

A SYSTEMATIC REVIEW OF THE ROLE OF CUSTOMER LOYALTY IN THE ADAPTATION OF GREEN PRACTICES AMONG SHOPPING MALLS IN THE EMERGING ECONOMY.

ABSTRACT

Objective: This study investigates on the role of Customer Loyalty in the Adaptation of Green Practices among Shopping Malls in the Emerging economy.

Methods: The evaluated studies were cross-sectional. Online research journal websites and in-context publications were used for a systematic review. In this research, the search query focused on green practices adaptation in shopping malls in Ghana, Nigeria, Kenya and Tanzania. Green practices in retail malls were recognized in this research. Thus, publications on green shopping mall practices in emerging economy were linked.

Results: In Enugu, Nigeria, Chinda and Umeh discovered that 50% of customers had average scores above 4.0, above the 3.0 requirement. According to Adeola and colleagues, mall value and atmosphere significantly impact customer loyalty ($\beta = -0.429$, $p < 0.005$). Mahmoud and colleagues discovered that eco-friendly packaging did not affect customers' buying choices ($\beta = 0.114$; $SE = 0.081$; $t = 1.313$; $p > 0.05$). And it hardly influences purchases. Wang and colleagues discovered no knowledge interaction between PBC and consumer purchase intention in Tanzania and a small impact in Kenya.

Conclusion: Industrial companies are urged to use biodegradable packaging to reduce their environmental effect. Consumer education, public awareness initiatives, and laws to promote eco-friendly packaging may help consumers make more ecologically conscientious purchases.

Keywords: green, customer, loyalty, Africa, shopping, malls

Introduction

The public's awareness of the need for environmental preservation and sustainability is growing in response to the worsening environmental crisis on a worldwide scale. This has led to the concept of "green shopping" becoming more popular (Fan et al., 2022). Companies are now focusing on green transformation as a means to sustainable development. More and more businesses are turning to "green marketing" strategies to promote their eco-friendly products and services (Gelderman et al., 2021).

Selling environmentally friendly products to those who care about the environment is the cornerstone of green marketing (Ghosh, 2019). Retaining the loyalty of current customers is more important than acquiring new ones when it comes to long-term financial success. One of the best ways for businesses to ensure the long-term success of their green marketing is to build and maintain a loyal customer base of people who care about the environment (Han et al., 2019). To what degree do people's strong environmental views and dedication to sustainability influence their propensity to repurchase a product, service, business, brand, or group? This is known as "green loyalty".

A society and economy that are constantly evolving and becoming more democratic demand a business's unwavering dedication to value creation (Zeithaml et al., 2020). The shopping mall is one type of multi-tenanted commercial retail business that has recently emerged as a novel alternative to the conventional marketplace (Yusuf et al., 2021). A shopping mall consists of a series of separately owned and operated stores, restaurants, and services, as well as a designated parking lot. Ikeotuonye and Sado (2022) define shopping malls as elaborate buildings specifically designed and built to accommodate a diverse range of retailers and other commercial amenities.

There has been a rise in consumer awareness of environmental issues in recent years, spurred by worldwide discussions about pollution, climate change, and global warming. These environmental issues are now front and center in both the public and corporate spheres. As a result of these serious environmental problems and the desire from consumer groups for environmentally friendly goods, green marketing emerged (Ayodele, Ejiro, & Eguononefe, 2017). Ghana, Nigeria, Kenya, and Tanzania are rapidly developing economies in Sub-Saharan Africa, characterized by a significant level of pollution that is leading to severe environmental and health issues. This research aims to investigate consumer loyalty towards the adoption of green practices in order to decrease environmental and health issues in these countries.

Sustainable development is the focus of "green marketing," an approach to advertising that is environmentally friendly. It entails promoting environmentally friendly products and services, as well as working to preserve the

environment in a sustainable manner. Environmental deterioration in the 1980s gave rise to the concept of "green marketing" (Olufunmi, 2022). With the world's environmental problems reaching crisis proportions, the need for environmentally conscious advertising has grown in recent years.

The majority of the literature on green marketing and consumer behavior originates from industrialized countries. Concern for the environment is growing among consumers globally. If implemented properly, green marketing may help companies increase their consumer base (Nighat & Muhammad, 2017). Globally, countries such as the United States, Europe and Asia benefit more from environmentally conscious advertising. The advantages include a competitive edge, long-term development and profitability, cost savings, helping businesses promote their goods and services, consideration of environmental factors, and access to new markets.

Malls that provide value to their consumers by improving their shopping experience are more likely to see continued patronage and happiness from those customers (El-Adly, Eid, 2016). Customers are more likely to be satisfied and loyal after having a positive experience at a shopping mall (Kesari, Atulkar, 2016). The correlation between customer loyalty, company profitability, and customers' propensity to make repeat purchases has garnered a lot of interest (Badrinarayanan, Becerra, 2019). The level of customer loyalty directly impacts an organization's bottom line, public perception of the brand, and ability to maintain a competitive edge (El-Adly, 2019).

Consumer loyalty is defined as a consumer's propensity for repeat business, intransigence, and advocacy toward a certain mall. When trying to figure out what draws people to shopping centers, things like having access to the newest products, low costs, and popular brands are likely to play a big role (Paul, 2017). There has to be a strong push for an eco-friendly culture because environmental issues are getting worse and have negative impacts on people's physical and mental health. It is important to raise consumer awareness in this region about the existence of recycling firms and other environmentally conscious groups so that people can choose a better alternative to throwing their trash into the ocean. Hence, the focus of this study is to provide a systematic review of customer loyalty on the adaptation of green practices in emerging economy.

Methods

The evaluated studies were cross-sectional. Online research journal websites and in-context publications were used for a systematic review. In this research, the search query focused on green practices adaptation in shopping malls in Ghana, Nigeria, Kenya and Tanzania. Green practices in retail malls were recognized in this research. Thus, publications on green shopping mall practices in emerging economy were linked.

In addition, the researcher emphasizes that action research is extremely valuable in gaining insights about managerial sense-making, sense-giving, and the impact on consumer behavior in the midst of change interventions. The researcher collected data using interviews and questionnaire techniques. The research methodology is appropriate and makes absolute sense because there were evident problems hindering green practices.

Results

Chinda and Umeh report that they asked shoppers in Enugu, Nigeria, to rank the impact of environmentally friendly ads on their spending habits. Half of the people who took the survey had average scores higher than 4.0, which is higher than the cutoff score of 3.0. According to the research, several retail malls saw a considerable increase in customer spending after implementing environmentally friendly advertisements. Furthermore, in a subset of shopping malls in Enugu, Nigeria, respondents rated the effect of environmentally friendly packaging on customers' propensity to make a purchase. Half of the people who took the survey had average scores higher than 4.0, which is higher than the cutoff score of 3.0. Researchers in Enugu, Nigeria, found that environmentally friendly packaging significantly influences shoppers' intentions to buy at certain malls (Chinda, Umeh, 2023).

Adeola and colleagues state that in order to show how the independent factors affected customer loyalty, they used SPSS to do hierarchical multiple regression analysis. The first theory proposes that shoppers' opinions of the mall's worth have a substantial and positive effect on their loyalty to the establishment. The second hypothesis, on the other hand, shows that the mall atmosphere has no effect on consumer loyalty. The interaction effect results support H3 because they show that the relationship between mall value and mall environment has a big effect on customer loyalty ($\beta = -0.429$, $p < 0.05$). Mall value, with a substantial value of 0.295, impacts customer loyalty. The interaction effects of mall environment and mall value had the highest impact on customer loyalty (0.429) (Adeola et al., 2023).

Mahmoud and colleagues found that Ghanaian consumers' product purchasing choices were influenced by green packaging, environmental consciousness, and their propensity to pay a premium for environmentally friendly goods. In order to determine if environmentally friendly packaging influences customers' choices to buy a product, the research analyzed the collected data. A negligible association was shown by the study's results ($\beta = 0.114$; $SE = 0.081$; $t = 1.313$; $p > 0.05$). Mahmoud et al. (2022) assert that environmentally friendly packaging does not significantly influence customers' purchasing decisions.

Using the theory of planned behavior, Wang et al. (2019) investigated the variables impacting the intention to buy organic food in developing nations, namely Kenya and Tanzania, and the moderating effect of knowledge. Research indicates that awareness of SNs, personal attitude, health consciousness, and the purpose of buying organic food moderate the link between these variables. In Tanzania, there was no knowledge interaction between PBC and consumer purchase intention, whereas in Kenya, PBC showed a minor influence on consumer purchase intention. Because it introduces the moderating effect of knowledge in the connection, the present research conceptually adds to the literature. Adding knowledge interaction to a relationship amplifies the impacts of most predictors.

Discussion

Green consumption is still in its infancy in emerging economic countries, despite an uptick in relevant academic articles. Also, only the well-off and educated buy environmentally friendly items, and this holds true across all African countries (Ashine et al., 2021; Issock et al., 2020). More so than the former, the latter understand the significance of healthy, responsible consumption and its benefits. Sub-Saharan Africa's expanding urban middle class is woefully ignorant of the problem (Mkhize, Ellis, 2020). The working class still makes up the bulk of Africa's population, but due to their poor income and lack of education, they are more concerned with obtaining the necessities of life at the lowest possible cost than they are with protecting the planet (Armel, Daniele, 2021).

Attitude, subjective standards, and perceived behavioral control all have a role in driving the intention to buy environmentally friendly items (Adetola et al., 2021; Ackaah et al., 2021). Incorporating other factors like selfishness, anxiety, knowledge, and loyalty into the theory of planned behavior is something that a few authors have taken a step further with (Armel, Daniele, 2021). Given that most consumers in Africa are on tight budgets, the applicability of the theory of planned behavior is up for debate. Social and economic factors, in addition to attitudes, subjective standards, and perceived behavioral control, impact the amount and kind of spending. As an example, Idoko and colleagues found that gender had a beneficial effect on city residents' behavior toward visiting sustainable infrastructure, particularly males (Idoko et al., 2021).

According to Thondhlana and Hlatshwayo's (2018) research, there is a favorable correlation between gender and purchasing habits. Also, Barbu et al. research (Barbu et al., 2022), there is a correlation between sustainable consumption habits and consumer confidence. In order to encourage environmentally conscious consumption habits, it is crucial to implement a green marketing strategy. One such approach is to find national economic growth and individual income thresholds to maximize the explanatory and predictive power of the theory of planned behavior.

Research by Chinda and Umeh found that green ads significantly increase foot traffic in certain Enugu, Nigeria, shopping malls. This is likely due to the fact that online ads can easily reach consumers all over the globe, regardless of their location (Chinda, Umeh, 2023).

Advertisements influence people's thoughts, actions, and lifestyles. Between the manufacturer and the consumer, it is a key means of communication. Investing in promotional activities, particularly advertising, is crucial for a company's products to become well-known brands (Ampofo, 2020). According to Anyanwale and colleagues' 2020 definition, advertising is a multi-process that includes communication, marketing, economics, society, public relations, information, and persuasion. On top of that, advertising was defined by Anyanwu and colleagues (2018) as commercials, public service announcements, and other forms of paid, impersonal communication distributed through various media by for-profit and non-profit entities with the goal of informing and persuading a specific demographic. According to Anyanwu et al. (2018), advertising is a powerful promotional technique since it raises product awareness and shapes the purchasing decisions of prospective customers. According to Adeolu, Taiwo, and Matthew, advertising is intended to familiarize prospective buyers with a product or service and further their understanding of it (Adeolu et al., 2019).

Wang and colleagues research in Tanzania and Kenya set out to determine what variables affect consumers' intentions to buy organic food (Wang et al., 2019). Furthermore, Wang and colleagues employed knowledge as a moderating element. The findings add to the existing body of research for consumers in Kenya and Tanzania and provide useful information to industry stakeholders on the variables that impact their propensity to buy organic food. As a result, it is critical to encourage future growth in demand for organic foods. Certification of organic farms and local promotion of organic foods are examples of these nations' efforts (Shang et al., 2020).

The key findings indicate that personal attitude, health awareness, and SNs impact consumers' intentions to buy organic foods. Moreover, with the exception of PBC, knowledge interactions were statistically significant. There was some variation in the strength of the connections between the latent variables between nations. Our results corroborate those of Mohd Suki (2016) and Chang and colleagues (2022) when it comes to attitudes. Basically, people's intentions to buy organic products will rise in tandem with their favorable perceptions of organic businesses. A consumer's mindset is the second-most important element influencing their desire to buy in Kenya; however, it is still a relevant one. However, in Tanzania, it is a negligible contributor.

Researchers Adeola and colleagues tested the hypothesis that the mall experience affects customers' loyalty. They found that customers' loyalty is unaffected by the mall's environment, whether it's the entertainment options or the employees (Adeola et al., 2023). El-Adly and Eid (2016) found that a mall setting is associated with happy and loyal customers; this conclusion contradicts their findings. Based on these results, it seems that investing in a mall environment according to the specified metrics of mall recreation, mall interior, and well-trained mall employees does not directly affect consumer loyalty.

Consumers are not environmentally concerned, as shown by the negative support of this hypothesis (Mahmoud et al., 2022). Consumers' awareness of environmentally friendly packaging is limited, and their understanding of its advantages and disadvantages is incomplete, according to this finding, which is in line with what Hao and colleagues found in their research (Hao et al., 2019). Additionally, this can be because customers are not very concerned about the product's environmental impact when they are in a critical need of the product as long as it satisfies their needs while making a purchase decision.

Table 1 : Review of literature

UNDER PEER REVIEW

Author/s	Title	Country	Method	Results
Adeola, O.; Adisa, I.; Moradeyo, A.; Ibelegbu, O. 2023	Mall Environment and Mall Value as Antecedents of Customer Loyalty in Shopping Malls	Nigeria	This research uses a regression analysis strategy to find out what makes mall customers loyal. Predictor variables for consumer loyalty in shopping malls were mall atmosphere and mall value. Shopping malls and the characteristics of the urban settlement led researchers to choose Lagos State, Nigeria, as the site of the study. Out of 300 people who took the poll, 277 were considered useful.	The findings indicate that the mall value has a significant positive effect on customer loyalty, but the mall environment does not. However, there is a significant and positive joint effect of both the mall value and mall environment on customer loyalty
Chinda, C.C., Umeh A. C., 2023	Impact of green marketing on consumer buying behavior in selected shopping malls	Nigeria	A descriptive survey approach was used for the research in this study. Data for the research was collected using a standardized questionnaire. Every single shopper in Enugu State served as the study's population. The following three retail centers in Enugu State were chosen using the slip-of-paper sampling technique: Shoprite, Games, and Spar. For an uncountable population, the Cochran sampling approach recommended a sample size of 225. Mean, standard deviation, and frequency were used to answer the research questions. We used single regression to test the assumptions.	The results showed that customers' spending habits in certain Enugu, Nigeria, shopping malls were positively and significantly affected by environmentally friendly ads (t-statistics (53.992) >). Probability (0.000).

Wang, X., Pacho, F., Liu, J., Kajungiro, R., 2019	Factors Influencing Organic Food Purchase Intention in Developing Countries and the Moderating Role of Knowledge	Kenya and Tanzania	In all, 331 people in Tanzania and 350 people in Kenya filled out the survey. findings were examined using the use of structural equation modeling. Significant predictors of organic purchase intention in both nations were social networks, personal views, and health awareness.	The results demonstrate that SNs, attitude, health awareness, and the desire to buy organic food are all favorably impacted by knowledge. There was no knowledge interaction between PBC and consumer purchase intention in Tanzania, while PBC was determined to have a minor impact on consumer buy intention in Kenya.
Mahmoud, A. M., Tsetse, E. K. K., Tulasi, E. E., Muddey, D. K., 2022	Green Packaging, Environmental Awareness, Willingness to Pay and Consumers' Purchase Decisions	Ghana	A total of 218 Ghanaian residents were surveyed using a cross-sectional survey design. The participants in the research were chosen using a purposeful sampling technique. We tested our hypothesis by analyzing the data using PLS-SEM, a kind of structural equation modeling, and SPSS, a program for descriptive statistics.	Consumers' environmental consciousness significantly and positively influenced their green shopping choices, according to the research. Green packaging did not have a noticeable effect on Ghanaian customers' purchasing choices, either.

Summary of related studies on this review article

Conclusion

There is a worldwide effort to safeguard the environment. To combat this, there has been a surge in interest in environmentally friendly items among academics. One potential direction for future study is to determine what level of national economic development or per capita income is necessary to see the hypothesis of planned behavior's consequences in emerging nations. Theorizing the forerunners of the theory of planned behavior via the lens of self-determination theory might shed light on their conceptual roots in the future.

Green consumption is also on the rise in Africa especially countries like Ghana, Nigeria, Kenya and Tanzania, although the middle and upper strata are the only ones able to purchase these items. We anticipate that the middle class's development will mark a turning point in the growth of green consumption in the region. The medium-term obstacle in our effort to educate a less privileged demographic about the need for responsible purchasing is the creation of strategies not directly related to affluence or education. Because of their environmental consciousness, green packaging has a positive and substantial influence on consumers' shopping choices.

Food manufacturers should take customers' concerns about the environment into account when making packaging decisions. Companies can also plan their manufacturing procedures to reduce their environmental impact. We also encourage companies in the industrial sector to develop biodegradable packaging for their products, thereby reducing the negative environmental impact. Consumer education, public awareness campaigns, and the introduction of legislation can foster a more environmentally conscious purchasing habit among customers by encouraging the use of more environmentally friendly packaging materials.

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