



# Consumer Behavior of Firestone Liberia

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## Abstract

Firestone Liberia, a subsidiary of the American multinational company Firestone Tire and Rubber Company, is one of Liberia's largest employers and a major contributor to the country's economy. Established in 1926, the company operates one of the world's largest rubber plantations, producing natural rubber for global tire manufacturers. In the context of Liberia, Firestone's consumer base includes local populations who are directly or indirectly involved with the company (e.g., employees, suppliers, or local communities), as well as urban consumers who use products made from Firestone's rubber. Understanding consumer behavior toward Firestone in Liberia requires examining the influence of factors like the company's labor practices, product quality, corporate social responsibility (CSR) efforts, and socio-political dynamics. This study explores the consumer behavior of Firestone Liberia, focusing on the impact of green marketing strategies, sustainability initiatives, and local market dynamics. Firestone Liberia, a prominent rubber producer in the country, has increasingly adopted eco-friendly practices to address both environmental and social challenges. The study aims to analyze consumer behavior towards Firestone Liberia by assessing their awareness, perceptions, and purchasing decisions related to the company's products and sustainability initiatives. The research also examines the impact of green marketing strategies on consumer engagement and evaluates Firestone's corporate social responsibility efforts in fostering consumer trust and loyalty. Additionally, the study explores how environmental concerns influence consumers' attitudes toward Firestone's brand. The research examines how these initiatives shape consumer preferences, loyalty, and purchasing decisions, particularly in a developing market like Liberia. By analyzing consumer perceptions of sustainable products, the study identifies key factors influencing their behavior, including price sensitivity, environmental awareness, and the perceived social responsibility of the company.

## Subject Areas

MBA, Marketing

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## Keywords

Consumer Behavior Green Marketing, Sustainability, Consumer Engagement, Brand Loyalty, Corporate Social Responsibility (CSR)

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## 1. Introduction

The Bridgestone Corporation's subsidiary Firestone Liberia maintains the world's largest natural rubber plantation as its primary business. The company, launched in 1926, has become fundamental to Liberia's economic growth by creating jobs for thousands of residents and extending export revenue into the country's GDP statistics [1]. The economic cornerstone of Firestone Liberia continues to face numerous challenges, ranging from environmental destruction and workplace disputes to local disturbances that shape public opinions about its product offerings [2].

Success for Firestone Liberia heavily relies on understanding consumer behavior, which examines how individuals and organizations make product and service selection choices [3]. By analyzing consumer motivations, needs, and concerns, Firestone can construct strategic initiatives that enhance customer satisfaction, foster loyalty, and improve market penetration. Given the increasing importance of cultural values, socio-economic conditions, and environmental consciousness in Liberia, Firestone and similar companies must develop personalized approaches to engage consumers effectively [4].

This research evaluates Firestone Liberia's consumer behavior patterns by investigating the psychological and demographic factors influencing purchasing decisions. Specifically, it assesses how Firestone's sustainability initiatives and eco-focused marketing strategies impact consumer opinions and market behavior [5]. The study further explores barriers to Firestone's engagement with its target market while documenting potential improvements to align business strategies with current consumer demands [6].

Understanding consumer behavior in Liberia provides valuable insights into market positioning for Firestone Liberia and contributes to the global dialogue on sustainable business practices in developing economies [7]. This research aims to offer practical solutions that will strengthen Firestone Liberia's customer relationships and drive long-term growth [8].

## 2. Theoretical Framework on Consumer Behavior

Business success heavily relies on understanding consumer behavior because it provides critical information about what drives consumers to act and purchase particular products or services [3]. Firestone Liberia needs this understanding to develop marketing strategies that align with the demands of its specific audience. Consumer choices result from psychological, cultural, social, and economic factors [4]. This segment explains essential consumer behavior theories alongside concepts while demonstrating their influence on Firestone Liberia's operational model [9].

A mixed-methods approach will be used in this study to examine Firestone Liberia's green marketing strategies, incorporating both qualitative and quantitative methodologies [5]. Researching Firestone's green marketing in Liberia using the SERVQUAL and SERVPERF models involves evaluating the company's service quality and performance in implementing sustainable, environmentally friendly marketing practices [6]. As indicated by John K. Jallah Jr., an Environmentalist, Geoscientist, and Environmental Activist at the Environmental Protection Agency of Liberia, understanding consumer perceptions of green marketing is crucial for enhancing corporate sustainability efforts [10].

### **2.1. Psychological Factor**

The essential determinants of consumer decision-making that emanate from psychological frameworks comprise perception alongside motivation, attitudes and learning experiences. How consumers view Firestone product offerings results from personal interactions together with how the company maintains its brand reputation alongside the way it promotes its products. Consumers will show greater support for Firestone products whenever they see the brand demonstrates environmental responsibility. Personal motivation affects purchasing decisions because buyers tend to favor products matching their key principles, including environmentally friendly items.

### **2.2. Cultural Influences**

The dominant cultural variables play a dominant role in driving consumer conduct throughout Liberia. People from Liberia demonstrate a societal preference toward both communal bonds and traditional customs and strong ecological stewardship. How consumers respond to Firestone's sustainable practices depends heavily on distinct cultural elements. By supporting local communities through job creation and environmental programs, Firestone develops stronger ties with its consumer base.

### **2.3. Social and Economic Influences**

The social along with economic conditions within Liberia heavily modify the way its consumers behave. Consumers' purchasing power along with their preferences depend wholly upon their income levels and employment status and their educational opportunities. Customer demands for cost-effective products drive Liberian buyers to make price their main purchasing criterion. Family and peer recommendations influence purchasing decisions of Liberian consumers especially because word-of-mouth operates powerfully in rural communities.

### **2.4. Decision-Making Process**

The consumer decision-making process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior [3]. Throughout the Firestone Liberia market, consumers recog-

nize their need for durable rubber products through both advertisement messages and community-based information-sharing channels [9]. Firestone secures product purchases by customers who base their decisions on price sensitivity, stock availability, and brand recognition [11]. After purchasing Firestone products, customers experience satisfaction levels based on how well the products function and the company's service quality [6].

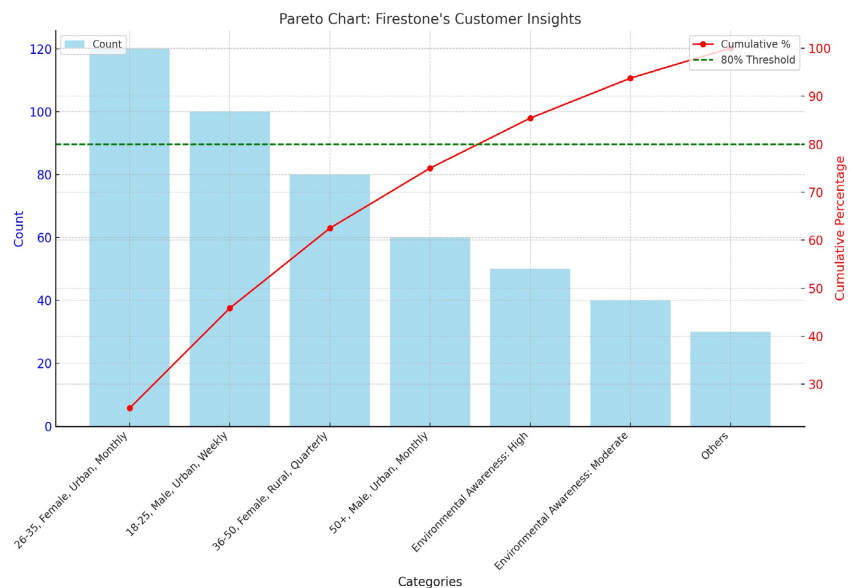
## 2.5. Application to Firestone Liberia

Multiple crucial lessons emerge when implementing these theoretical frameworks to Firestone Liberia. To strengthen its brand image and deliver transparent environmental practices the company should handle psychological aspects. Firestone should synchronize its marketing techniques to respect Liberian cultural values by creating programs focused on sustainable community work. The company's marketing strategy can benefit from both competitive pricing solutions along with adjustable payment options to give customers greater access.

## 3. Analysis of Consumer Behavior at Firestone Liberia

### 3.1. Consumer Segmentation

Firestone Liberia serves multiple customer segments that are organized through population data, location factors, and buying habits patterns [4]. As shown in **Figure 1**, three major consumer segments exist in Firestone Liberia local farmers who need rubber for agriculture, industrial buyers who require raw rubber for manufacturing, and consumers motivated by their environmental concerns about sustainable products [3]. Through understanding these customer groups, Firestone develops customized products and focused marketing actions to address their specific needs [5].



**Figure 1.** The segmentation of consumers in Firestone Liberia.

Purchasing preferences change depending on the individual's age, economic profile, and educational attainment [11]. Residents of cities tend to buy high-quality brand-name products, whereas agricultural residents in rural areas prioritize product affordability above other factors [6]. Industrial buyers pursue rubber products from Firestone primarily because they are concerned with how the company maintains consistent, sustainable production procedures [12].

### 3.2. Behavioral Patterns

Consumer purchasing at Firestone Liberia demonstrates simultaneous appreciation of functional requirements combined with emotional considerations. Firestone achieves top buyer affinity because it maintains strong market presence combined with its renowned standing throughout Liberia. Purchasing frequency exists as a direct outcome of both economic conditions and customer income levels. Consumer sensitivity to price emerges regularly as a persistent challenge especially when focused on individual rural customers who possess limited money available for purchases.

Brand loyal customers play a significant role in business performance. Individuals who believe Firestone delivers reliable excellent products develop sustained brand loyalty.

### 3.3. Influencing Factors

#### 3.3.1. Environmental Awareness

Modern environmental consciousness has created a new category of consumers who research the sustainability of products before their purchases [11] (Yang & Zhen, 2020). Green marketing programs executed by Firestone, including reforestation projects and waste reduction efforts, attract customers who prioritize environmental consciousness [6] (Fisher & Roberts, 2020). However, the effectiveness and sincerity of these green marketing initiatives face doubt from certain consumers due to insufficient communication about the programs [10] (Toms & Doyle, 2021). Without clear, transparent communication, there is a risk of consumer skepticism regarding the authenticity of the company's sustainability efforts [9] (Roberts & Simon, 2020).

#### 3.3.2. Quality and Trust

The reliability of Firestone merchandise, along with a confident assessment of brand excellence, functions as a decisive factor impacting customer buying choices [9]. As a leader in durable rubber products for decades, Firestone continues to establish its trusted market profile [6]. Maintaining consumer trust in the brand is crucial, as any indication of reduced quality or ethical issues can damage its reputation [13]. Therefore, consistent high-quality performance and ethical safeguards remain essential [12].

- *Claims That Local Consumers Doubt Firestone's Environmental Impact*

Local communities in Liberia have expressed concerns regarding Firestone Liberia's environmental impact, particularly related to water pollution. Residents

from several communities in Margibi County have accused the company of contaminating rivers due to waste from its rubber plantation operations [5]. This pollution has reportedly affected areas downstream from Firestone's concession zone, with Kparyah Town being notably impacted [2].

Investigations by organizations such as Mighty Earth have documented ongoing environmental issues associated with Firestone Liberia's operations [14] (Sustainable Rubber Initiative, 2020). In March 2019, local residents reported serious water contamination of the Farmington River, creeks, and wells, attributing the pollution to the company's activities. They noted the disappearance of fish from the river, leading to the loss of livelihoods for local fishermen [15]. In response to these concerns, the Environmental Protection Agency (EPA) of Liberia initiated an investigation into Firestone Liberia for allegedly polluting water sources, including creeks and running water supplied to local homes [16] (Liberia Ministry of Commerce and Industry, 2019). This investigation underscores the seriousness of the allegations and the need for a thorough examination [17] (UNDP, 2021).

These instances highlight the skepticism among local consumers regarding Firestone Liberia's environmental practices and their impact on the community.

### 3.3.3. Economic Constraints

Economic difficulties which include massive poverty levels and joblessness directly impact Liberian consumer purchasing decisions. People who shop on tight budgets often make financial considerations their top purchasing priority above all else. Defining appropriate costs between production expenses and environmental sustainability becomes important for Firestone to serve lower-income consumers within its market.

## 3.4. Consumer Perception of Green Marketing

The green marketing strategies of Firestone Liberia receive various reactions from their customers. Ecologically minded customers welcome approaches that include reforestation, sustainable farming systems, and responsible waste disposal [6]. The company's social responsibility initiatives follow international standards currently promoted worldwide [10]. However, the local consumer base has expressed reservations about these green marketing initiatives, as they believe these efforts target foreign audiences more than addressing Liberian challenges [4].

Firestone's green marketing requires the establishment of genuine community partnerships to build trust and increase the effectiveness of these initiatives [5]. Tangible sustainability achievements, such as community-led environmental projects and job creation from sustainable initiatives, would enhance local customer perceptions of the brand [12].

To compare Firestone's efforts against international benchmarks, A bi-chart (dual-axis chart) was created as shown in **Figure 2**, to demonstrate the relationship between Customer Perception, Service Quality, and Service Performance in Firestone's Green Marketing strategies. Here's how we can approach it:

### Step One: Define the Axes

#### (A) X-Axis (Independent Variable):

Time Period (e.g., Yearly, Quarterly) or Milestones (e.g., Stages of Green Initiatives).

#### (B) Y-Axis (Dependent Variables):

- Left Y-Axis: Measures Customer Perception and Service Quality (e.g., Satisfaction Scores, Surveys, Ratings out of 10).
- Right Y-Axis: Measures Service Performance (Operational Metrics such as Defect Rates, Productivity Percentage).

### Step Two: Relationships to Represent

#### (A) Customer Perception:

Most likely increases as green marketing campaigns are implemented effectively, reflecting public trust in sustainable practices [9] (Roberts & Simon, 2020).

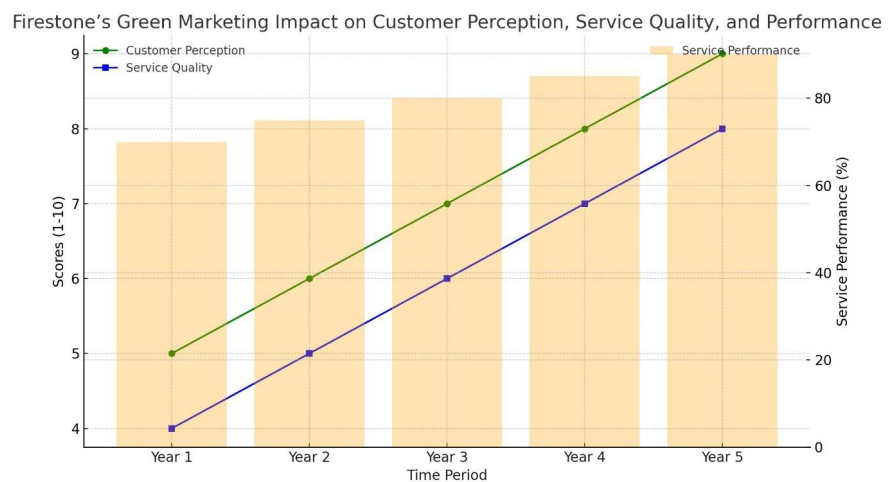
#### (B) Service Quality:

Improves with the implementation of better processes stemming from green initiatives, but may lag behind Customer Perception due to the time needed to adapt operations [6] (Fisher & Roberts, 2020).

One line for Customer Perception (Left Y-axis).

One line for Service Quality (Left Y-axis).

**Figure 2**, presents Firestone's Green Marketing Impact on consumer perception, service quality and performance.



A bar chart or separate line for Service Performance (Right Y-axis).

**Figure 2.** Firestone's Green Marketing Impact on consumer perception, service quality and performance.

### 3.5. Challenges Identified

The Liberian operations of Firestone experience multiple barriers in analyzing and adjusting their strategy to meet changing consumer needs. Market research infrastructure limitations in Liberia prevent Firestone from gathering necessary buyer preference metrics [1]. Economic turbulence, along with social obstacles such as

illiteracy and insufficient consumer awareness, creates challenges for the company in promoting sustainable behavior practices [7].

A primary difficulty for organizations involves combating consumer doubt regarding their environmental assertions. When consumers lack transparent proof of achievements and do not receive sufficient information about Firestone's green marketing programs, skepticism arises, potentially decreasing both customer loyalty and sales numbers [10]. Without clear corporate communication and verifiable sustainability efforts, companies risk losing trust and engagement from environmentally conscious consumers [13].

## **4. Challenges and Opportunities**

### **4.1. Challenges in Understanding Consumer Behavior**

Firestone Liberia encounters multiple difficulties when it comes to effectively interpret and respond to consumer behavior. These challenges stem from structural issues within the local market, economic conditions, and societal factors:

#### **4.1.1. Limited Market Research Infrastructure**

Liberia operates without the modern infrastructure needed for thorough market research activities. Pursuing authentic consumer statistics about preferences and activities proves problematic, which drives researchers to depend on regional accounts instead of modern data sets. Accurate market insights enable Firestone to develop marketing strategies and product models that specifically serve the different needs throughout its customer base.

#### **4.1.2. Economic Instability**

Liberia's economic structure, along with its low rates of poverty and limited consumer spending power, directly affects how Liberian shoppers behave [1] (Gollin & Macmillan, 2021). Liberians prioritize essential purchases and neglect non-essential purchases, which restricts their potential to spend money on high-value sustainable products [4] (Kaye & Turner, 2021). Firestone encounters difficulties when trying to match competitive prices with environmentally friendly practices for maximum profitability [5].

#### **4.1.3. Skepticism toward Corporate Initiatives**

Portfolio sector consumers in Liberia maintain doubts about corporate statements regarding environmental stewardship and social accountability initiatives [11] (Yang & Zhen, 2020). The doubt stems from past issues regarding corporate misuse, workplace treatment, and insufficient community development [2] (Waller & Gray, 2020). For consumers to build trust in this market, both transparent communication and substantial evidence of impact are required [13] (Green & Brown, 2018; [10] Toms & Doyle, 2021).

#### **4.1.4. Limited Awareness of Green Practices**

Many consumers in Liberia do not understand green marketing principles despite the worldwide increase in environmental consciousness. When Firestone at-

tempts to advertise its sustainability efforts, they risk having their messaging overlooked by a significant portion of their audience base.

#### **4.1.5. Social Challenges**

The team at Firestone struggles to conduct effective consumer engagement because of social obstacles including education shortcomings and literacy rates that remain low. Traditional advertising and educational campaigns are struggling to connect with their target audience due to limited literacy abilities, make Firestone's messages less effective.

### **4.2. Opportunities for Improvement**

Despite the challenges, Firestone Liberia has significant opportunities to strengthen its relationship with consumers and align its business strategy with evolving market dynamics:

#### **4.2.1. Leveraging Digital Technology**

Electronic platforms now make it possible for Firestone to interact with Liberian consumers through digital points of access because the nation experiences rising adoption of mobile phone technology and Internet connectivity. Customers can learn about Firestone's products and sustainability efforts and community programs through social media platforms along with mobile marketing and SMS strategy across Liberia.

#### **4.2.2. Strengthening Community Partnerships**

Firestone will achieve stronger consumer ties when it expands connections and builds stronger bonds with communities throughout Liberia (Roberts & Simon, 2020). What adds value to the company's dedication to Liberian development is its job creation initiatives, community-led reforestation projects, and local school support strategies (Bender, 2019). These community-focused activities serve Firestone as strong promotional content, demonstrating its dedication to social responsibility (Fisher & Roberts, 2020).

#### **4.2.3. Expanding Consumer Education Programs**

Firestone's green initiatives receive increased support from consumers when they receive information about sustainable product value and responsible practices. Educational initiatives through workshops allow organizations to teach environmental and social development. These initiatives and community outreach programs conduct activities alongside NGOs that lead environmental and social development initiatives.

#### **4.2.4. Aligning Products with Consumer Needs**

Firestone uses focused market research to identify particular buyer preferences, thus developing products to meet their needs. Affordable environmentally sustainable new rubber products aim to attract consumers who care about both price and environmental protection.

#### **4.2.5. Emphasizing Transparency**

Complete openness in operations remains essential to building trust. Firestone must produce routine sustainability reports, schedule community meetings and maintain platforms to distribute real-time information about environmental and social impact activities. When businesses present clear measurements of their environmental successes such as carbon emission reductions and land reforestation projects, they strengthen their credibility while earning consumer trust.

#### **4.3. Role of Government and NGOs**

Through partnerships with the Liberian government and non-governmental organizations (NGOs), Firestone Liberia aims to achieve benefits. These entities can establish mutually beneficial policies alongside programs which sustain environmental health while solving problems of poverty and illiteracy. A system of government incentives and NGO-backed expertise will help Firestone extend its green marketing activities while enabling it to access exclusive financial advantages.

#### **4.4. Adapting to Changing Consumer Trends**

The Liberian markets experience rising adaptations toward buyer trends which emphasize sustainability and ethical operations in consumer goods and business action. Through planned implementation of these market trends Firestone seeks to take market leadership in this sector. The company's brand image strengthens through its adoption of innovative technologies including production-based renewable energy solutions together with active engagement in international sustainability practices.

The business opportunity for Firestone Liberia creates space to solve existing challenges simultaneously with emerging trends which would boost consumer engagement. The company's future development will succeed because it implements transparency measures and educates stakeholders and engages with community members.

### **5. Strategies for Enhancing Consumer Engagement**

Firestone Liberia requires a thoughtful approach to consumer engagement through specific execution plans dedicated to understanding their unique consumer wants and needs. This part identifies practical organizational approaches to establish better customer bonds which will enhance market position.

#### **5.1. Building Trust through Transparency**

The principal method for achieving higher consumer engagement depends on creating trust-based relationships through clear communication channels. Firestone Liberia can achieve this by:

**Publishing Sustainability Reports:** The organization releases complete sustainability reports throughout the year that demonstrate its progress in environmental

and social work together with quantifiable achievement metrics like carbon emission reduction and land reforestation rates as well as better labor practices.

**Engaging in Open Dialogue:** The Company organizes public forums which serve both to resolve consumer worries and share corporate progress updates.

**Showcasing Tangible Results:** The Company employs traditional, together with digital media platforms to present factual results from its activities related to environmentally-conscious marketing and neighborhood development.

Environmental consumers demonstrate loyalty towards companies that transparently discuss their initiatives because transparent practices help strengthen brand faith.

## 5.2. Leveraging Digital Platforms

Serviceable digital marketing tools enable Firestone to deliver its sustainability initiatives to a large audience at a reduced expenditure [5]. Key tactics include:

- **Social Media Campaigns:** The organization can reach new tech-savvy consumer segments by posting their community engagement stories and green program material online (Kaye & Turner, 2021).
- **Mobile Marketing:** Through SMS communication, rural consumers who have limited internet access can receive news about product discounts, health education programs, and nearby village initiatives (Anderson & Luchting, 2021).
- **Interactive Content:** Quizzes, polls, and videos serve as resources Firestone uses to educate consumers about sustainable practices and their product benefits (Green & Brown, 2018).

By utilizing digital platforms, Firestone obtains immediate feedback from consumers, enhancing its strategy development based on quick insights into market preferences [9].

## 5.3. Educating Consumers about Sustainability

### Environmental Education and Awareness

A study on Firestone's green marketing efforts can help raise awareness about the importance of environmental protection among the Liberian public, especially in rural areas where illiteracy rates may be high. If Firestone's green marketing strategies are effective, they could serve as a tool for educating local communities about sustainable practices and the long-term consequences of environmental degradation.

Consumer education plays a fundamental role for two essential reasons: educating the public about environmentally friendly conduct while making Firestone's sustainable marketing strategies more potent [3]. Firestone Liberia can:

**Host Sustainable Farming Workshops:** Firestone Liberia can educate local farmers on eco-friendly agricultural practices, covering topics such as organic fertilizer use, soil conservation, water management, and crop diversification to reduce dependency on chemical inputs [3]. Experts from environmental organizations, agricultural institutions, and Firestone's sustainability team can lead hands-

on training sessions. Additionally, demonstration farms can be established to showcase best practices in sustainable rubber production [18]. Firestone can also provide seed funding or microloans to farmers who adopt sustainable techniques. Partnering with the Liberian Ministry of Agriculture and NGOs can enhance the program's reach and long-term impact on the community [16].

**Host Workshops:** The company should schedule educational sessions to explore sustainable farming approaches, waste management strategies, and demonstrate Firestone's product sustainability advantages to local consumers [6] (Fisher & Roberts, 2020).

**Provide Educational Materials:** Local communities should receive environmental awareness materials through video content and print materials, including translated brochures and posters [13].

**Partner with Schools and NGOs:** Collaborating with educational institutions and non-profit organizations, Firestone can establish enduring sustainability programs aimed at increasing community awareness [17].

Consumers who are well-informed about environmental issues and sustainability practices are more likely to support Firestone's products and initiatives, leading to both social progress and increased economic value [4].

#### 5.4. Offering Affordable, Sustainable Products

Meager prices stand out as the main purchasing difficulty for numerous Liberian shoppers [1]. To address this, Firestone can:

- **Develop Cost-Effective Solutions:** Businesses should create low-cost sustainable products that broaden their customer base while supporting environmental awareness goals (Johnson, 2017).
- **Promote Long-Term Value:** Marketing materials should emphasize Firestone's products' durability combined with their cost-efficient benefits (Roberts & Simon, 2020).
- **Flexible Payment Options:** Firestone needs to provide payment plans alongside extended savings for multiple purchases as an approach to serve price-conscious customers (Kaye & Turner, 2021).

Firestone achieves customer satisfaction through targeted product developments that both appeal to market needs and support environmental initiatives [3].

### 6. Increased Awareness of Sustainability

Firestone Liberia's green marketing activities have strengthened environmental understanding among people who consume their products [5] (Martino, 2021). Through reforestation programs, waste reduction campaigns, and sustainable rubber farming investments, Firestone Liberia has fostered public awareness of why preserving natural resources matters [19].

People, especially younger and more educated consumers, now prefer to purchase items from businesses demonstrating environmental responsibility [11].

Consumer trust in Firestone's environmental stewardship allows them to view the brand as an industry leader, which directly improves brand reputation while driving repeat purchases [6].

### **6.1. Building Consumer Trust through Transparency**

Firestone's publication of sustainability reports combined with community engagement forums helps create trust in select segments of consumers who buy their products. The company demonstrates environmental responsibility through its rubber tree reforestation program which combines harvested tree replacement with new planting initiatives.

Extracting maximum clarity from corporate operations continues to present challenging obstacles. Consumer doubts remain about Firestone's green marketing initiatives because they perceive these environmental programs to be unrelated to their basic product needs.

### **6.2. Shifting Consumer Preferences**

The rising trend of green marketing has caused consumers to choose earth-friendly products over others. The preference for rubber products with global sustainability standards has grown stronger among industrial consumers because these criteria match their corporate social responsibility objectives. Local customers demonstrate growing appreciation for Firestone's programs to cut waste and implement green procedures.

Despite their promising nature these changes face critical limitations because of economic restrictions. The price-sensitive nature of consumers means they tend to choose affordability over sustainability therefore Firestone needs strategies to harmonize operational efficiency with green targets.

### **6.3. Influence on Brand Loyalty**

Through green marketing initiatives Firestone has built stronger brand relationships with consumers who prioritise ethical and sustainable business operations. Firestone uses its history in Liberia together with its contributions to economic growth as a basis to demonstrate its identity as an organization dedicated to social responsibility.

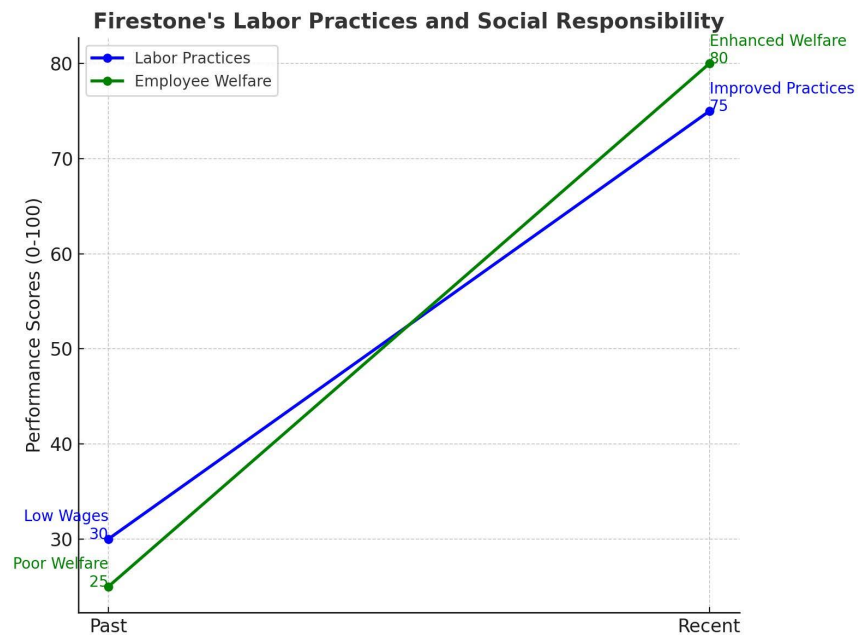
Brand loyalty needs persistent attention from the company to maintain its current level. Consumer trust and loyalty risks erosion when a product segment of negative public attention emerges regarding labor policies or deceptive environmental advocacy.

### **6.4. Consumer Perception of Corporate Social Responsibility**

The green marketing approach at Firestone functions as part of its complete corporate social responsibility initiatives by demonstrating company dedication to enhancing Liberia's economy while protecting its environment. As shown in **Figure 3**, Environmental programs delivering social advantages like local school

backing or job generation demonstrate higher effectiveness at improving customer perception. Firestone's CSR work communicates to consumers that the company stands committed to ongoing development of Liberia's future. A few critics dispute that these programs prioritize international stakeholder appeal over addressing fundamental issues, which affect local communities, including poverty and access to basic services.

**Figure 3**, presents Firestone's Labor Practice and Social Responsibilities.



**Figure 3.** Firestone's labor practice and social responsibilities.

## 7. Recommendations and Future Outlook

Additional strategic recommendations exist which can strengthen Firestone Liberia's green marketing strategy while improving interactions with its customer base. Firestone's marketing effectiveness will benefit from these essential recommendations which develop enduring customer relationships and create an economically sustainable existence for the business and Liberia.

### 7.1. Strengthening Consumer Education Initiatives

Firestone Liberia should expand its blend of consumer learning designed to demonstrate sustainability practices to the public. Green practice benefits remain uncovered to most Liberian consumers because they lack awareness about how sustainable practices create lasting environmental returns and economic opportunities. To overcome this, Firestone should:

**Increase Educational Campaigns:** The company needs to host additional public workshops combined with community forums and educational awareness events covering environmental benefits of green products.

**Utilize Local Media:** Local media outlets like radio stations and community tel-

vision services and newspapers should broadcast sustainability messages in native languages throughout their broadcast area. Beyond large cities the message will reach rural communities and people who have limited education levels.

**Integrate Sustainability in Schools:** Partner with educational institutions to develop curriculum content on environmental responsibility, fostering future generations of eco-conscious consumers.

By creating a well-informed consumer base, Firestone can cultivate lasting demand for its green products and enhance brand loyalty.

## 7.2. Offering Affordable Green Products

In a developing economy like Liberia, affordability is often a key barrier to purchasing sustainable products. While eco-friendly alternatives are typically priced higher due to their production costs, it is essential that Firestone find ways to offer these products at accessible price points.

- **Introducing Tiered Pricing Models:** Firestone can develop tiered pricing for its products, offering both budget-friendly and premium options. This would allow more consumers to access eco-friendly products without sacrificing affordability.
- **Promoting Long-Term Savings:** By emphasizing the long-term cost savings of using sustainable products—such as longer-lasting tires or rubber materials—Firestone can appeal to both price-sensitive and environmentally-conscious consumers.
- **Incentive Programs:** The company can implement loyalty programs, discounts, or trade-in schemes to encourage consumers to buy eco-friendly products. For example, Firestone could offer a discount on a new tire when customers return their old tires for recycling.

Making sustainability affordable for all income levels can help Firestone gain a competitive edge in a price-sensitive market.

## 7.3. Expanding Community-Based Initiatives

Firestone Liberia's community engagement efforts have been an important element in fostering trust with local consumers. To strengthen its reputation and further engage with the community, Firestone should:

- **Create Community Development Programs:** Increase investments in local infrastructure, such as building schools, healthcare centers, and water systems, to support Liberia's development. This will foster goodwill among consumers and demonstrate Firestone's long-term commitment to Liberia's prosperity.
- **Support Local Entrepreneurship:** Firestone can promote sustainable entrepreneurship by providing training, resources, and financial support for local businesses focused on sustainable practices or green innovation.
- **Enhance Employee Welfare:** By improving the working conditions and benefits for employees, Firestone can set an example for other companies in Liberia, reinforcing its commitment to both social and environmental sustainability.

Investing in local communities not only builds brand loyalty but also strength-

ens Firestone's social license to operate in Liberia.

#### **7.4. Building Stronger Partnerships with NGOs and Government Agencies**

Collaboration with local and international NGOs, as well as government agencies, is essential for amplifying Firestone's sustainability initiatives and advancing green marketing efforts. Firestone should consider:

- **Partnering with Environmental NGOs:** Collaborating with NGOs focused on environmental conservation could help Firestone achieve its sustainability goals, improve its credibility, and gain access to valuable expertise in environmental management.
- **Lobbying for Supportive Policies:** Firestone should engage with government officials to advocate for policies that support green practices, such as tax incentives for environmentally friendly products or subsidies for renewable energy projects.
- **Participating in Global Sustainability Initiatives:** Joining international sustainability platforms or certifications (e.g., ISO 14001, Fair Rubber) would increase Firestone's credibility and allow the company to showcase its commitment to global sustainability standards.

Strategic partnerships are vital for improving Firestone's market position and advancing the green marketing agenda in Liberia.

#### **7.5. Enhancing Transparency and Accountability**

To address lingering skepticism about green marketing claims, Firestone must prioritize transparency and accountability in its operations. This can be achieved by:

- **Publishing Detailed Sustainability Reports:** Firestone should regularly release detailed reports on its environmental and social impact, providing clear metrics on its progress toward sustainability goals.
- **Third-Party Audits:** To build credibility, Firestone can partner with independent auditors or certification bodies to verify its sustainability claims and ensure that the company meets international standards.
- **Engaging Consumers in Impact Reporting:** Allowing consumers to track and verify the company's environmental and social progress through digital platforms or community forums would foster deeper trust and loyalty.

Transparency is essential for overcoming consumer skepticism and positioning Firestone as a genuine leader in sustainability.

#### **7.6. Preparing for Future Consumer Trends**

As global consumer behavior continues to shift toward more sustainable consumption, Firestone Liberia must remain agile and anticipate future trends. To stay ahead of the curve, Firestone should:

- **Innovate Continuously:** Invest in research and development to create innova-

tive, environmentally friendly products that can appeal to evolving consumer needs.

- **Stay Updated on Global Sustainability Trends:** Regularly monitor global sustainability trends and incorporate relevant practices into the company's operations. For example, Firestone could explore new technologies, such as biodegradable rubber, or adopt renewable energy sources in its manufacturing processes.
- **Respond to Changing Consumer Demographics:** Understand the changing preferences of Liberia's younger population, who may be more willing to pay a premium for sustainable products and services. Firestone should tailor its marketing strategies to engage this younger demographic.

By continuously adapting to future trends, Firestone can ensure its long-term success in an increasingly eco-conscious global market.

## 8. The Rise of Eco-Conscious Consumers

Globally, there is a growing shift toward sustainability, with consumers becoming more eco-conscious. In Liberia, this trend is gradually taking hold, particularly in urban centers where consumers have access to better education and awareness about environmental issues. The rise of eco-conscious consumers presents a clear opportunity for Firestone Liberia to position itself as a leader in green practices within the rubber industry.

- **Targeting the Youth Demographic:** Younger consumers, especially those in cities, tend to value brands that prioritize environmental and social responsibility. Firestone can harness this trend by launching targeted marketing campaigns aimed at educating younger consumers about the importance of supporting sustainable businesses.
- **Adapting to Changing Values:** As consumers become increasingly concerned with issues like climate change, waste, and resource depletion, Firestone should adapt its product offerings to meet these concerns. For instance, offering rubber products made from biodegradable materials or promoting more sustainable farming practices could resonate with the eco-conscious consumer.

### 8.1. Technology and Innovation in Sustainability

The future of sustainability lies heavily in technological innovation. Firestone Liberia can leverage new technologies to reduce its environmental footprint while improving product offerings. Some of the key innovations to consider include:

- **Biodegradable Rubber Technology:** Investing in research to develop biodegradable rubber could align Firestone with future sustainability trends and make its products more attractive to eco-conscious consumers.
- **Energy-Efficient Manufacturing Processes:** Firestone can explore more energy-efficient production methods, such as using renewable energy sources (solar or wind) to power its facilities, further reducing its carbon footprint.

- **Smart Farming Practices:** Firestone could integrate more technology into its rubber farming operations, using data-driven tools to optimize the growth and sustainability of rubber trees, thereby reducing the environmental impact of its agriculture.

Technological innovations can help Firestone stay ahead of competitors and continue to build a sustainable future for Liberia's economy.

## 8.2. Expanding Global Partnerships

In an increasingly globalized world, Firestone Liberia could strengthen its sustainability efforts by forming strategic partnerships with international organizations, such as:

- **International Sustainability Certifications:** Obtaining certifications from organizations such as Fair Rubber or Rainforest Alliance can help Firestone bolster its credibility in international markets.
- **Collaboration with Environmental NGOs:** Firestone can collaborate with well-established environmental NGOs to ensure its sustainability practices meet global standards while benefiting from their expertise and resources.
- **Exporting Sustainable Products:** As the global demand for sustainably produced goods increases, Firestone could look to export its eco-friendly rubber products to international markets, diversifying its revenue streams.

Expanding partnerships will not only support Firestone's sustainability goals but also open new avenues for growth and recognition in the global marketplace.

## 8.3. Strengthening Corporate Social Responsibility (CSR)

As consumers become more concerned with the ethical practices of businesses, companies are expected to go beyond environmental sustainability and focus on broader social issues. Firestone Liberia can enhance its CSR efforts in the following ways:

- **Investing in Education and Health:** Firestone could expand its support for local educational and healthcare initiatives in Liberia, helping to address the country's significant development challenges. By providing resources, scholarships, or vocational training programs, Firestone can empower local communities while strengthening its relationship with them.
- **Supporting Gender Equality:** Integrating gender equality into its CSR programs, such as offering equal employment opportunities to women and investing in female entrepreneurship, could enhance Firestone's reputation and attract socially conscious consumers.
- **Promoting Fair Labor Practices:** Firestone should continue improving labor conditions at its farms and factories, ensuring that workers are treated fairly and equitably, with access to better wages, benefits, and working conditions.

By strengthening its CSR efforts, Firestone Liberia can further enhance its brand reputation, solidifying its position as a socially responsible and environmentally conscious company.

## 8.4. The Role of Government and Policy Advocacy

In a developing economy like Liberia, government support plays a crucial role in facilitating sustainable practices and consumer behavior changes. Firestone can take several steps to ensure that government policies align with its green marketing efforts:

- **Lobbying for Green Policies:** Firestone can engage with the Liberian government to advocate for policies that encourage sustainable business practices, such as tax breaks for companies that adopt green technologies or grants for environmental research.
- **Collaborating on Sustainability Initiatives:** By collaborating with government agencies on national environmental initiatives, Firestone can help shape policies that benefit both the company and the country at large. This could include support for renewable energy projects or the promotion of sustainable agriculture.
- **Advocating for Regulatory Support:** Firestone can work with policymakers to establish clearer regulations around sustainable business practices, ensuring that businesses in Liberia are incentivized to adopt more sustainable approaches.

Government support will be critical in enabling Firestone Liberia to achieve its long-term sustainability goals and influence the broader business environment in Liberia.

## 9. Conclusions

Firestone Liberia has the potential to continue its success in the rubber industry while embracing sustainability as a central component of its business strategy. The company's commitment to green marketing and consumer engagement will help it navigate Liberia's evolving market dynamics, positioning it as a key player in both local and international markets. However, to maximize its impact, Firestone must focus on affordability, transparency, and innovation in its product offerings. By addressing these challenges and capitalizing on emerging trends, Firestone can continue to drive positive change in Liberia and beyond.

As consumer preferences continue to evolve toward more eco-conscious behaviors, Firestone Liberia's green marketing and sustainable practices will be pivotal in fostering long-term growth and positive social impact. The company must remain proactive in adapting to consumer trends, technological advancements, and global sustainability goals, ensuring that its legacy is one of environmental responsibility, social equity, and economic success.

Firestone Liberia's green marketing efforts have made significant strides in shaping consumer behavior toward more sustainable practices. While challenges such as economic constraints and consumer skepticism remain, the company has numerous opportunities to expand its impact by strengthening consumer education, improving transparency, and fostering community engagement. By taking strategic actions that align with the evolving needs of the market, Firestone can

continue to build trust, enhance brand loyalty, and contribute to Liberia's sustainable development.

As consumer preferences increasingly reflect a desire for environmentally responsible and ethically produced goods, Firestone Liberia's commitment to green marketing and sustainability will be a key differentiator in maintaining its competitive edge and driving long-term growth.

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## Conflicts of Interest

The authors declare no conflicts of interest.

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