



T.C.

ISTANBUL ALTINBAS UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

MASTER OF BUSINESS ADMINISTRATION

**THE EFFECT OF GREEN MARKETING ON
CONSUMER TOWARDS THE GREEN PRODUCT**

A CASE STUDY: THE ACADEMICS AND
EMPLOYEES IN UNIVERSITY OF BAGHDAD

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ISTANBUL 2019

Bu çalışma 29.05.2019 tarihinde yapılmış olan Tez Savunma Sınavında tarafımızca incelenmiş olup, kapsam ve kalite açısından Yüksek Lisans Tezi olmaya yeterli bulunmuştur.

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Abdulrahman Mohsin Ali

Abstract

Green marketing adoption concept is configured a critical necessity for most modern business organizations as it represents the correct orientation towards solving the environmental problems. Also, it aims to reach into maintaining a pollution-free environment. The main objective of this study is detecting the green marketing mix element reality through a questionnaire. The questionnaire is published on a wide set of academics and employees in Baghdad university. The major objective of this questionnaire is to detecting the effect of green marketing on consumer awareness towards green product in Iraq. In order to achieve the study goals, we used the descriptive analytical approach and our study tool-as we described earlier- is the questionnaire. The questioner consists of (66) items that published on the sample that we mentioned before.

Our study concluded a set of conclusions including that the reality of green marketing mix elements came high and the green product element came in the first degree followed by green promotion, followed by green price and then green place. As well as, we concluded that the awareness of consumer by green products is relatively high and there is an effect with statistical degree for green marketing mix elements on awareness, culture, directions and behavior of environmental consumer.

In the highlight of study results, we recommended by a set of recommendations including the necessity for companies to provide various green alternatives and satisfied for customers in Iraq. In addition, we recommended by the compatibility between green product price and size of demand and therefore, companies must study this relationship and develop appropriate price for green product and the importance of preparing programs, forums and conferences to clarify the importance of green products in the highlight of environmental and natural resources problems.

Keywords: Green marketing, green product, green marketing mix and green environment.

Özet

Yeşil pazarlama kavramı, çevre sorunlarının çözümü için doğru yönelimi ifade ettiği için çoğu modern işletme kuruluşu için kritik bir gereklilik olarak yapılandırılmıştır. Ayrıca, çevrenin kirletilmeden korunmasını hedeflemektedir. Bu çalışmanın temel amacı yeşil pazarlama gerçekliğinin bir anket aracılığıyla tespit edilmesidir. Anket, Bağdat üniversitesindeki çok sayıda akademisyen ve çalışana uygulanmıştır. Bu anketin asıl amacı, Irak'ta yeşil pazarlamanın yeşil ürünlere karşı tüketici bilinci üzerindeki etkisini tespit etmektir. Çalışma hedeflerine ulaşmak için, betimsel analiz yaklaşımı kullandık ve daha önce de belirttiğimiz gibi çalışmadaki veri toplama aracımız anket oldu. Anket daha önce bahsettiğimiz örneklem üzerine düzenlenen (66) maddeden oluşmaktadır.

Çalışmamız, yeşil pazarlama unsurlarının gerçekliğinin yüksek olduğu ve yeşil ürün unsurunun birinci derecede öneme sahip olduğunu, bunu daha sonra yeşil promosyon, yeşil fiyat ve yeşil alanın takip ettiği bir takım sonuçlar elde etmiştir. Bunun yanı sıra, tüketicilerin yeşil ürünlerle ilgili farkındalığının göreceli olarak yüksek olduğu ve yeşil pazarlama unsuru çevre tüketicisinin bilinç, kültür, yön ve davranışları üzerine önemli bir etkisi olduğu sonucuna vardık.

Çalışma sonuçları kısmında, şirketlerin Irak'taki müşteriler için çeşitli yeşil alternatifler sunma ve müşteri memnuniyeti sağlama gerekliliği gibi bir dizi tavsiye önerdik. Buna ek olarak, yeşil ürün fiyatı ile talebin büyüklüğü arasındaki uyum olması, bu nedenle şirketlerin bu ilişkiyi araştırması, yeşil ürün için uygun fiyat geliştirmesi ve yeşil ürünlerin ülkedeki önemini vurgulamak için çevresel ve doğal kaynak sorunları çerçevesinde program, forum ve konferans düzenlenmesi gerektiği önerisinde bulunulmuştur.

Anahtar Kelimeler: Yeşil pazarlama, yeşil ürün, yeşil pazarlama unsurları ve yeşil çevre

ACKNOWLEDGEMENTS

To whom bore my absent for days and months and wait my return by holding the joy and success

To whom gone to God without witnessing and say good bye and accordingly the joy of
accomplishment was truncated

To my great supervisor Asst Prof. Dr. A. MEHMET ÇİÇEK for all his valuable support and
motivation

To my beloved mother, may God protect her

To whom always supported me by advice and wisdom

My beloved father, may God have mercy on him

To all of my friends and everyone who helped me in one way or another in the completion of this
study

To our dear organization (IALD)

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1. Introduction

Marketing is considered one of the most business practices importance as it associates business with surrounding world. Marketing science varied and developed as other sciences such as medicine, information technology, physics and others where marketing simulates other sciences in all of their orientations.

Green marketing highlights the green struggles that a business is performing (be it by more ecofriendly materials in production and cutting energy use in the production process, etc.) and includes these “greener” performs into their marketing strategies. According to Philip Kotler (2011), businesses are struggling to have to increase their green marketing struggles because it is no longer just an approach to make a firm look better in terms of selling their product to the green consumer, but it is suitable as a requirement that businesses be more land friendly in their business. Green marketing delivers benefits for the environment and businesses similarly as long as items and firms are presenting their green marketing efforts efficiently and honorably. Advantages can range from increasing the company resources with a line of greener products in addition to tempting to a broader range of purchasers, those of whom are better known as the “green consumer” (Mishra & Sharma 2014).

Green marketing mix is called on a set of planned activities to achieve impact and profit on consumer. it's defined as a set of marketing tools that used by organization to achieve its marketing goals including continuously, growth and competition and includes four main elements: green product, green price, green place and green promotion (Kotler and Gertner, 2002).

Green products, environmental products or products with environmental awareness are all terms used to describe products work on protecting or enhancing natural environment by preserving energy, materials, prevent or decrease the use of harmful materials and produce least amount of emission or wastes and continue for long life period and can be recycled after famishing its default age (Mullekyal & Akhil, 2016). The last few decades and our current decade are characterized by increasing environmental awareness where increasing environmental problems invade the world in addition to economic openness (Armstrong & Kotler, 2005) and the world transformed because of technical development that changed the world to a small village and made

issue of sensitivity towards environmental problems a reality. This motivated specialists and researchers to search about administrative solutions and modes focus their efforts towards protect the natural environment and its components. One of the most important orientation of these orientations is the emergence of green marketing as a modern philosophy curriculum seeks towards finding compatibility status between orientations of contributed parties in processes of production and marketing that achieve competitiveness advantage to project seeking to apply green marketing philosophy. Hasan & Ali (2005) pointed out that green marketing and in spite of its features, it faces different challenges and thus, it needs to researches and development. The researchers stated that one of the most important challenges of green marketing are misleading ads and false promises provided by some companies and business organizations to gain consumer trust. This caused some consumers to reluctance from green products (Hasn and Ali, 2015). Thus, our study tries to understand the effect of green marketing mix elements on consumer environmental behavior and directions.

1.1 Research Importance

Our study have theoretical and practical importance as follow:

1) Theoretical importance: The theoretical importance of our study can summarized as follow:

- The study is important as it associates with green marketing and consumer awareness and directions towards green products especially that they are optimal way to preserve human health and environment where he lives.
- The importance of our study lies as it helps in treating many challenges face Iraqi community where suitable direction towards environment and green products preserve environment became an important issue.
- Adopt green marketing and depend on friendly environment products increase customer trust by companies and organizations. Thus, study green marketing and marketing mix element are important issues.
- Our study is considered the first attempts on local level that associate between green marketing elements and consumer behavior in green products.

- Results of current study provide advantage for some researchers and interested in the field of management and marketing.

2) Practical importance

- Our study may benefit marketing management in business organizations in Iraq and neighboring countries where our study provide recommendations which through it is possible to activate green marketing strategies.
- Our study may provide advantages to the decision makers and officials in business organizations in Iraq where it clarifies that effect of green marketing on the behavior and directions of consumer. Therefore, it helps them to take decisions in the field of adopting green marketing and the ways of effecting consumer behavior and take the purchase decision.
- Our study may provide advantages to the current educational institutions where it provides a topic associate with green marketing and ways of promoting consumer environmental directions behavior. This may help in placing subjects and topics promote environmental orientation in the fields of marketing and consumption.

1.2 Research Questions

Our study aims to answer the main following question: What is the effect of green marketing on consumer behavior towards green product? The main question is separated into the following sub questions:

1. What is the reality of green marketing mix elements, as perceived by consumer?
2. What is the extent of awareness by green products?
3. What is the level of consumer environmental culture?
4. What is the consumer environmental directions?
5. What is the reality of consumer environmental behavior?
6. What is the effect of marketing mix elements on consumer environmental behavior?

1.3 Problem of Study

Adopt green marketing term is considered a necessity at most modern business platforms as it represents the correct direction towards solving the increased environmental problems and good methods in how to preserve a free environment of pollution. Also, according to increasing efforts on environmental impacts that their consequences are increased in terms of dimensions and activities. Significant problems appeared in the nature of philosophical direction of marketing thought and “green marketing” term is appeared. Through our search in literature, we noticed that consumer more and more often prefer eco-friendly, safe and clean products that do not pollute the environment according to the results of (Banyte et al., 2010). (Yazdanifard and Mercy, 2011) confirmed that green marketing impact reflects on two sides which are customers satisfaction and environment safety. Due to our feeling by the importance of green marketing, it was necessary to identify the extent of customers awareness and his/her green environmental directions. Therefore, the problem of our study is limited to the following main question: What is the effect of green marketing on consumer behavior towards green product? The main question is separated into the following sub questions:

1. What is the reality of green marketing mix elements, as perceived by consumer?
2. What is the extent of awareness by green products?
3. What is the level of consumer environmental culture?
4. What is the consumer environmental directions?
5. What is the reality of consumer environmental behavior?
6. What is the effect of marketing mix elements on consumer environmental behavior?

1.4 Research Goals

In the highlight of problem of study and questions, our study tries to achieve the following goals:

1. Identify the reality of green marketing mix elements as perceived by consumer.

2. Detect the extent of consumer awareness towards green products.
3. Identify the level of consumer environmental culture.
4. Identify consumer environmental directions.
5. Identify the consumer environmental behavior.
6. Identify the effect of green marketing mix elements on consumer environmental awareness, culture, directions and behavior.

1.5 Research Method

Our study is based on the quantitative method, as it is the basic approach at this type of researches. The study is a questionnaire published on academic and employees in University of Baghdad. The data, which we have collected, will be analyzed and our results will be obtained by the use of Statistical Package for the Social Sciences (SPSS 22.0). Moreover, the theoretical part of our study conducted depending on periodicals, articles, theses, university journals and book associate with green marketing.

2. Literature Review

At this part, we will address many elements related to green marketing including evolution of green marketing and green marketing mix on many sides at the consumer. We determined these parts at the awareness, culture and environmental behavior of consumer. This chapter is divided into three main sections where the first section addresses the green marketing mix, the second one discusses consumer behavior and the last one gives similar studies from literature.

2.1 Evolution of Green Marketing

Green marketing term emerged in the late 1980s and early 1990s. American Marketing Association (AMA) in Austin, Texas holds the first workshop on ecological marketing in 1975. Workshops resulted one of first books about environmental marketing. First wave of green marketing is happened in the eighties, two tangible milestones of green marketing are come in the form of published books, and both of them called “Green Marketing”. They were by Ken Peattie (1999) in United Kingdom and Jacquelyn Ottman (1998) in USA. According to Peattie (1999), emergence of green marketing has passed by three stages. The first stage is called environmental marketing “ecological” where throughout this stage; all marketing activities are interested by helping environmental problems and provide treatments for those environmental problems. Second stage was “environmental” marketing and transform focus on clean technology that involve on designing new invented technologies interest in pollution and wastes issues. Third stage was “sustainable” green marketing and emerged in the late of nineties and the beginning of second millennium. Development of green marketing has changed marketing concept. Currently, companies started on promoting their products with some green requirements. In near future, it is interested to see how consumers interact with such changes in modifying product and operations.

2.2 Green Marketing Mix

Green marketing mix is derived from traditional marketing. Usually, it consists of four P's. However, each company adapts its preferred marketing mix. Therefore, green marketing mix does not limited on only four elements but it may consists on another effective factors. Bradley (Bradley, 2007) firstly provides green marketing mix concept. He provided this concept for the first time in the late of eighties but he has modified irregularly since then. Through the knowledge of author, there are not many researches are conducted about how companies collect their marketing mix. Bradley has identified as a main researcher at this field. Nevertheless, since Bradley's research is limited and it is not considered high quality academic report, it is significant to conduct study about green marketing mix. While Bradley touches on green marketing, authors saw an opportunity to contribute in theory and practice. Authors contribute their opinions with many researchers who claim that it is important to study green marketing mix deeply (Baumann and Rex, 2006; Prakash, 2002; Rosenberger and Polonsky, 2001). Creation of good marketing mix is considered a significant issue for each company and it is always crucial to future performance of any company. Therefore, these facts make this subject is significant to study and research.

Other mentioned researchers in green marketing mix determine some sides on how to mix green marketing. For instance, Prakash (2002) clarifies how the product is greened. Polonsky and Rosenberger (2001) illustrates how the price is greened. Nevertheless, these researchers talk only on specific fields and focus on other issues in their study. This is considered one of probable researches on the existing of gap theory. There is not one researcher discovers how to unify green marketing mix. Although researchers introduce an abstract to what other researchers talked when searching on other regions. Other interpretation for theoretical gap is that greening of marketing mix is always practiced and suggested by consultants. While consultants do not publish their works in the form of academic papers, this creates theoretical gap. As traditional marketers, green products marketers must deal with four invented modes on the following form:

1. **Product:** Businessmen wanting to exploit emerging green market either:

- Specify environmental needs for customers and develop products to fulfill needs or develop environmentally responsible products that have less effect than competitors do. Whatever services or product, it is a vital to ensure that products fulfill or exceed quality expectations of customers and tested accurately (Tiwari, Jaya, 2004:33-40).
2. **Price:** Pricing is critical factor in marketing mix where most customers are ready to pay a premium if there is perception for the additional value of product. This value may enhance performance, function, design, visual appeal or perception. Environmental benefits are always additional premium but it is always a critical factor between valued products. Environmentally responsible products are always less costly when product life cycle is taken into consideration. For instance, fuel-efficient vehicles, water-efficient printing and harmless products (Tiwari, Jaya, 2004:33-40).
 3. **Promotion:** Green advertising is existed with three types. First, it is an advertising deal with relationship between product\ service and physical environment. Second, it is an advertising for green life mode by highlighting product or service. The last one is the advertising that displays the company image for environmental responsibility (Nandini, B., 2016: 20-26).
 4. **Place:** Select place and time of providing a product that has high effect on customers. Very small number of customers will go out to purchase the green product (Nandini, B., 2016: 20-26).

2.2.1 Green Marketing Concept

Green marketing is a wide concept and involves many research fields. Green marketing is defined by The American Marketing Association (1995), as the marketing of products that are supposed to be environmentally harmless. Green transformation is always associated with recycling that lead to decrease wastes and reused them. Green orientation in marketing context is associated with purchase habits at the consumer and purchase of products that used fewer materials, therefore, produce fewer wastes in addition to manufactured elements, and take into consideration the environment (Zaharia and Zaharia, 2015). In accordance with statistics published by environment

manager, 78% of respondents said that during their shopping try to purchase product with less harmful on the environment (McClendon, 2010). In general, green marketing is not considered something that noticed by consumers. Olsen et. al. (2014) conducted a study associate with green marketing, they found that it is possible that companies witness positive enhancement in the orientations of commercial brand between consumers.

Green marketing can be found by correlations with companies which manage completely green commercial activity or with companies wish to create more green initiatives in their work areas. For instance, seventh generation is a company produces only environmentally friendly products. In accordance with seventh generation website on internet, seventh generation products surrounding between sustainable diapers into natural washing cleaners. Main marketing official in Seventh Generation stated that the company has witnessed growth since the creation of the company which refers to the existing of market for green products and consumers seek to make the purchasing process more environmentally friendly (Tugend, 2016). Since the existing of market for consumers who effectively wish in purchasing green products, many companies were encouraged to take benefit from green markets. Goal became more sustainable in brand in equivalent simplicity and planned by the use of more sustainable packaging in all manufactured products at the end of 2016 (Target, 2014). Consumers may select to purchase green product because they feel that they help their environment. In other word, green marketing is developed as a response to negative opinions about marketing that encourage high consumption for consumers and therefore, promote an extravagant community (McEachern, 2012). Researches showed that some consumers purchase green products for more-self encouragement reasons to make themselves look better than actual seeking and reduce the environmentally effect on environment (Green & Pelozza, 2014). Green and Pelozza, (2014) conducted a study in this regard and results showed that whenever participants immediately completed responses, statistics showed that most respondents selected “self-benefit appeals” where they were asked about their green purchasing habits. In related researches, it is found that some consumers may have honest motivations to purchase green products but others purchase green products to satisfy their egos (Gonzalez et al., 2015).

In order to practice green purchase habits, it is important to reach into green materials and expose into green marketing. It is found that consumers feel that individual needs to be in knowledge and must live in suitable place to be an eager green shopper (Johnstone and Tan, 2014). By increasing interest in environment, size of green marketing and advertising, which can be found in market, is increasing. Many green marketing advocates are ambiguous and not clear for consumer who practice purchasing process. This makes consumer asking about the extent of correctness of green product and company (do Paco & Reis, 2012). Companies must be in knowledge about advertisement and how to provide their claims. A study found that consumers who have more knowledge and interest in environment would be attracted into clearer advertisements; the opposite drives for consumers who have a lower level of environmental either worry or lower environmental familiarity (Grimmer & Woolly, 2014). A variable, which has been reviewed at that study, is the desire of purchasing at the consumer. The study compared between environmental advertising and money saving in a survey used to test consumer-purchasing desire.

The study showed that beneficiaries respondents are two laundry detergent advertisements one of them has associated language with environmentally conscientious while other have talked more about cost from product and how was cheaper than competitor. At that study, purchase intention is measured in two categories; respondents were identified in either the “low-involvement” category (as not having much anxiety for the environment) or the “high-involvement” category (as being environmentally concerned).

Data of this study mentioned that consumers with high association with environment tend to purchase products with green color. Therefore, there was not high change in purchase intention but even those who are considered low-participants in this study have responded more positively for greener advertisements and this also reflects purchase intention. Overall results of the study was despite of environmental habits for someone, it is probable that consumer positively respond for advertisements with green color. This question has taken into consideration in reviewing our study that consumers will respond positively for advertisements include green elements and will respond that

they will change their purchase intention to reflect this response (Schuhwerk & Lefkoff-Hagius, 1995)

2.2.2 Green Marketing Importance

Green marketing is considered as an important entry for consumer and environment protection where consumer lives. The importance of green marketing lies in two sides where the first one associated with reputation and ability of institution and other one associate with what green marketing achieves that associates with human and environment protection. One of the most important issues of green marketing is fulfilling needs of customers and provide alternatives that do not pollute or harm environment because of lack of resources depend on main definition of the economic. A study to how people use their limited resources to fulfill unlimited needs (McTaggart, Findlay and Parkin 1992). Thus, it is necessary to find alternatives with limited resources to fulfill these unlimited needs for each of industry and individuals and at the same time compatible with company goals.

Currently, firms focus on developing products and ways to align it with sustainability. Production, distribution, use and recycling procedures must have only little negative effect on environment. It is significant to interest into resources involved in each process and what are required resources during product life cycle and whether the used means are ethical (Ottman, 2011). Firms in society have more duties and thus, they are becoming more significant with their active contribution (Keller 1987, Shearer 1990). Firms must feel that they have ethical commitment in their policies and practices to effect positively on environment (Azzone, Giovanni and Manzini 1994). Thus, firms, which use green marketing means, gain competitiveness advantage than firms that do not participate in responsible practices. This current direction raises in order to better fulfill customers' needs (Polonsky 1994).

On the other hand, increasing pollutions and harmful caused by global warming are some examples on human destruction which destruct our environment. Thus, we realize how social responsibility became an important part in today society. Therefore, marketers are not only persons who take procedures that are more interested but also

consumers must perform the same and change their behavior modes. This concept discovers the customers mind and how to deal with environmental issues and become more “central core value” instead of too explicit and effect in consumption and marketing decisions. Some other benefits come along with being green are developing in technology towards recycled products and use new forms of products. Imposing wide use of technology has led to shake our daily life and this matter is always mixing between technology and nature. Therefore, it is significant to develop products and services that cause only little damage in our environment and atmosphere (Winner 1986).

A green marketing method in product area promotes environmental complementary in all sides of company activities in terms of strategy of formulation, planning, reengineering in production and deal with consumers. Thus to stay competitiveness in challenge framework suggested by environment protection experts, firms must find answers through marketing strategies, redesign of products and services, treat consumers and etc. at this regard where companies may go into new technologies to deal with wastes, sewage waters and air pollutions. It is possible to go to measure product in order to guarantee environmentally safely products. At this regard, concerned companies must be aware about what is going on to the product during and after this age. Firms may review this damage by experimenting reevaluation and redesigning methods of product life cycle. Reevaluation of life cycle focus on environmental considerations in developing and designing products including energy, inputs and outputs in producing, consuming and overriding products. It is possible to manage product life cycle in friendly environment in environmentally effective methods. Environmental adequacy refers to correct think in using or consuming natural resources where nature is given a change to renew itself. Product life cycle is explained in Table 1.

Table 1: The product life cycle

Stage-I	Development stage: Traditionally characterized as the acquisition of raw materials, component parts and subassemblies. the alternative approach advocated here encourage manufacture to check the environment
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	programs of suppliers to require minimal packaging of inputs and to consider sources of materials that could be easily replenished are recycled.
Stage-II	Production stage: Manufacturing companies are encourage to reduce emissions, toxicity and wastes, and to conserve water and energy. they are also encourage to seek and develop alternative uses for waste products to revise the manufacturing process to minimize waste generation and energy use or to attempt to find alternative sources of energy.
Stage-III	Consumption stage: Minimization of packaging, conservation of energy and minimization of waste from product maintenance and service are strongly urged.
Stage-IV	The final stage of a product is its disposal: Green marketing introduce the concepts of reuse and recycling, in addition to the concept of waste reduction.

Therefore, the high challenge faces by green marketing is fulfilling unlimited needs of consumers within restrictions of limited resources by entering modern management tools such as TQM, 6-Sigma, 4Rs(Reduce, Reuse, Recycle, Recovery) in production process of companies. Our worry at the current time is the total product for marketing and production operations including pollution and wastes.

2.2.3 Elements of Green Marketing Mix

Green marketing is considered an important branch of marketing. Therefore, it is specialized by the traditional marketing mix but the term green is added which associate with environmental sides of those elements. At the following steps, we will describe these elements:

2.2.3.1 Green Product

Ecological goals in product planning represented by decreasing the consumption of resources, pollution and increase conservation of rare resources. Marketer role in

product management comprises the provision of product designers with directions oriented towards market and customers' needs for green marketing products such as the provision of energy, green organic and chemical materials, local resources and etc. for instance, Nike is the first company between shoes companies that marketing as friendly environment company. It highly reduces the use of harmful glue adhesives. This diversity of shoes is designed to confirm that it has decreased surplus and using environment-friendly materials (Chase and Smith, 1992).

Therefore, we can see that business organizations must take into consideration these factors in order to raise consumer awareness in green products and their importance and take decisions associate with purchasing those products. These factors also provide advantage to market men in following marketing policies work for fastening consumer awareness towards green product.

2.2.3.2 Green Price

Price pays by consumer is actually the product cost. This element is critical element in marketing mix. Most of consumers will be ready to pay premium only if there awareness for the additional value of product (Kalama, 2007). This value may be performance, function, design, visual calling or taste enhancement. Green marketing must take all of these facts into consideration in spite of imposing excellent price (Boztepe, 2012). Consumer that encourage him to purchase must easy own green product price. Nevertheless, it is supposed that cost of green products at the beginning will be higher but on the long-term will be less because of learning by doing, incremental change in the knowledge and the improvement and cheap technology. Green pricing considers people as planet and profit. At this way, it cares by employees and communities healthy by change emergence and function approaches. However, at some cases, they will be higher than traditional alternatives prices (Yazdanifard and Mercy, 2011).

2.2.3.3 Green Physical Evidence

Lack of information leads that most customers become unaware to the importance of green products. Companies may fill this gap by the use of different green marketing

strategies. Customers need into accurate information about the ability of green products on solving and avoiding environmental problems (Arseculeratne and Yazdanifard, 2014). In other words, customers must be provided by physical evidence on total activity of greening across the system from organizational operations until products sold in markets (Larashati et al., 2012).

2.2.3.4 Green Promotion

Green promotion comprises different tools for promotion like advertising, presentations, web sites, marketing materials, white papers, signage and videos by observance people for making covered incomes in awareness (Chase and Smith, 1992). Green marketer can attract customers based on performance, provide money, comfort and health in addition to environment friendly to target wide set of consumers. Customer awareness can be generated by publish a message between consumers about benefits of friendly environment products. Positing of profiles associated with green marketing on social networks generates awareness within and across online peer groups. as well as, marketing can be directly embattled across word of mouth / personal selling.

2.2.1.7 Green People

Consumers prefer green products lie to be more accepting to direct marketing channels. In order to create a positive image, company can employing specifically public relationships. At the same time, in order to identify consumers' needs and orientating consumers towards the use of friendly environment products, company must conduct researches. Market researches are always resulting by deep results stating that other forms of marketing are unable of generation (Arseculeratne and Yazdanifard, 2014). In order to guarantee the commitment of an organization-wide to the green marketing philosophy, companies must provide administrative employees by all technical features and strong belief of environment preservation. Furthermore, all workforce must have at its disposal a set of tools to develop green marketing concepts. The process of green marketing development requires high creativity. Therefore, employees must own creativity to enter green products into implementation area. This feature allows

employee to customize products according to customers needs and environmental requirement (Al-Salaymeh, 2013).

Companies, which prefer green strategies, must reflect such worry in its daily operations. Furthermore, this worry must be clear in task of each employee. At the necessity, employees who exhibit green mind and commitment must be provided with suitable training, which allow accomplishing their tasks, by required quality and context by green philosophy. Companies must provide opportunity for employee to perform green business and present green culture values by conducting training courses on environment. As well as, employees who drive should similarly receive training in eco-driving skills. It is necessary to collect information about the performance of competitors in green side and share this information with the organization (Solvalier, 2010).

2.2.1.8 Green Process

Certain adjustments to internal processes are required of companies that decide to adopt green marketing as a business strategy. A restructuring of the business process is particularly essential.

Forecasting marketing function in specific organization to solely effect a reversal through green marketing is a mistaken supposition. In order to achieve this transformation successfully, it is necessary to participate in other activities in the organization and their business and decisions must be exactly compatible. In addition, achieving competitiveness advantage requires some changes in company philosophy. At the same time, strategic compatibility must be achieved by aligning marketing strategy with comprehensive commercial strategy (Arseculeratne and Yazdanifard, 2014).

Basic transformations in production operations of the organization is an integral part of green marketing concept. Compatibility with green marketing orientations is the core of these transformations. This can be achieved by decreasing consumption of used energy, remove damaged products in production processes, reduce of damages and losses and solve the depletion of natural resources. Great changes are required in procedures to provide green products and guarantee the context of organizational goals under the direction of green marketing (Al-Salaymeh, 2013).

Company green operations and green commitments of its senior management commitment that prioritize green strategy becomes shaded or extremely green in an organizational environment that successfully distinguishes a brand in a honest, trustworthy, and lasting method (Solvalier, 2010). Examples of green operations include the eco-labeling of stores, eco-certifying warehouses with ISO 14000, launching the brand “I love Eco,” that consistent with concepts of inserting environmental signs and greening service of entire life cycle including materials, production, logistic services, transportation, stores and offices (Solvalier, 2010). An operation refers to the methodology of service provision requires serious interest where operation which compatible with main goals can be implemented correctly. Priority must be given for a whole system priority to guarantee the successful implementation of comprehensive green marketing strategy (Larashati et al., 2012).

2.2.4 Factors Effect in Green Marketing Mix

Green marketing process consists of external and internal Ps. After integrating external and internal Ps, green success will automatically come through four Ss. Here external 7 Ps consists of Paying customers, Providers, Politicians, Pressure groups, Problems, Prediction and Partners; internal 7Ps contains of Products, Promotion, Price, Place, Providing information, Processes and Policies. After integrating external and internal 7Ps, we can find out the green successes through seven Ps such as Satisfaction of stakeholder needs, Safety of products and processes, Social acceptability –of the company and Sustainability of its activities.

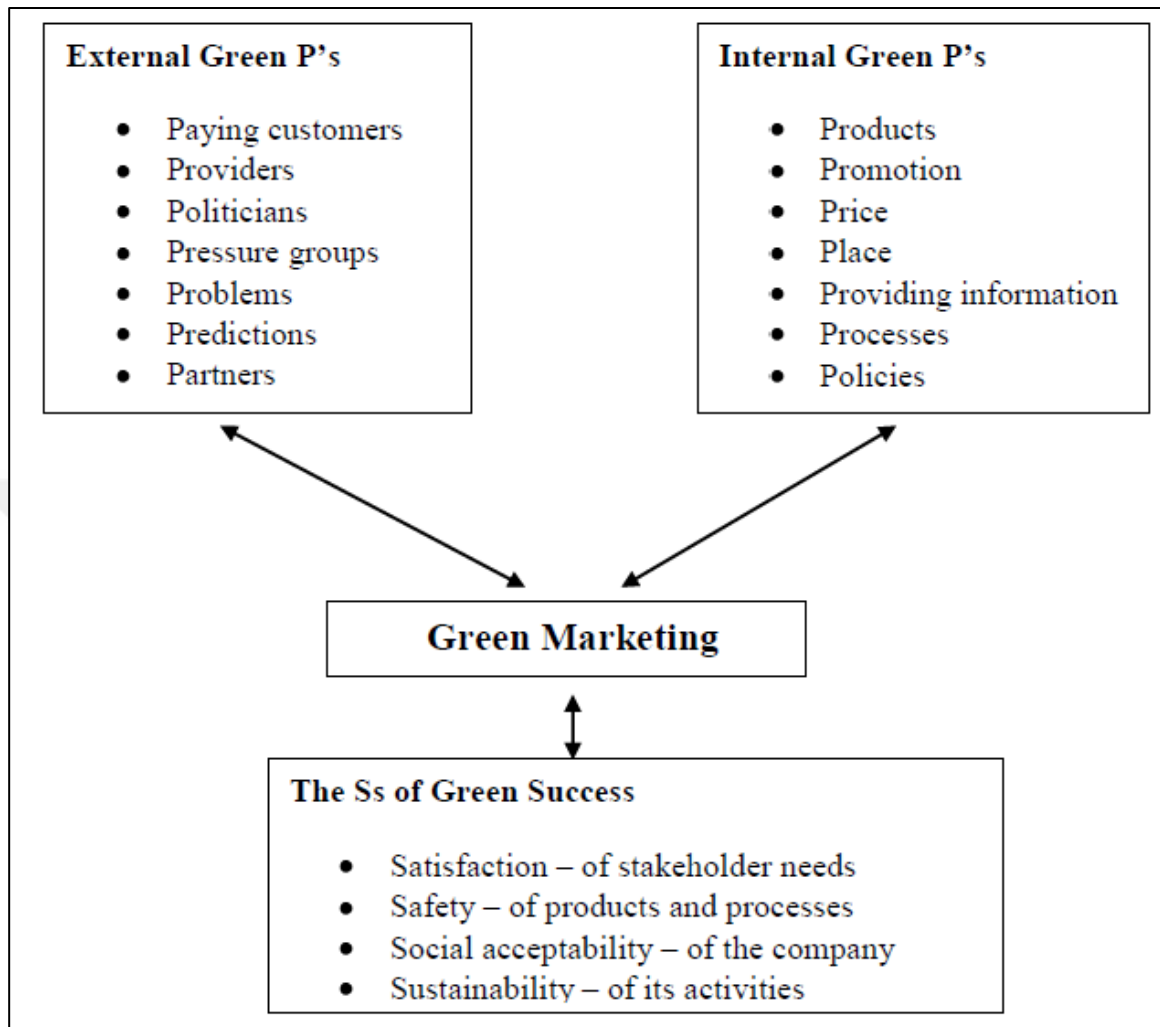


Figure 1: The green marketing process Source: (Peattie, 1992)

2.2.5 Implications of Practicing Green Marketing Mix

Firms that brag by the new products, services and procedures that highlight on their interest in environmental and social benefits achieve some positive advantages. Kumar and Bhimasingu, (2015) described the advantages achieved by green marketing as follow:

1. **Easy to reach new markets:** Consumer who may not interest previously with your products may present good interest when they see your sustainable or recycling products.

2. **Become moneymaking:** Due to your ability to reach into new markets, it is probable to see increase in your selling where smart consumers may exchange their traditional brand to one who boasting more environmental consciousness.
3. **You can overcome your competitors:** If you want to stand between seas of competitors, you are not anymore only marketing the price of your product. Instead, you can only focus on its environmental and social advantages.
4. **It is easy to save money (at the end):** Matter may require more investment to obtain friendly environment industrialization operations or change your marketing modes but on the long-term, it is easy to save money by your friendly environment practices. For instance, money may require you to install solar panels at the beginning but decreasing energy consumption will provide high amounts of money in future.
5. **Raise awareness around significant issues:** Coca-Cola Company focused at more of its marketing on lack of drinking water in underdeveloped countries. This led to establish partnerships between Coca-Cola and other authorities on an attempt to provide clean drinking waters for those communities.
6. **Encourage each of environmental and corporate social responsibility:** Social responsibility says that we have to behave in a way that benefit the society at all. Green marketing can encourage individuals inside and outside your organization to think more in its effect.
7. **Gain goodwill in public eye:** you do not have to decrease the importance of your green marketing initiative when the matter associates with public. Many people became more focus on purchasing interest in environment. In addition, it is possible to establish the loyalty of brand.

The literature refers environmental development will provide many benefits for business such as increasing sales, develop customers opinions, being close from customers, increase competitive capability and develop business image (Keleş 2007). In addition, firms prefer green marketing for many reasons such as evaluate green marketing as an opportunity supported by the government, obeying sanctions, increase competitiveness capability, decrease wastes and costs through reusing. Moreover, according to study conducted by Mathur and Mathur (2000) on 73 companies, investors

agree green marketing activities as advance condition. As well as, in terms of companies that have better financial situation, green marketing create positive perspective and make investors feel better at this condition.

2.2.6 Difference between Green Marketing Mix and Traditional Marketing Mix

Some marketing men and experts sees that green marketing mix is associated to some extent with traditional marketing because it associates with some elements. Nevertheless, many differences appear between traditional marketing and green marketing where in order to understand green products in markets, it is necessary to interpret traditional market elements carefully. Traditional marketing does not only identify number of green consumers but it also identifies presence and future opportunities of markets. Even of some studies mentioned consumers' needs and desires, prevailing issues in green marketing is the size and features of green marketing. In general, business do not do with current consumers for specific product in market literature. As well as, they try to reach consumers who resistive to the product or they do not realize that with the help of new communication applications. Nevertheless, consumer may not know what they want exactly and therefore, marketing men must identify hidden current and future consumer needs (Keleş, 2007).

The most real inconsistencies between traditional and green marketing point of views is in location determination area. During the last ten years, the use of environmental signs became wide distributed in green product location. Signs comprise technical information about the product and it is not promoting tool. It takes part in the marketing mix, under the "product". In traditional marketing studies, for the product locating, it should inhabit on promotion, not on label (Keleş, 2007). Table 2 explains the differences between traditional marketing and green marketing.

Table 2: Differences between Traditional Marketing and Green Marketing (Keleş, 2007)

Criteria	Traditional Marketing	Green Marketing
Sides that need partnering	Companies and consumers	Companies, consumer and environment

Target	Customer satisfaction, from target satisfaction	Customer satisfaction, company target satisfaction, and minimizing caused ecologic effect
Business responsibility	Economic responsibility	Social responsibility
Marketing decision area	From production to product usage	All value chain from providing raw materials to after the consumption
Environmental claim	Legal necessities	Design for environmental beyond that laws
Green interest groups	Facing down and passive attitudes	Starting the relations and co-operation

We see that adoption of green marketing concept achieves high benefits and gains for business organizations. It can put the organization on the top of competitive pyramid. In addition, it can give leadership in the market where the adoption of green marketing philosophy makes the organization close from its agents especially those who have environmental orientation. Moreover, it preserves the environment and decreases the use of natural resources.

Elements constitute green marketing mix are the same of traditional marketing mix but the difference emerges in the way of managing elements to achieve the required goals where green marketing seeks to achieve social and environmental goals. Furthermore, traditional goals represented by fulfilling consumers' desires and achieving this profitability for the organization. Thus, differences in the way followed in green and traditional marketing is that green marketing interests by social and environmental sides while traditional marketing interests by gaining consumers and achieving their loyalty at the expense of social sides and environmental considerations. As well as, adoption of green marketing mix contributes in raising consumer culture in the environment. This reflects on all sides of the life and leads to communities able on treating environmental problems. Finally, green marketing promotes sustainable development sides.

2.3 Consumer Behavior

Consumer represents the corner stone in modern marketing. The success of organizations depend on the extent of how satisfied the needs and wishes of consumers. It is well known that the common factor between all humans is that all of them consumers wherever the difference between their positions, cultures and educational level or purchase abilities. They all use repeatedly food, clothes, communication tools and other necessary and complementary needs.

Most of business organizations seek by effort to study consumer behavior starting from its motivation and needs and analyze their behaviors by knowing the effected factors and necessities. Study consumer behavior became one of the most important entries depended by officials of products marketing and effective marketing programs makers aim to reach consumer and satisfy its satisfaction. Marketers reached to optimal satisfaction that their activity starts and ends by the consumer.

2.3.1 Consumer Behavior Concept

According to Hallin (1995) and McCarty and Shrum (2001), people are engaging in environmental behavior as a result to their desire in solving environmental problems to become a role model and think that they can help environment preserve. Nevertheless, consumer's indicators about the positive situation towards environmental issues do not lead in necessity to real purchase and friendly environment behavior (Laroche et al., 2002). Most of consumers do not purchase products based on environmental interest only and they do not compare other product features for a better environment (Yam-Tang and Chan, 1998).

Literature review refers that little interest has been paid for product features issues and green purchase behavior. Product features play a significant role in product development as they effect in consumption products options and help marketing authorities to fulfill customers' needs, desires and wishes. For instance, Roozen and De Pelsmacker (1998) searching about the relative importance for different green products features of consumers. Their study refer in understanding how consumer identify green product. Although some authors focus on green features and neglect features of other

products which may effect in consumer purchase decision. Wessells et al. (1999) stated that environmental features of product are more difficult for consumer to evaluate comparison with other features of products that can be notified easily. The Massachusetts Department of Environmental Protection (2002) prepared a report suggest that difficulty of green product identification is one of obstacles that prevent purchase of green products. One of methods to overcome this problem by using eco-labelling (or green labelling) programs to provide consumers by information while at the same time deal with environmental issues. Environmental sign is an optional claim that product has less effects on environment by product or consumption of this product. In the highlight of previous facts, it is possible to identify consumer behavior as a set of wishes and preferences that transformed into actual demand towards specific good or service. This behavior is effected by various determinants like economic, social, psychological and environmental determinates.

2.3.2 Green Consumer Concept

Green consumer refers to consumers' interest in environment purchasing behavior. In addition, it points to activities associates with market and consumption habits in their behavior effect on natural environment around them. Nevertheless, these scares do not associate only by products but it is possible on how green consumers travel or choose job or vacation. Generally, each consumer who presents friendly environment behavior is called green consumer.

Stern defines behavior which affecting the range of behavior which changes amount of accessibility to energy or natural resources and effect the structure and dynamics of ecosystem or environment space". Green behavior of consumer can be divided into two categories. First category are behaviors associate with reducing the consumption of energy resources that called truncation behaviors. The second category consists of purchase decision and behaviors, which is called green purchase behavior. Truncation behaviors such as reduce the use of special cars, reduce temperature of heating devices or reducing consumption of water and electricity lead always to consume additional moneys. As well as, it always needs to change personal habits. Nevertheless, most behaviors of green purchase in short-term follow additional costs. Purchase of green

products, separate houses with new equipment, purchase CFL cars or purchase friendly environment and energy-efficient cars are all considered green behavior purchase. It is necessary to identify many available sectors for consumers in green market for effective marketing of green products. Researchers used geographical, demographical, psychosocial and behavioral variables to distinguish different features of consumers. Green consumers are divided by Ginsberg and Bloom into five categories based on friendly environment behavior (Shabani et al., 2013).

Therefore, green consumer is that person when take purchase decision think greenly and search about products that do not harm environment and supports friendly – environment products. As well as, he has an adequate awareness on how to select those products. In addition, the orientation of consumer maybe green but he is not fluent in selecting greener products or he may has green orientation but his culture and education degree do now allow him to distinguish between green and traditional products. As well as, we think that green consumer has positive tendencies towards green products but their relatively high prices may configure an obstacle of purchasing those products.

2.4 Consumer Behavior Dimensions

The dimension of consumer behavior dependence on many factors that can be listed as follow (Balqees, 2007):

1. **Income owned by consumer:** Size of consumption depends on size of income and whenever income increases, consumption is increased be less percentage of income increase.
2. **How to distribute income between what is spent on consumption and what can be saved:** This leads to increases saves by higher percentage than consumption increase and this depends on level of income firstly.
3. **Personal things of community individuals:** Consumption differs by quantity and type by the difference of personal consumer tendencies, his social life, family necessities, environmental transformation and community where he lives.

4. **Price determined for goods and services:** whenever prices increased, consumption is decreased accordingly.

2.5 Consumer Behavior Decision Making

Decision making process is a selection of an optional base for hand problem. Positive and negative results for such option besides to make good decisions people regularly compare the positives and negatives of the selections vs their substitutes (Business Dictionary, 2017). In decision making process, there must be a hand problem and it should be solved or overcome. Thus, when taking a decision about purchasing specific thing, consumers lie to be in knowledge about their selections. There are two types of decisions: the behavioral influence and the experimental perspective. The behavioral influence decisions are decisions are taken by individual instinct and those decisions are taken with or without advertising and selling campaigns. Experimental perspective needs to take all decisions that through customers participate effectively (Solomon, 2010). When shopping, consumer always goes into store or compare between two stores before purchasing process because comparison between products may take a longer time (Mokhlis, 2009).

2.6 Consumer Satisfaction

Various authors consider the association of the following factors: quality, service value and satisfaction can effect behavior of customers' and purchase intentions. According to Rust and Oliver (1994), it is possible to translate the conception of satisfaction because customer thinks that opening specific product will reflect and move positive feelings to them. Customer satisfaction can be separated in two types. However, at the same time they associate with each other, which are "service encounter satisfaction" and "overall customer satisfaction". First, one associates with the transaction itself and depends on specific feature of service. While general satisfaction associates with the relationship between provider and customer (Rust and Oliver 1994). Customer satisfaction is understood that it is after consumption reflection, which depend on other factors such as quality, forecasted value, expectations, and confirmation that means the gap between actual and expected quality. Therefore, expectation is the basic of comfort that provide

anchor allow consumers to modify their satisfaction in terms of their experience and service.

Regarding Kotler and Keller (2009), firms must pay more attention to customer satisfaction from market share where this matter keep pace with satisfaction. Comfort is seen as a basic concept to keep customers. It is developed in a way, which can measure, and monitor activities included in marketing concept. There are some facts represent a basic basis to preserve customers. It cost more (from 5 to 10 times) to attract new probable customers than retain the current customers. Firms are always losing by 5% to 30% of customers each years. When this average is decreased by 5%, firms can increase their profits by 25% to 85%. There is an increase in profits of customers during life than preserved customers. When customers are highly satisfied, institutions must advertise in order to contribute by more trust on customers. Nevertheless, organizations must not focus only on customers' satisfaction.

According to Hennig-Thurau and Klee (1997), it is considered there is a direct relationship between customer satisfaction and preserve them. They suppose that good customer realization of products may effect on satisfaction and preserve. Customers' preservation associate by the continuous behavior of purchasing for this product and in specific way works as a procedure for commercial brand loyalty. Organizations must focus on customers preservation because loyalty is an important goal for companies which are not compatible with customer needs only but exceeds their customers need and expectations. Thus, customers' satisfaction towards a specific product or service for some company is always associating with the main success of the company in the competitive advantage (Hennig-Thurau and Klee 1997).

2.7 Consumer Loyalty

Loyalty can be described as feeling of commitment with something. Loyal customers tend to consider the service meet and the complete experience more sustaining than the other customers do when there is no relationship between these two parties (Anderson 1994). Loyalty of customer represents the relationship between the customer and the organization and behavior of continuing the purchase of specific product. As well as, it

means that preserved customer decision is repurchasing of product to support this product in future. In terms of other researchers, Asgharian and Saleki (2012) mentioned that loyalty to state refers to a positive relationship between the product or service and customers by effecting to obtain a preference, suggest to others and far from other possible options. Loyalty can be defined as the next decision to purchase a service or product continuously even when other options are applicable. At this case, it is possible to express about loyalty by the emotional association with the meaning of commercial brand with its preferences.

Johnson and Ettl (2001) refers that quality is a result of good performance and fulfill customers needs and compatible with their preferences with some shortcomings. It comprises performance, packing, design, features and others. This feature of product directly effects satisfaction of customers and loyalty. It represents and intention to obtain the product another time. Therefore, studies (Kotler and Keller 2009) point that quality as it considers of satisfaction and loyalty. Therefore, organizations must focus on customers orientations represented by environmental interest and expand product distinction by accessing into those customers' needs. A rate of company's retaining specifies the brand loyalty. Companies with high retaining rate may lose about 20% of their customers every 5 years. Nevertheless, the retaining rate can also specify customers' deficiency of interest to switch brands or insignificance of remaining as a customer.

Therefore, companies must differentiate between their customers. In other words, they must be collected in one profitable set that is possible to stay and become loyal or non-profitable. Firms must create good relationship with their customers based on interaction, compromise a loyalty honor program or prize loyal customers. According to Kotler and Keller (2009), institutions aim to own loyal customers but loyalty is not strong enough when competitors provide adopt other strong suggestions.

2.8 Green marketing as a factor of competitiveness

According to Porter and Kramer (2006), in order to obtain a competitiveness strategy, there are some points that must be taken into consideration including industry and

elements attraction that determine competition and competitive situation. Thus, it is very necessary to develop the strong complete power for profitable industry. Nevertheless, the clearest power is not in all cases. In this case, fast food and drinks industries, firms find new approaches as the ecologic path, related to customers' consciousness and keen to change and participate in protection of environment, to have a competitive strategy.

During years, we were realized this side of marketing to become more greening and more friendly environment. Firms take procedures to promote their reputation with customers awareness by environmental issues and focus on specific sides of customers by collecting them and obtain their trust and loyalty.

When customers realize that they have effect and they can change purchase habits to reduce their effect in the environment, organizations will become more effective when reach into targeted markets and they will be associated with a positive and proactive attitude.

2.9 Similar Studies

Awan and Raza, (2010) provided a study about role of green marketing in development consumer behavior towards green energy. The study aimed to identify the more green marketing strategies effect in development consumer behavior towards the use of green energy. In order to achieve the study goals, the descriptive and analytical curriculum is used and the study tool was a questionnaire applied on a sample of people amounted (400) persons in a train station in Sweden.

The study reached that use of green energy by consumer was low. It is clarified that only (27%) of respondents use green energy. In addition, it is illustrated that green marketing has a significant role in developing consumer behavior towards green energy. The researchers recommended by the necessity of formulate marketing strategies depend on green marketing and its elements in consumer awareness to the green energy and importance of its use and motivation towards it.

Brink et al. (2006) have a study about effect of strategic and tactical cause-related marketing on consumers' brand loyalty. The study aimed to identify the strategic and

tactical cause-related marketing on consumers' brand loyalty. In addition, the study aimed to identify the moderate role including product in relationship between marketing of relationship associate with marketing and brand loyalty. The study is followed by experimental design applied with (240) participants.

Results showed the existing of statistically significant relationship between consumers awareness and promote level of loyalty to brand because of marketing the associated strategic relationship whenever the company has a long-term plan for this campaign and this campaign associate with low loyalty product. While consumers have not shown significant effect for marketing campaigns associate with tactics whether associate with high or low loyalty brand products. All of participants at this study were from Western European University, experimental cubiculum is depended, and if there is a desire in increasing loyalty for brand by marketing the associated relationship, this requires the establishment of marketing campaigns associate with solid texture with the product show low levels of consumer loyalty. The addition of this study is the association between associated marketing programs and loyalty for consumers. Moreover, this study includes clear discrimination between CRM strategic and tactics programs.

Cherian & Jacob (2012) stated that increasing awareness about environmental problems has changed the way followed by consumers towards their life. They clarified that there is a change in consumer behavior towards green lifestyle. People actively try to reduce their impact on environment. Nevertheless, this change is not wide change, noticed by companies and organizations, and try to add competitiveness advantage by exploiting the use of green marketing industry. The study provided green marketing concept from different point of views where different consumers associate with different attribute of green marketing. Framework is provided and data analyzed based on this framework. The study aimed to clarify the relationship between different dimensions of consumers towards green marketing. The study use the analytical methods to analyze sample of consumers and their use to friendly environmental products in some companies of Southeast Asian Countries. The study reached to some recommendations including increase awareness for some consumers by various environmental problems and decrease these problems by consuming friendly environment good and green lifestyle.

Yakup and Hatice, (2016) has a study about green marketing and benefits to business. They clarified that environmental business realizes that they cannot continue if they do not consider environmental problems. Companies must consider environmental concepts in business strategies and long-term plans. These issues are started to be taken by many business organizations. Yakup and Hatice clarified green marketing and its date of entering literature and how to fulfill consumers' needs in friendly environment approaches. Later, they argued history of green marketing and stated that in order to clarify green marketing, it is necessary to clarify ecologic marketing and environmentalist marketing. Therefore, ecologic marketing refers to social and environmental interest in 1960s and 1970s. This stage focuses on some real problems such as air pollution, consumption of oil and gas reserves and environmental effects of industrial wastes. Environmentalist marketing is the second stage and appeared at the end of eighties. At this stage, modern marketing concepts are provided and developed and a set of events and inventions attract interest about non-protection of people and nature. Third stage is the green marketing implementations in the world. This stage is the stage of existing dirty environment because of technology development, increase population and changes in consumption habits that threat human health, environment and nature. Countries started realizing this situation, take measures, and sign protocols at this regard.

The study concluded that in spite of development of infrastructure, environment is not given special importance. There is limited number of companies that consider this issue during their works. There is few studies regarding this problem in spite of its importance. Therefore, commercial works that consider this issue are those works that will success in future.



3. Research Hypotheses

3.2 Research Hypotheses

Our study includes four hypotheses as follows:

First hypothesis: There is a statistical difference at ($\alpha \leq 0.05$) for marketing mix elements on consumer awareness in green products.

Second hypothesis: There is a statistical difference at ($\alpha \leq 0.05$) for marketing mix elements on consumer environmental culture.

Third hypothesis: There is a statistical difference at ($\alpha \leq 0.05$) for marketing mix elements on consumer environmental directions.

Fourth hypothesis: There is statistical difference at ($\alpha \leq 0.05$) for marketing mix elements on consumer environmental behavior.



4. Research Methodology

At these steps, we will analyze the research methodology of our study and the most important procedures that we have implemented to perform our study. We will address and explain each prefectures that we implemented separately.

4.1 Research Methodology

We have used the descriptive analytical curriculum where the descriptive analytical curriculum is defined as analytical method to the phenomenon in an organized way to reach into solution to the problem by describing the study phenomenon. Our study phenomenon is the effect of green marketing on behavior of consumer towards the green product: a case study the academics and employees in University of Baghdad and analyze the study results and the relationship between its components and operations included. The descriptive curriculum has not stopped in data collection to describe the phenomenon but it exceeds to include the clarification of the relationship and the reason behind specific behavior.

4.2 Participants

The participants of our study are employees and academics in University Of Baghdad that have been reached through a paper questionnaire distributed in the period between 20/2/2019 until 10/3/2019. We have distributed more than 200 paper and we obtained 145 valid response. The study sample is selected randomly including employees and academics and the conditions of sample has been taken into account in terms of describing the job nature.

4.3 Research Procedure and Data Analysis

4.3.1 Procedures

Our study processed the collected data by using the Statistical Program for Social Sciences (SPSS). We used many statistical measures in order to analyze the research questionnaire questions including, mean, standard deviation Cronbach's alpha coefficients, Pearson correlation coefficient and regression model in order to test our results.

4.3.2 Data Analysis

At this section, we will analyze the survey results that distributed. The number of persons including academic and employees that participated at our researches 145 persons who work in University of Baghdad.

4.3.2.1 Demographic Information of Our Study

The demographic information of our study include gender, age and educational level. Table 3, Table 4 and Table 5 explains the demographic information of our study sample.

Table 3: The gender of our study sample

Gender	Frequency	Percentage
Female	73	50.3%

Male	72	49.7%
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Table 3 shows that our study gender are male and female where the percentage of the female is 50.3 percent followed by the male with percentage of 49.7.

Table 4: The age of our study sample

Age category	Frequency	Percentage
Less than 25 years old	18	12.4%
25 to less than 35 years old	59	40.7%
35 to less than 45 years old	29	20%
45 years old and more	39	26.9%

It is clear from Table 4 that the largest percentage of our survey participants in the age category between 25 to less than 35 years old with percentage of 40.7 percent followed by the age category of 45 years old and more with 26.9 percent.

Table 5: The educational level of our study sample

Educational level	Frequency	Percentage
Bachelor degree	42	29%
Master degree	49	33.8%
Doctorate degree	54	37.2%

In terms of educational level, Table 5 shows that the largest percentage of our participants are with bachelor degree and their percentage is 29 percent followed by the participants who hold master degree with 33.8 percent and the last percentage are those who hold doctorate degree with 37.2 percent.

The main reason behind the selection of this slice of participants is that most of them are employee and academics in University of Baghdad and they are able to understand the questionnaire statements and give opinions about the effect of green marketing mix

on consumer behavior and they can express carefully about the reality of green marketing in Iraq and especially in Baghdad.

4.4 Data Collection Instrument

The main tools, which have been used at this study including the use of many researches, studies, reports, and different documents, which include information, associate with this topic. In addition, we depended on the applied curriculum in the preparation of the study by collecting the data from the study sample by using questionnaire in order to accomplish the field study. Our questionnaire includes five axes and each axis includes many fields that can be described as follow:

First Axis: green marketing mix elements and includes 30 items that distributed as follow:

- **First Field:** Green Product (seven Items).
- **Second Field:** Green Price (six Items).
- **Third Field:** Green Promotion (11 Items).
- **Fourth Field:** Green Place (6 Items).

Second axis: Consumer awareness in green products (ten items).

Third axis: Consumer Environmental culture (seven items)

Fourth axis: Consumer behavior (ten items).

Fifth axis: Consumer environmental directions (nine items)

4.5 Reliability of Our questionnaire

Reliability means the accuracy of the survey or its consistency where the questionnaire is considered reliable if the same individual obtain the same degree or close degree at the same measure or a set of qualified items when it applied more than once. Reliability means stability and non-high change of results if it is reapplied many times under same conditions and circumstances. In order to check the reliability of our questionnaire we

implemented Cronbach's Alpha coefficient. This test is based on calculating Cronbach's Alpha coefficient for each field of our questionnaire and its fields. Table 6 illustrates the results of Cronbach's Alpha coefficient for each field of our questionnaire.

Table 6: Cronbach's Alpha coefficient test

Axis	Fields	Number of items	Cronbach's Alpha
First axis	First field: green product	7	0.856
	Second field: green pricing	6	0.667
	Third field: green promoting	11	0.887
	Fourth field: green place	6	0.85
	Fifth field: green marketing mix	30	0.926
Second axis	Consumer awareness of green products	10	0.784
Third axis	Consumer Environmental Culture	7	0.889
Fourth axis	Consumer Environmental Directions	9	0.992
Fifth axis	Consumer behavior	10	0.796
The total Cronbach's Alpha coefficient value test		66	0.86

Table 4 refers that all Cronbach's Alpha coefficients are greater than (0.6) and Cronbach's Alpha coefficient for whole questionnaire results amounted (0.86) and this average is considered relatively high and refers to the stability and reliability of our questionnaire results.

4.6 Entering and Symbolizing of Our Survey Data

The study tool consisted from 66 items that follow five ranking “Likert” and the data is symbolized and entered by using the computer by the use of Statistical Package for Social Science (22) as clarified in Table 7.

Table 7: Method of entering and symbolizing data

Degree	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Symbol by the computer	1	2	3	4	5

4.7 Descriptive Variables of Our Sample

At this chapter, we will review the analysis of our survey data in order to test our hypotheses by using the most suitable statistical tests. Before starting the comprehensive analysis of our data, our questionnaire is classified into many axes and fields as shown earlier (Table 6) and the answer of each question vary between strongly agree, agree, neutral, disagree and strongly disagree.

4.7.1 First Axis: Consumer Awareness in Green Products

This is the first axis of our questionnaire and includes ten questions. The objective of this section is to collect the opinions of our participants about the consumer awareness in green products.

- **I have adequate knowledge in green marketing**

This question aims to discover the knowledge of our participants about green marketing where the answer of the participants is shown in Table 8.

Table 8: Knowledge about Green Marketing

I have adequate knowledge in green	Frequency	Valid Percent
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marketing		
Strongly Agree	29	20%
Agree	69	47.6%
Neutral	31	21.4%
Disagree	11	7.6%
Strongly Disagree	5	3.4%
Total	145	100.0%

Table 8 shows that the largest percentage of our participants agree and strongly agree that they have adequate knowledge in green marketing with percentage of 47.6 percent and 20 percent respectively. The mean ad standard deviation values are 2.27 and 0.981 respectively. It is clear from the values of mean and standard deviation that our participants has somehow little knowledge in green marketing.

- **I have adequate knowledge in green products**

The purpose of this question is to find out the knowledge of our participants about green products where the answer and frequencies of answers are shown in Table 9.

Table 9: Knowledge about Green Marketing

I have adequate knowledge in green products	Frequency	Valid Percent
Strongly Agree	16	11%
Agree	85	58.6%
Neutral	31	21.4%
Disagree	13	9%
Strongly Disagree	0	0%
Total	145	100%

If we look to Table 9, we can see that the largest sample of our participants agree that they have adequate knowledge in green products with percentage of 58.6 percent according to their point of view. However, the mean and standard deviation

values are 2.28 and 0.779. It is clear from the mean and standard deviation values that our sample have little knowledge about green products according to the results of mean and standard deviation values.

- **I red previously about the nature and concept of green products**

The purpose of this question is to investigate if our sample has red previously about nature and concept of green products. The answer of this question is illustrated in Table 10.

Table 10: Previously red about the nature and concept of green products

Previously red about the nature and concept of green products	Frequency	Valid Percent
Strongly Agree	25	17.2%
Agree	74	51%
Neutral	28	19.3
Disagree	9	6.2%
Strongly Disagree	9	6.2%
Total	145	100%

Table 10 shows that the largest percentage of our sample agree that they have previously red about the nature and concept of green products with percentage of 51%. The value of mean and standard deviations are 2.33 and 1.035. Therefore, it is clear that our participants have red previously about the nature and concept of green products.

- **I participated previously in workshops interest by environment**

At this question, we aimed to discover if the participants have participated previously in workshops interest by environment and the answer of our participants are shown in Table 11.

Table 11: Previous workshops interests by environment

Previous workshops interests by environment	Frequency	Valid Percent
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Strongly Agree	11	7.6%
Agree	44	30.3%
Neutral	22	15.2%
Disagree	41	28.3%
Strongly Disagree	27	18.6%
Total	145	100%

Table 11 shows that some of our participants have previously participated in workshops interest by environment and their percentage is 30.3 percent while the other large percentage disagree that they have previously participated in workshops interest by environment with percentage of 28.3 percent. In terms of mean and standard deviation, we can find that the mean value is 3.2 and standard deviation is 1.27. It is clear from the mean and standard derivation values the largest percentage of participates have not participated previously in workshops interest in environment. This refers to lack of impotence that is given to the environment and its significance in our daily life in Iraq.

- **I prefer to use the alternative energy**

This questions aims to investigate if the participants prefer to use the alternative energy. The answer of this section is shown in Table 12.

Table 12: Prefer to use the alternative energy

Prefer to use the alternative energy	Frequency	Valid Percent
Strongly Agree	43	29.7%
Agree	48	33.1%
Neutral	24	16.6%
Disagree	17	11.7%
Strongly Disagree	13	9%
Total	145	100%

Table 12 shows that the largest sample of our participants agree and strongly agree in their preferences to use the alternative energy with percentage of 33.1 percent and 29.7 percent respectively. However, in terms of the mean and standard deviation values, the mean value is 2.37 and standard deviation is 1.269. So, it is clear that our participants are somewhat prefer to use the alternative energy.

- **I follow special pages interest by green products across different social media**

At this question, participants are asked in their interest by following green products across social media platforms. The answer of this question is shown in Table 13.

Table 13: Follow special pages interest by green products across different social media

Follow special pages interest by green products across different social media	Frequency	Valid Percent
Strongly Agree	35	24.1%
Agree	46	31.7%
Neutral	28	19.3%
Disagree	23	15.9%
Strongly Disagree	13	9%
Total	145	100%

It is clear from the results in Table 13, the largest sample of our participants agree that they follow special pages interest by green products across different social media with percentage of 31.7%. Nevertheless, the mean value is 2.54 and standard deviation is 1.264. So, these values refer to the high interest in following special pages regarding green marketing.

- **I feel that companies are supporting environmental protection organizations and associations**

At this question, participants are asked about their feeling if companies supporting environmental protection organizations and associations. The answer of this question is shown in Table 14.

Table 14: Feeling if companies support environmental protection organizations and associations

Feeling if companies support environmental protection organizations and associations	Frequency	Valid Percent
Strongly Agree	13	9%
Agree	52	35.9%
Neutral	35	24.1%
Disagree	31	21.4%
Strongly Disagree	14	9.7%
Total	145	100%

If we look to Table 14 we can see that the largest sample of our participants agree that they feel that companies support environmental protection organizations and associations with percentage of 35.9%. Moreover, if we see values of mean and standard deviation, we can find that mean value is 2.87 and standard deviation is 1.114. So, it seems that companies do not support environmental protection organizations and associations according to the point of view of participants.

- **I notice that companies modify the existed products to be less harmful to the environment**

At this question, participants give their opinions if they notice that companies modify the peented products to be less harmful to the environment. The answer of this question is shown in Table 15.

Table 15: Companies modify the existed products to be less harmful to the environment

Companies modify the existed products to be less harmful to the environment	Frequency	Valid Percent
Strongly Agree	14	9.7%
Agree	58	40%

Neutral	34	23.4%
Disagree	21	14.5%
Strongly Disagree	18	12.4%
Total	145	100%

Table 15 shows that we have 40% of our participants agree that companies modify the existed products to be less harmful to the environment according to the point of view of participants. Nevertheless, if we look to the mean and standard deviation values, we can see that mean value is 2.80 and standard deviation is 1.182. Therefore, it is clear that the companies do not modify the existed products to be less harmful to the environment according to the mean and standard deviation values.

- **I feel that companies take into consideration the environmental impact when develop green products**

The purpose of this question is to take participants opinions about companies and if they take into consideration the environmental impact when they develop the green products. The answer of his questions is clarified in Table 16.

Table 16: Companies take into consideration the environmental impact when develop green products

Companies take into consideration the environmental impact when develop green products	Frequency	Valid Percent
Strongly Agree	18	12.4 %
Agree	57	39.3 %
Neutral	24	16.6 %
Disagree	32	22.1 %

Strongly Disagree	14	9.7 %
Total	145	100%

Table 16 shows that the largest percentage of our participants mentioned that they agree on the fact that companies take into consideration the environmental impact when develop green products according to the point of view of participants. While the mean and standard deviations values are 2.77 and 1.206. Thus, from the mean and standard deviation values, we can see that participants think that companies do not take into consideration the environmental impact when develop green products.

- **I think that companies select raw materials with less harmful to the environment**

The last question of this axis aims to clarify if participants think that companies select raw materials with less harmful to the environment. The answer of this questions is illustrated in Table 17.

Table 17: Companies select raw materials with less harmful to the environment

Companies select raw materials with less harmful to the environment	Frequency	Valid Percent
Strongly Agree	16	11%
Agree	63	43.4%
Neutral	22	15.2%
Disagree	28	19.3%
Strongly Disagree	16	11%
Total	145	100%

It is clear from Table 17, the greatest percentage of our sample agree that companies select raw materials with less harmful to the environment and their percentage is 43.4%. However, if we look to the mean and standard deviations values, we can see that mean is 2.80 and standard deviation is 1.182. Therefore, our results show that the participants

see that companies do not select raw materials with less harmful to the environment according to the point of view of our participants.

4.7.2 Second Axis: the Green Product

This axis is the second axis of our questionnaire and includes ten questions. The objective of this section is to discover the information of our participants about the green products.

- **I prefer green products because they characterize by higher quality than non-green products**

This questions aims to clarify if our participants prefer green products because of characterize by high quality. The answer of this question is clarified in Table 18.

Table 18: Prefer green products because they characterize by higher quality than non-green products

Prefer green products because they characterize by higher quality than non-green products	Frequency	Valid Percent
Strongly Agree	56	38.6%
Agree	41	28.3%
Neutral	32	22.1%
Disagree	7	4.8%
Strongly Disagree	9	6.2%
Total	145	100%

Table 18 shows that the largest percentage of our participants strongly agree that they prefer green products because they characterize by higher quality than non-green

products with percentage of 38.6%. If we look to the mean and standard deviation values, we can see that the mean value is 2.12 and standard deviation is 1.164. Therefore, it is clarified that the green products are preferred because of characterize by higher quality than non-green products.

- **I support green products because they are more healthy than non-green products**

At this question, we aim to understand the reason behind supporting green products whether because of they are healthy or not. The answer and analysis of this question is shown in Table 19.

Table 19: Support green products because they are more healthy than non-green products

Support green products because they are healthier than non-green products	Frequency	Valid Percent
Strongly Agree	64	44.1%
Agree	43	29.7%
Neutral	26	17.9%
Disagree	6	4.1%
Strongly Disagree	6	4.1%
Total	145	100%

It is clear from Table 19 that the largest sample of our participants strongly agree that they support green products because they are healthier than non-green products and their percentage is 44.1%. While the values of mean and standard deviation are 1.94 and

1.079. Thus, it is clear from mean and standard deviation values that our participants support green products because they are healthier than non-green products.

- **I prefer green products because they degrade in the environment**

At this question, we can clarify if participants and customers in general prefer green products because they degrade in the environment. The analysis and answer of this question is shown in Table 20.

Table 20: Prefer green products because they degrade in the environment

Prefer green products because they degrade in the environment	Frequency	Valid Percent
Strongly Agree	55	37.9%
Agree	47	32.4%
Neutral	36	24.8%
Disagree	4	2.8%
Strongly Disagree	3	2.1%
Total	145	100%

Results in Table 20 show that our participants strongly agree that they prefer green products because they degrade in the environment and their percentage is 37.9%. The extracted mean and standard deviation values refer that mean value is 1.99 and standard

deviation is 0.965. So, the mean and standard deviation values refer that participants prefer green products because of degrade in the environment.

- **I prefer green products because they are made from natural materials**

We know that most of green products made from natural materials and this question aims to clarify if participants or customers prefer green product because they are made from natural materials. The answer of this question is shown in Table 21.

Table 21: Prefer green products because they are made from natural materials

Prefer green products because they are made from natural materials	Frequency	Valid Percent
Strongly Agree	62	42.8%
Agree	46	31.7%
Neutral	30	20.7%
Disagree	3	2.1%
Strongly Disagree	4	2.8%
Total	145	100%

If we look into Table 21, we can see that a large percentage of our participants stated that they prefer green products because they are made from natural materials with percentage of 42.8%. However, the value of mean and standard deviation are 1.90 and 0.981 and this refers that our participants prefer green products because they are made from natural materials.

- **I prefer green product with registered trademark “Brand”**

The purpose of this question is understand that if our participants prefer green products with registered trademark “Brand”. The results and analysis of this question is shown in Table 22.

Table 22: Prefer green product with registered trademark “Brand”

Prefer green product with registered trademark “Brand”	Frequency	Valid Percent
Strongly Agree	47	32.4%
Agree	48	33.1%
Neutral	34	23.4%
Disagree	11	7.6%
Strongly Disagree	5	3.4%
Total	145	100%

Table 22 shows that the largest percentage of our participants strongly agree and agree that they prefer green product with registered trademark “Brand” with percentage of 32.4% and 33.1% respectively. Whereas in terms of mean and standard deviation, we can see that mean, value is 2.17 and standard deviation value is 1.074. Therefore, it is clear from the value of mean and standard deviation that our participants prefer green product with registered trademark “Brand”

- **I spend less effort to obtain green products**

This question aims to clarify if participants spend less effort to obtain green products. The answer of this question is shown in Table 23.

Table 23: Spend less effort to obtain green products

Spend less effort to obtain green products	Frequency	Valid Percent
Strongly Agree	31	21.4%
Agree	41	28.3%
Neutral	48	33.1%
Disagree	20	13.8%
Strongly Disagree	5	3.4%
Total	145	100%

We can see from the results in Table 23 that our participants stated that they are neutral in terms of spending less effort to obtain green products with percentage of 33.1 percent. While value of mean is 2.50 and standard deviation is 1.074. Thus, values of mean and standard deviation revealed that our participants do not spend effort in obtaining green products.

- **I notice the existing of various green alternatives and satisfy the needs of costumer**

At this question, participants are asked if they notice the existing of various green alternatives and satisfy the needs of costumer. The answer and analysis of this question is shown in Table 24.

Table 24: Notice the existing of various green alternatives and satisfy the needs of costumer

Notice the existing of various green alternatives and satisfy the needs of costumer	Frequency	Valid Percent
Strongly Agree	36	24.8%
Agree	31	21.4%
Neutral	51	35.2%
Disagree	19	13.1%
Strongly Disagree	8	5.5%
Total	145	100%

Table 24 clarifies that the largest percentage of our participants neutral in the answer about the existing of various green alternatives and satisfy the needs of costumer and their percentage is 35.2%. Moreover, the man and standard deviations values are 2.53 and 1.081. So, we can clarify from the mean and standard deviation values that

participants do not notice the existing of various green alternatives and satisfy the needs of costumer.

4.7.3 Third Axis: the Green Pricing

This axis is the third axis of our questionnaire and includes six questions. The main goal of this section is to explore information about green pricing.

- **I think the price of green products do not effect on size of demand or sales of products**

The first question of third section aims to discover if the price of green products do not effect on size of demand or sales of products. The answer and analysis of this question is shown in Table 25.

Table 25: Price of green products do not effect on size of demand or sales of products

Price of green products do not effect on size of demand or sales of products	Frequency	Valid Percent
Strongly Agree	21	14.5%
Agree	52	35.9%
Neutral	36	24.8%
Disagree	22	15.2%
Strongly Disagree	14	9.7%
Total	145	100%

Table 25 shows that the largest percentage of our participants agree that price of green products do not effect on size of demand or sales of products with percentage of 35.9%. If we look to the mean and standard deviation values, we find out that mean value is

2.70 and stand deviation is 1.180. Therefore, it is clear from mean and standard deviation values that our participants think that price of green products effect on size of demand or sales of products according to the point of view of participants.

- **I prefer to purchase green products in spite of their high prices because of their high value**

At this question, we aim to clarify if our participants prefer to purchase green products in spite of their high prices because of their high value. Table 26 clarifies the answer and analysis of this question.

Table 26: Prefer to purchase green products in spite of their high prices because of their high value

Prefer to purchase green products in spite of their high prices because of their high value	Frequency	Valid Percent
Strongly Agree	29	20%
Agree	44	30.3%
Neutral	53	36.6%
Disagree	16	11%
Strongly Disagree	3	2.1%
Total	145	100%

Table 26 illustrates that that the largest percentage of our participants neutral in their preferences to purchase green products in spite of their high prices because of their high value and their percentage is 36.6%. As well as, if we look to mean and standard

deviation values, we can see that mean value is 2.45 and standard deviation is 1.000. So, this clarifies that our participants prefer to purchase green products in spite of their high prices because of their high value.

- **I think that green products cost suitable in terms of benefits with high prices**

The relationship between cost of green products and their benefits are shown in Table 27.



Table 27: Green products cost suitable in terms of benefits with high prices

Green products cost suitable in terms of benefits with high prices	Frequency	Valid Percent
Strongly Agree	48	33.1%
Agree	43	29.7%
Neutral	28	19.3%
Disagree	21	14.5%
Strongly Disagree	5	3.4%
Total	145	100%

Table 27 clarifies that the largest percentage of our participants strongly agree that green products cost suitable in terms of benefits with high prices with percentage of 33.1%. The mean and standard deviations values are 2.26 and 1.165 respectively. So,

mean and standard deviation values revealed that our participants think that green products cost suitable in terms of benefits with high prices.

- **I feel that companies take into consideration the income of targeted community when determining products prices**

This question aim to understand if companies' care of green product take into account the income of targeted community when determining products prices. The analysis of this question is shown in Table 28.



Table 28: Companies take into consideration the income of targeted community when determining products prices

Companies take into consideration the income of targeted community when determining products prices	Frequency	Valid Percent
Strongly Agree	12	8.3%
Agree	57	39.3%
Neutral	46	31.7%
Disagree	20	13.8%
Strongly Disagree	10	6.9%
Total	145	100%

Table 28 explains that the largest participants of our questionnaire agree that they feel that companies take into consideration the income of targeted community when

determining products prices and their percentage is 39.3 percent. In terms of mean and standard deviation, the mean value is 2.72 and standard deviation is 1.032. So, the mean and standard deviation values show that our participants do not feel that companies take into consideration the income of targeted community when determining products prices according to the point of view of our participants.

- **I notice the determination of margin with less revenue on green products**

At this question, we aim to clarify if our participants notice the determination of margin with less revenue on green products. The answer and analysis of this question is shown in Table 29.

Table 29: Notice the determination of margin with less revenue on green products

Notice the determination of margin with less revenue on green products	Frequency	Valid Percent
Strongly Agree	31	21.4%
Agree	43	29.7%
Neutral	36	24.8%
Disagree	25	17.2%
Strongly Disagree	10	6.9%
Total	145	100%

Table 29 illustrates that the largest percentage of our participants agree that they notice the determination of margin with less revenue on green products. Furthermore, the mean value is 2.59 and standard deviation is 1.199. Thus, from the value of mean and

standard deviation, we can see that our participants notice the determination of margin with less revenue on green products according to the point of view of our participants.

- **I notice the awareness and governmental support for green products can decrease their prices**

The last question of this axis aims to illustrate if the participants notice the awareness and governmental support for green products can decrease their prices. The result of this question is clarified in Table 30.



Table 30: Notice the awareness and governmental support for green products can decrease their prices

Notice the awareness and governmental support for green products can decrease their prices	Frequency	Valid Percent
Strongly Agree	35	24.5%
Agree	55	38.5%
Neutral	30	21%
Disagree	19	13.3%
Strongly Disagree	4	2.8%
Total	145	100%

It is clear from the results in Table 30, that the largest percentage of our sample agree that they notice the awareness and governmental support for green products can decrease their prices and their percentage is 38.5%. As well as, the values of mean and

standard deviation clarify that our mean is 2.31 and the standard deviation is 1.071. So, the results of mean and standard deviation present that our participants notice the awareness and governmental support for green products can decrease their prices.

4.7.4 Fourth Axis: Green Promotion

This axis is the fourth axis of our questionnaire and includes six questions. The main goal of this section is to explore information about green pricing.

- **Card label helps me to identify the green products**

The purpose of this question is to clarify if the card label helps the customers and participants on identifying the green products. The results of this question is shown in Table 31.

Table 31: Card label helps to identify the green products

Card label helps to identify the green products	Frequency	Valid Percent
Strongly Agree	53	36.6%
Agree	43	29.7%
Neutral	26	17.9%
Disagree	19	13.1%
Strongly Disagree	4	2.8%
Total	145	100%

Table 31 explains that the largest percentage of our sample strongly agree that card label helps to identify the green products with percentage of 36.6% according to the point of view of our participants. While the mean and standard deviation values are 2.16 and 1.141 and the values clarify that card label is somewhat helps to identify the green products according to the point of view of our participants.

- **Green card label clarify information about the safety of green product**

This question aims to illustrate if the green card label clarify information about the safety of green product in accordance with our participants point of view. The results and analysis of this question is shown in Table 32.

Table 32: Green card label clarify information about the safety of green product

Green card label clarify information about the safety of green product	Frequency	Valid Percent
Strongly Agree	41	28.36%
Agree	42	29.0%
Neutral	42	29.0%
Disagree	16	11.0%
Strongly Disagree	4	2.8%
Total	145	100%

Table 32 presents that the largest participants of our questionnaire state that they are strongly agree that green card label clarify information about the safety of green product with percentage of 36.6 percent in accordance with point of view of our participants. However, if we look to the mean and stand deviation values we can see that mean value

is 2.31 and standard deviation value is 1.083. Thus, it is clear that our participants see that green card label clarify information about the safety of green product according to the point of view of our participants.

- **I consider that products include card label are products with less harmful for environment**

At this question, we aim to understand if our participants consider that products include card label are products with less harmful for environment. The results and analysis of this question is shown in Table 33.

Table 33: Products include card label are products with less harmful for environment

Products include card label are products with less harmful for environment	Frequency	Valid Percent
Strongly Agree	40	27.6%
Agree	52	35.9%
Neutral	41	28.3%
Disagree	7	4.8%
Strongly Disagree	5	3.4%
Total	145	100%

It is clear from Table 33 that the largest participants of our sample agree that products include card label are products with less harmful for environment and their percentage is 35.9%. Nevertheless, if we look to the value of means and standard deviation, we can

see that mean value is 2.21 and standard deviation is 1.013. So, participants see that products include card label are not products with less harmful for environment.

- **I depend on data blog of green products during purchasing operation**

This question aims to analyze the dependence on data blog of green products during purchasing operation by our participants. The answer and analysis of this question is shown in Table 34.



Table 34: Dependence on data blog of green products during purchasing operation

Dependence on data blog of green products during purchasing operation	Frequency	Valid Percent
Strongly Agree	38	26.2%
Agree	44	30.3%
Neutral	34	23.4%
Disagree	26	17.9%
Strongly Disagree	3	2.1%
Total	145	100%

Table 34 shows that the largest sample of our participants agree that they can depend on data blog of green products during purchasing operation with percentage of 30.3%. However, if we look to the mean and stand deviation values, we can see that mean value

is 2.39 and standard deviation is 1.120. Thus, we can clarify from the value of mean and standard deviation is that our participants depend on data blog of green products during purchasing operation

- **I notice that companies focus on indicative area through the secure use of green products**

The main purpose of this question is to investigate whether companies focus on indicative area through the secure use of green products according to the point of view of participants. The answer of this question is illustrated in Table 35.

Table 35: Companies focus on indicative area through the secure use of green products

Companies focus on indicative area through the secure use of green products	Frequency	Valid Percent
Strongly Agree	27	18.6%
Agree	52	35.9%
Neutral	42	29%
Disagree	16	11%
Strongly Disagree	8	5.5%
Total	145	100%

It is clear from the results of Table 35 that the largest percentage of our participants agree that companies focus on indicative area through the secure use of green products with percentage of 35.9%. Though if we take the values of mean and standard deviation, we can see that mean, value is 2.49 and standard deviation is 1.087. So, we

can understand that companies focus on indicative area through the secure use of green products in accordance with point of view of our participants.

- **Companies work on activating sales by providing free green coupons and samples**

At this question, we aim to clarify if companies work on activating sales by providing free green coupons and samples. The answer of this question is shown in Table 36.

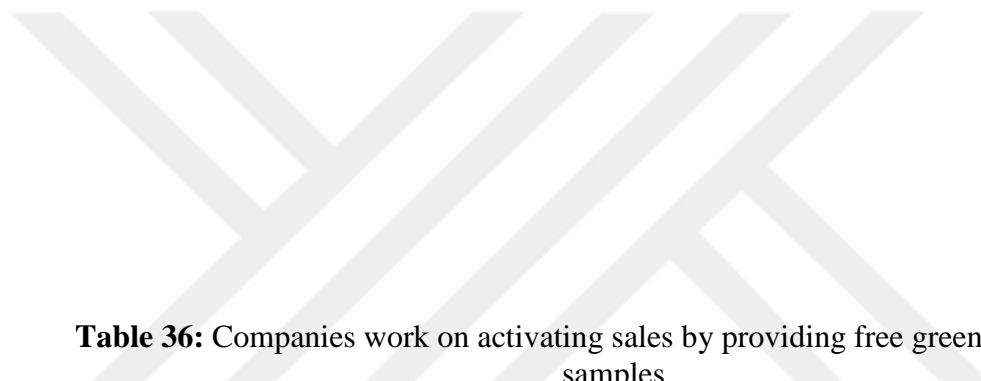


Table 36: Companies work on activating sales by providing free green coupons and samples

Companies work on activating sales by providing free green coupons and samples	Frequency	Valid Percent
Strongly Agree	27	18.6%
Agree	32	22.1%
Neutral	44	30.3%
Disagree	39	26.9%
Strongly Disagree	3	2.1%
Total	145	100%

Table 36 clarifies that our participants neutral in stating that companies work on activating sales by providing free green coupons and samples with percentage of 30.3%. However, if you look to the values of mean and standard deviation, we can see that mean value is 2.72 and standard deviation value is 1.116. Therefore, we can understand

that our participants think that companies do not work on activating sales by providing free green coupons and samples in accordance with point of view of our participants.

- **Companies distribute periodic journals specialized to promote the green product**

At this question, we aim to illustrate if companies distribute periodic journals specialized to promote the green product. Table 37 shows the answer of this question.

Table 37: Companies distribute periodic journals specialized to promote the green product

Companies distribute periodic journals specialized to promote the green product	Frequency	Valid Percent
Strongly Agree	30	20.7%
Agree	39	26.9%
Neutral	37	25.5%
Disagree	28	19.3%
Strongly Disagree	11	7.6%
Total	145	100%

Table 37 shows that the largest percentage of our participants stated that they agree that companies distribute periodic journals specialized to promote the green product with percentage of 26.9%. The mean value is 2.66 and standard deviation is 1.22. So we can see from the mean and stand deviation values that companies do not distribute periodic

journals specialized to promote the green product in accordance with point of view of our participants.

- **I think advertising policy followed in companies to promote green products are characterized by honesty and trust**

This question aims to measure the honesty and trust included in advertising policy of companies to promote green products. The answer of this question is shown in Table 38.

Table 38: Advertising policy followed in companies to promote green products are characterized by honesty and trust

Advertising policy followed in companies to promote green products are characterized by honesty and trust	Frequency	Valid Percent
Strongly Agree	30	20.7%
Agree	30	20.7%
Neutral	55	37.9%
Disagree	25	17.2%
Strongly Disagree	5	3.4%
Total	145	100%

It is clear from the results in Table 38 that the greatest sample of our participants neutral in thinking that advertising policy followed in companies to promote green products are characterized by honesty and trust and their percentage is 37.9%. Moreover, if we see

the values of mean and standard deviation, we can see that the mean value is 2.62 and standard deviation is 1.100. Therefore, our participants do not think that advertising policy followed in companies to promote green products are characterized by honesty and trust

- **I think that distributors (men selling) have the ability and skill to convince me to purchase green products**

The convenience capability is an important issue in any marketing process especially in green marketing. Therefore, at this section, we aim to analyze if distributors have the ability and skill to convince me to purchase green products as shown in Table 39.

Table 39: Distributors have the ability and skill to convince participants to purchase green products

Distributors have the ability and skill to convince participants to purchase green products	Frequency	Valid Percent
Strongly Agree	27	18.6%
Agree	51	35.2%
Neutral	42	29%
Disagree	20	13.8%
Strongly Disagree	5	3.4%
Total	145	100%

As shown in Table 39 that the largest sample of our participants agree that distributors have the ability and skill to convince participants to purchase green products and their percentage is 35.2%. However, if we look to the mean and standard deviation values, we can see that mean value is 2.48 and standard deviation value is 1.055. This clarifies

that our participants see that they can be convenience by distributors to purchase green products.

- **I notice that there is some promotion messages associate with green marketing across different communication means (advertising and social media websites)**

The purpose of this question is to clarify if our participants realized and noticed some promotion messages associate with green marketing across different communication means. The analysis of this question is clarified in Table 40.

Table 40: Messages associate some promotion with green marketing across different communication means

Messages associate some promotion with green marketing across different communication means	Frequency	Valid Percent
Strongly Agree	26	17.9%
Agree	51	35.2%
Neutral	38	26.2%
Disagree	24	16.6%
Strongly Disagree	6	4.1%
Total	145	100%

It is clear from Table 40 that we have 35.2% of our participants agree that they notice some promotion messages associate with green marketing across different communication means and their percentage is 35.2 percent. In addition, the values of mean and standard deviation are 2.5 and 1.093 respectively. Thus, it is clear from the values of mean and standard deviation that our participants do not notice some

promotion messages associate with green marketing across different communication means.

- **I think that there is public national environmental orientation facilitate the promotion operation**

The last question of this axis aims to discover is there is public national environmental orientation facilitate the promotion operation in accordance to the information and point of view of our participants. The answer of this question is shown in Table 41.

Table 41: There is public national environmental orientation facilitate the promotion operation

There is public national environmental orientation facilitate the promotion operation	Frequency	Valid Percent
Strongly Agree	41	28.3%
Agree	40	27.6%
Neutral	34	23.4%
Disagree	21	14.5%
Strongly Disagree	9	6.2%
Total	145	100%

Table 41 shows that the largest percentage of our sample stated that they are strongly and agree that There is public national environmental orientation facilitate the promotion operation with percentage of 28.3% and 27.6% respectively. If we look to the mean and standard deviation values, we find that the mean value is 2.43 and standard deviation is 1.218. So, from the mean and standard deviation values, we can

see that there is public national environmental orientation facilitate the promotion operation.

4.7.5 Fifth Axis: Green Place

This axis is the fifth axis of our questionnaire and includes six questions. The main goal of this section is to explore information about green place.

- **I think that used tools and means in transporting green products are safe tools and friendly environment**

The main objective of this question is to clarify that used tools and means in transporting green products are safe and friendly environment. The analysis of this question in accordance with our participants point of view is illustrated in Table 42.

Table 42: Used tools and means in transporting green products are safe tools and friendly environment

Used tools and means in transporting green products are safe tools and friendly environment	Frequency	Valid Percent
Strongly Agree	32	22.1%
Agree	50	34.5%
Neutral	37	25.5%
Disagree	18	12.4%
Strongly Disagree	8	5.5%
Total	145	100%

As shown in Table 42 that there is high percentage of our sample agree that used tools and means in transporting green products are safe tools and friendly environment with percentage of 22.1%. However, the mean value is 2.45 and standard deviation is 1.130. Thus, it is clear from those two values (mean and standard deviation) that the used tools

and means in transporting green products are safe tools and friendly environment in accordance with point of view of our participants.

- **I think that national companies adopt in their strategy the provision of friendly environment places**

The provision of friendly environment places by national companies is critical issue in green marketing where this issue is the core of our question and the analysis and answer of this question is shown in Table 43.

Table 43: National companies adopt in their strategy the provision of friendly environment places

National companies adopt in their strategy the provision of friendly environment places	Frequency	Valid Percent
Strongly Agree	26	17.9%
Agree	35	14.1%
Neutral	39	26.9%
Disagree	31	21.4%
Strongly Disagree	14	9.7%
Total	145	100%

It is clear from the results in Table 43, that the largest percentage of our sample clarified that they are neutral in their point of view about whether companies adopt in their strategy the provision of friendly environment places and their percentage is 26.9%. Nevertheless, if we look to the mean and standard deviation values, we can see that

mean value is 2.81 and standard deviation is 1.238. Therefore, we can realize that national companies adopt in their strategy the provision of friendly environment places in accordance with the point of view of our participants.

- **I think that companies distribute green products in a way which facilitate on customer to be obtained from anywhere and anytime**

The distribution of green products by companies in an approach that facilitate on customer to be obtained from anywhere and anytime is the main purpose of this question and its answer and analysis is shown in Table 44.

Table 44: Companies distribute green products in a way which facilitate on customer to be obtained from anywhere and anytime

Companies distribute green products in a way which facilitate on customer to be obtained from anywhere and anytime	Frequency	Valid Percent
Strongly Agree	31	21.4%
Agree	43	29.7%
Neutral	28	19.3%
Disagree	30	20.7%
Strongly Disagree	13	9%
Total	145	100%

Table 44 clarifies that the largest percentage of our sample mentions that they agree that companies distribute green products in a way that facilitate on customer to be obtained from anywhere and anytime with percentage of 29.7%. Although the value of mean is

2.66 and standard deviation is 1.271. So, it is clear from the mean and standard deviation that our participants see that companies distribute green products in a way which facilitate on customer to be obtained from anywhere and anytime in accordance with point of view of our participants.

- **I notice that companies work on make distributors gain skills and knowledge related with environmental marketing activities**

This question aims to find out if companies associate with green marketing work on make distributors, gain skills and knowledge related with environmental marketing activities in accordance to the knowledge and point of view of our sample. The answer and analysis of this question is shown in Table 45.

Table 45: Companies work on make distributors gain skills and knowledge related with environmental marketing activities

Companies work on make distributors gain skills and knowledge related with environmental marketing activities	Frequency	Valid Percent
Strongly Agree	24	16.6%
Agree	39	26.9%
Neutral	47	32.4%
Disagree	29	20%
Strongly Disagree	6	4.1%
Total	145	100%

If we look to Table 45, we can see that the greatest percentage of our sample mentioned that they are neutral in their point of view about whether companies work on make distributors gain skills and knowledge related with environmental marketing activities. However, the value of mean is 2.68 and standard deviation is 1.097. Therefore, we can

understand from the value of mean and standard deviation that our participants do not see that companies work on make distributors gain skills and knowledge related with environmental marketing activities.

- **I think that government keen to monitor the safety green places**

The keen of government on monitoring the safety green places in the point of view of our participants is shown in Table 46.

Table 46: Government keen to monitor the safety green places

Government keen to monitor the safety green places	Frequency	Valid Percent
Strongly Agree	27	18.6%
Agree	23	15.9%
Neutral	35	24.1%
Disagree	36	24.8%
Strongly Disagree	24	16.6%
Total	145	100%

As shown in Table 46, that the greatest percentage of our participants disagree on the fact that government keen to monitor the safety green places and their percentage is 24.8 percent in accordance with point of view of our participants. Moreover, the mean value is 3.05 and standard deviation is 1.351. So, it is clear from the mean and standard deviation values that our participants completely disagree on the fact that government keen to monitor the safety green places.

- **I notice the orientation of institutions to use the safety green places**

The last question of our survey aims to illustrate whether there is orientation to use the safety green places by institutions in accordance with point of view of our participants.

The result of this question is shown in Table 47.

Table 47: There is orientation from institutions to use the safety green places

There is orientation from institutions to use the safety green places	Frequency	Valid Percent
Strongly Agree	24	16.6%
Agree	44	30.3%
Neutral	36	24.8%
Disagree	28	19.3%
Strongly Disagree	13	9%
Total	145	100%

Table 47 illustrates that the largest sample of our participants agree that there is orientation from institutions to use the safety green places with percentage of 30.3%. The value of mean is 2.74 and standard deviation is 1.208. So, it is clear from the mean and standard deviation that there is not orientation from institutions to use the safety green places.

4.7.6 Sixth Axis: Consumer Behavior

This axis is the sixth axis of our questionnaire and includes ten questions. The major objective of this section is exploring the consumer behavior about green marketing.

- **I consider that orientation towards green products come from social and ethical responsibility for consumers**

The first question of this axis aims to investigate the connection between social and ethical responsibility of consumer towards green marketing. The answer of this question is shown in Table 48.

Table 48: Orientation towards green products come from social and ethical responsibility for consumers

Orientation towards green products come from social and ethical responsibility for consumers	Frequency	Valid Percent
Strongly Agree	42	29%
Agree	63	43.4%
Neutral	28	19.3%
Disagree	12	8.3%
Strongly Disagree	0	0%
Total	145	100%

If we take a look into Table 48, we can find out that the largest percentage of our participants agree that orientation towards green products come from social and ethical responsibility for consumers and their percentage is 43.4%. However, if look to mean and standard deviation values, we can find that mean value is 2.07 and standard

deviation is 0.903. Therefore, our participant see that orientation towards green products come from social and ethical responsibility for consumers.

- **I seek to entrench the preservation values on environment in my purchasing behavior**

This question aims to understand if participants seek to preserve values on environment in their purchasing behavior and their answers are shown in Table 49.

Table 49: Seeking to entrench the preservation values on environment in purchasing behavior

Seeking to entrench the preservation values on environment in purchasing behavior	Frequency	Valid Percent
Strongly Agree	35	24.1%
Agree	64	44.1%
Neutral	34	23.4%
Disagree	9	6.2%
Strongly Disagree	3	2.1%
Total	145	100%

Table 49 clarifies that the largest percentage of our sample agree that they seek to entrench the preservation values on environment in purchasing behavior with percentage of 44.1 percent. Nevertheless, the mean value is 2.18 and standard deviation is 0.940. Thus, it is clear from the mean and standard deviation values that our

participants seek to entrench the preservation values on environment in purchasing behavior.

- **I keen on participation in seminars and lectures related to the importance of environment protection and safety**

This question aims to collect information about the interest of our participants in environment and the analysis and answer of this question is shown in Table 50.

Table 50: Participation in seminars and lectures related to the importance of environment protection and safety

Participation in seminars and lectures related to the importance of environment protection and safety	Frequency	Valid Percent
Strongly Agree	29	20%
Agree	41	28.3%
Neutral	52	35.9%
Disagree	19	13.1%
Strongly Disagree	4	2.8%
Total	145	100%

If we look to the results in Table 50, we can find that the largest percentage of our sample agree that they participate in seminars and lectures related to the importance of environment protection and safety with percentage of 28.3%. As well as, the value of

mean and standard deviation refer that the mean value is 2.05 and standard deviation is 0.960. Thus, we can clarify that our participant participate in seminars and lectures related to the importance of environment protection and safety.

- **I prefer products produced by using modern techniques which avoid the use of soil, water and air pollution causes**

This question aims to clarify if our participants prefer to use modern technologies that avoid the use of soil, water and air pollution causes and the answer of this question is shown in Table 51.

Table 51: Preference of products produced by using modern techniques, which avoid the use of soil, water and air pollution causes

Preference of products produced by using modern techniques which avoid the use of soil, water and air pollution causes safety	Frequency	Valid Percent
Strongly Agree	44	30.3%
Agree	61	42.1%
Neutral	31	21.4%
Disagree	7	4.8%
Strongly Disagree	2	1.4%
Total	145	100%

As shown in Table 51 that the greatest percentage of our participants agree that they prefer the usage of products created by modern techniques, which avoid the use of soil, water and air pollution causes and their percentage is 42.1%. If we look to the mean and

standard deviation values, we can find out the mean value is 2.05 and standard deviation is 0.915. So, the two values of mean and standard deviation revealed that our participants prefer of products produced by using modern techniques which avoid the use of soil, water and air pollution causes safety.

- **I keen on distributing green products culture in the local society**

The purpose of this question is to discovering if our participants keen on distributing green products culture in the local society and the answer of this question is shown in Table 52.

Table 52: Keen on distributing green products culture in the local society

Keen on distributing green products culture in the local society	Frequency	Valid Percent
Strongly Agree	48	33.1%
Agree	55	37.9%
Neutral	31	21.4%
Disagree	9	6.2%
Strongly Disagree	2	1.4%
Total	145	100%

Table 52 clarifies that the largest percentage of our sample agree and strongly agree that they keen on distributing green products culture in the local society with percentage of 37.9% and 33.1%. As well as, if we look to the mean and standard deviation, we find that mean value is 2.05 and standard deviation is 0.960. So, it is clear that our participants strongly keen on distributing green products culture in the local society

- **I consider the purchase of green products as an ethical duty**

It is important to discover what is the value of green product at customer or at our participants exactly. So, this question aims to understand this issue and the answer and analysis of this question is shown in Table 53.

Table 53: Considering the purchase of green products as an ethical duty

Considering the purchase of green products as an ethical duty	Frequency	Valid Percent
Strongly Agree	31	21.4%
Agree	49	33.8%
Neutral	42	29%
Disagree	19	13.1%
Strongly Disagree	4	2.8%
Total	145	100%

Table 53 shows that the largest percentage of our participants agree that they consider the purchasing of green product as an ethical duty. However, if we look to the mean and standard deviation values, we can find that the mean value is 2.42 and standard deviation is 1.052. Thus, it seems that our participants consider the purchase of green product as an ethical duty.

- **Provide green products enhanced my motivation towards purchase**

The relationship between purchase and green product is analyzed by this question and the analysis results are shown in Table 54.

Table 54: Green products enhanced the motivation towards purchase

Green products enhanced the motivation towards purchase	Frequency	Valid Percent
Strongly Agree	34	23.4%
Agree	52	35.9%
Neutral	43	29.7%
Disagree	8	5.5%
Strongly Disagree	8	5.5%
Total	145	100%

If we look to Table 54, we can find out that the largest percentage of our sample agree that green products enhanced the motivation towards purchase with percentage of 35.9 percent. The mean value is 2.34 and standard deviation is 1.069. So, it is clear from the mean and standard deviation values that our participants agree that the green products enhance the motivation towards purchase.

- **Provide various alternatives in green products helped me in the purchase decision**

This question aims to analyze if there is relationship between the alternatives of green products with purchase decision. The analysis of this question is shown in Table 55.

Table 55: Various alternatives in green products help in the purchase decision

Various alternatives in green products help in the purchase decision	Frequency	Valid Percent
Strongly Agree	36	24.8%
Agree	57	39.3%
Neutral	33	22.8%
Disagree	13	9%
Strongly Disagree	6	9%
Total	145	100%

Table 55 shows that the largest percentage of our participants agree that providing various alternatives in green products help in the purchase decision with percentage of 39.3 percent. Nevertheless, the mean value is 2.28 and standard deviation is 1.065. Thus, it is clear that various alternatives in green products help in the purchase decision

- **Dependence of companies on green marketing philosophy contributed in increasing my loyalty**

At this question, we aim to understand if dependence of companies on green marketing philosophy contribute in increasing loyalty of customers towards green marketing. The answer and analysis of this question is shown in Table 56.

Table 56: Dependence of companies on green marketing philosophy contributed in increasing my loyalty

Dependence of companies on green marketing philosophy contributed in increasing my loyalty	Frequency	Valid Percent
Strongly Agree	33	22.8%
Agree	33	22.8%
Neutral	57	39.3%
Disagree	16	11%
Strongly Disagree	6	4.1%
Total	145	100%

Table 56 clarifies that the largest sample of our participants neutral in their opinion about dependence of companies on green marketing philosophy contributed in increasing my loyalty with percentage of 39.3 percent. Moreover, if we take the mean and standard deviation values, we can realize that mean values is 2.51 and standard deviation is 1.087. So, it is clear from the mean and standard deviation that there is no

connection between loyalty of customers with companies and their dependence on green marketing philosophy according to the point of view of our participants.

- **I have the ability to sacrifice the short-terms goals for better environment to next generation**

The last question at this axis is to investigate whether our participants are ready to sacrifice in their short-term goals for better environment to the next generation. The answer and analysis of this question is shown in Table 57.

Table 57: Ability to sacrifice the short-terms goals for better environment to next generation

Ability to sacrifice the short-terms goals for better environment to next generation	Frequency	Valid Percent
Strongly Agree	33	22.8%
Agree	46	31.7%
Neutral	41	28.3%
Disagree	19	13.1%
Strongly Disagree	6	4.1%
Total	145	100%

It is clear from the results in Table 57 that the largest sample of our participants agree that they are ready to sacrifice in their short-term goals for better environment to the next generation with percentage of 31.7%. Moreover, if we take the value of mean and standard deviation, we can see that mean value is 2.44, standard deviation is 1.105, and

this refers that our participants are ready to sacrifice in short-term goals for better environment to next generation.

4.5.7 Seventh Axis: Consumer Environmental Directions

This axis is the seventh axis of our questionnaire and includes nine questions. The main objective of this axis is exploring information about consumer environmental directions.

- **I always advise others to preserve environment**

Responsibility is considered an important issue in our society especially when it associates with environment. So, this question aims to investigate if participants advise others in order to preserve our environment. The answer of this question is shown in Table 58.

Table 58: Advise others to preserve environment

Advise others to preserve environment	Frequency	Valid Percent
Strongly Agree	69	47.6%
Agree	43	29.7%
Neutral	23	15.9%
Disagree	10	6.9%
Strongly Disagree	0	0%
Total	145	100%

It is clear from the data in Table 58 that the largest sample of our participants strongly agree that they advise others to preserve environment. Moreover, the mean value is 1.82 and standard deviation is 0.940. Thus, this refers that our participants are strongly advise others to preserve environment where they live.

- **I get angry when I see a person pollutes the environment**

This question aims to investigate the reaction of our participants if they realize a person pollutes environment where they live and the answer and analysis of this question is shown in Table 59.

Table 59: Angry when see a person pollutes the environment

Angry when see a person pollutes the environment	Frequency	Valid Percent
Strongly Agree	76	52.4%
Agree	36	24.8%
Neutral	26	17.9%
Disagree	7	4.8%
Strongly Disagree	0	0%
Total	145	100%

It is clear from the data in Table 59, that the largest sample of our participants get angry when they see a person pollutes in the environment with percentage of 52.4%. Furthermore, if we look to the mean and standard deviation values, we can see that mean value is 1.75 and standard deviation is 0.917. This denotes that our participants strongly agree that they get angry when they see persons pollute in the environment where they live.

- **I respect all efforts seek to preserve environment**

The purpose of this question is to investigate if our participants respect all efforts seek to preserve our environment and the answer of this question is shown in Table 60.

Table 60: Respecting all efforts, seek to preserve environment

Respecting all efforts seek to preserve environment	Frequency	Valid Percent
Strongly Agree	74	51%

Agree	40	27.6%
Neutral	21	14.5%
Disagree	10	6.9%
Strongly Disagree	0	0%
Total	145	100%

Table 60 clarifies that the largest percentage of our participants strongly agree that they respect all efforts, seek to preserve environment and their percentage is 51%. In addition, the mean value 1.77 and standard deviation is 0.941. Thus, it is clear from those two values our participants' respect all efforts seek to preserve environment.

- **I appreciate the importance to live in a clean and healthy environment**

Importance of living in a clean and healthy environment is the main purpose of this question and answer is shown in Table 61.

Table 61: Appreciate the importance to live in a clean and healthy environment

Appreciate the importance to live in a clean and healthy environment	Frequency	Valid Percent
Strongly Agree	77	53.1%
Agree	41	28.3%
Neutral	17	11.7%
Disagree	9	6.2%
Strongly Disagree	1	0.7%
Total	145	100%

It is clear from the data in Table 61 that the largest sample of our participants strongly agree that they appreciate the importance to live in a clean and healthy environment and their percentage is 53.1%. Moreover, the mean value is 1.73 and standard deviation is 0.945. Therefore, it is clear from the mean and standard deviation values that our participants strongly appreciate the importance to live in a clean and healthy environment

- **I respect laws and systems aim to preserve environment**

The relationship between laws and systems with environment preservation is the main idea of this question and the answer and analysis is shown in Table 62.

Table 62: Respecting laws and systems aim to preserve environment

Respecting laws and systems aim to preserve environment	Frequency	Valid Percent
Strongly Agree	85	53.1%
Agree	35	28.3%
Neutral	19	11.7%
Disagree	6	6.2%
Strongly Disagree	0	0%
Total	145	100%

Table 62 shows that the greatest sample of our participants see that they respect laws and systems aim to preserve environment. In addition, if we see the values of mean and standard deviation, we can see that mean value is 1.63 and standard deviation is 0.866.

Thus, it is clear from the mean and standard deviation values that our participants strongly respect laws and systems aim to preserve environment.

- **I respect and appreciate everyone who try to decrease energy consumption**

At this question, we will analyze and discover if our participants respect and appreciate everyone who try to decrease energy consumption and the answer of this question is shown in Table 63.



Table 63: Respecting and appreciating everyone who try to decrease energy consumption

Respecting and appreciating everyone who try to decrease energy consumption	Frequency	Valid Percent
Strongly Agree	75	51.7%
Agree	40	27.6%
Neutral	21	14.5%
Disagree	9	6.2%
Strongly Disagree	0	0%
Total	145	100%

Table 63 clarifies that the greatest percentage of our participants strongly agree that they respect and appreciate everyone who try to decrease energy consumption.

Moreover, the mean value is 1.75 and standard deviation is 0.924. Thus, it is clear from those two values that our participants strongly respect and appreciate everyone who try to decrease energy consumption.

- **I realize that natural resources are limited and must be preserved**

This question is very suit with Iraqi environment and aims to investigate the available quantity of natural resources. The answer and analysis of this question is shown in Table 64.



Table 64: Realizing that natural resources are limited and must be preserved

Realizing that natural resources are limited and must be preserved	Frequency	Valid Percent
Strongly Agree	80	55.2%
Agree	38	26.2%
Neutral	21	14.5%
Disagree	6	4.1%
Strongly Disagree	0	0%
Total	145	100%

It is clear from the data in Table 64, that the largest sample of our participants strongly agree that they realize that natural resources are limited and must be preserved. As well

as, the mean value is 1.68 and standard deviation is 0.873. Thus, mean and standard deviation values refer that our participants strongly realize that natural resources are limited and must be preserved.

- **There is necessity to the existing of harmony between human and nature in order to survive**

The existing of harmony between human and nature in order to survive is the main objective of this question and its answer is shown in Table 65.

Table 65: Necessity to the existing of harmony between human and nature in order to survive

Necessity to the existing of harmony between human and nature in order to survive	Frequency	Valid Percent
Strongly Agree	80	55.2%
Agree	42	29%
Neutral	17	11.7%
Disagree	6	4.1%
Strongly Disagree	0	0%
Total	145	100%

If we look to Table 65, we can clearly realize that the largest sample of our participants strongly agree of the necessity to the existing of harmony between human and nature in order to survive and their percentage is 55.2 percent. Moreover, the mean value is 1.65

and standard deviation is 0.846. Thus, mean and standard deviation values clearly refer that our participants see the necessity to the existing of harmony between human and nature in order to survive.

- **Environment is for us and for next generations and it must be preserved**

Realizing the ownership for our environment for us and for the next generation is considered an important issue that must be understood. So, this question aims to investigate this issue and the investigation process is shown in Table 66.



Table 66: Environment is for us and for next generations and it must be preserved

Environment is for us and for next generations and it must be preserved	Frequency	Valid Percent
Strongly Agree	93	64.1%
Agree	24	16.6%
Neutral	23	15.9%
Disagree	5	3.4%
Strongly Disagree	0	0%
Total	145	100%

Table 66 clarifies that the largest participants of our questionnaire strongly agree and realize that environment is for us and for next generations and it must be preserved. Moreover, the mean value is 1.59, standard deviation is 0.879 and these two values

point out that our participants strongly realize, and agree that environment is for us and for next generations and it must be preserved.

4.7.8 Eighth Axis: Consumer Environmental Culture

This axis is the last axis of our questionnaire and comprise seven questions. The main goal of this section is to explore the consumer environmental culture.

- **I select goods which do no cause environment pollution**

This question is the first question at this axis aims to investigate if our participants select goods which do no cause environment pollution. The answer and analysis of this question is shown in Table 67.

Table 67: Selecting goods, which do no cause environment pollution

Selecting goods which do no cause environment pollution	Frequency	Valid Percent
Strongly Agree	54	37.2%
Agree	52	35.9%
Neutral	32	22.1%
Disagree	6	4.1%
Strongly Disagree	1	0.7%
Total	145	100%

It is shown in Table 67 that the largest sample of our participants strongly agree that they select goods, which do no cause environment pollution and their percentage is 37.2%. Furthermore, the mean value is 1.95 and standard deviation is 0.908. It is clear

from mean and standard deviation that our participants strongly agree on selecting goods, which do not cause environment pollution

- **I purchase economic goods in using of energy**

This question aims to realize if participants buy economic goods in the use of energy and the answer of this question is shown in Table 68.



Table 68: Purchasing economic goods in using of energy

Purchasing economic goods in using of energy	Frequency	Valid Percent
Strongly Agree	55	37.9%
Agree	51	35.2%
Neutral	23	15.9%
Disagree	10	6.9%
Strongly Disagree	6	4.1%
Total	145	100%

Table 68 clarifies that the greatest percentage of our sample strongly agree that they purchase economic goods in using of energy and their percentage is 37.9%. Furthermore, mean value is 2.04 and standard deviation is 1.092. Thus, it is clear from

mean and standard deviation that our participants purchase economic goods in using of energy.

- **I can change my loyalty of trademark for environmental reasons**

The main goal of this question is to measure the loyalty of environment degree of our participants and the answer of this question is shown in Table 69.



Table 69: Changing my loyalty of trademark for environmental reasons

Changing my loyalty of trademark for environmental reasons	Frequency	Valid Percent
Strongly Agree	49	33.8%
Agree	53	36.6%
Neutral	29	20%
Disagree	11	7.6%
Strongly Disagree	3	2.1%
Total	145	100%

It is clear from the data in Table 69 that the largest percentage of our participants agree that they change their loyalty of trademark for environmental reasons. If we see the values of mean and standard deviation, we can see that mean value is 2.08 and standard deviation is 1.014. This proves that our participants are able to change their loyalty of trademark for environmental reasons.

- **I always try to convenience others to purchase environment friendly goods**

Encourage the culture of purchasing friendly environment products is the goal of this question which try to investigate if participants try to convenience others to purchase environment friendly goods and the answer of this question is shown in Table 70.

Table 70: Always try to convenience others to purchase environment friendly goods

Always try to convenience others to purchase environment friendly goods	Frequency	Valid Percent
Strongly Agree	46	31.7%
Agree	55	37.9%
Neutral	33	22.8%
Disagree	8	5.5%
Strongly Disagree	3	2.1%
Total	145	100%

Table 70 illustrates that the largest percentage of our participants agree that they always try to convenience others to purchase environment friendly goods with percentage of 37.9%. Moreover, the mean value is 2.08, standard deviation is 0.975, and this refers that our participants are always try to convenience other to buy environment friendly goods.

- **When I purchase a good, I always think in its effects on environment**

This question aims to investigate the rate of interest of our participants by the environment and the answer of this question is shown in Table 71.



Table 71: When purchase a good, always think in its effects on environment

When purchase a good, always think in its effects on environment	Frequency	Valid Percent
Strongly Agree	41	28.3%
Agree	48	33.1%
Neutral	39	26.9%
Disagree	12	8.3%
Strongly Disagree	5	3.4%

Total	145	100%
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If we look to Table 71, we will realize that the largest percentage of our sample agree that when they purchase a good they think in its effect on the environment and their percentage is 33.1%. In addition, the mean value is 2.26, standard deviation is 1.066, and this refers that our participants are thinking in product effect on environment during the purchasing process.

- **I prefer to deal with seller who deal with environment friendly goods**

The purpose of this question is to investigate whether our participants prefer to deal with environment friendly good dealer and the answer of this question is shown in Table 72.

Table 72: Preference of dealing with seller who deal with environment friendly goods

Preference of dealing with seller who deal with environment friendly goods	Frequency	Valid Percent
Strongly Agree	49	33.8%
Agree	48	33.1%
Neutral	39	26.9%

Disagree	6	4.1%
Strongly Disagree	3	2.1%
Total	145	100%

The results in Table 72 denote that the largest percentage of our sample strongly agree that they prefer to deal with seller who deal with environment friendly goods and their percentage is 33.8%. Moreover, the mean value is 2.08 and standard deviation is 0.980. Thus, it refers that our participants prefer to deal with seller who deal with environment friendly goods

- **I spend time and effort to get environment friendly goods**

The last question of our survey aims to illustrate if our participants spend time and effort in order to bring environment friendly goods and the answer of this questions is shown in Table 73.

Table 73: Spending time and effort to get environment friendly goods

Spending time and effort to get environment friendly goods	Frequency	Valid Percent
Strongly Agree	49	33.8%
Agree	40	27.6%
Neutral	44	30.3%

Disagree	8	5.5%
Strongly Disagree	4	2.8%
Total	145	100%

Table 73 clarifies that the largest sample of our participants stated that they strongly agree on spending time and effort to get environment friendly goods and their percentage is 33.8%. Moreover mean value 2.16 and standard deviation is 1.045 and this denotes that our participants are spent time and effort to get environment friendly goods.

4.8 Hypotheses Test

- **First hypothesis:** There is statistical difference at ($\alpha \leq 0.05$) for marketing mix elements on consumer awareness in green products.

Table 74 illustrates Pearson correlation coefficient, R square and significance value for the regression of (green marketing mix elements with consumer awareness by green products).

Table 74: Pearson correlation coefficient, R square and significance between green marketing mix elements with consumer awareness by green products

Variables	Pearson correlation	R Square	Sig. value
Green marketing mix	0.512	0.262	0.000
Consumer awareness by green products			

It is clear from Table 74 that Pearson correlation coefficient between green marketing mix elements and consumer awareness by green products is (0.512) and R square is (0.262) which means that this change in green marketing mix elements explains (26.2%) from the change in consumer awareness with green products. Therefore, companies work at this field must interest in green marketing fields in order to increase consumer awareness by green products. The regression model between green marketing mix elements and consumer awareness by green products is shown in Table 75.

Table 75: Regression model between green marketing mix elements and consumer awareness by green products

Model	Coefficient	(t) value	Sig. value
Constant	1.178	6.406	0.000
Green product	0.022	0.299	0.766
Green price	0.460	4.789	0.000
Green promotion	-0.148	-1.366	0.174
Green place	0.220	2.763	0.007

It is clear from Table 75 that most of sig. values (significance values) are less than (0.05). This refers that regression model is significantly effected and there is effect with statistical degree for green marketing mix on consumer awareness towards green products.

- **Second hypothesis:** There is statistical difference at ($\alpha \leq 0.05$) for marketing mix elements on consumer environmental culture

Pearson correlation coefficient, R square and significance value for green marketing mix elements with consumer environmental culture are shown in Table 76.

Table 76: Pearson correlation coefficient, R square and significance between green marketing mix elements with consumer environmental culture

Variables	Pearson correlation	R Square	Sig. value
Green marketing mix	0.406	0.165	0.000
Consumer environmental culture			

It shown in Table 76 that the Pearson correlation coefficient between green marketing mix elements and consumer environmental culture is (0.406) and R square is (0.165). This mean that the change in green marketing mix elements is explaining (16.5%) from the change in consumer environmental culture. While the regression model results is shown in Table 77.

Table 77: Regression model between green marketing mix elements and consumer environmental culture

Model	Coefficient	(t) value	Sig. value
Constant	0.907	4.155	0.000
Green product	0.520	5.934	0.000
Green price	-0.092	-0.803	0.423
Green promotion	0.227	1.765	0.080
Green place	-0.098	-1.036	0.302

Results in Table 77 denotes that most sig. values are less than (0.05). This shows that regression model is significantly affected and there is effect with statistical degree for some elements of green marketing mix elements on consumer environmental culture.

- **Third hypothesis:** There is statistical difference at ($\alpha \leq 0.05$) for marketing mix elements on consumer environmental directions.

Table 78 shows that Pearson correlation coefficient, R square and sig. value for green marketing mix elements with consumer environmental directions.

Table 78: Pearson correlation coefficient, R square and significance between green marketing mix elements with consumer environmental directions

Variables	Pearson correlation	R Square	Sig. value
Green marketing mix	0.164	0.026	0.024
Consumer environmental directions			

It is clear from Table 78 that Pearson correlation coefficient between green marketing mix elements and consumer environmental directions is (0.164) and R square is (0.026). This refers that change in green marketing mix elements is explaining (2.6%) from the change in consumer environmental directions. The regression model results is shown in Table 79.

Table 79: Regression model between green marketing mix elements and consumer environmental directions

Model	Coefficient	(t) value	Sig. value
Constant	1.388	6.897	0.000
Green product	0.350	4.340	0.000
Green price	-0.314	-2.981	0.003
Green promotion	0.476	4.012	0.000
Green place	-0.300	-3.445	0.001

Table 79 clarifies that all significance values are less than (0.05) and this denotes that regression model is significantly effected and there is effect with statistical degree for all green marketing mix elements on consumer environmental directions.

- **Fourth hypothesis:** There is statistical difference at ($\alpha \leq 0.05$) for marketing mix elements on consumer environmental behavior.

Table 80 illustrates Pearson correlation coefficient, R square and significance value for the regression of green marketing mix elements with consumer environmental behavior.).

Table 80: Pearson correlation coefficient, R square and significance between green marketing mix elements with consumer environmental behavior.

Variables	Pearson correlation	R Square	Sig. value
Green marketing mix	0.406	0.164	0.000
Consumer environmental behavior			

It is shown in Table 80 that Pearson correlation coefficient between green marketing mix elements and consumer environmental behavior is (0.406) and R square is (0.164). This clarifies that change in green marketing mix elements explain (16.4%) from the change in consumer environmental behavior and thus, companies must interest in green marketing fields in order to increase the level of consumer environmental behavior. The results of regression model is shown in Table 81.

Table 81: Regression model between green marketing mix elements and consumer environmental behavior

Model	Coefficient	(t) value	Sig. value
Constant	0.907	4.155	0.000
Green product	0.520	5.934	0.000
Green price	-0.092	-0.803	0.423
Green promotion	0.227	1.765	0.080
Green place	-0.098	-1.036	0.302

Table 81 refers that most of our significance values are less than (0.05), this denotes that regression model is significantly affected, and there is effect with statistical degree for green marketing mix elements with consumer environmental behavior.



5. Conclusions and Recommendations

5.1 Conclusions

Green marketing concept is considered one of the most important subjects for business platforms due to its prominent role in environment protection and allow the organization to preserve its social and financial status by decreasing wastes and raw

materials. Currently, business organizations work in the highlight of quick changing dynamic environment. Therefore, it is necessary to keep pace with this change by continuous enhance in their performance through the provision of goods and services fulfill needs of customers according to their changing environmental conditions. Moreover, business organizations work on adopting green marketing dimensions in order to get benefit as an advantage in front of other organizations and also, help on promoting the production ability and enhance the marketing performance.

After analyzing and interpreting the data, we have reached into a set of results and conclusions. The results indicated that reality of marketing mix elements came high. The green product element came in the first degree followed by green promotion, followed by green price and then green place. Moreover, the study revealed that the awareness of consumer by green products came relatively high. The study results revealed that the consumer environmental culture came medium. The study revealed that there is high environmental direction towards green products and environment. The study results denoted that there is effect with statistical degree for green marketing mix elements towards consumer environmental culture. There is effect with statistical degree for green marketing mix elements towards consumer awareness. As well as, there is effect with statistical degree on consumer environmental directions. Moreover, there is effect with statistical degree for green marketing mix elements towards consumer environmental behavior.

Green marketing studies is new and important studies and future studies must be conducted at this area especially studies associate with effect of green product on consumer loyalty, study the green culture at the academics and students in Iraqi universities and its relationship with their directions towards environment. As well as, we hope to conduct studies about green marketing mix elements and their relationship with consumer loyalty. We also, see the necessity of adopting green product by companies in Iraq and its effect on consumer and study the level of environmental awareness at students in Iraqi universities and its relationship with loyalty to green products. In addition, studies associate with the effect of green marketing mix elements on consumer behavior at other categories of people such as schoolteachers and employees in healthy institutions and other.

5.2 Recommendations

Our study reached to a set of recommendations that can be summarized as follow:

1. It is necessary for business organizations and companies to adopt different and satisfied green alternatives for customers needs in Iraq and other countries.
2. The necessity of compatibility between green product price and size of demand and thus, companies should study this relationship and insert suitable pricing for green product.
3. Give green product high importance as it achieves the concept of land building.
4. Conducting programs, forums and conferences to clarify the importance of green products in the highlight of environmental conditions and problems of natural resources.
5. The necessity for companies and business organizations to spend efforts to publish environmental culture. Companies and business organizations must take into consideration expected benefits of green product through pricing operations.
6. Necessity for companies and business organizations to perform periodicals to promote green product.
7. It is necessary for national companies to adopt strategies to provide friendly environment places or what is known as Green Place.
8. It is necessary that the state monitor green places and clarify their importance for consumers.
9. Increase awareness degree at Iraqi people towards green culture especially at students in schools and universities.

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APENDIX A

QUESTIONNAIRE

The Effect of Green Marketing on Behavior of Consumer towards the Green Product: A Case Study the Academics and Employees in University Of Baghdad

First Section: Demographic Information

- **Gender**

() male () Female

- **Age:**

() less than 25 years old () from 25 to less than 35 years old

() from 35 to less than 45 years old () from 45 to less than 55 years old

() Older than 55 years old

- **Educational level**

() Bachelor Degree () Master Degree () Doctorate Degree

	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
First axis\ consumer awareness in green products						
1-	I have adequate knowledge in green marketing					
2-	I have adequate knowledge in green products					
3-	I read previously about the nature and concept of green products					
4-	I participated previously in workshops interest by environment					
5	I prefer to use the alternative energy					
6-	I follow special pages interest by green products across different social media					
7-	I feel that companies are supporting environment protection organizations and associations					
8-	I notice that companies modify the existed products to be less harmful to the environment					
9-	I feel that companies take into consideration the environmental impact when					116

	develop green products					
10-	I think that companies select raw materials with less harmful to the environment					
Second Axis\ The Green Product						
11-	I prefer green products because they characterize by higher quality than non-green products					
12-	I support green products because they are more healthy than non-green products					
13-	I prefer green products because they degrade in the environment					
14-	I prefer green products because they are made from natural materials					
15-	I prefer green product with registered trademark “Brand”					
16-	I spend less effort to obtain green products					
17-	I notice the existing of various green alternatives and satisfy the needs of costumer					
Third Axis\ Green Pricing						

18-	I think the price of green products do not effect on size of demand or sales of products					
19-	I prefer to purchase green products in spite of their high prices because of their high value					
20-	I think that green products cost suitable in terms of benefits with high prices					
21-	I feel that companies take into consideration the income of targeted community when determining products prices					
22-	I notice the determination of margin with less revenue on green products					
23-	I notice the awareness and governmental support for green products can decrease their prices					
Fourth Axis\ Green Promotion						
24-	Card label helps me to identify the green products					
25-	Green card label clarify information about the safety of green product					
26-	I consider that products include card label are					

	products with less harmful for environment					
27-	I depend on data blog of green products during purchasing operation					
28-	I notice that companies focus on indicative area through the secure use of green products					
29-	Companies work on activating sales by providing free green coupons and samples					
30-	Companies distribute periodic journals specialized to promote the green product					
31-	I think advertising policy followed in companies to promote green products are characterized by honesty and trust					
32-	I think that distributors (men selling) have the ability and skill to convince me to purchase green products					
33-	I notice that there is some promotion messages associate with green marketing across different					

	communication means (advertising and social media websites)					
34-	I think that there is public national environmental orientation facilitate the promotion operation					
Fifth Axis\ Green Place						
35-	I think that used tools and means in transporting green products are safe tools and friendly environment					
36-	I think that national companies adopt in their strategy the provision of friendly environment places					
37-	I think that companies distribute green products in a way which facilitate on customer to be obtained from anywhere and anytime					
38-	I notice that companies work on make distributors gain skills and knowledge related with environmental marketing activities					
39-	I think that government keen to monitor the safety green places					
40-	I notice the orientation of institutions to use the safety					

	green places					
Sixth Axis\ Consumer Behavior						
41-	I consider that orientation towards green products come from social and ethical responsibility for consumers					
42-	I seek to entrench the preservation values on environment in my purchasing behavior					
43-	I keen on participation in seminars and lectures related to the importance of environment protection and safety					
44-	I prefer products produced by using modern techniques which avoid the use of soil, water and air pollution causes					
45-	I keen on distributing green products culture in the local society					
46-	I consider the purchase of green products as an ethical duty					
47-	Provide green products enhanced my motivation towards purchase					
48-	Provide various alternatives					

	in green products helped me in the purchase decision					
49-	Dependence of companies on green marketing philosophy contributed in increasing my loyalty					
50-	I have the ability to sacrifice the short-terms goals for better environment to next generation					
Seventh Axis\Consumer Environmental Directions						
51-	I always advise others to preserve environment					
52-	I get angry when I see a person pollutes the environment					
53-	I respect all efforts seek to preserve environment					
54-	I appreciate the importance to live in a clean and healthy environment					
55-	I respect laws and systems aim to preserve environment					
56-	I respect and appreciate everyone who try to decrease energy consumption					
57-	I realize that natural					

	resources are limited and must be preserved					
58-	There is necessity to the existing of harmony between human and nature in order to survive					
59-	Environment is for us and for next generations and it must be preserved					
Eighth Axis\Consumer Environmental Culture						
60-	I select goods which do no cause environment pollution					
61-	I purchase economic goods in using of energy					
62-	I can change my loyalty of trademark for environmental reasons					
63-	I always try to convenience others to purchase environment friendly goods					
64-	When I purchase a good, I always think in its effects on environment					
65-	I prefer to deal with seller who deal with environment friendly goods					
66-	I spend time and effort to get environment friendly					

	goods					
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