

The impact of green marketing strategies on consumers' purchasing intention

Norhan Ashoush

Faculty of Commerce and Business Administration
Future University in Egypt, Egypt

Wael Kortam

British University in Egypt, Egypt

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Abstract

In the last few decades, the concern about the environment has evolved by not only being an important public matter, but it also became a critical matter for academic research as well. The term "green marketing" refers to efforts that promote environmental sustainability. This study aims to investigate the green marketing strategies and how they might impact the consumers' purchase intention. This study investigated the impact of green marketing strategies on consumers' purchase intention by using both primary and secondary data. Primary data utilized in this study through collecting data from the sample or target population through a survey using the non-probability quota sampling technique in order to evaluate hypotheses. Hence, a structured questionnaire was distributed and got responded by 385 respondents. Data were then analyzed through descriptive analysis, factor analysis, correlation matrix, regression, reliability, validity and normality tests. Secondary data utilized in this study was gathered by reviewing the literature and previous studies about the green marketing and its strategies and the consumer's purchase intention.

Findings and results of the study indicated that green marketing strategies does have a positive impact on consumers' purchase intention. As all the results showed that there was a significant, direct and moderate relationship between the variables of the study. Moreover, the main findings of the study showed that although each strategy alone has a positive impact on consumers' purchase intention but, using green marketing's four strategies altogether is the best approach to stimulate consumer's purchase intention.

Introduction

In the last few decades, the concern about the environment has evolved by not only being an important public matter, but it also became a critical matter for academic research as well. In the United States and Western Europe, there has been a significant increase in environmental activism. Since the 1970s, greater environmental awareness has resulted in a beneficial shift in consumer behavior toward ecologically friendly items. This development aided in the start of the green revolution, which aimed to avert additional environmental devastation. Green marketing, in fact, is a sort of marketing that tries to lessen our environmental impact through design, production, packaging, labelling, and consumption (Delafrooz, et al., 2013).

Since its inception, the concept of green marketing, which aims to decrease the societal and environmental effects of standing products and production schemes and is used to define marketing tactics acted upon to indorse environmentally friendly products, has evolved and three steps of examination were carried out (Peattie, 2001). The fundamental concept and the goal of green marketing is to create awareness about environmental issues and the benefits that consumers may bring to the environment by purchasing green products (Öztürk, 2020). As a result, although green marketing initiatives attempt to provide people with more knowledge, they also present consumers with additional options for consuming green products and incorporating them into their lifestyle (Jacob & Cherian, 2012).

In the 1970s and 1980s, the marketing literature looked at environmental issues in depth, but consumer and business interests in these issues remained minor. The Brundtland Commission, formerly known as the World Environmental Protection and Development Commission, published a report in 1987 that prompted a discussion of sustainability terminology, as well as green marketing and environmental marketing terms, in marketing literature to meet today's needs without jeopardizing future generations' ability to meet their own needs (Baker & Saren, 2010).

This however, urged the researcher to examine and investigate the second variable, Consumer's Purchase Intention.

Purchase Intention is defined as the likelihood of a consumer's willingness to buy a product in the near future. It is usually associated with a customer's attitude, perception, and purchasing behavior (Bilal & Ali, 2013). It is found that purchase intention is an essential component for consumers when they are deciding whether to buy a product or not (Bilal & Ali, 2013). This is the reason why purchase intention is always taken into consideration when studying or researching consumers' purchasing behavior, as many researchers have utilized purchase intention as a dependent variable to study and examine the factors that influences consumers' purchasing behavior.

This study aims to investigate the green marketing strategies and how it impacts the consumers' purchase intention. Hence, each strategy was tested solely as follows:

The impact of Green Products, Eco-Labeling and Eco-Branding on consumers' purchasing intention.

The impact of Green Distributions on consumers' purchasing intention.

The impact of Green Prices on consumers' purchasing intention.

The impact of Green Promotions and Green Advertising on consumers' purchasing intention.

In order to investigate each the variables of the green marketing, the research acknowledged the importance of the strategies' sub-variables as follows:

Green products have two sub-variables: Eco-labeling and Eco-branding.

Green promotions have one sub-variable: green advertising.

Green Marketing Literature Review

In the literature, the term "green marketing" is used to refer to concepts such as "ecological marketing," "sustainable marketing," and "green consumption," all of which necessitate the integration of environmental elements in marketing efforts (Crane, 2011).

The green marketing concept entails a wide range of activities aimed at safeguarding the environment, establishing consumer rights, and meeting consumer needs and wants. Consumers in today's society are more concerned about their personal safety and want everything to be environmentally friendly, resulting in a greener world. Green marketing combats misleading methods, grey marketing, and food contamination, as well as protecting customers from corrupted businessmen. By now, everyone from the government to various parties, agencies, non-governmental and commercial organizations have pledged to carry this responsibility. Regrettably, a mainstream of people accepts as true that green marketing only relates to the advertising or promotion of products with environmental features. Also, consumers only identify frequently green marketing with terms like phosphate-free, recyclable, refillable, ozone-friendly, and environmentally friendly (Matin & Alauddin, 2016).

(Polonsky, 1994) defines green marketing as *"All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment"*.

While according to (Peattie, 1995) green marketing is defined as *"the holistic management process responsible for identifying and satisfying the requirements of customers and society, in a profitable and sustainable way"*

The term "green marketing" refers to a company's efforts to create, promote, price, and distribute products that are environmentally friendly. When the public showed a desire for green products or services, as well as a green lifestyle, green marketing began to play a dominant role in customers' satisfaction. And after that, the green concept came into eminence in the late 1980s and early 1990s (Matin & Alauddin, 2016).

Green marketing encompasses a wide range of actions, including product modification, manufacturing process improvements, packaging changes, and advertising adjustments. However, defining green

marketing is not an easy issue. Some of the terms that have been used in this field include green marketing, environmental marketing, and ecological marketing. Green marketing became popular in the late 1980s and early 1990s, but it had been considered for a long time before then. In 1975, the American Marketing Association (AMA) hosted the first "Ecological Marketing" workshop. The workshop's contents were published as "Ecological Marketing," as one of the earliest publications on green marketing.

Green marketing, in a nutshell, is marketing that incorporates environmental and environmental resource considerations. The term "green marketing" has been redefined and divided into three main categories: (Singh, 2013)

Environmental Definition: Organizational efforts to develop, promote, package, and recover products in a way that is environmentally conscious or responsive to ecological matters (Yildirim, 2014).

Retailing Definition: The promotion of goods or services that are ostensibly safe for the environment (Yildirim, 2014).

Social Marketing Definition: The development and promotion of goods or services that are designed to improve the quality of the physical environment or to reduce its harmful impact (Yildirim, 2014).

Green Marketing Mix

Green marketing mix, refers to a collection of marketing tools and components, allows a company to serve its target market and achieve its objectives without harming the environment (Al-Salaymeh, 2013).

Green Product

Green products are re-usable, recyclable, and renewable, and are meant to suit people's needs while causing no harm to individuals or the environment. They are also green in terms of their lifecycles (Polonsky, et al., 2002).

Eco-Labeling

They are a type of packaging that can take the form of a sheet of paper or a diagram. Labels contain detail about the brand product as well as a lot more. Labels serve two essential purposes: they provide knowledge, and they provide meaning (Sharma & Trivedi, 2018).

Eco-Branding

Eco-branding, on the other hand, is used to distinguish a brand based on its environmental benefits. Eco-branding separates a product from others and helps it stand out from the thousands of different products available. An eco-brand can easily differentiate between a green and non-green product (Amit, 2013).

Green Distribution

The word "green distribution" refers to channel selection that minimizes environmental harm. The bulk of environmental pollution occurs during the transportation of goods. As a result, businesses must take safety precautions when delivering goods (Eneizan, 2015).

Green Price

Green price refers to the willingness of the consumers to pay a premium price for a green product that is guaranteed to have environmental benefits (Olaewaju & Ganiyu, 2021).

Green Promotion

Green promotion encompasses any efforts or marketing tools aimed at generating and facilitating any exchanges intended to meet human needs or desires in a way that has the least possible negative impact on the natural environment (Hosseinzadeh & Azizpour, 2013).

Green Advertising

Green advertising are advertisements presented to consumers that give the consumers the chance to compare, to find out what proportion of recycled items are used and what they are made of and provides them with the real environmental information (Phau & Ong, 2007).

Purchase Intention Literature Review

Purchase Intention is defined as the likelihood of a consumer's willingness to buy a product in the near future. It is usually associated with a customer's attitude, perception, and purchasing behavior (Bilal & Ali, 2013). It is found that purchase intention is an essential component for consumers when they are deciding whether to buy a product or not (Bilal & Ali, 2013). This is the reason why purchase intention is always taken into consideration when studying or researching consumers' purchasing behavior, as many

researchers have utilized purchase intention as a dependent variable to study and examine the factors that influences consumers' purchasing behavior.

Purchase Intention can also be defined as an individual's intention to purchase a certain brand that they have picked for themselves based on their own evaluation (Bhakar & Dubey, 2015).

Moreover, Purchase Intention has a significant importance as the organizations nowadays raise their sales rate of certain products for the sake of maximizing their profits (Nawaz, et al., 2013).

Intrinsic and Extrinsic Factors

A buyer's purchasing behavior may be influenced by a variety of factors. These factors might be either intrinsic in nature, or extrinsic in nature (Bilal & Ali, 2013).

It is implied that both intrinsic and extrinsic factors are equally important or have the same significance each on its own, and that both should be taken into account when analyzing consumers' purchasing intentions. However, due to time and financial constraints, it is not possible to investigate all the intrinsic and extrinsic factors that may influence customers' purchase intentions in a single study, so, researchers are attempting to develop a model that takes into consideration a few key aspects of both intrinsic and extrinsic factors and forecasts the impact of those factors on customers' purchasing intentions most effectively (Bilal & Ali, 2013).

Theory of Reasoned Action VS Theory of Planned Behavior

The most common ideas in marketing literature that describe the buying behavior are two: one is the theory of reasoned action, and the other is the theory of planned behavior (Ajzen, 2015). The closest determinant of behavior, according to Planned Behavior theory, is intention. The intention to buy and, the actual purchase is inextricably linked (Ajzen, 2015).

Theory of Reasoned Action focuses only on explaining behavioral intention, while the Theory of Planned Behavior focuses on predicting and explaining both the actual behavior and the behavioral intention. Several studies investigated the customers' attitudes and thoughts towards green products.

According to the Theory of Reasoned Action (TRA), behavioral intentions are determined by subjective norms and attitudes (Zhang, et al., 2020). In the meantime, one's actions are the outcome of a certain behavioral intention (Ajzen, 2006). As a result, one's intention is an excellent tool for forecasting the behavior of an individual. Even though the TRA model explicates customers' purchasing intentions splendidly, the model was formerly developed under the supervision of theories of consumer behavior in the West (Zhang, et al., 2020). As a result, the model may not be appropriate for usage in different social and economic contexts (Zhang, 2007). Meanwhile, when utilizing the TRA model to research customers' intents to purchase various products, more variables should be considered, and modifications should be made (Chan, et al., 2007).

Subjective Norms

The influence of the surrounding environment on individual conduct is referred to as a subject norm. Moreover, a subject norm can also be referred to as the pressure that comes externally on people to perform in a given manner or not to perform in a certain manner (Zhang, et al., 2020). Also, concluding or observing what our beloved ones expect us to do or agree or disagree on what we are doing forms "injunctive normative beliefs." On the other hand, "descriptive normative beliefs" are formed based on those social referents' observed or inferred actions (Ajzen, 2015).

Attitude

The term "attitude" refers to a comprehensive assessment of an individual's favorable or negative perceptions on a particular behavior (Zhang, et al., 2020).

The assumption that our attitudes are formed on the basis of our beliefs is ingrained in the most widely used model of attitude establishment and structure, the Expectancy Value (EV) Model and according to the EV Model we create behavioral beliefs, by linking behavior performance with specific consequences (Ajzen, 2015).

Perceived Behavioral Control and Control Beliefs

Likewise attitudes and subjective norms, perceptions of behavioral control are expected to consistently adhere to beliefs that are easily accessible, in this matter, beliefs regarding resources and impediments that can help or hinder a person's performance of a specific behavior. These may consist of the talents and abilities required to conduct the behavior, the extent of time and currency needed, the cooperation of others, and so on (Ajzen, 2015).

The capacity of each control component to facilitate or hinder behavioral performance contributes to perceived behavioral control in direct proportion to the person's subjective likelihood that the control factor is present, similar to the expectancy-value model of attitude (Ajzen, 2015).

Green Purchase Intention

In the early 1970s, extensive study was conducted on green purchasing behavior. Numerous aspects played a role in influencing customer purchase decision of green products or services such as beliefs, wants, needs, motivation, ideals, values, demographics, personal information, and attitudes (Bui, 2005).

Green purchase intention refers to the inclination and possibility of an individual to prefer eco-friendly products to traditional products (Rashid, et al., 2009). It has a positive impact on consumers' decisions to buy green items (Beckford, et al., 2010).

Behavioral intents are a means to analyze a person's comparative ability to carry out a specific behavior (Paladino & Ng, 2012). According to (T.Ramayah, et al., 2010) green purchasing intention is a precursor to action. While (Han, et al., 2009) stated that green purchasing intention is recognized as the likelihood of the consumers booking and staying in a green restaurant for example, will spend extra eventually and also send out a positive word of mouth. (Han, et al., 2009) also created a three-dimensional conceptual model to explore green purchase intent: the intention to visit, positive word-of-mouth intention, and desire to spend more.

(Chan & Lau, 2000) theorized a model containing ecological concern, green purchase intention, ecological knowledge, man's natural instincts and the actual purchase behavior. This model was in line with the two of the theories of purchase behavior, and their results recommended that the actual green purchase decision or behavior depends on the individual's green purchase intention. While (Qader & Zainuddin, 2011) acknowledged the impact of media exposure on green buying intention, notably for lead-free electronic devices. Green buying intentions were assessed in terms of an individual's plan of action and likelihood of carrying out an eco-behavior.

Environmental Attitudes

Green purchasing intentions can be influenced by a number of factors, one of which is one's attitude toward the environment. Attitude is a state of readiness that affects how a person reacts to numerous situations and objects with which it is related (Allport, 1935). Environmental concern is deeply embedded in a person's self-concept and belief that he or she is an integral part of Mother Nature (Zelezny & Schultz, 2002). Attitude exemplifies what customers likes and dislikes, as a result of which purchase decisions are influenced (Bakewell & Mitchell, 2006).

Government Initiative

The actions conducted by the government to protect the environment are known as government initiatives (Diekmeyer, 2008).

(Pavan, 2010) advised that the government should carry out public campaigns to raise public awareness about eco labelling. In which can ultimately affect the purchase behavior of customers. Consumers also stated that, despite their strong environmental concerns, the government bears a greater share of responsibility for the environment's long-term sustainability and preservation (Tsen, et al., 2006).

Peer Pressure

Peer pressure is the psychological pressure that people feel when they compare their behavior to those of their peers (Usmani, et al., 2015). Peer pressure or the shame of being a non-conformist can produce a behavioral shift, which cannot be caused solely by providing information. Changing an individual's environment also changes his or her style of thinking (Daido, 2006).

The terminology “social influence” denotes to whether the individual must or must not perform an action in referent’s point of view (Kalafatis, et al., 1999).

Perceived Environmental Responsibility (PER)

Another factor that motivates consumers to buy green items is their awareness of their environmental and social responsibilities to protect nature, the environment, and society from the harmful effects of consuming non-green products. In this case, The PER refers to the level of emotional involvement with environmental issues. PER simply refers to a person's attitude and behavior that he or she is responsible for what they consume and how it affects the nature and the environment (Usmani, et al., 2015). The PER is a key factor that influences a person's desire to make green purchases (Lee, 2008).

Conceptual Model

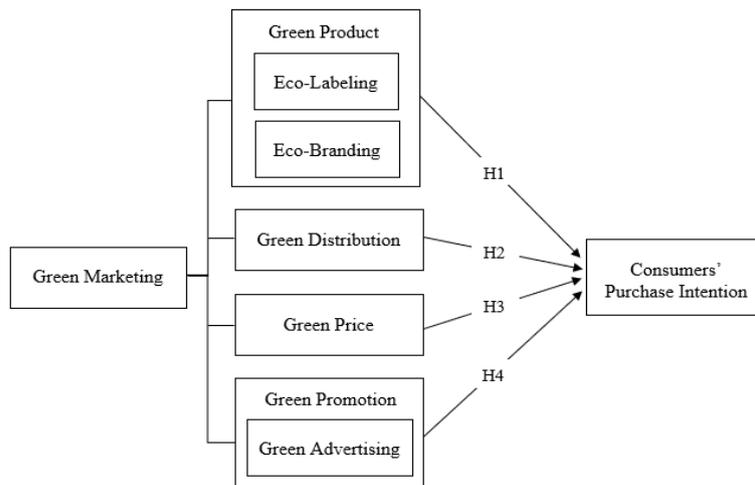


Figure 3.1: Conceptual Model.

Source: Developed by the Researcher.

Research Hypotheses

Based on the literature review green marketing has four main strategies, which are the Green Products, Green Distribution, Green Prices, And Green Promotions (Öztürk, 2020) which influence the consumer behavior and the green purchase intention (Sharma & Trivedi, 2018). Therefore, the following hypotheses were developed.

H₁: There is a positive impact of Green Products on consumers’ purchasing intention.

Emanates from hypothesis 1 the following sub hypotheses:

H1_a: There is a positive impact of Eco-Labeling on Consumers’ Purchasing Intention.

H1_b: There is a positive impact of Eco-Branding on Consumers’ Purchasing Intention.

H1_c: There is a positive impact of Eco-Labeling and Eco-Branding on Consumers’ Purchasing Intention.

H₂: There is an impact of Green Distributions on Consumers’ Purchasing Intention.

H₃: There is a negative impact of Green Prices on Consumers’ Purchasing Intention.

H₄: There is a positive impact of Green Promotions "Green Advertising" on Consumers’ Purchasing Intention.

H₅: There is a positive impact of Green Marketing represent in Green Product, Green Distributions, Green Prices and Green Promotions "Green Advertising" on Consumers’ Purchasing Intention.

Research Methodology

Research Philosophy

This research relied on the Positivism Philosophy. The positivism philosophy allowed researcher to examine hypotheses studied in prior studies using statistical analysis, aided in formulating key assumptions depending on the study's objectives and testing the study's hypotheses by creating instruments that employ quantitative approaches to measure a phenomenon in repeatable ways (Saunders, et al., 2009).

Research Approach

The approach used in this study is the quantitative approach, as this study aims to test the causality between the variables and the research hypotheses and questions requires testing. Moreover, the quantitative approach fits with the positivism philosophy, as well as serving the type of the research which is the descriptive and explanatory as literature review was examined, variables are explained, described and hypotheses are tested (Akhtar, 2016). Finally, this research collects and analyzes data numerically and in a statistical form and a survey was responded by 385 respondents.

Research Strategy

The strategy applied on this research is the survey strategy, as it served our quantitative approach. By collecting data that can be statistically examined, it allowed the researcher to quantify the problem (Williams, 2007). Moreover, this research aims to investigate the consumers' purchase intention and deals with the mass population by targeting a random sample from as many consumers as the researcher can reach. Also, the survey strategy is appropriate for the descriptive and explanatory nature of this research. Lastly, the survey strategy is used to objectively generalize the research results and findings.

Scale and Measurement

The sources of the survey constructs are summarized in the table below: "Measurement Scale: Five-point Likert scale with end anchors, 1 (Strongly Agree) and 5 (Strongly Disagree)"

Construct	Source
Product	(Haws et al., 2014)
Eco-Labeling	(Riskos, et al., 2021)
Eco-Branding	(Saari, 2016)
Price	(Onurlubaş, 2018)
Place	(Bailey et al., 2016); (Onurlubaş, 2018)
Promotion "Advertising"	(Bailey et al., 2016)
Purchase Intention	(Shukla, 2010)

Table (3.1): Scale and Measurement.
Source: Developed by the Researcher.

Data Collection

The researcher applied both primary and secondary data to test the research hypotheses. The primary data utilized in this study was collecting data from the sample or target population through a survey to evaluate hypotheses. The secondary data utilized in this study was gathered by reviewing the literature and previous studies about the green marketing and its strategies and the consumer's purchase intention. The researcher collected, investigated, summarized, and compared data, theories, models and results from various sources of data such as textbooks, papers, management journals, electronic resources, and published reports.

Research Population and Sample Selection

In this research, Non-Probability Quota Sampling was applied for the sample selection. Which means that, sample selected so that each individual or person in the population has the same chance to be included in the sample. Sample size was calculated using the two steps, calculating the adjusting sample size for unlimited population and calculating an initial sample for pilot study.

Statistical Analysis and Conclusions

The researcher has designed a questionnaire consisting of three sectors, the first one includes the demographic characteristics of the sample, the second one includes the independent variable and its dimensions, the third one includes the dependent variable.

Descriptive Analysis

The main study variables will be analyzed in order to determine measures of location like mean, maximum and minimum values, and their measures of dispersion, standard deviation and coefficient of variation for each variable.

Variable	Minimum	Maximum	Mean	Standard Deviation	Coefficient of Variation
Eco-Labeling	1.50	5.00	3.4279	0.738	0.22
Eco-Branding	1.00	5.00	3.8344	0.718	0.19
Green Products	1.71	5.00	3.62	0.680	0.19
Green Distributions	2.00	5.00	3.8558	0.610	0.16
Green Prices	1.75	5.00	4.0104	0.620	0.15
Green Promotions	1.14	5.00	3.80	0.690	0.18
purchasing intention	1.00	5.00	3.83	0.733	0.19

Table (4.1): Variables Descriptive Analysis.

Source: Developed by the Researcher from SPSS Output.

The following table presents the variables with their weighted average mean of frequencies and the result of voting for each variable.

Variable	Mean	Result
Eco-Labeling	3.4279	Agree
Eco-Branding	3.8344	Agree
Green Products	3.62	Agree
Green Distributions	3.8558	Agree
Green Prices	4.0104	Agree
Green Promotions	3.80	Agree
purchasing intention	3.83	Agree

Table (4.2): Weighted Average Variables Mean of Frequencies.

Source: Developed by the Researcher from SPSS Output.

From table (4.2) it is concluded that the weighted average means of the independent, Moderator and dependent variables of the study are fall in the range of the agree interval according to the Likert scale, which means that responses have low variability and consistent to each other's.

Test of Normality

The researcher applied Shapiro-Wilk test to determine whether the main variables of study follow the normal distribution or not, Shapiro-Wilk test is a Chi-squared test of normality which its null hypothesis states that variables are not normally distributed if the test p-value is less than or equal 0.05, while its alternative hypothesis states that variables are normally distributed if the test p-value is more than 0.05.

Variable	Statistic	DF	P-value
Eco-Labeling	0.982	385	0.000
Eco-Branding	0.937	385	0.000
Green Products	0.987	385	0.002
Green Distributions	0.973	385	0.000
Green Prices	0.960	385	0.000
Green Promotions	0.972	385	0.000
purchasing intention	0.954	385	0.000

Table (4.3): Shapiro-Wilk Test of Normality.

Source: Developed by the Researcher from SPSS Output.

From table (4.3) it is concluded that all the independent, dependent and the Moderators variables are not normally distributed as their p-value of Chi-square statistic is less than 0.05, so the alternative hypothesis will be accepted that the variables are not following the normal distribution.

Test of Responses Reliability

The term reliability generally refers to the consistency of a measure. The statistical approach to estimating reliability varies depending upon the purpose of the measure.

Cronbach's Alpha test to measure the degree of study variables stability and the following table presents that the stability factor for the sample responsiveness is 90.7% which means that the responses were very high and stable in that questionnaire.

Variable	Number of statements	Cronbach's Alpha
Eco-Labeling X_1.1	4	0.899
Eco-Branding X_1.2	4	0.899
Green Products X_1	7	0.885
Green Distributions X_2	4	0.888
Green Prices X_3	4	0.885
Green Promotions X_4	7	0.877
Purchasing Intention Y_1	3	0.880

Table (4.4): Cronbach's Alpha Reliability Test for Variables of Study.

Source: Developed by the Researcher from SPSS Output.

From table (4.4) it is concluded that there is a high level of reliability for the responses for each variable as the Cronbach's Alpha test show high level of stability as it values for each variable is more than 70%.

Test of Responses Validity

Validity is the extent to which a concept, conclusion or measurement is well-founded and likely corresponds accurately to the real world based on probability. The validity of a measurement tool is considered to be the degree of probability to which the tool measures what it claims to measure, in this case, the validity is an equivalent to a percent of how accurately the claim corresponds to reality.

Variables and statements	t	Df	P-value
Green Products X_1	104.608	384	0.000
Eco-Labeling X_1.1	91.130	384	0.000
Eco-Branding X_1.2	104.741	384	0.000
Green Distributions X_2	123.979	384	0.000
Green Prices X_3	126.769	384	0.000
Green Promotions X_4	106.617	384	0.000
Purchasing Intention Y_1	102.531	384	0.000

Table (4.5): Validity t-test for Study Variables.

Source: Developed by the Researcher from SPSS Output.

Validation t-test used to measure the extent of statements consistent with the responses in the questionnaire, and from the following table it found that t-test values are all positive and significant as it's all p-value is equal to 0.0000 and this presents a high level of consistency.

Correlation Matrix

Variable	Y_1	X_1.1	X_1.2	X_1	X_2	X_3	X_4
Y_1	1.000						
P-value	-						
X_1.1	0.515**	1.000					
P-value	0.000	-					
X_1.2	0.492**	0.392**	1.000				
P-value	0.000	0.000	-				
X_1	0.658**	0.661**	0.477**	1.000			
P-value	0.000	0.000	0.000	-			
X_2	0.588**	0.464**	0.542**	0.518**	1.000		
P-value	0.000	0.000	0.000	0.000	-		
X_3	0.665**	0.428**	0.561**	0.602**	0.670**	1.000	
P-value	0.000	0.000	0.000	0.000	0.000	-	
X_4	0.729**	0.517**	0.566**	0.616**	0.600**	0.648**	1.000
P-value	0.000	0.000	0.000	0.000	0.000	0.000	-

Table (4.6): Spearman Correlation Coefficient Matrix.

Source: Developed by the Researcher from SPSS Output.

From table (4.6) it is concluded that the overall there is a significant, direct and moderate relation between the dependent variable Consumers' Purchase Intention and all the study's independent variables.

The Regression Analysis

Under this part, the researcher will test the impact of each dimension of green marketing strategies on consumers' purchase intention individually using simple OLS regression models, then will determine the impact of all dimensions of green marketing strategies on consumers' purchase intention by applying multiple OLS regression models.

Model	OLS Simple	Dependent variable	Purchasing intention
Variables	Coefficient	p-value	Significance
constant	0.0967853	0.5398	Insignificant
Green Products X_1	0.199386	<0.0001	Significant
Green Distributions X_2	0.124912	0.0167	Significant
Green Prices X_3	0.220437	<0.0001	Significant
Green Promotions X_4	0.484625	<0.0001	Significant
Adjusted R-squared	85.7296%		

Table (4.7): Multiple regression model for the hypothesis H_5 .

Source: Developed by the Researcher from SPSS Output.

From table (4.7) it is concluded that the overall model is significant as the p-value of the Green Products X_1, Green Distributions X_2, Green Prices X_3 and Green Promotions X_4 except constants is less than 0.05, and the model adjusted R-squared is 85.7296% which means that 0.857296 change in the dependent variable purchasing intention is due to Green Products X_1, Green Distributions X_2, Green Prices X_3 and Green Promotions X_4 by 1.

Conclusion of the Scale Findings

The statistical analysis of 384 survey questionnaires dispersed in a random sample size utilizing Correlation Matrix and Multiple Linear Regression was considered valid and reliable for this study.

First, The Findings of the Measures used in the Research Study:

According to the Likert fifth scale, all the dimensions had positive means, indicating that the scale's reliability and validity were acceptable, which implies that the study's overall variables were also accepted. This is a solid indicator that the variables investigated will have a relationship as well.

Second, The Hypotheses Testing Findings:

All the results showed that there was a significant, direct and moderate and significant relation between the variables of the study. It was then followed by Multiple Linear Regression to test the study's hypotheses, which showed the following results:

Hypothesis	Results
H_1 : There is a positive impact of Green Products on Consumers' Purchasing Intention.	Accepted
H_{1a} : There is a positive impact of Eco-Labeling on Consumers' Purchasing Intention.	Accepted
H_{1b} : There is a positive impact of Eco-Branding on Consumers' Purchasing Intention.	Accepted
H_{1c} : There is a positive impact of Eco-Labeling and Eco-Branding on Consumers' Purchasing Intention.	Accepted
H_2 : There is an impact of Green Distributions on Consumers' Purchasing Intention.	Accepted
H_3 : There is a negative impact of Green Prices on Consumers' Purchasing Intention.	Rejected
H_4 : There is a positive impact of Green Promotions "Green Advertising" on Consumers' Purchasing Intention.	Accepted
H_5 : There is a positive impact of Green Product, Green Distributions, Green Prices and Green Promotions "Green Advertising" on Consumers' Purchasing Intention.	Accepted

Table (4.8): Research Hypotheses Results.

Source: Developed by the Researcher.

Main Findings and Discussion

According to the scale results and the statistical analysis performed, it was concluded that consumers respond optimally when they are exposed to the four green marketing strategies altogether, which stimulate the purchase intention. Although each strategy showed a significance level to stimulate consumers' purchasing intention on its own which is supported by the existing literature that stated that green products, green distribution impacts the consumer behavior (Eneizan, 2015) and according to (Sharma & Trivedi, 2018) green prices and green promotions and advertising does have an impact on the consumers' purchasing intention, yet, this study suggests utilizing the four strategies altogether which is better for the stimulation as indicated from the statistical analysis results of the fifth hypothesis as it showed that consumers tend to respond more proactively when they are exposed to the four strategies rather than one strategy solely. Hence, the main recommendation of the study for future marketers is to enhance the marketing tactics and utilize the four green marketing strategies altogether to achieve optimum results needed from the consumers.

Research Limitations

Because nothing is absolute, every study has some limitations. Listed below, some of the limitations of this research:

The researcher found a difficulty in reaching the needed sample size at a short time range due to Covid-19, there were a minimum level of presence in the researcher's surroundings which also lead to a difficulty in conducting in-depth interviews.

There were limited count of papers and literature review on the dependent variable "Consumers' Purchase Intention" that tackles all its types and the factors affecting it up to the best knowledge of the researcher.

There were no existing models or hypotheses that combined the four variables understudy up to the best knowledge of the researcher.

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