

Midocean University
Faculty of Management
Department/ Specialization Project Management

Project Title

The Impact of Green Marketing on Purchasing Intention

تأثير التسويق الأخضر على النية الشرائية

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Acknowledgment

Dedication

Abstract

This study aims to investigate the impact of green marketing on the purchase intention, by explaining the role of each variable on the purchase intention, to make accurate, right and quick decisions. Based on a thorough understanding of the relevant literature and in light of the research questions and objectives, a conceptual research model comprising five research variables has been developed, then will empirically examine. The study will follow a quantitative approach, and will implement convenience sampling technique to develop a sample of middle and high-level managers in different companies. The surveys will be sent via email and other media platforms; WhatsApp and LinkedIn. Also, will consider data analysis using SPS

Purpose:

Methodology:

Findings:

Originality & Implication:

Keywords:

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1. Chapter 1: Introduction

Due to environmental problems with pollution, global warming, and non-recyclable solid waste, there is a lot of worry for the environment in the modern era (Nekmahmud and Fekete-Farkas 2020; Dawei and Wu 2022). It has increased consumer and marketer awareness of the need for environmentally friendly products and advertising (Abbes et al. 2020; Alsaad 2021). Although switching to environmentally friendly services and goods is thought to be more expensive initially, things may end up being more advantageous and economical in the long run (Johnstone and Lindh 2022; Kumar and Ayodeji 2021; Omar et al. 2021). According to Ramli et al. (2020), environmental challenges are the world's and humanity's top priority now. The primary environmental issues include air pollution, the greenhouse effect, and ecological imbalances brought on by disturbances caused by humans. Although the concept of green marketing has gained traction, it is clear that academics and researchers have not made a significant contribution to the field. Green purchasing is a solution in developing countries, and it is thought that consumption habits do not totally create environmental difficulties (Ahmed et al. 2023).

Environmental concern has become an important area of interest for multi-national corporations, government, academics and other stakeholders over the past decades. The concept of green marketing emerged in 1970s and green products became popular during 1990s. Consumers are becoming increasingly environmentally conscious. (Laroche et al, 2001). Companies and

consumers are more thoughtful of green marketing now. (Paettie & Crane, 2005). Today's market place is different from the yesteryears in a sense that it is more environment-friendly. Consumers nowadays are more concerned about their shopping attitude and purchases. They are concerned about the planet earth they are living and want to contribute towards its longevity and well-being. This positive attitude towards environment is evidenced by their shopping habits; such as their concern regarding CFC and product-recycling. Another convincing evidence is an upward trend in paying more for the environment friendly products by the consumers (Laroche et al, 2001). As a result of this, manufacturing firms should be cautious about their products and consumer needs. If they fail to comply, they may face regulations and hardening customer demands (Novera, 2013).

Because of these issues, the climate of business and public thought have taken precedence, green products, ozone-friendly products, environmentally friendly products, recycled materials, and such words are increasingly common parlance among consumers. The sense of high value that customers identify with green ideas has contributed to the growth of the trend toward green marketing among businesses that desire to maintain their competitive edge in their respective sectors, many businesses are putting up efforts to expand the scope of their operational operations, and some of these businesses have succeeded by including environmentally friendly elements into the products and services they provide to their customers (Alhamd et al., 2023).

1.1. Research Background

1.2. Research Problem

1.2.1. Theoretical Gaps

The concept of green marketing emerged in 1970s and green products became popular during 90's. Consumers are becoming increasingly environmentally conscious. Companies and consumers are more thoughtful of green marketing now. Developed economies markets are increasingly purchasing green product and a greater market lies there, so is the case with marketing researches

on such topics. Asian studies on green marketing are far less than western countries (Lee, 2009). This makes it important to conduct this study and identify the factors responsible for consumer purchase intention towards green products (electronic goods) (Novera, 2013).

Academies concern about green marketing. Some scholars define green marketing using various terms, such as green marketing, green market, green consumption, green behavior, and green package/package (identified as “green marketing” hereafter). The definitions of these items have a common focus in the exchange process (i.e., choices and decisions) (Wang et al, 2023).

1.2.2. Empirical Gaps

Firms and consumers consider green marketing from different aspects. Firms increasingly introduce environmentally sustainable new products or other aspects of new products, responding to the global green marketing trend (Olsen et al., 2014). For example, firms significantly improved their environmental performance by using cleaner inputs and more inputs imported from developed countries (Wang et al, 2023).

Additionally, marketing is critical because it creates awareness of environmental sustainability among consumers and informs them of the advantages of environmentally friendly goods and services (Dangelico and Vocalelli, 2017).

1.3. Research Significant

1.3.1. Theoretical Significant

The core of this research's uniqueness and significance is that it offers solutions to the aforementioned research issues. Important theoretical and practical ramifications for future researchers, academics, and industry managers are also provided by this work. Therefore, the managers may create efficient green marketing strategies for long-term purchase intention based on the study's findings and recommendations (Ahmed et al., 2023)

1.3.2. Empirical Significant

The current research has critically analyzed all the frameworks and variables used in previous studies concerning the undertaken study's conceptual model (Ahmed et al., 2023). From the previous literature, we employed green marketing mix as independent variables, and purchase intention as a dependent variable

1.4. Research Questions

The research questions for this study are given below:

1. To what extent does Green Marketing affects Purchasing Intention.

2. To what extent does Green Product affects Purchasing Intention.
3. To what extent does Green Price affects Purchasing Intention.
4. To what extent does Green Place affects Purchasing Intention.
5. To what extent does Green Promotion affects Purchasing Intention.

1.5. Research Objectives

The objective of the study is to identify the factors that contribute towards influencing the consumer green purchase intention towards goods.

1.6. Research Hypotheses

H.1 There is no statistical impact for Green Marketing on Purchasing Intention at $\alpha \leq 0.05$.

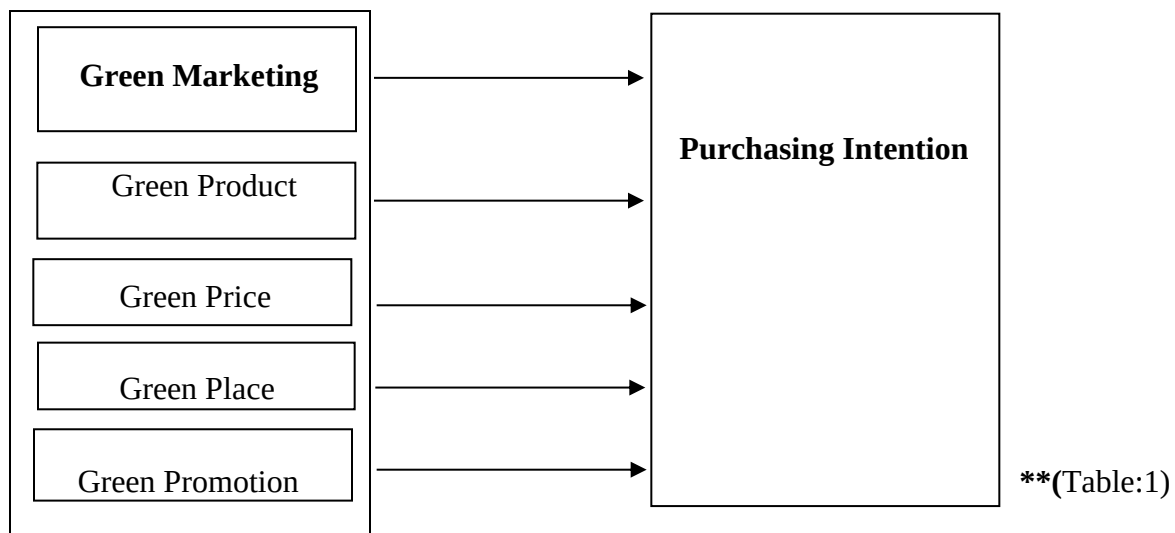
H.1.1 There is no statistical impact for Green Product on Purchasing Intention at $\alpha \leq 0.05$.

H.1.2 There is no statistical impact for Green Price on Purchasing Intention at $\alpha \leq 0.05$.

H.1.3 There is no statistical impact for Green Place on Purchasing Intention at $\alpha \leq 0.05$.

H.1.4 There is no statistical impact for Green Promotion on Purchasing Intention at $\alpha \leq 0.05$

1.7. Research Model



1.8. Scope of The Study

This study is related to different kinds of limits including:

Human Limitations: The study was carried with different positions of managers in companies and manufacturers.

Time Limitations: The study carried on 2024.

Scientific Limitations: The study focused on determining the impact of green marketing on purchasing intention, and adapt a prior studies recommendation.

Sampling Limitations: The study will use convenience sampling.

Topic Limitations: The study variables will be the green marketing mix and purchase intention.

1.9. The Project Structure



2. Chapter 2: Literature Review

2.1. Introduction

2.2. The independent variable

2.3. The dependent variable

2.4. The relationship between the independent and the dependent variables

2.5. Conclusion

3. Chapter 3: Research Methodology

3.1. Introduction

The previous chapter reviewed literature about green marketing and purchasing intention. These underlying concepts have been discussed in detail, followed by the development of a theoretical framework. The related hypotheses have then been developed. This chapter provides and demonstrates how the data collection and analysis of the data to test the hypotheses was conducted.

The purpose of this chapter is to examine the research methods and approaches used to investigate The Impact of Green Marketing on Purchasing Intention. This chapter consists of seven sections, shown below. This research will be based on quantitative paradigm (survey) that will be used to examine the Impact of green marketing on purchasing intention.

3.2. Operational definitions for research variables

3.2.1 Green Marketing Strategy:

Green Marketing Strategy (GMS) is corporate marketing strategy that aims to satisfy customer needs by minimizing environmental impacts. (Sugandini et al., 2020) Consumers buy toxic-free products which produced minimum levels of pollution and environmental impact. Companies that have successfully adopted GSCM can conduct green marketing so they can generate profit (Sarkar, 2012).

Green Marketing Mix Every company has its own favorite marketing mix. Some have 4 P's and some have 7 P's of marketing mix. The 4 P's of green marketing are that of a conventional marketing but the challenge before marketers is to use 4 P's in an innovative manner (Mahmoud, 2018).

3.2.2 Green Product:

In the past decade, words like green products, sustainable, environmentally friendly, proenvironmental, eco - friendly and ecological have often been used interchangeably by marketers to advise and tempt the consumers as piece of Green Marketing Environmentally friendly” refers to products or services that are not harmful to the outdoor environment (Mahmoud, 2018).

3.2.3 Green Price:

The price is the cost paid for a product. It is a critical element of the marketing mix. The majority of consumers will only be ready to pay a premium if there is a perception on additional product value, this value may be enhanced performance, function, design, visual appeal, or taste (Mahmoud, 2018). 2.1.4 Green Place Green place is about managing logistics to cut down on

transportation emissions, thereby in effect aiming at reducing the carbon footprint, is related to distribution gates use that deal with green products, which are suitable for customers, in terms of facilitating their delivery, and to secure cycling procedures conducting inside environmental conditions and requirements (Mahmoud, 2018).

3.2.4 Green Promotion:

This refers to providing genuine information about the products in a way that does not harm the materialistic and moral consumers' interests, Green promotion involves configuring the tools of promotion, such as advertising, marketing materials, signage, white papers, web sites, public relations, sales promotions, direct marketing and on-site promotions, videos and presentations by keeping people, planet and profits in mind (Mahmoud, 2018).

2.1.5 Purchasing Intention:

Numerous researches have struggled to discover the relationship between academic theories and empirical behaviors in the customer purchasing intention field because the customers' purchase intention is biform the final consequence beyond perspective, Chen (2013) studied green purchase intention Comparing with Collectivistic (Chinese) and Individualistic (American) Consumers in Shanghai, China. The results indicated that there existed a significance relationship between environmental knowledge, attitudes, environmental concern and social influence and green purchase intention and there is a significant difference between the collectivistic (Chinese) and the individualistic (American) consumers with respect to environmental knowledge, attitudes, social influence and green purchase intention except environmental concern (Mahmoud, 2018).

3.3. Research design (research onion)



3.4. Research population & Sampling methods and technique

The research population is the complete group of people relevant to the research project that the researcher wishes to investigate (Ouparami, 2009). As this study aims to examine the Impact of Green Marketing on Purchase Intention. Then the research population size consists of different positions of managers in companies and manufacturers.

This study will be conducted to the middle and top-level managers, where convenient sample and self-administrated survey will be used to distribute 400 questionnaires. The study will use convenience sampling to choose a sample of subjects/units from a population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, limited budget using research participants that are readily available (inexpensive), limited time frame to complete the study, generally produce unbiased, non representative and a non-randomized sample (Christensen et al., 2015).

3.5. Data collection method

This research is based on two main sources of data: The primary data source: which the data that will be collected first hand by the researcher through the questionnaire that is developed and distributed to the targeted sample. The secondary data source: which is the data collected from other various sources that include scientific journals, textbooks, previous case studies and literature, articles ...etc. (Christensen et al., 2015).

3.6. Types of data

This research is based on two main sources of data: The primary data source: which the data that collected first hand by the researcher through the questionnaire (survey) that will be developed and distributed to the targeted sample. The secondary data source: which is the data collected from other various sources that include scientific journals, textbooks, previous case studies and literature, articles ...etc. (Christensen et al., 2015).

3.7. Statistical analysis procedures

Data analysis is the systematic application of statistical or logical methods to collect, explain, summarize, and analyze data. The questionnaire is the primary data collection method in this analysis, and the data that will be collected will code, and the responses to each object will place and classify into themes. The data will be analyzed using the SPSS.

3.8. Conclusion

The study methodology is divided into a descriptive section and an analytical section. The descriptive section is concerned with the sample characteristics and the importance of each statement in the questionnaire, whereas the analytical section will include the relationship between the variables and hypotheses testing which requires certain statistical techniques, for example, The “Statistical Package for Social Science” (SPSS) is used for statistical analysis.

In this study, SPSS will be used to analyze the mean and standard deviation for each statement of the variables. The study variables will be reached through the model on which the study relied. Each variable is related to the fields of the questionnaire that will be distributed to the study sample, showing the rank of the mean and its importance level according to the class interval

4. Chapter 4: Statistical Analysis & Findings discussion

4.1. Introduction

4.2. Sample profile (descriptive statistics for research sample)

4.3. Validity & reliability tests for the questionnaires

4.4. Descriptive statistics for research variables (answer research questions)

4.5. Testing Hypotheses & Findings Discussion

4.6. Conclusion

5. Chapter five: Research limitations, Recommendations & Conclusion

5.1. Research Limitations & Future Research

5.2. Research Recommendations

5.3. Conclusion

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4.0 Literature Review & Theoretical Framework

4.0.1 Green Marketing Mix

Every company has its own favorite marketing mix. Some have 4 P's and some have 7 P's of marketing mix. The 4 P's of green marketing are that of a conventional marketing but the challenge before marketers is to use 4 P's in an innovative manner (Mahmoud, 2018).

4.0.2 Green Product

In the past decade, words like green products, sustainable, environmentally friendly, proenvironmental, eco - friendly and ecological have often been used interchangeably by marketers to advise and tempt the consumers as piece of Green Marketing. "Environmentally friendly" refers to products or services that are not harmful to the outdoor environment (Mahmoud, 2018).

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Green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint, is related to distribution gates use that deal with green products, which are suitable for customers, in terms of facilitating their delivery, and to secure cycling procedures conducting inside environmental conditions and requirements (Mahmoud, 2018).

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This refers to providing genuine information about the products in a way that does not harm the materialistic and moral consumers' interests, green promotion involves configuring the tools of promotion, such as advertising, marketing materials, signage, white papers, web sites, public relations, sales promotions, direct marketing and on-site promotions, videos and presentations by keeping people, planet and profits in mind (Mahmoud, 2018).

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The desire or purpose of a consumer to make a purchase may be characterized as either a particular intent or a behavioral attitude, previous studies have identified purchase intention as the intention that demonstrates that a consumer is ready to buy the product after assessing it; purchase intention is the intention that reveals that a customer is ready to buy the product after evaluating it. It may be claimed that consumers rank and shape items during the evaluation stage as part of the purchase intentions process elements. This is one way in which consumer intention and actual behavior can be utilized interchangeably (Alhamad et al., 2023)

5.0 Previous Studies

- **Ansar Novera, (2013) in their study entitled “Impact of Green Marketing on Consumer Purchase Intention”** The objectives of the research are to study the factors the determine consumer intentions towards buying green products The inclusion criterion for the respondent was at least 14 years of education and the minimum age of 19. Findings of the study show that age and education have positive relation with Eco- literacy. Socio demographic variables are not significantly related with green purchase intention. Besides this Environmental advertisements, Price and Ecological packaging were found to be positively related with the Green purchase intention. Recommendations are presented for the existing and new companies to exploit the opportunities by investing in corporate social responsibility and advertisement as well as in improving and greening the marketing program. Further studies are needed to widen the scope of research in other areas of green marketing program and strategy.
- **Rizwan et al., (2013) in their study entitled “Impact of Green Marketing on Purchase Intention: An Empirical Study from Pakistan”** The purpose of this study is to know the role of green perceived value, green risk and green trust on purchase intention of green product. This study applies four basic concepts of green market i.e green perceived value, green perceived risk, green perceived trust and green purchase intention. In addition, this study emphasizes this use of green marketing in different big firms all over the world. There was a survey upon this research with the help of questionnaire taking the view of the people that how different people take green marketing. The empirical results show that green perceived value is positively associated with green trust. While green perceived risk has negative relationship with both, green perceived trust and green value. Moreover, this study discusses the relationship of purchase intention of the green product with all above mentioned term of green marketing. This research paper summarizes the literature on green marketing and purchase intention of green products. It utilizes the four

important concepts of green marketing i.e green perceived value, green perceived trust, green perceived risk and green purchase intention. Therefore, this paper develops the research framework of green purchase intentions to fill the research gap.

- **Mahmoud, (2018) in their study entitled “Impact of Green Marketing Mix on Purchase Intention”** This paper aims to at investigating the influence of applying green marketing mix elements (product, pricing, distribution and promotion) in Sudan on purchase intention, The design of this research is descriptive and quantitative in nature. The target population for the study is the postgraduate (MBA) listing all universities in Khartoum state that offered graduate level courses were used as the sampling frame. A total of 417 questionnaires were distributed and 341 questionnaires were returned. Statistical analysis revealed that there is significant relationship between green marketing mix elements and consumer’s purchase intention. Future research can investigate relationships identified in this work, as well as test out mediating and moderating relationships. This study will provide better information as input to government policy makers, who responsible for business development, to encourage the manufacturing farm’s use of green marketing to benefit key stakeholder interests.

- **Rizwan Raheem Ahmed et al., (2023) in their study entitled “Effect of green marketing mix, green customer value, and attitude on green purchase intention: evidence from the USA”** This study looks at the relationship between green purchasing intention and green attitude, green customer value (such as environmental image and perceived value), and green marketing mix (such as product, packaging, pricing, promotion, and place). Within the modified conceptual framework, the research has incorporated basic theoretical approaches to customers' purchasing, including attitude-behavior context (ABC) theory, signaling theory, and theory of planned behavior (TPB). Furthermore, the green psychological benefits—such as the pleasant glow, self-expression, and natural experience—have been included into this research as a mediating construct. In order to further explore the relationship between attitude, green customer value, green marketing mix, and green purchase intention, the modified conceptual framework included united green marketing (such as environmental advertising and green word-of-mouth) as a moderator.

- **Alhamad et al., (2023) in their study entitled “Do the Relationship between Green Marketing Strategies, Green Perceived Value, and Green Trust Enhance Green Purchase Intentions: A conceptual Study”** this study summarizes the previous research to better understand the connection between green marketing techniques, green perceived value, and green purchase intention, with faith in the environment serving as a moderating factor. Additionally, the purpose of this research is to offer a different point of view, which will set it apart from other studies that have been conducted on the topic of green products, green perceived value, and green marketing strategies that can improve green trust as well as green purchase intentions. In order to investigate the connection between the different factors, a conceptual framework has been established.

6.0 Conclusion

This study will show if there is an impact of the green marketing on the purchase intention and to which extent, which indicates to know if the green marketing strategy in the companies will lead to a high purchase intention rate. In light of the findings of the study, the recommendations

can be made. If the companies have to give more attention to green marketing strategy in terms of impact on the purchase intention, and depending on the results of the study we will measure the effect of this strategy on the purchase intention. Also, the study will provide recommendations for future studies.

Appendix