

Consumer Attitude and Purchase Behavior: The Effect of Green Advertising and Links Review

Salwa Mkik¹, Marouane Mkik²

^{1,2}Mohammed V University in Rabat, Faculty of Law and Economics, PhD Degree, Department of Management Sciences, Morocco

Abstract: *The evolution of the society continues affecting all sector and market players, marketing is changing over time, giving value not only to customer satisfaction but also to environmental heritage, for a sustainable development. The concept of green marketing is raising momentum, providing evidence of a need for additional efforts in the strategic management field, in order to investigate the consumer's perspective towards sustainability and, among the others, the so-called eco-friendly products. Within this context, the influence of green advertising on attitudes and behaviours has long been discussed. The main intention to write this paper is to determine the effect of green advertising, eco-literacy and environmental concern on customer attitude and purchase behaviour. This study using a self-administered questionnaire. The sample consisted of 321 respondents. The target respondents were graduate, graduate and postgraduate business students. Specifically, Business students are chosen as there is a general observation among people that these students are more knowledgeable and concerned about the green marketing than students belong to other disciplines. The data were collected via the distribution of self-administered questionnaires through online method (e-mail) and offline method (hand delivery). It should be noted that the questionnaire survey for this study was adopted from established questionnaires from previous studies. The results demonstrate that, it seems appropriate to remind companies already making environmental friendly products and/or green production processes to continue along this path innovation and convey green advertising. Conversely, business firms that still do not understand the change of course of society and the future changes in consumer's purchasing, should divert their efforts and their expertise in this orientation, not to be left out of the games.*

Keywords: green marketing, green advertising, green attitude, green purchase behaviour

1. Introduction

Environmental and health concern, global warming and climate changes, issues are the factors which have led marketing to behave “green” in the commercial strategies (Do Paco and Raposo, 2009; Barber, 2010; Okada and Mais, 2010) and also, the demand for green goods has increased significantly (Dangelico and Pontrandolfo, 2010). The “going-green” trend has now extended to the Arabic region (Lee, 2008), including Morocco. Emerging markets for green goods in Morocco means promising opportunities for green marketers. It should be noted that numerous Anglo-Saxon and French studies have been conducted in the past on green consumerism but a minority of research in this field is observed in the Moroccan context. A recent study on this topic has demonstrate that even though Moroccans have displayed great concern for the environmental impacts, only a few percent of consumers were willing and able to pay more for environmentally friendly goods. This implies that despite most Moroccans have expressed great concern over environmental issues; they are still not willing and able to change their purchasing behaviour towards environmentally friendly goods. Therefore, the aim of the current paper had been to examine in an exploratory context the effect of green advertising on consumer attitude and purchase behaviour: the effect of green by evaluating linkages.

2. Literature Review

Based on the previous research the concept of Sustainable Development and that of Corporate Social Responsibility progressed separately (CSR) for a long time. The business axis got a larger and central role in sustainable development and it has become certain by nowadays that CSR take part

and contributes to the sustainable development of the business axis and without that sustainable development cannot be attained. Therefore, it was necessary to further study consumer environmental insights and their connectivity to advertising—and ultimately buying patterns—in order to fully understand the relationship between consumer mark and the green advertising. The aims of this section is to give a synthesized approach to green marketing, green advertising, ecological literacy and attitude and behavior intention toward green advertising.

Green marketing refers to the process of promoting goods (products and services) based on their environmental benefits. It is typically practiced by companies that are committed to sustainable development and corporate social responsibility for creating and advertising products based on their environmental sustainability. This marketing is becoming more popular as more individuals become concerned and preoccupied with ecological issues and decide that they want to spend their money in a sense and way that is kinder to the planet.

More organizations are making an important effort to implement sustainable business practices as they recognize that they can make their goods more attractive to consumers and in addition reduce expenses in energy, water usage, packaging and transportation. Moreover, businesses are increasingly discovering that demonstrating a high level of social responsibility can enhance and increase brand loyalty among socially conscious consumers. The key barrier to sustainable business practices like green procurement is the short-term cost. Although, going green will typically cost for organizations more up front, yet generate great rewards in the long run.

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Green marketing will take into account the product life cycle in order to enter into an eco-design process. Thus, the company will set up a quantitative eco-design which can correspond to a number of different things such as : adopting sustainable business practices, creating an eco-friendly goods (in the product development phase, at the launch stage, and at the decline/destruction stage), using eco-friendly power sources, using of reusable, renewable, recoverable and / or recyclable materials, not containing ozone-depleting substances or toxic materials, implementing of a less polluting manufacturing process and energy saving, using eco-friendly packaging, designing goods to be repairable and not "throwaway", making environmental labels on the product encouraging the consumer not to pollute, taking steps to offset environmental impact or focusing marketing efforts on messages that communicate a good's green benefits.

As green marketing brings so many advantages to a business, a lot of big companies try to look —greener and the majority of it is just green washing. It should be noted that when a company's green marketing activities are not substantiated by significant green investments or environmental operational changes, they may be criticized for false or misleading goods. This practice is referred to as greenwashing. This means a company will make something not sustainable look green by putting all of the attention on a little detail. For example, disposable water companies are very extremely harmful to the ecology. Yet we will see many that say —Our packaging is 100% recyclable, while the entire production process is so polluting that they are not a sustainable companies. That's why many customers have grown skeptical of seeing the word —green stamped on goods or services. The word —green has been vastly overused and has practically lost all of its meaning. What's more, some customers even see it as simply an excuse for a company to charge more for goods with no ecological benefits. Unfortunately, this practice is prevalent in many industries, from textiles and cleaning supplies to beauty products and food.

1) Green advertising

Green advertising is defined as advertising that emphasizes the environmental friendliness of product (Manrai, Manrai, Lascu, & Ryans, 1997), and must meet one or more of the following criteria: (1) addressing the relationship between the product and environment either explicitly or implicitly, (2) promoting a green lifestyle with or without highlighting a product, and (3) presenting a corporate image of environmental responsibility (Banerjee et al., 1995; Hartmann & Apaolaza-Ibáñez, 2009).

According to Iyer and Banerjee (1993), the green advertising is defined as involving one or more of three themes: planet and animal life preservation or personal health preservation. Banerjee, Gulas and Iyer (1995) later extended this, recommending that green advertising should address the relationship between a product and the environment, show the environmental responsibility of corporations and convey a green lifestyle. Kilbourne (1995) further suggested that green advertising may include environmentalism or human health. The most representative definition came from

Wagner and Hansen (2002) who stated that green advertising must meet at least one of the following criteria. It must show the relationship between the environment and a product; it should display the ecologically responsible image of the corporation; and/or it must advocate a green lifestyle, regardless of the specific product or service. This definition is adopted in classifying the green and non-green advertisements in the current research.

2) Ecological literacy

Eco-literacy aims to consider ecological systems and an awareness of how society operates within natural imperatives as an educational staple. It's also the ability to understand the natural systems that make life on earth possible. David Orr in the seminal book *Ecological Literacy* (1992) explains that by failing to include ecological perspectives in education systems, consumers are taught that ecology is unimportant. David Orr and Frijtof Capra defined the concept of 'ecological literacy' in the 1990s creating a new emphasis on the need for education to impart an understanding the interdependences between human ways of living and natural processes and. An ecologically literate society would be a sustainable society which did not destroy the natural environment on which they depend. Ecological literacy is a powerful concept as it creates a foundation for an integrated approach to environmental problems. A new value entered education; the "well-being of the earth".

Eco-literacy consists of providing the information about product and its influence in the society (D'Souza et al., 2006). According to Laroche et al. (1996), consumers know how about ecology give a clear orientation to business firms and marketers to promote their products. Marketers pinpoint that issues and factors which impact the environment and then advertise the products according to it this will increase the trust of people on the products of particular companies hence ultimately profits of the firms (Laroche et al., 2001). Therefore, ecoliteracy is actually the knowhow of consumers about green products and its impact on the ecology and ultimately their responses towards these impacts. It can be said that it deals with mindset of the consumers towards environment (Laroche et al., 1996).

3) Attitude and behaviour intention toward green advertising

Consumers' responsiveness to advertisement is critical to the effectiveness of an advertising, and is, therefore, a cornerstone in understanding the impact of green advertising. In a society that is constantly digesting advertisements on all media platforms, consumers respond to advertising content in many various ways. A specific response could either be conducted by personal preferences and motives, or more communal and collective motives that are shared within a particular sub-culture or group. These motives are then what ultimately shape consumer insight in advertising. Hilliard, Haytko & Rustogi (2012) stated that a consumer's response to an advertising will directly impact either positive or negative brand perception, ad skepticism or ad activism (i.e. product purchase).

Recent investigations explained such responses through the application of the Theory of Reasoned Action. This theory

explains the relationship between individuals' beliefs, attitudes and behaviors (Hilliard et al., 2012). Moreover, a personal will have a favorable attitude toward a behavior if they believe it will lead to a positive outcome, and vice versa. This theory has been utilized to demonstrate why people choose to engage or not engage in certain actions, and can help predict one's behavioral response to different interventions. Advertisements are thus created with this theory in mind, and are designed to change not only behaviors themselves, but also the beliefs that will, in turn, change behavior and drive a desired action or purchase (Coleman, Bahnan, Kelkar & Curry, 2011). Such concepts are critical to understanding one's responsiveness to advertising, in light of preconceived attitudes/ beliefs and their level of flexibility.

3. Methodology and Research Results

Based on the perceived need for research in this field, the main intention of this research is to determine the impact of green advertising on consumer purchase behavior of student of Mohamed V University in Rabat. We take students of university as sample size because previous research supports that students are more environmentally concerned (Haytko, Matulich, 2010).

This study using a self-administered questionnaire. The sample consisted of 321 respondents.

The target respondents were graduate, graduate and postgraduate business students. Specifically, Business

students are chosen as there is a general observation among people that these students are more knowledgeable and concerned about the green marketing than students belong to other disciplines.

The data for this study were collected via the distribution of self-administered questionnaires through online method (e-mail) and offline method (hand delivery). It should be noted that the questionnaire survey for this study was adopted from established questionnaires from previous studies.

3.1 Measures of customer attitude and behavior

In this research, a combination of several previously used measures that have not been studied simultaneously have been used, in addition to new items thought to tap the domains of attitudes toward green advertising and responsible operationalized. The totality of the items use *Likert-scale* ranked with 5 point (*1-Strongly agree, 2-Agree, 3-Neither, disagree - strongly disagree*). The attitude toward green advertising scale is about 38 items; 28 were adapted from items used in past attitude toward advertising in general scales, and 10 items were created based on reviews of the environmental marketing literature. The green attitudes scale is about 31 items; 10 were adapted from the items used in the past environmental attitudes scale; and 28 items were included based on reviews of the environmental concerns and behavior literature.

Table 1: Factors analysis of Attitudes towards Green Adverting

<i>Attitudes Toward Green Advertising</i>	<i>Mean</i>	<i>Std. Dev.</i>
Cognitive and Affective Responses toward Green Advertising		
1. Green advertising leads people to be more socially responsible	3,95	0,85
2. Green advertising is valuable to society	1,98	0,91
3. Green advertising promotes materialism	2,45	0,85
4. Green advertising shows the consumer that the firm is addressing consumers' environmental concerns	3,25	0,91
5. I think green advertising is good	4,78	0,75
6. Green advertising strengthens company image	2,56	0,768
7. Green advertising is a good business practice	3,15	0,841
8. Most green advertising insults people's intelligence	2,78	0,911
9. Green advertising is a weak form of advertising	4,01	0,897
10. Green advertising claims are insincere	8,76	0,784
11. Green advertising is unprofessional	3,74	0,852
Consumer Responses to the Companies and Their Products		
12. Green advertising is believable	3,45	0,97
13. Products and services that are advertised as green are safer to use	3,12	0,84
14. A company that uses green advertising is trustworthy	2,15	1,02
15. Green advertising is a good source of information about products/services	3,56	1,42
16. Green advertising is good at addressing environmental problems	2,15	1,15
17. Green advertising is interesting to see		0,95
18. Green advertising results in better products	3,56	0,93
19. Green advertising presents a true picture of the product being advertised	3,42	1,12
20. Products/services that are advertised as green are less expensive to society in the long run	3,16	0,95
21. I believe the claims in green advertising are truthful	2,14	0,91
22. I have more confidence in advertised green products than in unadvertised green ones	2,46	0,96
23. Sponsors of green advertising have sincere intentions	2,78	1,44
24. Green advertising helps to solve environmental problems	3,85	1,13
Consumers' Specific Behaviors		
25. I prefer products with eco-labeled packages	2,86	0,85
26. I plan to switch to products and services that were advertised as being green	2,80	0,84

27. I tend to be more loyal to products from companies that practice green advertising	3,01	1,45
28. I would pay more for products or services that were advertised as being green	4,11	1,15
Moral/Ethical Impact of Green Advertising		
29. Green advertising preys upon consumers' environmental concerns	2,42	0,87
30. Green advertising exploits environmental issues instead of addressing them	2,17	0,91
31. Green advertising is deceptive	2,36	1,12
32. Companies use green advertising to protect their reputations	3,14	1,78
33. Green advertising results in higher prices for products	3,75	0,83
34. Advertisements that focus on environmental concerns persuade people to buy products they do not really need	3,16	0,89
Removed Items to Improve Reliability		
35. I don't pay much attention to green advertising	2,41	0,85
36. Green advertising is unnecessary	2,65	0,84
37. Green advertising is wasteful	3,78	0,94
38. I have an unfavorable view of green advertising	4,03	1,52
Ki square Test	0,054,22	3452,14
Kaiser-Meyer-Olkin (KMO)	0,756	0,85
ddl	8	7
Significant	0,000	0,000

3.2 Attitude to environmental behaviors

In order to examine the link existing between attitudes toward green advertising and the link to environmentally responsible consumer behaviors, it is useful to look back on the psychological mechanism implicated in explicit and implicit measures of attitudes, the relationship between these two measures, and when and why they can predict behaviors. Generally, explicit and implicit measures involve different psychological processes in behavior determination. They are related but distinct constructs.

The implicit measures, to a greater degree, examine automatic processes, while explicit measurements employ controllable processes that can override automatic processes.

Automatic processes are fast, involuntary, effortless, unintentional, and based on an associative network. Conversely, controlled processes are slower, effortful, more intentional, under control, and require heavier cognitive load and higher-order psychological processing. We coded the respondents into three categories: if responses to environmental behavior questions were averages above 3.5, the responds are environmentally responsible.

If responses to environmental behavior questions were averages below 2.5, the responds are environmentally apathetic and neutral. T-tests were performed to see if the environmentally responsible categories varied from the apathetic group with regard to their attitudes toward green advertising.

Table 2: Factors analysis of Thoughts and Behaviors about the Environment

<i>Thoughts and Behaviors about the Environment:</i>		
	<i>Mean</i>	<i>Std. Dev.</i>
Environmental Activism		
1. I strive to learn as much as possible about environmental issues.	2,40	0,91
2. I would be willing to donate a day's worth of pay to a foundation to help them improve the environment.	2,87	1,12
3. I often urge my friends to use products that are advertised as being green.	2,46	1,78
4. I often subscribe to ecological publications.	3,16	0,83
5. I would be willing to join a group or club which is concerned solely with ecological issues.	3,70	0,89
6. I'd be willing to ride a bicycle or use public transportation to go to work/school to reduce air pollution.	3,16	1,16
Personal Everyday Thoughts and Behaviors		
7. I've changed my choice of many products for ecological reasons.	4,78	0,87
8. I make a special effort to buy products with environmentally friendly packaging.	3,56	0,91
9. I read labels to see if contents are environmentally safe.	3,15	1,12
10. I would be willing to stop buying products from companies guilty of harming the environment, even though it might be inconvenient.	2,78	1,78
11. I refuse to buy products from companies accused of being polluters.	3,01	2,70
12. I've often bought products just because they were safer for the environment.	8,76	
Respondent's Emotional Response		
13. The seriousness of environmental problems is exaggerated by environmentalists	2,12	0,91
14. I believe recycling will reduce pollution.	2,17	1,19
15. When I think of the ways industries are destroying the environment, I get frustrated.	2,37	1,17
16. It makes me angry to think that the government doesn't do more to help control environmental problems.	3,14	0,91
17. I become upset when I think about the harm being done to the environment.	3,17	1,56
18. I am very concerned about how climate change will affect future generations.	2,68	1,73
19. Recycling is important to save natural resources.	2,33	0,92
Environmental Responsibility and Impact		
21. Recycling is too much trouble for me	2,41	0,85
22. Even if everyone tried to conserve energy at home, it wouldn't make a big impact on energy use.	2,65	0,88
23. Keeping separate piles of garbage for recycling is too much trouble me.	3,78	0,92

24. I would be more willing to recycle if there were a monetary reward.	3,15	0,84
25. It is the government's job to help the environment, not mine	2,78	0,83
26. Most of the environmentally safe products I use are too hard to find.	4,01	0,91
Awareness and Understanding of Environmental Issues		
27. I feel that I am very knowledgeable about environmental issues.	2,04	0,87
28. I am aware of recycling programs in the area.	3,35	0,91
29. I understand the environmental phrases and symbols on product packages.	2,67	1,11
30. I regularly keep track of my congressional representatives' voting records on environmental issues.	2,86	1,77
Removed Items to Improve Reliability		
31. I rarely ever worry about the effects of the environment on me and my family.	2,31	1,14
Ki square Test	21054,35	2462,68
Kaiser-Meyer-Olkin (KMO)	0,732	0,785
ddl	9	6
Significant	0,000	0,000

Table 3: Multiple Regression Analysis of Variables

The following table (3) represents the Multiple Regressions Analysis

<i>Constructs</i>	<i>Standardized Coefficient</i>
Cognitive and Affective Responses toward Green Advertising	0,6
Consumer Responses to the Companies and Their Products	0,12
Consumers' Specific Behaviors	0,78
Moral/Ethical Impact of Green Advertising	0,14
Removed Items to Improve Reliability	0,67
Environmental Activism	0,78
Personal Everyday Thoughts and Behaviors	0,88
Respondent's Emotional Response	0,56
Environmental Responsibility and Impact	0,12
Awareness and Understanding of Environmental Issues	1,78
Awareness and Understanding of Environmental Issues	1,75
R ²	0,56
Adjusted R ²	0,66

4. Discussion, limits and research perspectives

The current research shows that consumer purchase behavior is influenced by environmental concerns and Ecoliteracy. It means those consumers who have knowledge about environmental issues and those who are more concerned about environmental betterment will positively respond toward green advertising. Besides, the results demonstrate that connections with nature are an effective predictor of pro-environmental behavior, which corresponds with previous research (Schwepker, C. H., & Cornwell, T. B. 1991). So, the connection with nature plays a positive role in promoting environmental behavior, and accordingly suggests means to encourage pro-environmental behavior by enhancing people's connectedness to nature. Moreover, our study indicates that explicit connections with nature predict deliberate environmental behaviors, while implicit connections with nature predict spontaneous environmental behaviors.

Otherwise, the findings of the study shows that there is strong and positive co-relation exist between green advertising and consumer buying. It means that consumers who have more knowledge about green products and showing environmental concern respond more positively toward green advertising. This paper also finds that consumers are willing to pay more for green products (Haytko, Matulich, 2010).

The current study will be helpful for creating awareness in people about green advertising and convincing them to

purchase those products that are beneficial for themselves and for society as well. Our sample size is only students of Mohamed V University in Rabat due to time constraints. The sample size is relatively heterogeneous age group and educational level. These results may or may not be comparable to previous research studies, given the makeup of a student population versus a general population.

In the other hand, this was the first study to specifically investigate gender differences with regard to attitude toward green advertising and environmentally responsible behaviors. It appears that this generation of consumers has distinct gender differences, with females exhibiting more positive attitudes toward green advertising and increased amounts of environmentalism. Future research should further explore the reasons underlying these differences and the implications for marketers.

Furthermore, future research should use a sample containing a wide range of ages or level incomes. Mohai and Twight (1987) found that age is strongly related to environmental concern and other authors have found additional variables related to responsible environmental behavior. Weigel (1977) found that high levels of pro-ecology behavior were found in subjects who were liberal, more educated. Hines, et al. (1986) found that knowledge, locus of control, commitment, and sense of responsibility were related to environmental behaviors.

Clearly, further research is needed to provide a better understanding of the conceptual foundations of attitude

toward green advertising and corresponding environmental behaviors. The next step, according to Churchill (1979) and Gerbing and Anderson (1988), would be to use the purified instrument to collect additional data, and perform confirmatory factor analysis using the new factors. Additionally, despite the inclusion of multiple dimensions, a large portion of the variance is yet to be explained for both measures. Future research could explore possible additional variables that tap the same domain of these constructs.

These purified, multidimensional scales provide a broader perspective of the attitude toward green advertising and environmental behavior constructs than previous research. This perspective is necessary to study the influence of attitude toward green advertising in general on specific advertisements, especially in light of advertising's changing role and betterment of the society. Moreover, advertising practitioners can benefit from the results of using these measures to better determine how their market is responding to the green advertisements being produced. Also, it is necessary to conduct a larger scale study and investigate the continuing and recent trends in green advertisements in different media and compare with foreign advertising to predict potential greenwashing in advance and to formulate meaningful guidelines for regulatory purposes.

Finally, from the study conducted and the results obtained, it seems appropriate to remind companies already making green products and/or green production processes to continue along this path and continue innovation and convey green advertising. Conversely, firms that still do not understand the change of course of society and the future changes in consumers' purchasing behavior, should divert their forces and their expertise in this direction, not to be left out of the games.

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