre-ate suitable relationships with customers, suppliers, employees and communities, leading to increased competitiveness of the organization which leads to strategies that attaches more importance to the ob-servance of social

responsibility. Adopting such an ap-proach will lead to long-term growth and profitability of the organization. In fact without profit, organization is not able to adhere to its social responsibility (Tizro et al, 2014). On the other hand, the social responsibility of organi-zations has a significant impact on an organization's marketing activities through the marketing mix plays its role in environment. Marketer by tools such as packaging, advertising and personal selling to the production and supply of goods and services used, can remove take step to implement organization's social responsibility (Shum and Yam, 2011). Social responsi-bility has broad concept and encompasses the organi-zation itself. The marketer must determine the compo-sition of the marketing mix in addition to the general welfare, environmental issues and long-term interests of the community, to consider the potential benefit to guarantee the survival of the organization (Saadatian et al., 2012).

Research background

➢ Hassan Goly Pour Yasory et al (2014) in their study entitled investigate the factors influencing consumer's attitudes to green packaging and their want to buy, concluded that the environmental responsibility of the customer to have the greatest influence on his approach to green packaging. On the other hand, in addition to confirming the effect of customer's attitude to packaging green and intention to purchase goods with green packaging, it was found that the price variable of goods with green packaging modified while level variable of access to goods with green packaging can be influenced regulators.

➢ Amirshahi et al in research entitled the effect of green marketing tools on consumer purchasing behavior who are member of the social network in Iran investigate influence of green marketing tools focused on buying behavior of different consumer groups. The population consisted of the Internet user of social networking sites considered and finally concluded that the means of influencing the behavior of different groups of consumers, including advertising, labeling and environ-mental brand except that two other environmental labels have a different effect on consumer behavior and increasing consumer environmental trends, the impact of these factors on consumer behavior in-creased. It also became clear environmental brand is effective green marketing tool (Amirshahi et al., 2013).

➢ Haghighi and Khalil (2011) in a study entitled examining the role of green marketing in consumer purchasing behavior, following the level of consumer sensitivity to environmental issues, participation in social programs related to green marketing and the attention and con-sideration of environmental issues in their applications.

Statistical population was students at Tehran University Pardis branch in Qom finally, it was found that consumers are sensitive to environmental issues and is-sues related to programs and attend to plans and pro-grams related to green marketing and participate in it but in their purchasing behavior, do not pay attention to environmental issues. - Senobar and Mahdizadeh Asl (2008), in a research entitled the relationship between attention to social responsibility and performance marketing company exporting food sample is expressed that at present, in the condition marketing reviewed a new generation of concepts, social and ethics in business is a special place. Human health issues, environmental pollution and scarcity of basic resources are discussions that justified attention to social in the business. One of the important tools that can be used to differentiate from competitors in today's competitive world and to gain a competitive advantage to increase market share is attention to social in the business. In this paper we focus on the relationship between attention to social and corporate marketing performance and for this purpose the model of al-Ansari and Kern (2005) and Chatterjee pattern (2007) is used. Data collected from the questionnaires and among the exporters of food samples in East Azerbaijan Province. The results show that there is a positive correlation between the attention to social and corporate marketing performance.

➢ In a survey conducted by Doaee et al (2006) entitled green marketing as a way to sustainable competition, using existing theoretical literature, at first social responsibility defend and its relation to the green marketing specified. Then by more accurate approach, green marketing, reasons of to be green and levels of green marketing, evolution include three era, ecological green marketing era, environmental era and sustainability era explained and the strategies and actions necessary to implement this concept was presented.

➢ Zuhair and Azman (2015) in a study entitled the impact of green marketing strategies on the performance of companies in Taiwan examine the companies that have ISO 14001 environmental standard. Finally, in this study it was found despite the willingness of customers to use more environmentally friendly products, re-search done in record less attention has been paid to green marketing. Among the environmental factors of green innovation and promote green products considered and have a positive impact on corporate performance.

➢ In a survey conducted by Menck and Filho (2014), entitled the green marketing and a commitment to social responsibility as a strategic tool, in addition to the role of green marketing as a means to reduce company costs and make the a

competitive advantage, looking for ethical reasons for observing social issues and finally came to the conclusion that social activities are a source of competitive advantage.

➢ In a survey conducted by Punitha and Rashedi (2013) as corporate social responsibility, green marketing application in the hotel industry, the Malaysian government's role in the use of social factors were considered. It was found that the hotels are put under pressure to use social measures. Knowing the importance of sustainability, the Government of Malaysia hotels and other industrial sectors by providing incentives and tax breaks encourage the use of green technology. It is also clear that, as hoteliers looking to improve their financial performance, using green marketing initiatives despite the benefits such as the trust of customers challenged the subject.

➢ Samie et al (2008) investigated the social responsibility long-term effects on the performance of corporate which business units can reducing their long-term re-turns through the negative effects on society optional-ly. So that today the idea among the business units are increasingly taking shape that long-term success can be achieved through the management of corporate operations, at the same time ensuring environmental protection and social responsibility progress achieved. - Mortone et al (2007) conducted a study as corporate social responsibility: a review of theory and research conducted in the field of marketing. The purpose of this paper is to review and combines theories of social responsibility used in the marketing model and raises the question to what extent and how can marketing model consider corporate social responsibility. After explaining the basic concepts and propose a new definition of corporate social responsibility, 54 articles in journals between 1995 and 2005 were studied marketing and show publishing features, research projects, variables, samples, surface analysis, issues and key findings clearly. Offers such a broad view of empirical research that has raised the corporate social responsibility to focus more on the customer and the wider range of the sample and experimental studies will also be better. These steps are multi-dimensional view of future customer is assigned.

➢ Vialand & Heidi (2007) in research on corporate social responsibility: Review of theory and research conducted in the fields of marketing and corporate social responsibility. The study attempts to review the theories related to corporate social responsibility in the marketing. The study attempts to analyze the target of 54 articles that have been done to investigate this issue.

➢ Tsoutsoura (2004) in research on corporate social responsibility and financial performance has expressed in this study the theoretical principles related to social responsibility is expressed and the need to establish a relationship between social responsibility and performance has been expressed. In this study, the relation-ship between social responsibility and corporate performance has been determined. However, most re-search has focused on the financial performance of US companies and less attention has been paid to the non-financial corporations.

➢ Simpson (2002) in a study entitled "The relationship between t corporate social responsibility and financial performance" studied the relationship between financial performance and social performance of companies engaged in the banking industry in the Netherlands and the results indicate that there was a positive relationship between financial performance and social performance.

➢ McWilliams A., Siegel (2001) in a study titled corporate social responsibility and financial performance examines the relationship. They report there is a positive, neutral and negative effect between corporate social responsibility and financial performance. It may be associated with the empirical analysis. In this paper we present a special case in econometric studies of the relationship between social and financial performance. It studies the effect of CSR with performance corporate on social performance and several control variables are specified. This model has changed, because he could not control his investment, as well as an important factor of company's performance is considered. This change led to assess the financial impact of the CSR. When the model is correctly specified, we find that CSR has a neutral effect on financial performance. In recent years, customers, employees, suppliers, community groups, governments and stakeholders, encourage companies to make investments in the form of corporate social responsibility. Some companies allocate more resources to CSR have responded to these issues. Other corporate executives resistance and argue that additional investment in CSR in connection with their efforts raise the profit. These results have prompted researchers to examine the relationship between CSR and financial performance and also try to validate the state of affairs with regard to investments in CSR and assessment profit.

Conceptual Model and Hypothesis
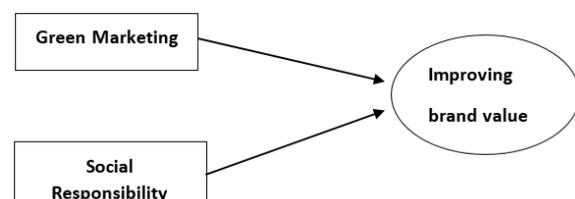
Hypothesis 1: green marketing affects the Improving brand value

Hypothesis 2: Social Responsibility affects the Improving brand value

Population and sampling

Given the scope and size of the Tabarok Company, managers and experts direct three marketing unit, sales and logistics were considered as statistical population based on the information obtained through participation of these 89 subjects. Finally, considering the size of the population and the sample size of 70 patients was estimated using Morgan.

Methods of data analysis

In the process of data analysis was done using SPSS software. The test used in this study are: Cronbach's Alpha test, correlation, Multiple linear regression.

Data Analysis

In this part, the process of obtained data analyze is described in detail. **Reliability**

Before performing data analysis have to ensure the reliability of the data collection tool. Using Cronbach's Alpha test the reliability was measured by means of data collection, as can be seen in Table 1. The value of Cronbach's alpha is 0.925 greater than .7 and reliability is confirmed**.**

Table 1 Cronbach's Alpha

Cronbach's Alpha	N of Items
0.925	35

K-S test

The next step is to select the correct statistical tests (parametric-nonparametric) the data distribution kind (normal - abnormal) is specified. Therefore, in this section using the KS test and a significance level great-er than 0.05 it was found that H0 confirmed and follow

Table 2. P-Value

Variable	P-Valu	Type of Data Distribution
Green Marketing	.65	Normal
Social Responsibility	.25	Normal
Improving brand value	.37	Normal

Correlation Tests

Given that one of the assumptions of regression tests that form the main study's test there is a relationship between variables. Pearson correlation test results are presented in this section**.**

Table 3. Pearson Test

		Green Marketing	Improving brand value	Social Responsibility
Green Marketing	Pearson Correlation	1	0.775**	0.387**
	Sig. (2-tailed) N		0.000	0.000
		77	77	77
Improving	Pearson Correlation	0.679**	1	0.590**
brand value	Sig. (2-tailed) N	0.000		0.000
		77	77	77
Social Responsibility	Pearson Correlation	0.392**	0.642**	1
	Sig. (2-tailed)	0.000	0.000	
	N	77	77	77
** Correlation is significant at the 0.01 level (2-tailed).				

Regression test

In the regression analysis, we sought to estimate the relationship between mathematics and quantity so that it could be an unknown variable using the known variable or variables determined. In the regression first to determine the significance of the regression model that it can be done using ANOVA table. The significance of all coefficients of the independent variables must be considered, that the work is done using a table of coefficients (Habibi, 2007). In this section, using regression test the proposed research hypotheses has been explained. Hypothesis 1: green marketing affects the Improving brand value

Again, using linear regression first hypothesis examined that the results in Tables 4, 5 and 6 are presented. In Table 4, the coefficient of determination and adjusted coefficient of determination is given. The index reflects the change in the independent variable; that is Improving brand value arising from the dependent variable shows the green marketing. Given these factors, we can say that green marketing effect on Improving brand value and 46% of the variable changes with the Improving brand value arising from green marketing. Assume that the lack of correlation be-tween the errors are measured using cameras Watson when the value is between 1.5 and 2.5 hypothesis of correlation between the errors rejected and terms are based on regression models.

Linear variables independence assumptions in Table 5 is one of the assumptions of linear regression model is given. Since the significance level is less than 0.05 H0that is non-linearity test rejected and the linear relationship between two variables is confirmed.

Table 4. Summary of model

	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1		0.654a	0.463	0.489	0.83459

Table 4. Summary of model

Change Statistics						
Model	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.463	79.447	1	75	0.000	1.789

Table 5. ANOVA Test

	Model	Sum of Squares	df		Mean Square	F	Sig.
1	Regression	43.045		1	43.045	73.876	.000a
	Residual	48.036		75	.590		
	Total	91.081		76			

Table 6. Regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	1.399	0.417		3.355	0.001
	Green Marketing	0.890	0.106	0.695	8.366	0.000

Finally, in Table 6, the coefficients of the regression equation is investigated which is defined as the amount of significance level smaller than 0.05, both coefficients (fixed and variable) should be in the regression equation, and no one out.

hypothesis 2: Green Marketing affects the social responsibility.

Again, using linear regression first hypothesis examined the results in Table 7, 8 and 9 are shown. In Table 7, the coefficient of determination and adjusted coefficient of determination is given. Two coefficients reflect the changes in the independent variable that is competitive advantage arising from the dependent variable shows green marketing. Given these coefficients, we can say that green marketing has no great influence on social responsibility and only 18% of the variable changes from green marketing. Assume that the lack of correlation between the errors are measured using cameras Watson when the value is between 1.5 and 2.5 hypothesis of correlation between the errors rejected and terms are based on regression models.

Table 7. Summary of model

Model	R		R Square	Adjusted R Square	Std. Error of the Estimate
1		0.415a	0.168	0.187	0.78105

Table 7. Summary of model

Change Statistics						
Model	R Square Change	F Change	df1	df2		Sig. F Change	Durbin-Watson
1	0.168	15.581	1		75	0.000	1.146

Table 8. ANOVA test

	Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	9.505	1	9.505	15.581		0.000a
	Residual	45.753	75	0.610			
	Total	55.258	76				

Linear variables independence assumptions in Table 5 is one of the assumptions of linear regression model is given. Since the significance level is less than 0.05 H0 that is non-linearity test rejected and the linear relationship between two variables is confirmed.

Finally, in Table 9, the coefficients of the regression equation is investigated which is defined as the amount of significance level smaller than 0.05, both coefficients (fixed and variable) should be in the regression equation, and no one out.

Table 9. Regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	2.450	0.415		5.899	0.000
	Social Responsibility	0.418	0.106	0.415	3.947	0.000

Finally, in Table 9, the coefficients of the regression equation is investigated which is defined as the amount of significance level smaller than 0.05, both coefficients (fixed and variable) should be in the regression equation, and no one out.

Conclusion

Green marketing is one of the key issues for most commercial institutes in the area of environmental issues. Given the present day customers have the key role in determining the type of goods produced in such agencies, more commercial institutes are grappling with this kind of activity and dealt with it, in recent years attention has been given to environmental issues of importance double and is one of the topics of marketing. If the marketing activities of companies are based on environmental criteria, in addition to the many benefits it brings to the environment and society, can be a strategic factor for enterprises to gain competitive advantage and customer satisfaction.

As was shown in the present study and the first hypothesis, become green or compatible marketing activ-ities with environmental standards, lead to a competitive advantage for the companies. The results of this hypothesis are consistent with surveys conducted by André and João (2014), Punitha and Rasdi (2013) and Doaee et al (2006). The increased investment in the field of food companies, especially companies recommended. The managers of these companies should invest more in this area and spending in this area as a prime mover in other words, an asset is considered valuable to their company because they are doing their customers understand and make informed choices considering the high number of competitors in the in-dustry, buyers have more choices and various criteria are considered for selection and one of the criteria for compatible products and activities with environmental issues. So invest in such item in long-term have eco-nomic benefits for companies.

The second hypothesis of this study was to investigate the association between green marketing with social responsibility, which was confirmed and are consistent with the results of Jari (2001) and Maignan (2005). It is natural that the application of environmental items and observe it by different companies has positive results for companies. In the present society, the knowledge of people, especially on environmental is-sues has increased.

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