

GREEN MARKETING ORIENTATION AND SUSTAINABLE PRACTICE IN FAST FOOD VENDOR'S MANAGEMENT IN GHANA

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Abstract. The sustainable consumption behaviour of customers influences the sustainable practice of society. Customers' behaviour towards protecting the environment benefits society and promotes sustainable development. Green marketing strategies are crucial in the fast-food industry in Ghana. However, no existing work has demonstrated all the features needed for a fast-food vendor to become green marketing oriented. To address this gap, this research adopts stress cognitive theory to ascertain the value of protecting the environment and develop a green marketing-oriented model. Using the Smart partial least squares method for structural analysis, the study examines the importance of green marketing orientation practices. The research hypothesizes that there is a significant relationship between green marketing and sustainable development. A total of 387 responses were collected from customers of a green fast-food vendor. The study found that social responsibility among fast food vendors could increase consumer loyalty through green marketing practices. The study suggests that managers of food vendors should prioritize green marketing strategies to gain a competitive advantage by training internal stakeholders to adhere to the company's social values and steer the business towards an ecologically conscious direction.

Keywords: *fast food vendor, green marketing orientation, social responsibility, stress cognitive theory, sustainable development*

Introduction

Green marketing is a development of marketing orientation (GMO), a firm-specific intangible resource that aids in the value realization of organizations. GMO enables a business to gather data on its clients, suppliers, and environmental and technical developments (Abbas et al., 2024). GMO is a business approach that allows companies to create a market customer-preferred products and services that are environmentally friendly (Boso et al., 2022), GMOs are a strategic asset that can give businesses an enduring competitive advantage (Owusu-Manu et al., 2021). The future of the environment is closely related to marketing strategies that are sustainability-oriented (Abbas et al., 2024). GMO guarantees that customer desires are satisfied, organizational objectives are accomplished, and the process guarantees social fairness and environmental sustainability (Salifu et al., 2024). GMO promotes company's reputation and community support, employee dedication further than direct market and financial investors (Eneizan, 2016). It is important to assess how well a company's marketing plan and sustainability initiatives are implemented to increase a company's performance which can be expressed in the form of financial or non-financial performance. Existing research on GMOs has primarily concentrated on financial metrics and market capacity. In recent years, non-financial performance measurements have attracted more attention

because there are more data available for managers to make strategic decisions while financial performance measures have short coming particularly its short-term cost-effectiveness, innovative performance measurement techniques. Nevertheless, existing research on GMO have primarily concentrated on financial metrics and market capacity (Kusi et al., 2024; Pantelic et al., 2016). However, GMO's impact on non-financial performance indicators has not been extensively studied. Therefore, study seeks to investigate the connection between GMO and environmental and social responsibility in the context of the fast-food vendor industry based on the gap in the literature.

This is because of outcry of stakeholders on issues concerning the environment, increase in customers' taste for green foods, and increase in the awareness level to protecting the environment and pressure from the Environmental Protection Agency (EPA) in Ghana to protect the ecology of Ghana (Owusu-Manu et al., 2021). Businesses are under more pressure than ever before to be socially and ecological responsibility and make profits (Kusi et al., 2024). This study is important because the fast-food vendor industry is gradually shifting to sustainable marketing paradigm (Aimagambetov et al., 2017). The study will add to empirical knowledge on the body of literature on the Green marketing orientation and sustainable practice in fast food vendor's management in Ghana. Besides, numerous researches reveals that that Africa has a high interest at protecting the environment and fast-food managers extensively support the implementation of green measures (Kişi, 2019). According to previous research, many environment-conscious customers are gradually moving towards eco-friendly products instead of substitutes disregard to greater price due to health benefits and the interest to protect the environment. Some segment of customers give priority to food that are chemical free and additives, they have the view that it promotes good health and therefore will buy green food at any price on the market (Kişi, 2019).

The demand for green fast food has over the years increased as customers are now environmentally conscious of resource waste produced by fast food operators (Fadhilah, 2017; Tan and Yeap, 2012). Previous studies, concentrate on policies in line with green strategies in Ghana (Kusi et al., 2024; Boso et al., 2023; Agyekum et al., 2021) and less research in Ghana focuses on customer's decision-making process. This study looks at green marketing orientation of fast-food vendors that impact customers' sustainable practice. Consequently, this research utilized the broad dialogue on stress cognition theory and sustainable practice to create a strong foundation for other scholars to advance on. The cognitive' stress theory (CATS) looks at the association between people and the environment in specific and how emotions and responses influence expectancies of stimuli. The study adopted cognitive' stress theory because the stress response is based on the expectance of the outcomes of stimuli and available responses. The study assumes that there is a relationship between acquired and stimuli and response and stimuli. Therefore, customer's intention to buy from a fast-food vendor is influence by environmental intentions (Owusu-Manu et al., 2021). The study fills the gap in literature for envisaging customer's intent on selecting a green fast-food vendor. The key driver of this research is to endorse Corporate Social Responsibility (CSR) and Green Marketing Orientations to fast food vendors and establish how CSR triggers green buying behaviour. Moreover, the work investigated the following research questions (RQs) as follows: (1) RQ1: What is the link between Green marketing orientation and sustainable practices? (2) RQ2: Does GMO practice mediate the link between Stakeholders and sustainable practice?

Furthermore, the research contributes to literature in three different ways. Firstly, the study revealed that green marketing orientations is connected to customer image and customer loyalty. As fast green food vendors activities protect the environment, they attract customers who are environmentally conscious and ready to pay for their services no matter the price. Besides the green marketing orientation assist firms to gain favour in the eyes of customers and hence create image which will leads sales and probably loyalty to a vendor. Secondly, the model generated from reviewing literature add to knowledge on green marketing-oriented concepts. This model is unique and offer suggestions to decision makers and practitioners in the marketing industry as well as the Government agencies with regards to green consumption. Lastly, the stakeholder involved in CRS can reinforce corporate green image and customer loyalty using green marketing. In the next stage, the researchers developed a conceptual framework and hypotheses by reviewing the literature on stress cognition theory, Green Marketing Orientations and Corporate Social Responsibility. Data gathered were analyzed to test the hypothesis. Finally, the researchers deliberate on the theoretical contributions, managerial implications, limitations, and proposals for forthcoming research (*Figure 1*).

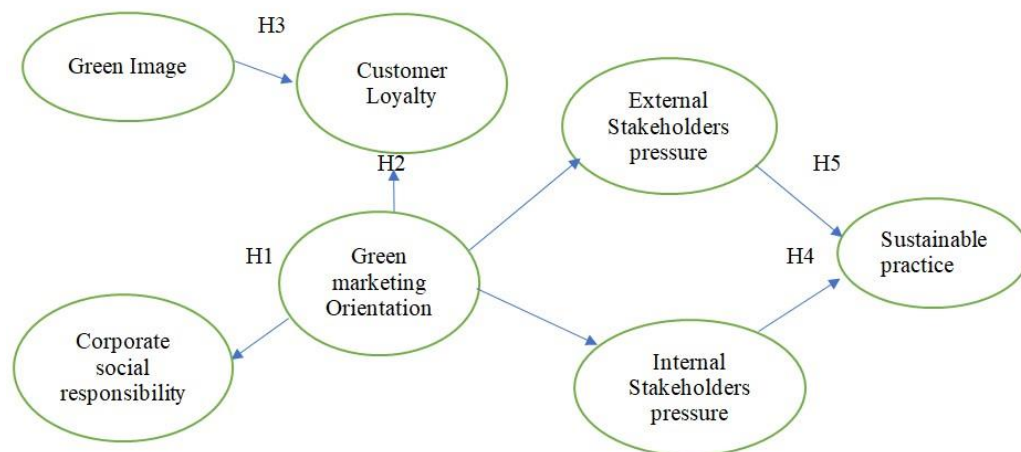


Figure 1. Hypothesized model.

Literature review

Green fast-food vendor

Fast food is a term used to describe ready-to-eat or out-of-home food mainly on the street as compared to the normal traditional eatery which are often called chop bar. Fast food joint in Ghana has fast spread and customer's interest are high due to the speed attached to service their services. Besides, customer patronized fast-food vendor due to convenience and taste of food. Examples of food vendors in Ghana practicing green fast-food philosophy are Papye food, SFC, KFC, Maybe and Agba mame. Food vendors are paying much care on green management due to world climate change (Agyekum et al., 2021) as their activities creates much waste and uses a substantial amount of energy which depletes the environment. Therefore, managers must emphasis on economizing energy to trim down needless waste and lessening damage to the environs (Chen et al., 2015). Besides, customers must get involve lessening the environmental issue by selecting green food vendors as customers like a product that does not affect the environment (Salifu et al., 2024).

Green marketing orientation (GMO) and corporate social responsibility (CSR)

The study conceptualized corporate social responsibility (CSR) as the effort of organizations to prioritize the protection to the environment in their decay operations. Previous studies have established that the CSR paradigm goes beyond the traditional economic and legal responsibilities and ethical and discretionary responsibilities. Kişi (2019) exploited CRS as a tool to transform consumer marketing to green marketing practices in recent times, firms have incorporate green marketing orientation into CSR. The activities of CSR consist of reducing waste, conserving water, reducing energy consumption, and implementing eco-friendly practices. The CRS has shaped the views and attitudes of customers towards green consumption. Hence, consumer social responsibilities are closely related to firms' CSR practices. Corporate social responsibility can create corporate awareness and customer retention which offer competitive edge. According to a research study, ecological positioning of a company's is connected to corporate social responsibilities and shows the commitment a company has on the environmental. Therefore, by conjugating GMO and CSR, a company can protect the environment. Besides there is few literatures on GMO and CRS on fast food vendors in Ghanaian context. This study founds this hypothesis:

H1: CRS is positively related to GM.

Green marketing orientation and loyalty

Customers behaviour towards services has changed due to the change from market-oriented era to consumer-oriented era in recent times (Chen et al., 2015) In the consumer-oriented era companies focus more on the need of customers (Mohd Suki and Mohd Suki, 2015). Customer of fast-food vendors select food joint that has brand image and offer quality food. Whiles making decision on whether to buy or not. Customers are loyal to brands that meets their needs and sustain the environment, GMO is a prerequisite for sustainable practice of green strategies through concentrating on ecological protection activities (Fuentes, 2015). Green marketing orientation require that managements of fast-food vendors must always meet the interest of customers and at the same time work to protect the environment (Kusi et al., 2024). However, there are scare of literature on GMO and brand loyalty on fast food vendors in Ghana, hence the following hypothesis:

H2: Marketing orientation contributes to loyalty.

Green image and loyalty

Companies that engage in protecting the environment creates green image in the eyes of customers and creates competitive advantage in the industry (Menguc et al., 2010). Practising green marketing reduces cost of production in the long term and serves customers who are environmentally friendly (Leonidou et al., 2013). Papadas et al. (2017) augured that working on environmental competence cut down charges and mend corporate image, thus growing customer loyalty. Leonidou et al. (2013) explained that clients are eager to pay more for ecologically friendly food. Consequently, this study suggests the next hypothesis:

H3: Green image influences loyalty.

Stakeholder pressure moderate green marketing orientation and sustainable practice

Pressure from Governmental agencies, NGO, Customers, and Suppliers about the environment can influence the adoption of green marketing by fast food vendors (Sarkis et al., 2010). With reference to institutional theory, it is prudent to define the role stakeholders in an organisation. As pressure from stakeholder lead to adjustment of activities that affects the environment (Chen et al., 2015). The implementation of green marketing activities needs the support of stakeholder to support the concept (Altarifi et al., 2016). Stakeholders influence can be grouped into internal and external factors. In most cases, the internal stakeholders are leaders of environmental doings (Zhu and Sarkis, 2007). The government and monitoring agencies are the main external stake holders that put mandatory pressure on fast food vendors to give into green marketing orientation (Sarkis et al., 2010). These pressures compel fast food vendors to protect the environment from deteriorating (Eneizan, 2016). Customers in some case compel suppliers to obey laid down requirements of operations (Lee and Klassen, 2008). Previous studies have established that, in responding to the pressure from stakeholders, fast food vendor will end up segmenting their customers (Mahmoud et al., 2017). Consequently, stakeholders have a positive influence on green marketing orientation. This led to the following hypotheses:

H4: Internal stakeholder pressure moderate Green marketing orientation and sustainable practice.

H5: External stakeholder pressure moderate Green marketing orientation and sustainable practice.

Materials and Methods

Participants and sampling design

The population of the study is fast food vendors within the Greater Accra region who comply with Green marketing orientation of which Papaye, KFS, SFC Mayday and Agbamame where selected using purposive sampling technique. The questionnaire was developed based on previous literature. The researchers used 5 fast food vendor managers who have real-world experience on GMO as pilot study using semi-structured interviews. Question that was inapplicable were amended. Fourty consumers who appreciate protection of the environment were selected purposively for a pretesting. The researcher tested the reliability and validity of the questionnaire. The results indicated that the AVE of the pre-test questionnaire ranged from 0.76 to 0.88 and Cronbach's alpha ranged from 0.81 to 0.82, indicates the questionnaire design is free from problems and suitable for the objectives of the study. Lastly, the questions with issues were corrected. The data collection was conducted from April to October 2023. The researchers used purposive sampling techniques to distribute the questions to 392 customers of KFC, SFC. Papa Ye, Mayday and Agbamame who are conscious of the environment. The researchers used the face-to-face approach to convince customers at the waiting room to answer the questionnaires. Out of 392 customers that were given

out 387 were retrieved for the study. As shown in *Table 1*, majority of the customers were females and within 31 to 50 years and SFC has the highest number of customers.

Table 1. *Sample's sociology-demographic profile.*

Characteristics	No of respondents (N)	Percentage (%)
Gender		
Male	174	45.1
Female	213	54.9
Age		
18- 30	159	41
31-50	197	51
51 and above	31	8
Fast food vendor		
Papaye	70	18
KFC	62	16
SFC	217	56
Mayday	31	8
Agbamame	2	8

Measures

Items from the construct were adopted and modified from previous studies based on difference in cultural and geographic location. Items used to measure Green Marketing orientation was adopted from the study of (Abbas et al., 2024), Internal Stakeholders Pressure (ISP) (Chen et al., 2015), Sustainable Practice (SP) (Eneizan, 2016), External Stakeholders Pressure (RSP) (Altarifi et al., 2016), Brand Image (BI) (Menguc et al., 2010), Corporate Social Responsibility (CRS) and Customer loyalty (CL). This research employed the Likert scale attached 1 (“strongly disagree”) and 5 (“strongly agree”). Partial Least Squares (PLS) to help to measure fundamental relations among the indicators and to confirm potential variable causal relationships and explains the current complex relationship. The researchers use structural models to evaluate the fitness of the model and measured the discriminant validity with the aid of the heterotrait-monotrait ratio of correlations (HTMT) (Henseler et al., 2015) and Dijkstra-Henseler’s rho (ρ_A) to measure the fit of the model.

Results and Discussion

Common method variance

Pre-test questionnaires problem were eradicated using common method variance (CMV). The researchers employed nameless persons using purposive sampling to work on the questionnaire (Podsakoff et al., 2003). *Table 2* demonstrates that 7 factors in the factor analysis. There were not any CMV problem identified. The correlation was between constructs is 0.7, and 0.9 (Bagozzi et al., 1991). Therefore, no bias found in the collected data.

Table 2. *Initial eigenvalues.*

Component	Eigenvalues	Variance (%)	Cumulative variance (%)
1	9.251	23.172	28.221
2	10.542	9.4431	33.412
3	7.921	5.333	28.341
4	9.341	5.231	33.210
5	2.331	4.212	26.342
6	1.723	3.221	29.221
7	1.543	4.623	31.673

Measurement model

In Table 3, composite reliability (CR) and average variance extracted (AVE) were measured. The result shows that, all the CR values are higher than 0.7, which shows that all the construct are internally consistency (Hulland, 1999). All the AVE values are higher than 0.5 and CR value bigger than 0.6 this shows that all the items' are reliable (Nunnally, 1978). Table 4 shows that as all the correlations values among any of the two constructs are higher than the square root of AVE in each construct which shows a discriminant validity (Fornell and Bookstein, 1982). Cronbach's α values are bigger than 0.7 shows that internal consistency exists between each dimension (Nunnally, 1978), besides all the ρ_A value are bigger than 0.7 which show a reliable data (Henseler et al., 2016) (Table 5). Table 6 shows the general model fits (SRMR=0.064; NFI=0.752; RMS_theta=0.214). for all hypotheses and revealed a significant effect.

Table 3. Construct validity.

Construct	Items	Item loading	ρ_A	AVE	CR	Cronbach Alpha
Green marketing orientation	GMO1	0.832	0.771	0.891	0.781	0.887
	GMO2	0.753	0.873	0.743	0.734	0.847
	GMO3	0.942	0.784	0.784	0.856	0.844
	GMO4	0.821	0.771	0.842	0.782	0.794
Corporate Social Responsibility	CRS1	0.778	0.863	0.881	0.787	0.747
	CRS2	0.774	0.774	0.787	0.881	0.778
	CRS3	0.783	0.875	0.856	0.891	0.817
	CRS4	0.872	0.776	0.964	0.782	0.881
	CRS 5	0.785	0.789	0.892	0.789	0.872
Customer Loyalty	CL1	0.788	0.885	0.789	0.876	0.7371
	CL2	0.774	0.783	0.787	0.867	0.8741
	CL3	0.8721	0.875	0.888	0.865	0.7781
Brand Image	BI1	0.789	0.872	0.765	0.788	0.7871
	BI2	0.872	0.785	0.887	0.784	0.8421
	BI3	0.789	0.867	0.875	0.886	0.7784
Sustainable practice	SP1	0.721	0.811	0.823	0.733	0.721
	SP2	0.732	0.712	0.745	0.854	0.734
	SP3	0.723	0.843	0.843	0.832	0.821
	SP4	0.822	0.705	0.954	0.732	0.832
	SP5	0.745	0.755	0.805	0.733	0.843
Internal Stakeholders Pressure	ISP1	0.887	0.965	0.780	0.7201	0.965
	ISP2	0.705	0.756	0.754	0.675	0.745
	ISP3	0.943	0.768	0.884	0.854	0.912
	ISP4	0.732	0.705	0.671	0.794	0.833
	ISP 5	0.673	0.965	0.782	0.922	0.768
External Stakeholders Pressure	ESP1	0.871	0.787	0.858	0.765	0.794
	ESP2	0.725	0.795	0.798	0.890	0.823
	ESP3	0.729	0.858	0.898	0.865	0.868
	ESP4	0.887	0.787	0.977	0.987	0.877
	ESP5	0.877	0.794	0.877	0.998	0.788

Table 4. Fornell-Larcker criterion.

Category	GMO	CRS	CL	BM	SP	ISP	ESP
GMO	0.743						
CRS	0.774	0.552					
CL	0.678	0.501	0.642				
BM	0.432	0.549	0.551	0.653			
SP	0.771	0.498	0.887	0.661	0.574		
ISP	0.554	0.854	0.741	0.598	0.887	0.754	
ESP	0.598	0.478	0.784	0.984	0.874	0.778	0.870

Table 5. Heterotrait-Monotrait Ratio (HTMT).

Category	GMO	CRS	CL	BM	SP	ISP	ESP
GMO	0.451						
CRS	0.523	0.452					
CL	0.432	0.541	0.452				
BM	0.421	0.521	0.531	0.453			

SP	0.457	0.511	0.574	0.540	0.566		
ISP	0.544	0.721	0.564	0.884	0.654	0.674	
ESP	0.772	0.777	0.921	0.844	0.821	0.732	0.650

Table 6. Structural model.

Category	Path coefficient	Sample mean (m)	Std. Dev.	T-value	Decision	Model fit
GMO->CSR	0.471	4.432	0.032	0.871	supported	SRMR=0.064;
GMO->CL	0.443	4.116	0.041	0.833	supported	NFI=0.752;
GI->CL	0.347	3.871	0.0661	0.887	supported	RMS_theta=0.214

Mediation effect

This research deals with the mediating effects using the structural equation model. The model identified two mediating effects. (1) internal stakeholders' pressure on GMO and sustainable practice; (2) external stakeholders moderating GMO and sustainable practice (Table 7). Table 8 displays that all the Sobel test values are bigger than 1.96 (Sobel, 1982), this ratifying that ESP and ISP mediate on GMO and SP.

Table 7. Sobel test and bootstrapping confidence interval of mediator effects.

IV	M	DV	Soble test	Bootstrapping 95% confidence intervals			
				Percentile CI		Biased method CI	
				Lower	Upper	Lower	Upper
GNO	ISP	SP	8.7721***	0.132	0.200	0.106	0.251
GMO	ESP	SP	8.0042***	0.168	0.205	0.108	0.263

Note: *** $p < 0.001$.

Table 8. Stepwise regression for mediator effects.

DV	M	IV	IV+M							
			IV-DV		IV-M		IV		M	
			B	SE	B	SE	B	SE	B	SE
SP	ISP	GMO	0.112**	0.00248	0.301***	0.0410	0.160**	0.009	0.321***	0.0154
SP	ESP	GMO	0.220***	0.0022	0.333***	0.0039	0.344***	0.0481	0.3091**	0.0521

Note: IV=Independent Variable; M=Mediator Variable; DV=Dependent Variable; *** $p < 0.001$.

The objective of this work is to develop research framework to examine Green marketing orientation and sustainable practice in fast food vendor's management in Ghana and to employ scientific techniques to examine the frame work. The researchers strive for solutions to the following research questions. (1) RQ1: What are the new groups of customers who are environmentally conscious? (2) RQ2: Does GMO practice moderate the link between Stakeholders and sustainable practice?

To answer the above questions, the researchers developed a model relying on preceding literature on green marketing (Elkington, 2018; Ahmad and Zabri, 2016). Corporate social responsibility (Podnar and Golob, 2007) customer loyalty (Papadas et al., 2017), green image (Leonidou et al., 2013), stakeholders (Hernández-Perlines and Ibarra Cisneros, 2017) as well as stress cognitive theory. Below are the findings from the outcome of the analysis. There is a lot of pressure on fast food vendors not to concentrate on only profit but must be environmental and social responsible in these competitive times. Customers are now very more conscious of the environment and monitor services that are ecologically friendly. This has triggered the need for sustainable production and consumption. Green marketing orientation techniques drives fast food vendors to create and promote services that are ecologically friendly and are of importance to customers. Whiles sustainability is inseparably connected to the future of the natural ecology. The use of Green marketing orientation activities are not tangible

but assist firms to create value for their services. This involves external and internal stakeholders in the decision of green marketing. They look at both social and environmental issues which is positively connected to reputation, image, and customer loyalty.

The result of the research shows that there is a significant positive relationship between GMO and corporate social responsibilities. Chen et al. (2015) as well as Wilburn Green et al. (2015) shows that a sound green market orientation stimulates CSR by driving then managers of fast-food vendors attention to the recent customers' demands for environment -friendly food and services. The outcome of the research confirm that GMO is linked to CSR. In addition, the outcome shows that there is a significant positive relationship between GMO and customer loyalty. The results are supported by Hwang and Chung (2018) that GMO is positively influence customer loyalty. Altarifi et al. (2016) revealed that GMO enhances the customers' loyalty through customer contentment on the fact that the food vendor promotes and protect the environment which is the priority of environmentally friendly customer. This keeps this group of customers to the vendor (Altarifi et al., 2016; Sarkis et al., 2010; Lee and Klassen, 2008; Zhu and Sarkis, 2007) support the research findings that GMO practice moderate the link between Stakeholders and sustainable practice. The remarks indicates that the activities of stakeholders are very necessary to trigger the need to sustain the environment for future use. All stakeholders are needed to practice green marketing to the later to protect the environment. Stakholder drive the need to use green marketing practices and sustainable practices.

Key findings and contributions

The key objectives the research is (a) to identify new groups customers who are environmentally conscious using green marketing and (b) to endorse green marketing for stakeholders. The prevalent contribution of this study is added up to green marketing literature on makes further conventions and confirmation using different viewpoints. General, the conclusions the research are as follows: The first section of the research contributed to the past literature on the triggers of green marketing. The outcome of the study was not focused on the players of green marketing in the fast-food vendor industry but to the entire workers of the firms (Menon and Menon, 1997). The finding of the research supported the fact that there is a positive relationship between pressure from stakeholders and the green marketing practices. This shows that Government, customers and business owners triggers the need to serve food that is not harmful to the environment. The pressure on these stakeholder triggers the prompt need to practice green marketing. The study also concluded that the stakeholder drives the implementation of green marketing as a long-term practice.

The second section of the study looked at corporate social responsibility, internal and external stakeholders using green marketing orientation to offer significant future literature to fill the research gap. Previous study analysed green marketing orientation used mathematical method on a single view. However, we developed an integrated approach to green marketing orientation in different viewpoint. The study used correctional approach on different green fast-food vendors in a comprehensive way to develop competitive advantage and comprehend customer consciousness for the green marketing. The final section supports the assertion that green GMO plays a mediating role on the relationships. The research shows that GMO play two diverse roles in practicing green marketing in a company. It affects the internal shareholders such as the

employees and management of the food vendor and the customers as well, where in some circumstance, some customers become loyal to a particular vendor due to the practices of green marketing. It was also revealed that to practice green marketing very well, the company must first protect the environment from within first. In relations to green marketing theory, this research give emphasis that fast food vendors employ sustainable green strategies to attract customers to buy more of their food and remain loyal for a long period of time.

Managerial implications

This research will have diverse impacts on green food vendor industry. Firstly, green marketing orientation shows the level of commitment customers have towards fast food vendors. The research will assist managers of food vendors and customers to understand each other through the implementation of green marketing. For example, from side-to-side green marketing customer can appreciate the green values of the vendors and green conscious customers can establish some understanding of green marketing practices from the vendors' perspective. It is the aim of the managers of the food vendors to attain profit, customers benefit, protect the environment from both internal and external stakeholders' pressure. Practicing green marketing makes the food vendor a green driver and looks different from other competitors hence creating a good image in the eyes of the society. Second, the outcome of the research indicates that corporate social responsibility is an influential variable on green marketing. Green marketing enriches corporate image and attains loyalty. Fast food vendors must really put all hands-on deck and work towards green marketing but not a slogan for CSR. It is however difficult when it comes to involving all internal stakeholder since each member has different view about green marketing. Therefore, green marketing must be a culture of the company and must integrate all departments to work together to protect the environment.

Third, outcome of the research offered an executable framework for managers of fast-food vendors from reviewed literature and experience the ultimate of this framework is to promote customer loyalty. Managers can use green marketing strategy has a base to devise the customers into various groups and select one or more segment to and satisfy to gain competitive advantage. The research will advise managers of fast-food vendors to change their attitude toward the environment buy practicing green marketing. Manager must address corporate benefit, emphasis on ecological protection, and encourage economic and environmental balance development. GMO is very important to the society, customers, businesses and Government and the integration of all this groups will attain green marketing model for ecological protection. The study suggested that managers of food vendors must assigned a lot of importance to green marketing strategies to gain competitive advantage, the business must first train all internal stakeholders to adhere to social value of the company which will encourage green conscious customers to trigger the businesses towards ecologically conscious direction.

Conclusion

Social and environmental protection is paramount to government, suppliers' businesses and customers. A firm practicing green marketing incorporates the values of sustainability in business activities and also modifies consumption ways by selling

environmentally friendly products and services. The research examines Green marketing orientation and sustainable practice in fast food vendor's management in Ghana. The result shows a positive significant connection between GMO, image, customer loyalty and stakeholders. The outcome shows that GMO increase the sustainability of food vendors industry. The theoretical implication of the work is the connection of GMO on sustainability. Existing studies on GMO emphasize largely on monetary terms and the influence of GMO on non-financial measures have been mainly unmapped. Empirically, the research contributed to literature on Green marketing orientation and sustainable practice in fast food vendor's management in Ghana. A careful review of literature shows that this is among the first research to connect GMO to sustainable practices in the fast-food vendor industry in Ghana. Practically, the outcome of the research could assist the fast-food vendor industry to work on environmental sustainability. Green marketing practices should be integrated into the strategic and tactical plans of fast-food vendors. These activities should include, green design and layout of the business, green segmentation, green targeting, green position, green pricing, green distribution and green promotions. Food vendors must think of building a green structure. Green consumption must be introduced along the entire product life cycle. Reuse or recyclable bin must be position all around the fast-food vendor. The entire staff must be part of the team and must have a clear understanding of the vision on the business.

The research has some few limitations. Purposive sampling technique was adopted to get the sample of this research this sampling methods has sampling bias and is not representative of the whole population. Therefore, future studies should use random sampling technique so that every member will be given equal opportunity. Only 5 food vendors' customers participated in the research. Therefore, generalizing the findings will not be fair. Other work can look more food vendors and add foreigners in Ghana as well.

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Conflict of interest

The authors confirm that there is no conflict of interest involve with any parties in this research study.

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