

Corporate Reputation and CSR-Oriented Personal Factors Affecting Consumer Loyalty and Purchase Satisfaction towards Green Products in Thailand

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This research aimed to (1) examine the corporate reputation and CSR-oriented personal factors affecting consumer loyalty in Thai people who purchase green products, and (2) investigate the influence of corporate reputation, CSR-oriented personal factors, and consumer loyalty on consumer purchase satisfaction in Thai people. A total of 389 usable questionnaires were analysed in this research. The purposive and convenience sampling method was performed. Descriptive statistics, exploratory factor analysis, correlation analysis, and multiple regression analyses have been employed. The results found that (1) the averages of organisational reputation, personal factors, consumer loyalty, and purchase satisfaction were at a high level, (2) corporate reputation and personal factor had a significant positive influence on consumer loyalty, (3) four key variables affect consumer loyalty in green purchasing, including: the organisation has a credible reputation, the organisation has conducted socially responsible activities, the organisation offers accurate and complete information, and consumers live in accordance with environmental conservation, and (4) two key variables of corporate reputation, including: the organisation has a credible reputation and the organisation discloses information for easy access, which had a positive effect on the purchase satisfaction of consumers.

Key words: *Corporate reputation, CSR-oriented personal factor, Consumer loyalty, Purchase satisfaction, Green product.*

Introduction

The world is changing dramatically and quickly. Human society needs to adapt to accommodate these changes. Sustainable development is considered one of the principle ways of adapting to global society. In addition, sustainable development is considered a necessity that every country must take into account in developing the country to exist and grow continuously and make people completely happy. Social and environmental awareness of peoples in various countries is becoming increasingly clear. The reason is due to pollution and increasing social and environmental problems such as global warming, air and water pollution, health problems from consuming contaminated food, pathogens, and chemicals. People or consumers in many countries are increasingly paying attention to their own health and environmental problems. Such attention has caused modern consumers to focus on the purchase of products that do not affect the environment or products that are environmentally friendly (Baktash & Talib, 2019; Joshi & Rahman, 2015; Kabadayi et al., 2015; Kaur & Bhatia, 2018; Lin et al., 2011). The marketing term, "Green products" means products that do not use chemicals or substances that are harmful to consumers' health or use a small number of substances without affecting consumers and not causing toxic pollution (Dangelico & Pontrandolfo, 2010). Therefore, green products are products that are beneficial to consumers' health and are environmentally friendly. In addition to the issue of modern consumer changes to demand for products that reduce environmental impact, government factors are also another factor that affects the demand for green products, because many government sectors in the world today have policies to maintain the health of their own population. Those governments, therefore, encourage the production of products that do not cause negative effects on the environment (Joshi & Rahman, 2015; Pallavi & Srinivas, 2014; Sharma, Pandey, & Sajid, 2015).

Both the government and consumers in Thailand are aware of the promotion of green products. The Thai government aims to create sustainability through the health care of Thai people and promote products that reduce adverse effects on the environment. In some areas, like Phetchabun province, there is a promotion of green consumption by developing for example, an area known as the green market, so that local consumers can find and consume green products easily and conveniently. However, the production of green products often involves additional steps to normal processes, like screening for safe raw materials. Procurement of raw materials that are different from the traditional procurement process or production may require new machinery or processes. Therefore, green products tend to have higher prices than general products in a similar group (Joshi & Rahman, 2015; Ottman, 2011; Sandu, 2014; Srivastava, Malik, & Kumar, 2016). Companies are focusing on new goals in this area. Many companies have clearly focused on the production of green products and marketing, by anticipating the company's growth through this new channel (Kopnina & Blewitt, 2018; Onditi, 2016; Ramanust et al., 2020; Widyastuti et al., 2019). The

development of the green market is necessary to understand the behaviour of consumers, especially green consumers that are different from general consumers (Sao, 2014; Srivastava, Malik, & Kumar, 2016; Trivedi, Trivedi, & Goswami, 2018; Tuten, 2013). Effective marketing of the green product must focus on creating both good products and reducing environmental problems, and must also aim to create satisfaction for consumers (Baktash & Talib, 2019; Macharia et al., 2017; Onditi, 2016; Sharma, Pandey, & Sajid, 2015). In addition, marketers have to focus on the campaign or marketing promotion to support the consumer's self-image. This is one of the key factors to create a market opportunity for green product success (Mobrezi & Khoshtinat, 2016). Also, the reputation of the organisation, for both manufacturers and distributors of green products, is very important to the success of marketing green products now and in the future (Ottman, 2011).

The researcher is interested in studying consumer loyalty in green products, because loyalty is very important in marketing and business success. When consumers are loyal, consumers will continue to buy products and support the organisation, such as providing product information and product usage results to family, friends and close people, paying attention to the activities of the organisation and agreeing to pay for products at a higher price (Arikan & Guner, 2013; Yazdanifard & Mercy, 2011). In addition, the researcher is also interested in studying the issue of consumer satisfaction in the purchase of green products, because the satisfaction of the product purchase will affect the growth of the green product line and the continuous growth of the organisation.

Research Objectives

This study had two key objectives as follows:

- 1) The study aimed to examine the corporate reputation and CSR-oriented personal factors affecting consumer loyalty in Thai people who purchase green products.
- 2) The study aimed to investigate the influence of corporate reputation, CSR-oriented personal factors, and consumer loyalty on consumer purchase satisfaction in Thai people.

Literature Reviews

With regard to the factors that affect consumer choice of green products, many pieces of research have been examined and have summarised the important factors that affect the purchase of green products. Many studies have identified organisational reputation factors affecting the consumption of green products by consumers, which consists of a reputation for credibility, a reputation for operating in a manner reflecting corporate social responsibility, correct and complete use of information, providing uncovered information, lack of intent to conceal information, providing reliable information, easy access to information from consumers, and having a good reputation for morals amongst the companies producing the

green products (Arikan & Guner, 2013; Chaimankong et al., 2555; Feldman, Bahamonde, & Bellido, 2014; Ottman, 2011). It also specifies the personal factors of consumers that affect the purchase of green products, such as consumers interested in environmental issues, consumers interested in social responsibility, consumer practice consistent with protecting and preserving the environment or nature, consumers interested in the communication of the producer and distributor in terms of operations for conservation of the environment (Chaimankong et al., 2555; Kabadayi et al., 2015; Kaur & Bhatia, 2018; Ottman, 2011). All of these factors also influence the consumer's green product purchase decisions, consumer confidence, consumer loyalty, and consumer purchase satisfaction. As Baktash and Talib (2019) mentioned, consumer loyalty is the key factor in creating competitive strategy and business success. And Kordshouli, Ebrahimi, and Bouzanjani (2015) state that consumer satisfaction in green products means the consumer's decision on the organisation's products or services, including the decision on the benefits of using green products. Therefore, the green companies need to manage their business models and strategies to support the consumer loyalty and consumer purchase satisfaction (Asgharian et al., 2012; Baktash & Talib, 2019; Chang & Fong, 2010; Onditi, 2016).

The Relationship between Corporate Reputation and Consumer Loyalty

Many factors create a good reputation in the organisation, such as the organisation has conducted socially responsible activities, the organisation discloses the information for easy access, the organisation provides reliable information, the organisation offers accurate and complete information, and the organisation has a credible reputation (Arikan & Guner, 2013; Chaimankong et al., 2555; Feldman, Bahamonde, & Bellido, 2014). The studies of Gorondutse, Hilman, and Nasidi (2014) and Gul (2014) found that the reputation of the organisation has a significant influence on consumer loyalty. The research of Zhang (2009), confirmed the influence of corporate reputation on consumer loyalty especially in the area of operations regarding social responsibility. The study of Arikan and Guner (2013), summarised that CSR activities have a strong effect on consumer loyalty. In addition, the study of Biswas (2016), found that direct and accurate disclosure of the organisation's environmental management for consumers or stakeholders has a positive effect on doing business with green products. And Ali, Alvi, and Ali (2012), stated that the reputation of the organisation was important in communicating with the stakeholders of the organisation, and the reputation of the organisation has a positive relationship with consumer loyalty.

The Relationship between Consumer Factors and Consumer Loyalty

Studies of personal or consumer factors are important in the organisation's marketing. This research is interested in studying the personal factors related to corporate social responsibility (CSR). There are many variables for this personal factor, including consumers paying

attention to corporate social responsibility, consumers living in accordance with environmental conservation, consumers paying attention to the environment, and consumers interested in presenting corporate information through the media (Chaimankong et al., 2555; Kabadayi et al., 2015; Kaur & Bhatia, 2018). The study of Kabadayi et al. (2015), indicated that when the consumer believes that their consumption has an effect on an environmental problem, they will buy the eco-friendly or green product. Biswas (2016), found consumers will agree to pay higher prices if the product is good for the environment or does not destroy the environment, and found that consumers trust or trust in companies or green products. And it is stated by Kabadayi et al. (2015), that consumers who live with environmental concerns will support green products and green companies.

The Relationship between Corporate Reputation, Consumer Factors, and Consumer Satisfaction

Several previous studies have indicated that organisational reputation factors include a reputation for credibility, a reputation for corporate social responsibility, accurate and complete information disclosure, reliable disclosure, and easy access to company information. Consumers affect the consumption of consumer green products (Arikan & Guner, 2013; Chaimankong et al., 2555; Feldman, Bahamonde, & Bellido, 2014). The study of Ali, Alvi, and Ali (2012), found the reputation of the organisation has a significant positive relationship with consumer satisfaction. This is consistent with the study of Gul (2014), who stated that corporate reputation had a direct influence on consumer purchase satisfaction. In addition, Biswas (2016), found that consumers are satisfied with the purchase of products that do not harm the environment and are satisfied with companies or manufacturers that distribute green products that do not pollute and are socially responsible. Kordshouli, Ebrahimi, and Bouzanjani (2015) and Macharia et al. (2017) found that the marketing promotions for the environmental activities of the firm had an influence on consumer green satisfaction. This means the corporate reputation in environmental promotions will affect consumer satisfaction and repurchasing green products from the firm. Moreover, the study of Arikan and Guner (2013), summarised that the CSR activities for corporate reputations had an effect on consumer satisfaction. Suki (2016), indicated that corporate image had an effect on consumer green satisfaction. Meanwhile, Chen, Lin, and Weng (2015), found the environmentally friendly behaviour of consumers had a positive effect on consumer green satisfaction. And Biswas (2016), found that consumers who care about the environment and live in harmony with the environment are more likely to be satisfied with the purchase of green products.

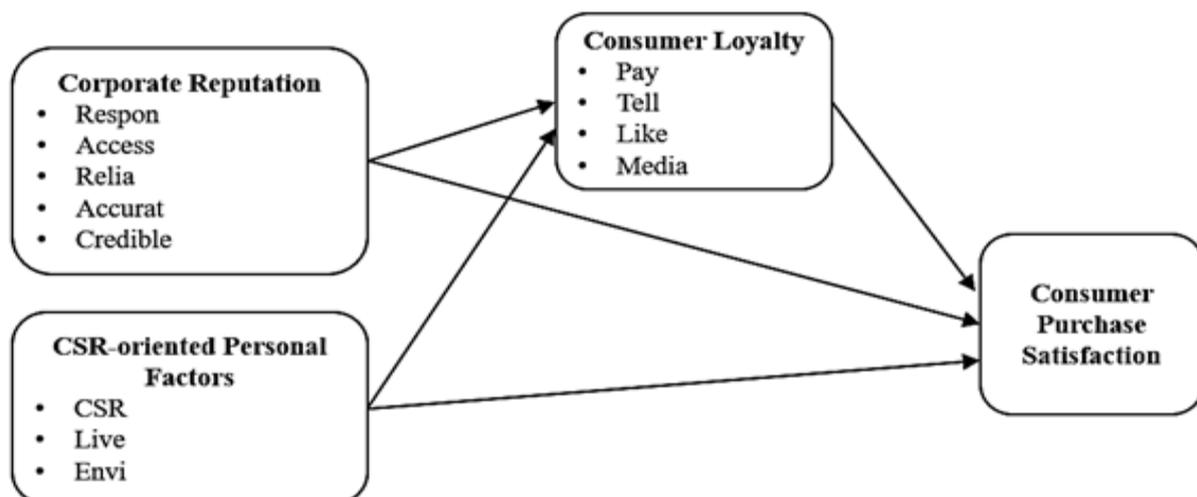
The Relationship between Consumer Loyalty and Consumer Satisfaction

A loyal consumer is one who is willing to pay more or repurchase the product and support the product; they indicate satisfaction by communicating the product information to family and friends (Baktash & Talib, 2019). Consumers of green products that are loyal to the organisation need the organisation to maintain product development to reduce environmental problems and help conserve the world's environment. These organisations will greatly satisfy green consumers (Ottman, 2011). The study of Baktash and Talib (2019), showed that consumer confidence and attitudes affected consumer loyalty. Asgharian et al. (2012) and Kordshouli, Ebrahimi, and Bouzanjani (2015), found the relationship between customer loyalty and customer satisfaction. Also, Chen, Lin, and Weng (2015), confirmed the link between consumer loyalty and consumer satisfaction. Joshi and Rahman (2015), stated that consumer mood, especially the emotions associated with environmental awareness and concerns have a profound effect on consumer behaviour concerning green products, like satisfaction, purchase intentions, and green product purchasing decisions. FuiYeng and Yazdanifard (2015), indicated that green marketing influencing consumer loyalty that relates to environmental issues can satisfy the consumer's needs. Therefore, consumer loyalty is important and influences satisfaction and the decision to buy green products.

Conceptual Framework

After reviewing the previous research and literature, the conceptual framework of the research was developed and is shown in Figure 1. It has four key variables in the framework, including corporate reputation, CSR-oriented personal factors, consumer loyalty, and consumer purchase satisfaction.

Figure 1. Conceptual framework



The hypothesis is proposed as follows:

H1: Corporate reputation and CSR-oriented personal factors have a positive influence on consumer loyalty.

H2: Corporate reputation, CSR-oriented personal factors, and consumer loyalty have a positive influence on consumer purchase satisfaction.

Research Methodology

This research is quantitative research using questionnaires as a tool for data collection. The population used to conduct the research study was people who have experience of purchasing green products in Phetchabun province. The author focused on this province because this area is promoting green consumption by building a green market space for consumers to find and purchase green products for their needs. As the targeted population could not be determined, the author employed Cochran's formula for the optimal sample number (Cochran, 1977). At the confidence level and error term of 95% and 5 %, respectively, the calculated sample size was 385. The questionnaire consisted of four key variables, including corporate reputation (REPUT), CSR-oriented personal factors (PERSON), consumer loyalty (LOYAL), and consumer purchase satisfaction (SATIS). The author developed the questionnaires from previous studies as shown in Table 1. This research used the 5-Likert type scale ranging from 1-5 (from 1 = strongly disagree to 5 = strongly agree) for all items of the questionnaire. For content validity, the questionnaire was checked by five experts. The result showed that the Item Objective Congruence (IOC) values of all items were between 0.67 – 1.00. Therefore, the questionnaire was appropriate to use (Hair et al., 2014). And the author used Cronbach's alpha statistics to assess the reliability of the questionnaire tool with 30 persons, the statistical result was 0.82. This indicated there was acceptable reliability (Hair et al., 2014). The data of the study were collected by structured questionnaire, using the purposive and convenience sampling method. For statistical analysis of this research, the author analysed descriptive statistics, exploratory factor analysis, correlation analysis, and multiple regression analysis with the stepwise method to examine the hypothesis of this research.

The equations of this study were:

$$\text{Loyal} = \beta_1 + \beta_5 \text{Peput} + \beta_6 \text{Person} + \varepsilon \dots\dots\dots [1]$$

$$\begin{aligned} \text{Loyal} = & \beta_2 + \beta_7 \text{Reason} + \beta_8 \text{Access} + \beta_9 \text{Relia} + \beta_{10} \text{Accurat} + \beta_{11} \text{Credible} + \beta_{12} \text{CSR} + \beta_{13} \text{Live} \\ & + \beta_{14} \text{Envi} \dots\dots\dots + \\ & \varepsilon \dots\dots\dots [2] \end{aligned}$$

$$\text{Satis} = \beta_3 + \beta_{15} \text{loyal} + \beta_{16} \text{Reput} + \beta_{17} \text{Person} + \varepsilon \dots\dots\dots [3]$$

$$\text{Satis} = \beta_4 + \beta_{18}\text{Reason} + \beta_{19}\text{Access} + \beta_{20}\text{Relia} + \beta_{21}\text{Accurat} + \beta_{22}\text{Credible} + \beta_{23}\text{CSR} + \beta_{24}\text{Live} + \beta_{25}\text{Envi} + \beta_{26}\text{Pay} + \beta_{27}\text{Tell} + \beta_{28}\text{Like} + \beta_{29}\text{Media} + \varepsilon \dots\dots\dots [4]$$

Where β_i = constant, $i = 1-4$; β_j = the regression coefficient, $j = 5-29$; and ε = error term.

Table 1: Research questionnaire characteristics

Variables	Items (Symbol)	References
Corporate Reputation (REPUT)	The organisation has conducted social responsibility activities (Respon) The organisation discloses the information for easy access (Access) The organisation provides reliable information (Relia) The organisation offers accurate and complete information (Accurat) The organisation has a credible reputation (Credible)	Arikan and Guner, (2013); Chaimankong et al. (2555); Feldman, Bahamonde, and Bellido (2014)
CSR-oriented Personal Factors (PERSON)	Consumers pay attention to corporate social responsibility (CSR) Consumers live in accordance with environmental conservation (Live) Consumers pay attention to the environment (Envi) Consumers interested in presenting corporate information through the media (Media)	Chaimankong et al. (2555); Kabadayi et al. (2015); Kaur and Bhatia (2018)
Consumer Loyalty (LOYAL)	Consumers are willing to pay a higher price (Pay) Consumers tell others (Tell) Consumers like the organisation's information (Like)	Arikan and Guner (2013); ; Baktash and Talib (2019); Yazdanifard and Mercy (2011)
Consumer Purchase Satisfaction (SATIS)	Consumers satisfied with green product purchasing (Satis)	Ali, Alvi, and Ali (2012)

Research Results

The analysis is shown in Table 2, it is found that the respondents who have experience in buying green products totalled 389 people. The analysis shows the proportion of males and females of the respondents with similar numbers. In terms of age, most respondents are in the

age range of 21-30 years, which is equal to 40.6%, followed by 28.3% under the age of 21. Overall, almost 70% are under 30 years of age. In education, most respondents completed bachelor degrees with 48.3 percent, followed by 45 percent with less than bachelor degrees. An analysis of monthly income shows that about half of the respondents have a monthly income of less than 625 USD.

Table 2: Demographic findings

Variables		Frequencies	Percent
Gender	Male	198	50.9
	Female	191	49.1
Age	below 21 years old	110	28.3
	21 - 30 years old	158	40.6
	31 - 40 years old	68	17.5
	41 - 50 years old	39	10.0
	51 - 60 years old	12	3.1
	61 years old or above	2	0.5
Education	Below Bachelor Degree	175	45.0
	Bachelor Degree	188	48.3
	Above Bachelor Degree	26	6.7
Income per month	Less than 625 USD	190	48.8
	625 – 1,250 USD	126	32.4
	1,251 – 1,875 USD	51	13.1
	1,876 USD or more	22	5.7

To display the results of the descriptive statistics analysis on important variables shown in Table 3, the researcher divided the opinions of the respondents into five criteria which were the highest level of opinions (values 4.21 - 5.00), high levels (values 3.41 - 4.20), moderate levels (values 2.61 - 3.40), low levels (values 1.81 - 2.60) and the lowest level (value 1.00 - 1.80). As a result, in Table 3, the means of all key variables were high levels (means = 3.51 – 4.20). For the four key factors of this study, the analysis results showed that the averages of the opinions of the organisation's reputation, personal factors, consumer loyalty, and purchase satisfaction were at a high level. To test the normality of the data, skewness and kurtosis values of all variables were accepted.

Table 3: Descriptive outcomes of the study

Variables	Mean	Std. Deviation	Skewness	Kurtosis
Credible	4.10	.75	-.34	-.61
Relia	4.04	.71	-.23	-.48
Respon	3.93	.73	-.38	.49
Access	3.92	.85	-1.17	2.31
Accurat	4.00	.66	-.16	-.24
REPUT	4.00	.50	-.37	.27
Envi	4.20	.74	-.48	-.52
CSR	4.16	.70	-.37	-.46
Live	4.12	.70	-.30	-.47
PERSON	4.16	.58	-.29	-.31
Like	3.79	.79	-.09	-.43
Pay	3.62	.99	-.48	-.28
Tell	3.81	.88	-.38	-.29
Media	3.89	.75	-.12	-.54
LOYAL	3.78	.68	-.21	-.22
SATIS	3.51	1.12	-.59	-.06

The researcher analysed the exploratory factor analysis by using the Principal components method and used the axis rotation by the Varimax method. Factor analysis of the research variables is shown in Table 4, it can be noted that three variables can be separated by this analysis. The Kaiser-Meyer-Olkin (KMO) was 0.818 and Bartlett's test with statistical significance was at $p < 0.05$. Therefore, it can be considered that the factors can be appropriately separated into three factors. All three factors were extracted with an Eigenvalues value greater than one, which could explain the total variance at 58.15 percent. From the factor analysis, it is confirmed that the sub-variables in the main variables are factors of this research.

Table 4: Exploratory factor analysis

Variables		Factor 1	Factor 2	Factor 3
Corporate reputation	Respon	0.746		
	Access	0.705		
	Relia	0.678		
	Accurat	0.633		
	Credible	0.447		
Personal factor	CSR		0.844	
	Live		0.803	
	Envi		0.725	
Consumer loyalty	Pay			0.826
	Tell			0.813
	Like			0.800
	Media			0.660

In the analysis of multiple regression equations, the important condition before the analysis that needs to be examined is the relationship between independent variables, also known as multicollinearity issues. Therefore, before analysing the multiple regression equations of this study, the author conducted the correlation analysis to test the multicollinearity issue. As the results show in Tables 5 and 6, all correlation coefficients were less than 0.70. From Table 5, the correlation coefficients between three pairs of key variables were not more than 0.70. This concluded it had no multicollinearity concern (Brace, Kemp, & Snelgar, 2012).

Table 5: Correlation coefficients of key variables

Variables	Reput	Person	Loyal
Reput	1		
Person	.373**	1	
Loyal	.412**	.283**	1

Note: ** means the statistical significance at .01 level

From Table 6 it can be observed that all correlation coefficients in the table were not more than 0.70. This point means it has no multicollinearity issue of concern for multiple regression analyses. In addition to investigating with correlation analysis, the author would examine that condition with Variance inflation factor (VIF) statistics. These VIF values would show in every table of the regression analysis results.

Table 6: Correlation coefficients of all sub-variables

Variables	Credible	Relia	Respon	Access	Accurat	Envi	CSR	Live	Like	Pay	Tell
Relia	.289**	1									
Respon	.286**	.443**	1								
Access	.283**	.286**	.409**	1							
Accurat	.306**	.323**	.319**	.336**	1						
Envi	.298**	.119*	.264**	.264**	.248**	1					
CSR	.289**	.246**	.141**	.181**	.166**	.521**	1				
Live	.268**	.162**	.192**	.086	.178**	.424**	.557**	1			
Like	.308**	.239**	.249**	.207**	.186**	.207**	.166**	.194**	1		
Pay	.260**	.202**	.235**	.224**	.221**	.192**	.127*	.168**	.592**	1	
Tell	.244**	.210**	.234**	.175**	.216**	.173**	.125*	.188**	.583**	.601**	1
Media	.277**	.222**	.186**	.188**	.234**	.207**	.200**	.316**	.439**	.474**	.422**

Note: **, * mean the statistical significance at .01 and .05 level respectively

At the last moment, the author conducted the statistical analysis for hypothesis testing of this research. The results of the multiple regression analyses with the stepwise method are shown in Tables 7 - 10. From Table 7, the result showed that corporate reputation and personal factors had positive significant influences on consumer loyalty. From that result, the first regression equation was $LOYAL = 1.116 + 0.483*REPUT + 0.176*PERSON$. Both two independent variables jointly explained 18.9 percent of the total variance of consumer loyalty. When the author considered the multicollinearity issue by Variance inflation factor (VIF) statistic, it indicated there was no multicollinearity issue because VIF was less than five (Hair et al, 2014).

Table 7: Multiple regression analysis summary for corporate reputation and personal factors predicting consumer loyalty

Variables	Unstandardised Coefficients		Standardised Coefficients	t-statistics	Sig.	VIF
	□	Std. Error	Beta			
Constant	1.116	0.287		3.884	0.000***	
REPUT	0.483	0.067	0.356	7.204	0.000***	1.162
PERSON	0.176	0.058	0.150	3.043	0.003**	1.162
F	45.034					
Sig. of F	0.000***					
R ²	0.189					

Note: ***, ** it is significant at the .001 and .01 respectively.

The regression analysis result shown in Table 8 indicated that it consisted of four variables affecting consumer loyalty including: the organisation has a credible reputation (Credible), the organisation has conducted socially responsible activities (Respon), the organisation offers accurate and complete information (Accurat), and consumers live in accordance with environmental conservation (Live). All four variables jointly explained 18.9 percent of the total variance of consumer loyalty. The regression equation of this result was $LOYAL = 1.282 + 0.195 \cdot Credible + 0.143 \cdot Respon + 0.150 \cdot Live + 0.129 \cdot Accurat$. When considering the multicollinearity issue by VIF values, it showed that no multicollinearity issue remained a concern.

Table 8: Multiple regression analysis summary for all sub-variables of corporate reputation and personal factors predicting consumer loyalty

Variables	Unstandardised Coefficients		Standardised Coefficients	t-statistics	Sig.	VIF
	□	Std. Error	Beta			
Constant	1.282	0.273		4.702	0.000***	
Credible	0.195	0.046	0.214	4.234	0.000***	1.204
Respon	0.143	0.047	0.152	3.056	0.002**	1.176
Live	0.150	0.047	0.154	3.196	0.002**	1.101
Accurat	0.129	0.052	0.125	2.505	0.013*	1.186
F	22.370					
Sig. of F	0.000***					
R ²	0.189					

Note: ***, **, * it is significant at the .001, .01 and .05 respectively.

The result in Table 9 revealed that corporate reputation had positive significant influences on consumer purchase satisfaction. But personal factors and consumer loyalty did not affect the purchase satisfaction of consumers in this study. From the result, corporate reputation explained only 6.7 percent of the total variance of the purchase satisfaction. Therefore, the regression equation was $SATIS = 1.212 + 0.575 \cdot REPUT$. VIF values indicated the equation had no multicollinearity issue.

Table 9: Multiple regression analysis summary for corporate reputation, personal factors, and consumer loyalty predicting purchase satisfaction

Variables	Unstandardised Coefficients		Standardised Coefficients	t-statistics	Sig.	VIF
	β	Std. Error	beta			
Constant	1.212	0.438		2.766	0.006**	
REPUT	0.575	0.109	0.259	5.280	0.000***	1.000
F	27.874					
Sig. of F	0.000***					
R ²	0.067					

Note: ***, ** it is significant at the .001 and .01 respectively.

Table 10 shows the regression analysis result of the fourth equation, it revealed that two variables, including the organisation has a credible reputation (Credible) and the organisation discloses the information for easy access (Access) had positive significant influences on purchase satisfaction of consumers. Both variables jointly explained 8.1 percent of the total variance of the consumer purchase satisfaction. The fourth regression equation was $SATIS = 1.591 + 0.288*Access + 0.193*Credible$. When considering the multicollinearity conditions, it showed the equation had no issues.

Table 10: Multiple regression analysis summary for all sub-variables predicting purchase satisfaction

Variables	Unstandardised Coefficients		Standardised Coefficients	t-statistics	Sig.	VIF
	β	Std. Error	beta			
Constant	1.591	0.349		4.556	0.000***	
Access	0.288	0.067	0.220	4.316	0.000***	1.087
Credible	0.193	0.076	0.129	2.540	0.011*	1.087
F	17.007					
Sig. of F	0.000***					
R ²	0.081					

Note: ***, * it is significant at the .001 and .05 respectively.

Discussion

This research aimed to investigate the relationship among four key factors of green consumers in Thailand, including corporate reputation, CSR-oriented personal factors, consumer loyalty, and consumer purchase satisfaction. Initially, the analysis result of descriptive statistics in four key factors showed that the averages of the consumer's opinions of the organisation's reputation, personal factors, consumer loyalty, and purchase satisfaction

were at a high level. This result revealed the marked trend of Thai consumers towards environmental concerns, eco-friendly product consumption, and support for the green companies. Secondly, the author examined the effect of two key factors, corporate reputation and CSR-oriented personal factors, on consumer loyalty in Thai people as H1 of the research. The study results found corporate reputation and personal factors had a significant positive influence on consumer loyalty. Therefore, the first result supports H1. It indicated that four key variables affect consumer loyalty in green purchasing, including the organisation has a credible reputation, the organisation has conducted socially responsible activities, the organisation offers accurate and complete information, and consumers live in accordance with environmental conservation.

This result is consistent with many studies that reflect and confirm the effect of corporate reputation on consumer loyalty (Arikan & Guner, 2013; Chaimankong et al., 2555; Feldman, Bahamonde, & Bellido, 2014; Gorondutse, Hilman, & Nasidi, 2014; Gul, 2014). Also, the key result obtained from this study supports the conclusions of Kabadayi et al. (2015), who pointed out that consumers who live with environmental concerns will support green products and green companies. The result is also supported by the study of Chen, Lin, and Weng (2015), who indicated the environmentally friendly behaviour of consumers had a positive effect on consumer green satisfaction. As the author mentioned, loyal consumers will continue to purchase products and support the organisation by providing product information to family and friends and by agreeing to pay a higher price (Arikan & Guner, 2013; Yazdanifard & Mercy, 2011). Ultimately, the author investigated the influence of corporate reputation, CSR-oriented personal factors, and consumer loyalty on consumer purchase satisfaction in Thai consumers as H2 of the research. The result found only corporate reputation had positive significant influences on consumer purchase satisfaction. Therefore, the second result partially supports H2. It pointed out that two key variables, including the organisation having a credible reputation and the organisation disclosing information for easy access had a positive effect on the purchase satisfaction of consumers. This result is consistent with the study of Gul (2014), who indicated that corporate reputation had a positive influence on consumer's satisfaction and is also consistent with Ali, Alvi, and Ali (2012), who found corporate reputation was very important to all stakeholders and had a positive influence on consumer purchase satisfaction. Kordshouli, Ebrahimi, and Bouzanjani (2015) and Macharia et al. (2017), mentioned that the corporate's credible reputation by marketing promotions for environmental activities had an influence on consumer green satisfaction. And the result is equally consistent with Suki (2016), who found the corporate image had an effect on consumer green satisfaction.



Conclusion and Recommendation

The results summarised that corporate reputation positively affects consumer loyalty and purchase satisfaction. The key points which green companies need to emphasise are the credible reputation of the firm, corporate social responsibility activities, providing accurate and complete information, and easy access to corporate information. These factors can assist company satisfaction with its green consumers and create consumer loyalty for business success and long-term growth. Although consumer loyalty does not affect consumer satisfaction, corporate reputation, especially when developing a credible reputation, and disclosing information that can be easily accessed are important factors for building consumer purchase satisfaction. Therefore, companies should focus on these points. Another key point from this study represents one aspect of personal factors that affect consumer loyalty. That is a consumer living with environmental conservation. This point can help to improve consumer loyalty to green companies. Many studies support the concept that consumer loyalty can positively influence purchasing decisions. Therefore, corporate management should emphasise the lifestyle of consumers in the targeted market. To build consumer loyalty and manage green business lines for success, the marketers should create a marketing promotion to support the green consumer lifestyle and create consumer movements using active communication and sharing the information between consumers and their connections. Ultimately, this research is mainly focused on the organisational and personal factors of consumers, therefore, the author suggests that future studies should research other factors that may influence consumer loyalty and purchase satisfaction, such as the characteristics of each type of green product, the service quality provided by distributors of green products, or a comparative study of consumer purchase satisfaction between green products and non-green products.

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