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Ways of Avoiding the Green Marketing Myopia as a Driver for Customer Satisfaction: A systematic Journal Review

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ABSTRACT

Green marketing is an emerging area in the marketing which was popular after 2000. Organizations are adapting to the green initiatives as a competitive advantage however there are challenges associated with green marketing. Marketing myopia was first explored by Theodore Levitt emphasizing the organizations being product centric rather customer centric without considering needs and wants of the customers. However, with the marketing concept it is identified that consideration of customers' needs and wants. New concept in marketing myopia was green marketing which was discussed with the green marketing tactics followed by the organizations in which overemphasizing of the environmental quality rather customer's satisfaction or misjudging environmental quality and customer's satisfaction. Identifying the customer's green needs and wants required in green marketing as challenges are associated with green marketing initiatives as such leads for green marketing myopia. Three C's principle of consumer value positioning, calibration of consumer knowledge, and credibility of product claim identified as ways of avoiding the green marketing myopia. Green consumer is identified as one who adopts environmentally-friendly behaviors and who purchases green products over the standard alternatives. Green satisfaction of green consumers is when customer sensed that consumption fulfilled some need, goal, desire about environmental or green concerns and fulfilling the green concerns are preferable in which performance exceeds or meeting the green needs of the customers. With that how to satisfy the green consumers is identified in the paper highlighting the ways of avoiding the green marketing myopia with the Green marketing and how that leads for the green consumer's satisfaction. The process of identifying and appraising all published reviews of 21 articles comprised inductive approach and green marketing myopia concept is identified with ways of avoiding it as driver of Green customer satisfaction. Research is based on developing a model in avoiding green marketing myopia as a driver of consumer satisfaction considering the studies of green marketing context.

Keywords: Marketing Myopia, Green Marketing Myopia, Avoiding Green Myopia, Green consumer, Green Customer satisfaction

1. INTRODUCTION

Theodore Levitt (1960) introduced the concept of marketing myopia which emphasizing more on selling and promotional efforts to grow business rather focusing on actual needs and wants of the customers argued that customer centric approach is the key for the success. Successful organizations needs to focus initially customers' needs and wants and satisfying them backed with proper organizing of manufacturing and supply chain. Defining industry incorrectly influenced on attracting customers for other competitors. Kodak was as a pioneer in the camera industry declined with the substitute of Smartphones. Nokia as a market leader has not predicted clearly the competition comes from competitors more appealing to customer needs and wants with new technology. "Corner stores" were challenged with large supermarkets as people walked miles for the shopping experience and it is realized the values customers looking at it is improved customer services. Blockbuster failed in adapting digital streaming and failed due to non-consideration of customers' needs and wants.

Green marketing Green marketing was first discussed in a seminar on "ecological marketing" organized by the American Marketing Association (AMA) in 1975 introduced the concept of green 1980s and was popular after 2000 (Boztepe, 2012). Organizations embraced green practices as a competitive edge and point of differentiator to grab the green consumers. New Marketing myopia is arguing that consumption is more sophisticated with wider stakeholder's concern with companies social and environmental aspects. However, overemphasizing of the environmental quality rather customers satisfaction or misjudging environmental quality and customers satisfaction drives for green marketing myopia (Ottman et al., 2006). Some examples for the green myopic activities by different organizations are Philips CFL Bulb's Environmental advantage "Earthlight" in which question arise of whether consumer had what it offers for them, Energy wise refrigerators first CFC free cooler is another green implementation, however CFC free benefit and energy saving offset the price premium in which outside the rebate programme nothing offered additionally value adding to the consumers. Ford highly publicized EV-1 and Think Mobility electric vehicles is another example; however, it was not convenient to have electric vehicles inconvenient in recharging in different locations, Mobil's Hefty photodegradable plastic trash bag they added chemical to Hefty trash bags and marketed as biodegradable which as only takes place when expose to sun but not left in landfills (Ottman et al., 2006). IBM defined them selves by the products however Japanese computer firms assist customers in developing the software and get valuable customers information (Richard et al., 1992). Green initiatives were identified

a way to differentiate different products and services however it is evident that most of such Green initiatives were failed due to lack of focus on customers' needs and wants.

Three ways of avoiding the green marketing myopia is discussed in the literature with 3 C's principle of consumer value positioning, calibration of consumer knowledge, and credibility of product claims. The green consumer is generally defined as one who adopts environmentally-friendly behaviors and who purchases green products over the standard alternatives (Boztepe, 2012). Green consumer satisfaction referred as the customer sensed that consumption fulfilled some need, goal, desire about environmental or green concerns and fulfilling the green concerns are preferable in which performance exceeds or meeting the green needs of the customers (Chang & Fong, 2010). It is discussed in this paper these ways of avoiding the green myopia as drivers for customer satisfaction of green consumers and a model is proposed based on the different ways of avoiding green marketing myopia as a driver for customer satisfaction.

2. LITERATURE REVIEW

2.1 Marketing Myopia

Theodore Levitt (1960) introduced the concept of marketing myopia which emphasizing more on selling and promotional efforts to grow business rather focusing on actual needs and wants of the customers argued that customer centric approach is the key for the success. Tailors' scientific theories focused on manufacturing and efficiency to achieved in mass scale production and focused the availability and affordability as key considerations. Scientific methods focused on scientific ways, production methods and hypothesis to produce convenient things with experiments. This was the myopia derived in the first stages of marketing concepts of production and later product concept with over emphasizing on product rather needs of customers. Focusing science or technology may divert the market as an example the oil industry focused promotional efforts, sales promotions to oil dealers. Next concept emerged was the selling concept which was given the consideration for the selling efforts as the marketing, however it is not focused on the customers' needs and wants. Main aspiration of an organization is more than the survival, but in achieving more being customer centric and creating value for them through right understanding the customers' requirements is important. Marketing writers generally defined the focus of the marketing in three aspects of customer orientation as understanding needs wants and behavior of the customers is the focus of the marketing, integrated effort which marketing focus on integration of the marketing function with the other functional areas will increase effectiveness and the third aspect is the profit direction in which marketing function focus on profits and marketing concept emerged with the focus given to the customers' needs and wants rather transient products (McGee & Lynn, 1988)

In classifying the marketing myopia two main dimensions are identified which first concern is managements definition of the firm either narrowly or broadly based on the product produced and the second dimension is firms business environmental perspective in which inward orientation towards the industry considering the competitors and accordingly four types of myopic firms are identified as Classic myopia with a product definition/single-industry perspective, Competitive myopia, with a customer definition/single-industry perspective, Efficiency myopia with a product definition/multi-industry perspective and Innovative, with a customer-definition /multi-industry perspective (Richard et al., 1992)

2.2 Green marketing

The concept of Green marketing was first discussed in a seminar on "ecological marketing" organized by the American Marketing Association (AMA) in 1975 (Boztepe, 2012). AMA defined the concept of green marketing in three ways. First is the retailing definition of Green marketing focuses on the marketing of products that are presumed to be environmentally protected. Second is the social marketing definition which defined Green Marketing as the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality. The third is the environmental definition defined Green Marketing as the efforts by organizations to produce, promote, package, and reclaim products in a manner that it is sensitive or responsive to ecological concerns (Choudhary and Gokarn, 2013). The first stage of green concept was initiated in the industry was 1980 and the second stage emerged during 1990 where consumers had a positive attitude towards green concepts but lack concern towards the actual purchase behavior and the third stage comes since 2000 (Rahbar & Abdul Wahid, 2011)

The green marketing concept is originated from traditional marketing based on customer satisfaction, customer retention, customer loyalty, value delivery and later related to the concept of sustainable development (Bhat, Darzi & Parrey, 2014). After 2000 green concept widely spread among the people (Mourad and Ahmed, 2012). According to Chang and Chen (2013) Green marketing activities involves developing, differentiating, pricing, and promoting products and services that satisfy customer's environmental needs without hurtful influence on the environment.

According to Chen (2010), there are five reasons that companies have to adapt the green marketing strategies such as utilizing green opportunities, increasing cooperate image, raising product value, enhancing competitive advantage, complying with the environmental trends. Companies engaged in green marketing context in order to get a competitive advantage and try to fulfill the environmental needs of the consumers and when the companies green strategy is low their ability to differentiation is low (Borin et al., 2013). The ultimate goal of Green marketing is to create profit and social responsibility (Mourad and Ahmed, 2012). According to Grant (2008) companies worldwide adopting green marketing strategy for reasons such as securing themselves from regulations, responding to green demand and compete with other green offerings. So going green has become a trend in the business sector as a competitive mean since environmental practices are kind of capital which is part of the intellectual capital of the organization (Mourad and Ahmed, 2012). The green consumer is generally defined as one who adopts environmentally-friendly behaviors and who purchases green products over the standard alternatives (Boztepe, 2012).

2.3 Challenges of Green Marketing

Green marketing gains benefits for the organizations and various challenges such as lack of standardization. It is revealed in that in literature only 5% of the marketing messages from “Green” campaigns are entirely true. Lack of authenticity and standardization are associated challenges and it is required to know the customer and make sure that the consumer is aware of and concerned about the issues, ensuring the consumer empowerment, being transparent, reassuring the buyer (Singal et al., 2013). Accordingly identifying the customers green needs and wants required in green marketing. Overemphasizing of the environmental quality rather customers satisfaction or misjudging environmental quality and customers satisfaction is considered as Green Marketing Myopia (Ottman et al., 2006). In avoiding the challenges of green marketing it is important to understand customers needs and wants associated to green consumption rather overly emphasizing on environmental quality.

2.4 Green Marketing Myopia

Green Marketing need to satisfy to aspects such as improving the environmental quality and customers satisfaction. Green marketing myopia is the overemphasizing of the environmental quality rather customers satisfaction or misjudging environmental quality and customers satisfaction (Ottman et al., 2006). Marketing myopic focus on greenness over the consumers expectations due to regulators and activists leads for the failure of green products . Other reason for the failure of green product is failures of providing credible and substantive environmental benefits.

Effective green marketing requires applying good marketing principals in a way making green products desirable to the customers. Studies found that green myopia could be avoided with Three C's principle of consumer value positioning , calibration of consumer knowledge, and credibility of product claims (Ottman et al., 2006).

2.5 Consumer value positioning

It is required to design the environmental products performing better than the other alternatives available targeting relevant market segment for environmental products and adding consumer desired benefits and value to environmental products (Ottman et al., 2006). Environmental conscious consumers place high value on environmental products and companies and green brand positioning leads for attitudes towards the firm's environmental effort and leads for green purchase intension (Wang et al., 2022). There are at least five desirable benefits associated with green products such as efficiency and cost effectiveness, health and safety performance, symbolism and status and convenience. Value is perceptual “perceived value” in which value is the consumers evaluation of both cost and benefits associated with an object and four definitions of perceived value is explained as “value is low price, value is whatever I want in product, value is the quality for the price that I pay, value I get for what I give”(Zeithaml,1998).

It is found in the literature that value is derived from overall assessment of the consumer on overall cost and benefits and the satisfaction is the reaction for the value (Day and Crask, 2000). Functional, hedonic and social values have significant positive impact on the customers satisfaction where green marketers need to focus on increasing value perception by clarifying the physical and psychological benefits of green products and as the functional values on satisfaction need to deliver utilitarian benefits of products a product's pro-environmental attributes like energy efficiency (Hur et al., 2012).

2.6 Calibration of consumer knowledge

It is required to educate the customers relating to the environmental product attributes along with the marketing messages emphasizing the environmental attributes are solutions for the needs of the customers and creating interactive sites for customer engagement is environmental products (Ottman et al., 2006). Knowledge calibration is correspondence between the accuracy and confidence of knowledge which a person can be well calibrated with wrong information (Pillai & Hofacker, 2007). Based on the literature there is a distinction between procedural and declarative knowledge. Declarative knowledge is defined as the ‘factual information on attributes, terminology, evaluative criteria, facts, and usage situations and Procedural knowledge recognized as link between experience and performance. Various dimensions of consumer knowledge is identified such as multidimensional construct in which product related experience effects for the knowledge, it is the cognitive representation of the product related experience in consumers mind in the form of coded representation of attributes and features (Alba & Hutchinson, 1987). Subjective knowledge on perception of how much they know and what stored in the memory and high subjective knowledge increase the confidence of an individual in relying the information stored in the memory (Schaefer, 1997). The consumer understands and is interested because the product offered is known through the communication mix process and Awareness and consumer attraction to a product marketed through green marketing is very important in determining the decision to purchase environmentally friendly products.

Accordingly considering the green aspects Awareness is created with knowledge where environment knowledge is the knowledge of facts, concepts, and relationships concerning the natural environment and the ecosystems (Vazifehdoust et al., 2013). To increase the green awareness companies are using advertising claims such as “eco-friendly” “green”, and “earth-friendly” and pushing customers “go green” (Akturan, 2018). Green positioning increases consumer's knowledge which influences the purchase intension (Huang et al., 2014). According to Chen (2010) green brand association is “extend to which consumers know about a green brand and how they feel and evaluate the green brand. In a study it is identified that brand equity is analyzed on a multidimensional perspective by integrating green brand awareness and association since the association is stronger when exposed to communication created through awareness (Yoo et al., 2000). Considering the Green elements and Dimensions. Green associated through communication campaigns and advertising and can evoke the green brand association of target customers by delivering green environmental information about green products attributes to them (Chen and Chand, 2016). According to the study based on antecedents of satisfaction it is identified that one's expectation on product performance created with adaptation level resulted with the product itself including one's prior experience brand connotation and symbolic elements, context including

the content of communication from sales people and social referents and individual characteristics including persuasibility and perceptual distortion (Oliver, 1980). Accordingly, awareness and associations through communication on green elements and initiations directs the satisfaction of green consumers.

2.7 Credibility of product claims

Consumer benefits of environmental products needs to be specific, meaningful and unpretentious eco certifications and product endorsements from reliable credible sources and encourage consumer evangelism via consumers' social and Internet communication network (Ottman et al., 2006). Credibility is defined as the overall perception of the consumers on trustworthiness of the claims than the meaning and credibility of green advertising impact on consumer to make quick judgments regardless of their knowledge (Lanero et al., 2020). Credibility comprised the believability and reliability of product position information in reliability, claim-justification, and trust dispersion and delivering which entails consistently what is promised (Rizwan et al., 2014). Customers have high expectations on the credibility of the brand will emphasize their satisfaction of the product (Othman et al., 2017). Credibility is to what extend consumers will look that the knowledge, skills or experience relevant and from trusted sources and credible sources of information impact on belief, opinion, attitudes and behavior with the process of internalization (Kautsar et al., 2012)

By enhancing investments in various green initiatives such as greenhouse emission controls, solid waste disposal, and disposing the waste water which having the sustainable impact on the environment gains the credibility firms with high environmental legitimacy having high environmental associations and reinforce launching on new green products (Olsen et al., 2014). Perceived credibility is identified comprised with constructs of expertise and Trust leading for the satisfaction of consumers towards the salesperson (Liu and Leach, 2001).

2.8 Green consumer satisfaction

Satisfaction referred to the pleasure or the dissatisfaction resulted from company's products overall performance and customer's expectations hence if they meet their expectations they are satisfied if not dissatisfied and the satisfaction depends on suitability between the perception and the expectation of the purchased goods and services (Supriadi, Astuti, & Firdiansyah, 2017). Satisfaction is a emotional state related to the subjective evaluation of the emotions (Soegoto, 2018). Consumers experience and the learning influence on the satisfaction (Bradley & Sparks, 2011) Green consumer satisfaction referred as the customer sensed that consumption fulfilled some need, goal, desire about environmental or green concerns and fulfilling the green concerns are preferable in which performance exceeds or meeting the green needs of the customers (Chang & Fong, 2010). Green satisfaction also defined as pleasurable level of consumption-related fulfillment to satisfy a customer's environmental desires, sustainable expectations, and green needs (Chen, 2010).

3. METHODOLOGY

The purpose of this paper to identify the concept of avoiding Green marketing Myopia as an emerging concept as a driver for customer satisfaction. Method uses as a systematic journal review an inductive approach in which the literature findings are integrated and evaluated to provide the findings. The articles are selected based on the findings of ways of avoiding the green marketing myopia exploring the green marketing and avoiding green marketing myopia as driver for customer satisfaction. Further, the entire research method of conducting the research is divided in to four main phases of 1) defining the purpose of conducting the study of avoiding the green myopia as a driver for customer satisfaction 2) Deciding the research approach in which systematic review through inductive has chosen. A total of 21 scholarly research publications are reviewed in the study. 3) Analysis was done based on the selected articles a mix of systematic review articles, quantitative and qualitative studies 4) finally the findings appraised, summarized, compared and contrasted.

4. DATA ANALYSIS AND RESULTS

Based on the findings it appeared in the articles reviewed the concept of green marketing and the associated challenges of green marketing. Marketing Myopia which was discussed in the article Theodore Levitt (1960) considered as main concept and the new concept discussed as Green marketing myopia in the article Ottman et al (2006) considered as the main article for the concept of Green marketing myopia and the ways in avoiding the Green Marketing Myopia. It is argued that the three ways of avoiding the green marketing myopia as driver of green consumer satisfaction.

Based on the literature three drivers of Consumer value positioning, Calibration of consumer knowledge, Credibility of product claims are identified as ways of avoiding green myopia (Ottman et al., 2006). Value positioning leads for the satisfaction is identified based on the literature (Ottman et al., 2006; Hur et al., 2012; Chang & Fong, 2010; Chen, 2010). Calibration of consumer knowledge driving the satisfaction revealed based on the academic literature (Ottman et al., 2006; Alba & Hutchinson, 1987) and relating to environmental attributes it is identified (Chen and Chand, 2016; Vazifehdoust et al., 2013; Chen and Chand, 2016) and credibility of claims on green aspects and satisfaction of green consumers addressed in literature (Lanero et al., 2020; Othman et al., 2017; Chen, 2010).

Table 1 - A compendium of research articles published on key constructs of Green Marketing Myopia and Green consumer satisfaction

key constructs of Green Marketing Myopia and Green consumer satisfaction	Name of the Article	Authors	Year published	Research Method	Research Context	Research Strategy
Consumer Value positioning	Avoiding Green Marketing Myopia ways to improve the customer appeal for environmentally preferable products	Jacquelyn A. Ottman, Edwin R. Stafford, and Cathy L. Hartman	2006	Qualitative	Reviewing academic Journal reviews and practioniers reviews	Systematic review
	Linkage of Green Brand Positioning and Green Customer Value With Green Purchase Intention: The Mediating and Moderating Role of Attitude Toward Green Brand and Green Trust	Yong Ming Wang, Hafiz Muhammad Fakhar Zaman1 , and Abdul Khaliq Alvi	2022	Quantitative	Young students from Lahore, Pakistan	Self-administered questionnaire Snowball sampling technique
	Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence Journal of Marketing	A. Zeithaml	1998	Qualitative	Cooperation was obtained from a national company that markets three distinct products lines of beverages	exploratory investigation of quality and value in the product category of beverages. Company interviews, a focus group
Calibration of consumer knowledge	Assessing the Effects of Perceived Value and Satisfaction on Customer Loyalty: A 'Green' Perspective Article in Corporate Social Responsibility and Environmental Management	Won-Moo Hur, Yeonshin Kim and Kyungdo Park	2013	Quantitative	517 consumers in the USA who had bought and possessed a hybrid car –	Survey
	Calibration of consumer knowledge of the web International Journal of Research in Marketing	Kishore Gopalakrishna Pillai Charles Hofacker	2007	Quantitative	151 students enrolled in undergraduate business courses in a large university in the southeastern United States,	Survey
	Dimensions of Consumer Expertise Journal of consumer research	Joseph W. Alba J. Wesley Hutchinson	1987	Qualitative	Reviewing academic literature	Systematic review of empirical findings

	Consumer knowledge and country of origin effects European Journal of Marketing	Anja Schaefer	1995	Quantitative	consumers of lager in south-east England	Survey
	Purchasing green to become greener: Factors influence consumers' green purchasing behavior	Hosein Vazifehdoust, Mohammad Taleghani, Fariba Esmailpour, Kianoush Nazari	2013	Quantitative	of 374 consumers from the Guilan province in Iran	Survey
	How does greenwashing affect green branding equity and purchase intention? An empirical research Marketing Intelligence & Planning	Ulun Akturan	2018	Quantitative	500 consumers	Survey
	The Influence of Green Brand Affect on Green Purchase Intentions: The Mediation Effects of Green Brand Associations and Green Brand Attitude International Journal of Environment and Resaerch	Yu-Shan Chen , Tai-Wei Chang , Hung-Xin Li and Ying-Rong Che	2020	Quantitative	Taiwanese consumers who have experience in purchasing information and electronic products	Survey
Credibility of Product claims	Heuristic Thinking and Credibility of Organic Advertising Claims: The Role of Knowledge and Motivations	Ana Lanero , José-Luis Vázquez and César Sahelices-Pinto	2020	Quantitative	experimental between-subject study with a sample of 412 Spanish undergraduates was analyzed using partial least squares	Survey
	An Empirical Study about Green Purchase Intentions Journal of Sociological Research	Muhammad Rizwan, Usman Mahmood, Hammad Siddiqui, Arham Tahir	2014	Quantitative	150 respondents visiting different supermarkets.	Survey Self-administered questionnaire
	Relationship of Consumer Involvement, Credibility of the Source of Information and Consumer Satisfaction on Purchase Decision of Non-Prescription Drugs	Angga P. Kautsara,, Sunu Widiyantob , Rizky Abdulah Ph.D a, Hesti Amalia	2012	Quantitative	consumers who used certain non-prescription drugs in two big cities in Indonesia	Suvey quetsionanire

	Green Claims and Message Frames: How Green New Products Change Brand Attitude Journal of Marketing	Mitchell C. Olsen, Rebecca J. Slotegraaf, & Sandeep R. Chandukala	2014	Quantitative	five FMCG industries (i.e., household products, food, alcoholic beverages, nonalcoholic beverages, and personal care)	Survey
	Developing loyal customers with a value-adding sales force: Examining customer satisfaction and the perceived credibility of consultative salespeople Journal of personal selling and sales Mangement	Annie H. Liu Mark P. Leach	2001	Quantitative	735 organistional buyers	Survey self-administered questionnaire
Customer Satisfaction	Value Assessment: The antecedents of customer satisfaction Journal of customer satisfaction, Dissatisfaction and Complaining Behavior	Ellen Day, Melvin R. Crask	2000		Academic and practitioner literature	Systematic review
	A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions Journal of Marketing Research	Richard L. Oliver	1980	Quantitative	1,000 students from a major state university in the community were asked on a random basis	Survey
	Green Product and Its Impact on Customer Satisfaction Journal of Business Management	Bambang Supriadi ¹ , Widji Astuti ² , Achmad Firdiansyah ³	2017	Quantitative	130 respondents from customers of green hotel	Survey
	Antecedents and Consequences of Consumer Value: A Longitudinal Study of Timeshare Owners Journal of Travel Research	Graham L. Bradley ¹ and Beverley A. Sparks ¹	2015	Quantitative	580 owners of timeshare on two occasions, 12 months apart A longitudinal study	Survey questionnaire
	The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust	Yu-Shan Chen	2010	Quantitative	Consumers of electronic products in Taiwan	Survey questionnaire

Green product quality, green corporate image, green customer satisfaction, and green customer loyalty	Nai-Jen Chang and Cher-Min Fong	2010	Quantitative	600 Green consumer	Survey Questionnaire
African Journal of Business Management					
V					

5. DISCUSSION OF THE FINDINGS

The results explored the green marketing myopia derived based on the marketing myopia and the ways of avoiding the green marketing Myopia and as a driver for customer satisfaction. Marketing myopia is first identified in the work done by Theodore Levitt which is first reviewed in Harvard business reviews in 1960 which is identified as short sightedness of firms of being product centric rather customer centric.

Green concept was initiated in the industry was 1980 and the second stage emerged during 1990 where consumers had a positive attitude towards green concepts and more popular after 2000 (Rahbar & Abdul Wahid, 2011). With the increasing concern on green aspect Green marketing was emerged popular area in sustainable marketing. However, Green marketing includes certain challenges as it required to know the customer make sure that the consumer is aware of and concerned about the issues, ensuring the consumer empowerment, being transparent, reassuring the buyer (Singal et al., 2013). Green marketing myopia was emerged with the overemphasizing of the environmental quality rather customers satisfaction or misjudging environmental quality and customers satisfaction (Ottman et al., 2006). It was argued that green marketing aspects need to focus on improving environmental quality and customer satisfaction. However, focusing the green and environmental quality rather customer needs and their satisfaction drives for the Green marketing myopia. It is found that green marketing myopia could be avoided in three C's principles of consumer value positioning, calibration of consumer knowledge and credibility of product claims (Ottman et al., 2006).

Customer satisfaction is the pleasure or the dissatisfaction on overall performance and customer's expectations and this depends on suitability and the expectations (Supriadi, Astuti, & Firdiansyah, 2017). Green consumer satisfaction referred as the customer sensed that consumption fulfilled some need, goal, desire about environmental or green concerns and fulfilling the green concerns are preferable in which performance exceeds or meeting the green needs of the customers (Chang & Fong, 2010). It is argued in this paper addressing the three C's principles of consumer value positioning, calibration of consumer knowledge and credibility of product claims as ways of avoiding green myopia and leads for green customer satisfaction.

Consumer value positioning is identified in the study of Ottman et al (2006) required to design the environmental products better targeting the relevant market segment considering the green aspects and delivering desired environmental value for them. Such benefits associated with efficiency and cost effectiveness, health and safety performance, symbolism and status and convenience. Functional, hedonic and social values have significant positive impact on the customers satisfaction where green marketers need to focus on increasing value perception by clarifying the physical and psychological benefits of green products and as the functional values on satisfaction and it is found that utilitarian benefits of products pro environmental attributes are to be delivered. (Hur et al., 2012). Customer sensed that consumption fulfilled some need, goal, desire about environmental or green concerns and fulfilling the green concerns are preferable in which performance exceeds or meeting the green needs of the customers is the green customers satisfaction (Chang & Fong, 2010). Accordingly, when the green value is positioned in a desirable way which satisfying the needs of green consumers leads for satisfaction in meeting their environmental needs.

Calibration of consumer knowledge is educating the customers relating to the environmental product attributes in the marketing messages emphasizing the environmental attributes as solutions for customer needs (Ottman et al., 2006). It is identified in the literature consumer knowledge as multidimensional construct related with experience and it is a cognitive representation of product related experience in consumer mind as a coded representation based on the attributes and features (Alba & Hutchinson, 1987). knowledge increase the confidence relying the information stored in memory (Schaefer, 1997). Awareness created with communication mix Awareness is created with knowledge where environment knowledge is the knowledge of facts, concepts, and relationships concerning the natural environment and the ecosystems (Vazifehdoust et al., 2013). It is identified association is stronger when exposed to communication created through awareness (Yoo et al., 2000). Green associated through communication campaigns and advertising and can evoke the green brand association of target customers by delivering green environmental information about green products attributes to them (Chen and Chand, 2016). Satisfaction is an emotional state related to the subjective evaluation of the emotions (Soegoto, 2018). Consumers experience and the learning influence on the satisfaction (Bradley & Sparks, 2011). Accordingly, as the knowledge increasing the confidence in relying the environmental associations and that experience influence on the satisfaction.

Credibility of product claims means the specific, meaningful, unpretentious Eco certifications and product endorsements from reliable credible sources. It is the overall perception of the trustworthiness of the claims (Lanero et al., 2020) and the believability and reliability claim-justification, and trust (Rizwan et al., 2014). Customers have high expectations on the credibility of the brand will emphasize their satisfaction of the product (Othman et al., 2017). Considering the Green Dimensions credibility of environmental claims leads for satisfaction of green consumers.

Considering the above literature conceptual model is proposed as a direction for customers satisfaction with addressing the green marketing myopia which will be tested in the future research.

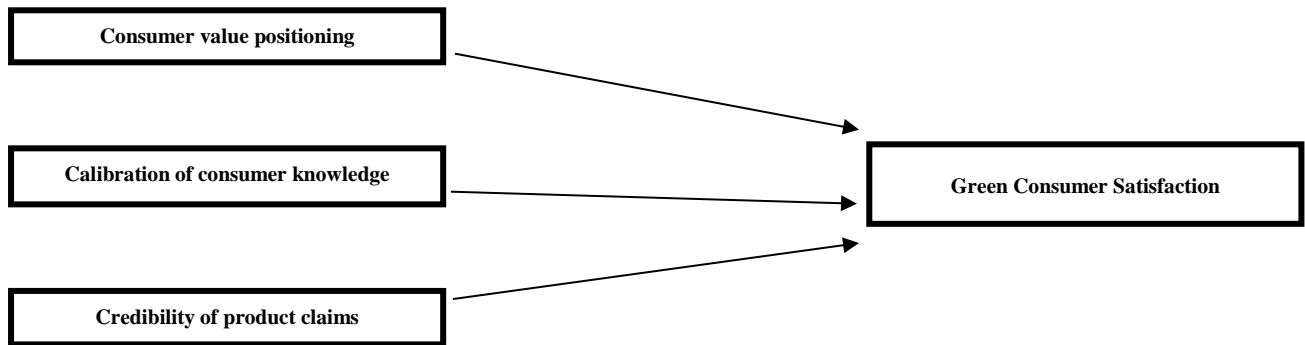


Figure - Proposed Conceptual Framework

Source: Author developed

6. CONCLUSION AND THE IMPLICATIONS OF THE STUDY

Marketing myopia was first discussed by Theodore Levitt (1960) in Harvard Business review of organizations being more product centric rather customer centric of considering the needs and wants of the customers. Green marketing is an emerging area in the literature which was popular after 2000. Many organizations adapted green practices as a competitive advantage and as a point of differentiation. Later the discussion arise related to Green marketing myopia which was identified as overemphasizing of the environmental quality rather customers satisfaction or misjudging environmental quality and customers satisfaction. It is identified in the literature three main ways of avoiding the green marketing myopia as consumer value positioning, calibration of consumer knowledge and credibility of product claims. It is argued that in this paper the ways in avoiding the green myopia as a driver for customer satisfaction and how does the green marketers could be able to succeed in the market avoiding the green myopic view of being customer centric with environmental initiatives.

As Managerial implications it is important to consider green value positioning identifying the right target audience preferred for environmental attributes. Calibration of consumer knowledge with the marketing messages emphasizing the environmental attributes as solutions for customer needs is important. Environmental attributes forming the associations with stored nodes created with awareness which may be enhanced with the communication mix emphasizing the environmental attributes of brands and products. Thirdly marketers need to emphasis on the credibility of the environmental claims and create reliability for trustworthiness. As the limits of the study this could be further improved with reviewing more insights and could be done based on different contexts as consumers satisfaction may differs across diverse sectors.

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