



THE EFFECT OF GREEN PRODUCT ATTRIBUTES ON THE TENDENCY TO GREEN
PURCHASE ACCORDING TO THE ROLE OF THE GREEN BRAND SATISFACTION,
TRUST AND SPECIAL VALUE OF GREEN BRAND

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Abstract

The main purpose of this research is to explain the relationship between the characteristics of the green product and the tendency to green purchase according to the mediating role of the satisfaction, trust and value of the green brand. This research is applied in terms of target and in terms of collecting information is field- survey data and in terms of the nature are descriptive results of correlation type. Data were gathered in a library and data were collected using a questionnaire to test the research hypotheses. To analyze the hypotheses and model, structural equation modeling was used. The research population consisted of 409 consumers of green products in Tehran. Sampling was done in a simple random manner. The results of this study showed that the green product image, the value of the green product and the perceived usefulness of the green product have a positive and significant effect on the green satisfaction. the green product risk has a negative effect on the green satisfaction. The consumer environmental attitude has no moderating effect. Green satisfaction has a positive effect on the green brand equity value and green trust, the green brand equity value has a positive effect on green purchasing, and green trust has a positive effect on consumers' willingness to buy green product. The results of the research on the coefficients of determination showed that about 0.4% of the green trust changes were predictable by green satisfaction and about 0.3% of changes in green satisfaction variables, green brand equity and green purchasing tendency is predictable in the research model.

Keywords: Green Marketing, Green Shopping tendency, Green Trust, Green Satisfaction, Environmental Attitudes

I. INTRODUCTION

In the last decade, with the advent of technology, the amount of production and consumption of products around the world has increased, and rising consumption can have different consequences (Chen & Chai, 2010). According to Ramezani et al. (2010), environmental issues such as gradual global warming and climate change are largely related to increased consumption. Dehghanan et.al (2014) believe that only green products are not enough to protect the environment, and that the purchase of green products is a prerequisite, and hence refers to the role that consumers play in protecting green products.



With increasing environmental awareness, especially among advanced countries, environmental activities are taking place throughout organizational strategies, including the role of green technologies and supply chain activities such as design and production planning, and so on.

Attention and environmental protection, such as shortening the life cycle and limiting the use of hazardous and toxic materials, electronic waste and noise pollution, are among the most important issues that will enable companies to respond to sustainable development. The challenge is to apply innovative strategies. In this context, many studies have also been conducted in the area of green innovation and sustainable development innovation, taking into account the production of new products and services.

The study of whether green product innovation and green process innovation in companies can be valuable and has pointed to three environmental keys in green product innovation that focuses on minimizing energy, reducing materials and contamination, and protecting the product life cycle.

Also, there are many articles and researches on green consumer behavior (environmental support), the attitude of consumers towards environmental issues from a variety of dimensions such as functional value, socioeconomic, emotional, and noneconomic factors. They have investigated on determining customer demand for green products and whether high price of green products impact on customers decision (Kazemi , 2012).

Understanding consumers' willingness to buy is a very important goal to decide on marketing and product innovation. In many product markets, especially the market for green products, the desire to buy is an important indicator in identifying the success of marketing management. Nevertheless, quantitative research has contributed to the theoretical development of how to innovate products (Wo et al., 2015)

Contrary to recent studies on the use of green products, few studies have examined the psychological factors in the demand for green products. A review of these studies shows that two factors of high cost of production and market prices have been the main barriers to adopting green products (Salmla and Warhoo, 2006).

While public opinion in social research has shown that consumers want to pay higher green energy costs (Eurobarometer, 2005), the share of green manufacturing companies is still low (Gan et al., 2007).

The success of the market for green products in the future depends on the strategies of marketing communication and brand building with the ability to improve consumer understanding (Ro et al., 2001). A number of researchers believe that although the technical characteristics of the products are conducive to the consumer, it is psychological with respect to green products (Zeinolabedini et al, 2017).

Evidence suggests that consumer concern in Iran has risen in relation to environmental issues and the market for green products has flourished among consumers (Hosseini and Ziaee Bide, 2013).

Unfortunately, however, there has been limited research on the attitudes of Iranian consumers towards green products. In these few studies, only negative, positive or neutral attitudes have been scrutinized. However, researchers believe that consumers' attitudes are changing at the same time as changes in factors affecting their attitudes towards green products (Ghash, 2010).



Researchers such as Haghghi and Khalil (2011) have studied the insights and attitudes of Iranian consumers due to the importance of marketing programs. Baker et al. (2014) also argue that a deep understanding of the attitudes and expectations of customers to engage in green activities can lead to the design of green programs more efficient and effective.

Utman (1992) claims that if companies want to apply green marketing successfully, their environmental concepts must integrate with all aspects of marketing. In this regard, developing the concepts of marketing and branding in green boxes is essential.

If companies can provide products and services that meet the environmental needs of their customers, customers will be more interested in these products and services. At the beginning of the environmental age, companies need to look for opportunities to improve the environmental performance of their products in order to boost their brand value.

Sales of green products have grown as a result of the popularity of environmental protection in the world, and as a result, customers tend to pay more for green products (Chen, 2009). Green or environmental marketing is a tool for environmentally friendly development as well as brand image enhancement (Angie et al., 2014).

There are five reasons for companies to develop green marketing: compliance with environmental pressures, competitive advantage, improving organization image, gaining opportunities or new markets and increasing product value, so, as Chen (2010) states, exploitation Green marketing can increase the brand's special and intangible value. Therefore, the main goal of this research is to explain the relationship between green product characteristics and the desire to buy green considering the mediator role of satisfaction, trust, and green brand equity.

II. LITERATURE REVIEW

Green term refers to a product when its environmental and social performance in production, use and disposal is considerably improved compared to other competing products (Kurdshuli and Bozanjani, 2012). Green term refers to a product when its environmental and social performance in production, use and disposal is considerably improved compared to other competing products (Kurdshuli and Bozanjani, 2012). Green product is a product that does not harm the environment and also contains elements that are not potentially harmful to the environment. According to another definition, a green product is a product that has the following criteria: Designed to be usable, assembled and re-produced, and also in its production of used materials that can be recycled. It has efficiency in terms of energy and its environmental pollution is lower than other products. In general terms, it can be defined as a product that produces less environmental damage (Borin, 2011).

Behavioral intention expresses the intensity of intention and individual will to conduct the target's behavior. The relationship between behavioral intention and behavior suggests that people tend to be involved in behaviors that they intend to do (Zand hesami and Parvinchi, 2014).

Green purchases mean the conscious choice of products that have greatly reduced their environmental impact in the production, transport, consumption and recycling cycle. At the international level, Germany in the 1980s undertook structured activities to prepare public



needs for environmental issues, which were pursued by countries such as Denmark (1994), France (1995), Australia (1997) and Sudan (1998) .

In this regard, the United States Environmental Protection Agency has provided guidelines for green purchases, and Japan also passed the Green Purchase Act in 2000 to promote green purchases as an international policy (Shah, 2011). Consumers are worried about the environment, buying products and services that they think has a positive or negative impact on the environment. Green purchasing behavior involves trying to save energy and refusing to buy inappropriate packaging products.

III. DEVELOPMENT OF RESEARCH HYPOTHESES

Konuk et al.(2015) in a study entitled "Behavioral Green Sentiment", examined the effect of green satisfaction, green trust, green value and behavioral tendencies in Turkey, Finland and Pakistan. The results of the research have shown that in the countries under investigation the green satisfaction has a positive and significant effect on the green trust and the brand equity value and green trust on the brand equity. Green brand equity also has a significant impact on the desire to purchase environmental products.

Wo et al. (2015), in a study entitled Green Shopping Tendencies (an exploratory study of the electric motorcycle market), examined the effects of image variables, risk, value and perceived usefulness on the desire to buy green products in the electric motorcycle market. The results of this study have shown that all four variables of image, risk, value and perceived usefulness have a significant effect on purchase tendency.

Newton et al. (2015), in a study on environmental issues and environmental purchasing habits (the role of the mediator of learning strategies), examine the effect of environmental concerns of consumers on the willingness to purchase environmental products, given the mediating role of the willingness to learn and learn from accidental events. The results of the research have shown that environmental concerns are not only directly affected by the desire to purchase environmental products through a learning strategy.

Papista, E. and Krystallis (2013) provided a theoretical framework for the relationship between customer value, green brands, quality of relationships and cost, and show effective and stimulating factors in the relationship between green brands and customer value in green marketing.

Chen (2010) states that, the better the green brand image, the higher the enjoyment level resulting from happiness associated with higher consumption, so that the environmental demands, sustainable expectations and green needs are met. They also confirmed that trust is an important factor in which communication is formed, and this trust increases awareness, perceived quality and brand loyalty.

Lee and Kaman (2009), in their study entitled "Examining the gender differences in environmental perception, environmental significance, perceived environmental responsibilities in green purchasing behavior among young Hong Kong customers," concluded that young women had a significantly higher score In environmental terms, environmental perception and environmental responsibility are more important than men in Hong Kong's green purchasing behavior.



Chang (2008) presented a model for the interconnection between the strategic orientation of green growth, product development, supply chain coordination, green revenue and the performance of business units. The purpose of this study was to identify innovative topics through strategic orientation, domestic business operations, alignment, and Performance measurement.

Therefore, the research hypotheses and theoretical model based on the studies carried out are as follows:

Research hypotheses are based on the objectives as follows:

- Green product image has a significant effect on consumers' green satisfaction in green shops in Tehran.
- Green product risk has a significant effect on consumers' green satisfaction in green goods stores in Tehran.
- Green product value has a significant effect on consumers' green satisfaction in green shops in Tehran.
- Understanding the usefulness of green products has a significant effect on consumer green satisfaction in stores selling green products in Tehran.
- Consumer environmental attitudes have a significant effect on the relationship between green product image and green satisfaction in stores selling green products in Tehran.
- The environmental perception of consumers has a significant effect on the relationship between green product risk and green satisfaction in stores selling green products in Tehran.
- The environmental perception of consumers has a significant effect on the relationship between the value of green crops and green satisfaction in green goods stores in Tehran.
- Consumer environmental attitudes have a significant effect on the perception of the usefulness of the green product and the green satisfaction of the green goods stores in Tehran.
- Green satisfaction has a significant effect on consumers' green trust in green goods stores in Tehran.
- Green satisfaction has a significant effect on the green value of the consumer brand in the green shops in Tehran.
- Green brand equity has a significant effect on consumers' willingness to buy green consumer goods in Tehran's green goods stores.
- Green trust has a significant effect on consumers' willingness to buy green consumer goods in stores selling green products in Tehran.

IV. METHOD

The present research seeks to explain the relationship between the characteristics of green crops and the tendency to buy green in terms of the mediating role of satisfaction, trust, and green brand equity in green goods stores in Tehran province. As its results are going to be used in stores Sales of green products are among the most applied research. Statistical population of the study includes consumers of green products. As stated in the first chapter, the number of these consumers has not been counted, and the minimum sample size is 384. A total of 492 questionnaires were distributed among the statistical community as far as possible by the



researcher. 447 questionnaires were returned and 409 questionnaires were available. The return rate for questionnaires was therefore 0.83.

$$n = \frac{\left((z_{\alpha/2})^2 \times p \times (1 - p) \right)}{\epsilon^2} = \frac{(1.96)^2 \times 0.5 \times 0.5}{0.05^2} = 384$$

The main questions that relate to research hypotheses include 36 questions that measure 9 variables. There are also 7 questions about the demographics of respondents in the questionnaire. In total, the questionnaire has 43 questions. Based on the results of Chronobech's alpha test in SPSS software, reliability of the questionnaire for all variables is as shown in Table 1.

Table 1. Reliability of the questionnaire

Cronbach's alpha	Number of points	Variable	Variable code
0.773	4	Green Satisfaction	SAT
0.798	5	Green trust	BEL
0.766	3	Green brand value	BREQ
0.722	3	The tendency to buy green products	INT
0.747	4	Green product image	IMG
0.766	5	Green product value	RISK
0.801	4	Green product risk	VALUE
0.749	4	Understanding the usefulness of the green product	Useful
0.759	4	Environmental Attitudes	Approach

Structural validity has also been done by using a confirmatory factor analysis method by the PLS software, the results of which can be seen in Table 2.

Table 2: Confirmatory Factor Results

Factor load	Question	variable i
0.72	In general, I am pleased with the environmental concerns and satisfied of this brand as it knows the importance of environmental issues.	Green Satisfaction
0.71	I am satisfied with selecting this band due to the environmental commitment of this brand.	
0.8	I believe buying this brand is correct due to its environmental performance.	



0.67	I'm happy with the purchase of this branded product because of friendly environmental behavior.	
0.62	I believe the environmental commitment of this brand is quite reliable.	Green Trust
0.81	I believe that the environmental function of this brand name is completely reliable.	
0.84	I believe the claims of this brand are honest about environmental protection.	
0.81	This brand maintains its promise and commitment to protecting the environment.	
0.71	The environmental commitment of this brand makes me use this trademark instead of other brands, even if they are similar.	
0.73	Although the features and specifications of other brands are the same as this, I would prefer to buy from this merchant.	Green brand value
0.96	Although other brands have the same environmental performance as this, I prefer to buy from this brand.	
0.92	Although other brand's environmental concerns and environmental sensitivity are not different from this brand, it seems to me that buying from this brand is more intelligent.	
0.68	I will buy them in the future because of the environmental performance of these products.	The tendency to buy green product
0.75	Because of the environmental concern of the brand, I will buy them in the future.	
0.81	I will buy them in the future because of the concern and protection and eco-friendliness of the brand's products.	
0.95	I feel that the products of this trade name are famous.	Greenproduct image
0.65	I feel the products of this brand are fashionable.	
0.56	It consumes energy by consuming branded products.	
0.69	I feel the products of this brand are very expensive.	
0.88	I'm very worried about the longevity of this brand's products.	Green product risk
0.84	I'm very worried about recycling products of this brand.	



0.57	I'm very worried about the performance of this brand.	GreenProduct Value
0.51	I'm very worried about energy consumption and the loss of the brand's products.	
0.87	I enjoy the brand's products.	
0.77	I anticipate using other products of this brand .	
0.63	It is a pleasure for me to use the products of this brand.	
0.44	Consuming the products of this brand makes me want to use them again.	
0.45	I feel comfortable with the brand's products.	
0.39	I want to use this branded product.	Understanding the usefulness of the green product
0.8	I anticipate to use of other products of this brand.	
0.79	I will use this brand to better live.	
0.82	despite the high price of ,The value of these products .makes it possible to use them ,these products	
0.59	I worry about the environmental impacts to my country.	Environmental Attitudes
0.76	The environment of my country is one of my concerns....	
0.91	I am very emotional about the issues of environmental protection in my country.	
0.96	I think of how to improve the country's environmental situation.	

V. RESULTS

The results of the structural equation model show that the green product image, the value of the green product and the perception of the usefulness of the green product have a positive and significant effect on the consumer green satisfaction in the stores selling green products in Tehran, and the risk of the green product has a negative and significant effect on the green satisfaction of consumer.

It was also shown that the consumer environmental attitude has no moderating effect and is not significant. Also, green satisfaction has a positive and significant effect on green brand equity and green consumer confidence.

The green brand equity has a positive and significant effect on the tendency to purchase green products and green trust has a positive and significant effect on the consumer willingness to buy green products in green shops in Tehran.



Table 4 : the results of calculating path coefficients in the structural equation model

Path	Path coefficient	t-value	Sig	Result
Green image - Green Satisfaction	0.297	3	0	Confirmed
Green value - Green Satisfaction	0.146	2.33	0	Confirmed
Green Risk - Green Satisfaction	-0.134	-2.3	0.001	Confirmed
Understanding the usefulness of the green product - Green Satisfaction	0.216	3.38	0	Confirmed
Environmental Atmosphere - Green Image and Green Satisfaction	-0.028	-0.39	0.127	Rejected
Environmental Attitude - Green Value and Green Satisfaction	-0.048	-0.73	0.108	Rejected
Environmental Attitude - Green Risk and Green Satisfaction	-0.064	-1.02	0.098	Rejected
Environmental Attitude - Understanding the usefulness of the green product and the green satisfaction	0.002	0.036	0.273	Rejected
Green Satisfaction - Green Brand Value	0.144	2.69	0	Confirmed
Green brand value-tend to buy green	0.506	9.67	0	Confirmed
Green Trust-Green Shopping tend	0.33	2.14	0	Confirmed
Green Satisfaction - Green Trust	0.65	17.49	0	Confirmed
Green Trust - Green Branding Value	0.45	6.62	0	Confirmed
R2 Green Satisfaction				0.277
R2 green trust				0.433
R2 Green product special value				0.28
R2 Green product purchase tend				0.25



As shown in the table above, the coefficient of determination for dependent variables is specified.

These results show that about 277% of the variations in green satisfaction are predicted by green image, risk o green product, value of green product, and understanding the usefulness of the green product. About 433% of green trust changes are expected by green satisfaction. About 28% of green brand value changes are predicted by Green Trust and Green Satisfaction. Approximately 26% of the change in green purchasing tendency is anticipated by the green brand value, green trust and green satisfaction.

In addition, results of fitness of research model (GOF) is 0.27 which indicates that the power of the model is modest. Also, Q2 amount for model is 0.19 . The positive value of this index indicates the suitable quality of the model.



Figure 1, Model of path coefficients

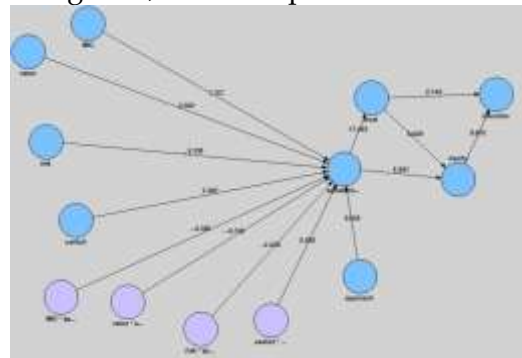


Figure 2, Model of Standard Values

Hypothesis 1: "The green product image has a significant effect on the consumer's green satisfaction at the Green Product Sales Stores in Tehran."

The value of the beta coefficient and the value of t calculated for the green product image path and the green satisfaction is 0.207 and 3. Due to the significance of this coefficient at the probability level of 0.95, for this hypothesis, it can be stated that the image of the green product has a positive and significant effect on the green satisfaction.

Hypothesis 2: "Green product risk has a significant effect on consumers' green satisfaction in green shops in Tehran".



The value of the beta coefficient and the calculated value of t for the green product risk path and the green satisfaction is 0.146 and 2.330. Considering the significance of this coefficient at the probability level of 0.95, for this hypothesis it can be stated that the risk of the green product has a positive and significant effect on the green satisfaction.

Hypothesis 3: "The value of green crop has a significant effect on consumer green satisfaction in green goods stores in Tehran."

The value of the beta coefficient and the calculated t- value for the green value and green satisfaction paths is - 0.134 and - 2.3.

The fourth hypothesis: "Understanding the usefulness of the green product has a significant effect on the consumer's green satisfaction in the green supermarket stores in Tehran."

The value of the beta coefficient and the calculated value of t for the perceived usefulness of the green product and the green satisfaction is 0.216 and 3.387. Considering the significance of this coefficient at the probability level of 0.95, for this hypothesis it can be stated that understanding the usefulness of the green product has a positive and significant effect on green satisfaction.

The fifth hypothesis: "The environmental attitude of the consumer has a significant effect on the relationship between green product image and green satisfaction in stores selling green products in Tehran."

The value of the beta coefficient and the value of t calculated for the environmental attitudes path and the green product image and green product satisfaction is - 0.028 and - 0.395. Regarding the fact that this coefficient is not significant at a probability level of 0.95, for this hypothesis it can be stated that the environmental attitude does not have any effect on the relationship between image of the green product and the green product satisfaction.

Sixth hypothesis: "The environmental perception of consumers has a significant effect on the relationship between the risk of green crop and green satisfaction in green goods stores in Tehran."

The value of the beta coefficient and the value of t calculated for the environmental attitudes and the risk of green satisfaction and green products is - 0.048 and -0.736. Regarding the fact that this coefficient is insignificant at the probability level of 0.95, for the hypothesis it can be stated that environmental attitude does not have any effect on the relation between the risk of green product and green satisfaction.

Seventh hypothesis: "The environmental perception of consumers has a significant effect on the relationship between the value of green crops and green satisfaction in stores selling green products in Tehran."

The value of the beta coefficient and the value of t calculated for the environmental attitudes and the value of the green and green products are - 0.064 and -1.020. Regarding the lack of significance of this coefficient at the probability level of 0.95, for this hypothesis it can be stated that the environmental attitude does not affect the relationship between the value of the green product and the product satisfaction.

Eighth hypothesis: "Consumer environmental attitudes have a significant effect on the relationship between understanding the usefulness of green crops and green satisfaction in green shops in Tehran."

The value of the beta coefficient and the amount of t calculated for the environmental perception paths and the perceived usefulness of the green and green products are 0.002 and



0.036. Considering the fact that this coefficient is not significant at 0.95, for this hypothesis it can be stated that environmental attitude does not affect the relationship between the perception of the usefulness of the green product and the product.

The ninth hypothesis: "Green Satisfaction has a significant effect on the special value of the consumer green brand in the green shops in Tehran." The value of the beta coefficient and the value of t calculated for the green satisfaction paths and the green brand value is equal to 0.144 and 2.697. Considering the significance of this coefficient at the probability level of 0.95, for this hypothesis it can be stated that green satisfaction has a positive and significant effect on the green brand equity value.

Hypothesis 10: "The green brand value has a significant effect on consumers' willingness to buy green consumer goods in Tehran's green goods stores."

The value of the beta coefficient and the value of t calculated for the green brand value paths and the tendency to buy green is 0.506 and 9.675. Considering the significance of this coefficient at the probability level of 0.95, for this hypothesis it can be stated that brand equity has a significant positive and significant effect on the tendency to purchase green.

The eleventh hypothesis: "Green trust has a significant effect on the consumer tendency to buy green products in green shops in Tehran." The value of the beta coefficient and the calculated value of t for the green trust routes and the tendency to buy green is 0.330 and 2.144. Considering the significance of this coefficient at the probability level of 0.95, for this hypothesis it can be stated that green trust has a positive and significant effect on the tendency to purchase green products.

The 12th hypothesis: "Green Satisfaction has a significant effect on the consumer green trust in green shops in Tehran."

The value of the beta coefficient and the calculated t value for the green satisfaction and green trust paths is 0.658 and 17.493. Considering the significance of this coefficient at the probability level of 0.95, for this hypothesis it can be stated that green satisfaction has a positive and significant effect on green trust.

Thirteenth hypothesis: "Green trust has a significant effect on the special value of the consumer's green brand in the stores selling green products in Tehran." The value of the beta coefficient and the value of t calculated for green trust and green brand equity is 0.458 and 6.629. Considering the significance of this coefficient at the probability level of 0.95, for this hypothesis it can be stated that green trust has a positive and significant effect on the green brand equity value.

VI. DISCUSSION AND CONCLUSION

Based on the results obtained from the statistical analysis of this study, it was observed that green product image, green product risk, understanding of the usefulness of the green product and the value of the green product on the green consumer satisfaction, green trust on green brand equity, green satisfaction on value Special green brand consumer and green trust on green brand value and green trust on green consumer shopping have a positive and significant effect .



Results related to the effect of the green product image, the risk of the green product, the perception of the usefulness of the green product and the value of the green product on the consumer's green satisfaction are similar to those of past research. Previous research has shown that green product image, green product risk, understanding the usefulness of a green product and the value of a green product affects green satisfaction.

But the results of the environmental impact moderator effect in this study are different from other studies. Given that there is little research in this area, however, these studies have shown that environmental attitudes have a moderating effect on these relationships. But in this study, it was found that the environmental attitude had no moderating effect.

The results of this research based on the test of the research hypotheses using the structural equation model showed that the green product image, the value of the green product and the perception of the usefulness of the green product have a positive and significant effect on the consumer satisfaction in the stores selling green products in Tehran and the product risk Green has a negative and significant effect on consumer satisfaction. It has also been shown that the consumer environmental attitude has no moderating effect and is not significant.

Also, green satisfaction has a positive and significant effect on green brand equity and consumer green trust. The green brand equity has a positive and significant effect on the tendency to purchase green and green trust has a positive and significant effect on the willingness to buy green consumer in green shops in Tehran.

The results of the research on the coefficients of determination showed that about 0.4% of the green trust changes were predicted by green satisfaction and about 0.3% of changes in green satisfaction variables, green brand equity and green purchasing tend are predictable in the research model.

Accordingly, the company must try to put forward its brand, the company must behave in a way that will keep its customers up to date. The design of the company's products should be such that they consume less energy. The company has to design its products in low cost, produces life-long products, the product is easily recyclable, the company's performance is such that customers do not care about buying it.

The energy consumption of products and the damage to the environment are very low. The design of the product is such that consumers enjoy the products of this company.

All products of the company should be such that customers do not feel any environmental difference, taking advantage of the company's products for customers.

Consuming products is easy and convenient. The products of the company should be cost effective in all respects, the company's products should be fully functional and for the benefit of customers.

In designing the product, environmental concern and environmental issues, the company should be committed to environmental products and environmental issues, the company should, as far as possible, improve its environmental performance and show its environmental behavior at the community level. In designing the product, it should have environmental concern issues, the company should be committed to environmental products and environmental issues. The company must, as far as possible, improve its environmental performance and demonstrate its environmental performance at the community level.



The company must, as far as possible, improve its environmental performance and demonstrate its environmental performance at the community level.

Customer awareness of the products of this company should increase. The company must behave in such a way that consumers are fully aware of the company's reliability, the environmental performance of the company is high and this performance is continuous. The company is committed to its conduct and speech and is honest to fulfill its promises.

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