

Project Title

The Impact of Green Marketing on Purchasing Intention

تأثير التسويق الأخضر على النية الشرائية

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Dedication

Appreciatively, I dedicated this Research Project to ME, another part of myself that always eager for challenges in life. So that represents a culmination for moments of perseverance and the power of believing in oneself.

And remarkably for:

1. The Faculty of Business in the magnificent Midocean University.
2. Each of the above-named individuals, who has touched my life academically and personally, as they played a crucial role in my entire journey, which were a reflection of the unwavering support and boundless love I receive. To remind me that they were a beacon of light in times of doubt, where they made it not only possible but enjoyable too.
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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 SPSS

Purpose: Enhancing the idea of green marketing and understanding the purchase intention more.

Methodology: A dataset of 356 complete and valid questionnaires were considered for data analysis using SPSS to medium and upper-level managers for this study. Convenience sampling was employed in the study to select a sample of subjects or units from a population that satisfied certain practical requirements, like availability, close proximity, and ease of accessing.

Findings: The findings revealed that dependent variables of green marketing (green product, green price and green promotion) have an impact on the purchasing intention, after explaining each one of the results.

Originality & Implication: The study recommends some future studies to the researchers and discussed the importance of them

Keywords: *Green Marketing – Purchasing Intention – Green Product – Green Price – Green Promotion.*

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1. Chapter 1: Introduction

1.1. Research Background

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 thought full 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 has 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).

Responsible marketing actions – through the appropriate development, production, distribution, pricing, communication, exchange, consumption, recycling and disposal of sustainable goods, services and experiences – are indispensable to the sustainability of the current resources and

future development of a country. This micromarketing perspective and systemic approach requires a holistic understanding and subsequent planning of the policies, markets and marketing activities and strategies that will include and respect stakeholders of them, and the vision and will to engage constructively places/countries/regions that perform sub optimally, and/or are dysfunctional, exploited, or devastated by natural or human-induced disasters; especially in a conflict-affected country and region (Navarro et al., 2020).

The growth of globalization and changes in lifestyle forced businesses to adapt.

Global warming, greenhouse gas emissions, and ecological damage have all increased as a result of industrialization.

Customers are more conscious of environmental issues and favor green items.

Due to this need, businesses must adapt their supply chains and use ecologically friendly production methods.

A corporate marketing technique known as "green marketing" seeks to meet consumer wants while reducing its negative effects on the environment (Sugandini et al., 2020).

Customers purchase non-toxic products with low pollution and environmental effect levels.

Businesses that have effectively implemented green marketing strategies are able to use green marketing to increase revenue (Sugandini et al., 2020). It places a strong emphasis on recycling, lifetime costing, asset efficiency, waste reduction, and service innovation.

Green marketing boosts asset usage, encourages the development of new products and services, and improves consumer (Sugandini et al., 2020).

Consequently, many firms are considering environmental protection as their social responsibility because of climate change and environmental risks are now becoming challenging. The first reason is that people are not showing responsibility and are not more concerned about environmental risks. In general, people are also unable to realize how their attitudes and behaviors lead to environmental problems [3,4]. The second reason is that due to the scientific complexity of the environmental problems it is difficult for a layperson to understand them with limited knowledge of mathematics, physics, etc. Third, it is observed that the culture and concepts of people related to the environment and climate change are the results of their sociocultural beliefs and values. Human engagement and commitment towards environmentally friendly products increase through green marketing. The concept of "green marketing" is gaining an important position on a global scale. Because of its strong connection to the cause of preserving the natural world, "green" advertising is often regarded as an effective marketing tactic that can be applied to the promotion of services, goods, and business concepts. Recent increases in green customers have created a new market opportunity for the global economy. Scholars have been interested in green marketing and techniques for preserving the natural environment since the 1980s. Since the early 1990s, green marketing, and associated concepts have grown in popularity (Majeed et al., 2020).

1.2. Research Problem

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).

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. Practical 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

In this section I will shed light on the research significant from theoretical and empirical background.

1.3.1. At The Theoretical Level

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. At The Practical Level

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 affect 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 Promotion affect Purchasing Intention.

1.5. Research Objectives

The research aims to achieve the following research objectives:

1. to identify the factors that contribute towards influencing the consumer green purchase intention towards goods.
2. To investigate the influence of customer satisfaction and customer commitment on customer loyalty in fast-food restaurants

1.6. Research Hypotheses

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

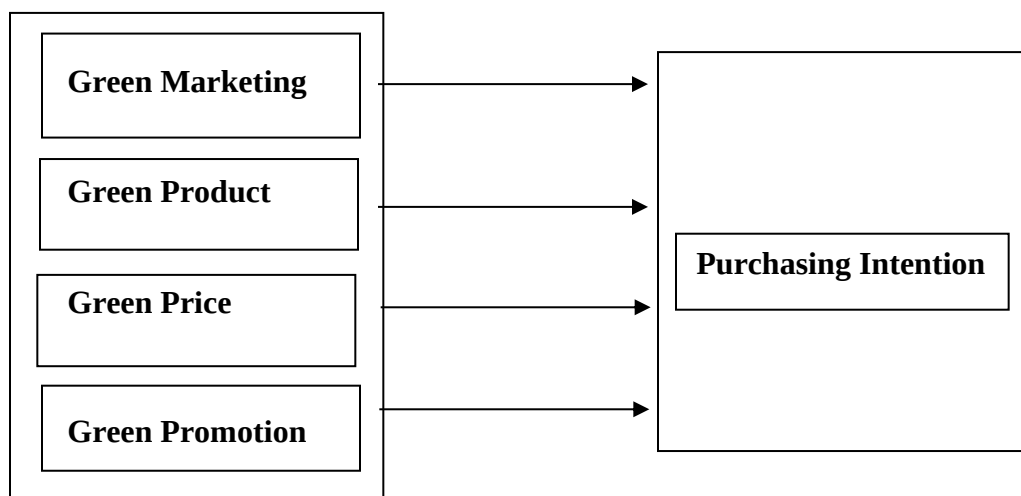
H.1.1 There is no statistical impact for Green Product on Purchasing Intention at $\alpha \leq 0.05$.

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

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

1.7. Research Model

(Table:1):



1.8. Scope of The Study

The study targeting the cosmetics companies and their marketing managers, to discover the impact of the Green Marketing on the Purchasing Intention, and to which extent the Green Marketing can be a reason behind the Purchasing Intention. Specially, after the covid – 19 pandemic the customers become more aware of the green products and therefore the green marketing.

The infrastructures and environmental capacities of communities and their abilities to respond to basic public services have been overstretched, despite the combined efforts of governments and civil society organizations. Among the countries that have been affected by this crisis, the Levant (Navarro et al., 2020).

1.9. The Project Structure

(Table 2):

Chapter 1: Introduction	
Chapter 2: Review	
Chapter 3: Methodology	
Chapter 4: Analysis& Findings	
Chapter 5: Conclusion	

2. Chapter 2: Literature Review

2.1. Introduction

This chapter aims to shed light on the theoretical background of the research variables addressed in this research study as well as previous empirical studies. a theoretical background of the research variables including green marketing and purchasing intention.

2.2. The Independent Variable

Sharma A. P., (2021) in their study entitled “Consumers’ purchase behavior and green marketing: A synthesis, review and agenda” The study presents an overview of green marketing and the gap between attitude and actual purchase behavior of consumers towards green products. A total of 232 studies have been analyzed using a systematic review to develop a green purchase decision-making model. A thematic analysis helped in the identification of three major themes namely; personal factors affecting green purchase; green purchase; and green marketing mix. The concern for eco-environment, eco-labelling, past experiences and perceived usefulness have been identified as major influencers of green consumer behavior. Lack of environmental knowledge, price, perceived associated risks, organizational image, trust, and willingness to pay has been identified as barriers, creating a gap between attitude and actual purchase behavior of consumers towards green products. On the basis of analysis, a green purchase decision model has been proposed and also potential areas of future research have been suggested.

Cees et al., (2021) in their study entailed “Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context” The majority of the study on this topic report on studies in a business-to-consumer setting, this research focusses on the impact of green marketing strategies on the satisfaction and loyalty of professional buyers in a business-to-business setting. Hypotheses were tested with survey data from 148 Dutch professional purchasers in the cleaning industry. The results emphasize the impact and importance of product quality, product price and corporate image. The most notable and strong impact on satisfaction and loyalty was found for the salesperson expertise

2.3. The Dependent Variable

Naseri et al., (2021) in their study entitled “An Overview of Online Purchase Intention Of Halal Cosmetic Product: A Perspective From Malaysia” The purpose of this study is to provide an overview on online purchase intention of halal cosmetic product among consumers in Malaysia. A total of 400 questionnaires were distributed to experienced online shoppers across different age groups, using purposive and convenient sampling techniques. Data obtained was analyzed

by using SPSS. The result showed that majority of respondents are female and malay, aged range 21-30 years and had a diploma. Employment status is from the private sector and the monthly income is around less than RM2000 and has 1 - 2 years experienced as online shoppers. The results is beneficial for internet retailers to serves as a guidelines to cater and target their customers well.

Zhuang et al., (2021) in their study entitled “On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach” This study systematically analyzes the factors that affect consumers’ green purchase intention. Through a comprehensive literature review, the influencing factors of consumers’ green purchase intention are organized into three categories: cognitive factors, consumer individual characteristics, and social factors. Next, a meta-analysis of 54 empirical papers was conducted using Comprehensive Meta-Analysis 3.0 software to quantitatively assess these relationships. The results revealed that green perceived value, attitude, and green trust have a significant positive influence on green purchase intention. Perceived behavior control, perceived consumer effectiveness, and subjective norm also has a strong positive impact on green purchase intention. Collectivism has a positive effect on green purchase intention. Green perceived risk has a significant negative impact on green purchase intention. The study’s findings provide references for enterprises engaged in green product diffusion and organizations responsible for environmental protection.

2.4. The Relationship between the Independent and the Dependent Variables

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.

2.5. Conclusion

Many studies were provided with their methodologies approaches and results to explain more about the study variables and the relationship between the dependent variable (Green Marketing) and the independent variable (Purchasing Intention).

Also, it’s shown the importance and significance of the topic as nowadays more companies, organizations and researchers are concentrating more on the green marketing and products to gain more purchasing intention and green customers.

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, pro-environmental, 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).

3.2.5. 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)

Research Design can be defined as a set of methods and logical steps used to integrate the different components of the study coherently and logically (Creswell & Creswell, 2017). A research design is developed to reach conclusions or decision-making design on data collection, analysis, and interpretation and answer the highlighted problem. It is a roadmap for the researcher to follow his / her progress in the research process. Therefore, we can determine the meaning of the related concepts in research design. Epistemology is how knowledge obtained. Methodology refers to an action plan. A strategy is process/design that underlies the choice and employment

of specific research methods. Theoretical perspectives refer to a set of realistic assumptions that are behind the questions that arise and the type of answers to be achieved, while research purpose can take the form of either exploratory or analytical approach and the research process that can be qualitative, quantitative or a combination of both methods (mixed method). In the quantitative approach, the objective theories are tested by investigating the variable's relationships. Such variables can be measured using instruments to analyze the data using statistical methods (Creswell & Creswell, 2017). The choice of research approach is also based on the nature of the research problem or the issue. Quantitative methods require the use of numbers and are analyzed with the help of mathematical and statistical tools (Creswell & Creswell, 2017).

This project uses a quantitative approach because it provides a rich meaning and understanding of the issue compared to using a single method (Creswell & Creswell, 2017). The survey used is among the well-known strategies in the field of business. The questionnaire to be used in this study will be adopted from previous literature.

(Table:3):



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 conducted to the middle and top-level managers, where convenient sample and self-administrated survey used to distribute 400 questionnaires. The study used 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

This chapter reviews all the results of the statistical methods and the tests of the study data because it contains a comprehensive description of the characteristics of the relevant research sample. All the questions of the questionnaire are described by performing the process of extracting the arithmetic mean, the standard deviation and the relative importance of each question separately, as well as testing the hypotheses associated with the study model. And comment on these results and indicate the most important recommendations of this study according to its results.

4.2. Sample Profile (Descriptive Statistics for Research Sample)

Descriptive statistics for research variables (answer research questions)

Description of the characteristics of the study sample

Descriptive statistics were used to define the demographic profile of respondents. The characteristics of sample including gender, age, academic degree, and income are presented in the table below.

Table 4.1: Sample demographic profile

Variable	Categories	Frequency	percent
Gender	Male	200	53.7
	Female	156	46.3
	Total	356	100%
Age	Less than 25	70	19.7
	25-34	164	46.1
	35-44	82	23.0
	45-54	36	10.1
	More than 54	4	1.1
	Total	356	100%
Educational Level	College / Diploma	50	14.0
	Bachelor degree	174	48.9
	Master's degree	107	30.1
	PHD Degree	25	7.0
	Total	356	100%
Job Title	Executive Manager	33	9.3
	Administrative Manager	48	13.5

	Social Media Specialist & Digital Marketing Manager	64	18.0
	Marketing Director	97	27.2
	Purchasing Manager	52	14.6
	Purchasing Director	32	9.0
	Brand Manager	30	8.4
	Total	356	100%
Job Level	Middle Level	174	48.9
	Senior Level	157	44.1
	High Level	25	7.0
	Total	356	100%
Years of Experience	Less than 5 years	137	38.5
	5-10 years	60	16.9
	11-15 years	30	8.4
	More than 15 years	129	36.2
	Total	356	100%

Variables Descriptive Statistics:

Descriptive statistics including means and standard deviations were used to describe respondent responses to questionnaire statements.

These are organized as follows:

A) Independent Variables:

Means and standard deviations were assessed for each construct and related items, items were then ranked in a descending order according to the following scale:

▪ 1 – 1.80	Very Low
▪ 1.81 – 2.60	Low
▪ 2.61 – 3.40	Moderate
▪ 3.41 – 4.20	High
▪ 4.21 – 5.00	Very High.

B) Green Product

Table (4.2): The arithmetic mean, standard deviation, and relative importance of the questions of the variable (Green Product)

NO .	QUESTION	MEAN	STDEV A	RANK	IMPORTANCE
1	Our company concentrates on producing the cosmetics products carry the least percentage of the adverse reflections on the human beings.	3.8604	1.0859	3	High
2	Our company contributes, in producing cosmetics products with less pollution	3.7565	1.0666	1	High
3	There effective control on the cosmetics products that are Produced by our company.	3.6598	1.10780	4	High
4	Our company makes products free of strong toxicity materials.	3.6856	1.1063	2	High
General Arithmetic mean		3.8604	1.0859	-	High

** Source: The results were obtained based on (SPSS).

It is noted from the above table that the general arithmetic mean was about (3. 8604), and this reflects a high level of approval for the variable (Green Product). We also note that the question “Our company concentrates on producing the cosmetics products carry the least percentage of the adverse reflections on the human beings” , it ranks first in terms of the degree of approval, with an arithmetic mean of about (3.8604), followed by the question “Our company contributes, in producing cosmetics products with less pollution” In the second place, with a mean of (3.7565), as for the question “Our company makes products free of strong toxicity materials” It ranked last in terms of approval, with a mean of (3.6856), and it can be concluded that all the study sample had a high level of approval of the variable (Green Product).

Table (4.3): The arithmetic mean, standard deviation, and relative importance of the questions of the variable (Green Price)

NO.	QUESTION	MEAN	STDEVA	RANK	IMPORTANCE
1	It is noted that our company raises the prices of its cosmetics products which have harmful negative usage that happens as a result of misuse	3.0155	1.1855	1	Low
2	High price of green cosmetics sometimes stops the customers from purchasing them	2.8943	1.1710	2	Low
3	Price gap between the green cosmetics and conventional cosmetics is huge	2.7887	1.1442	4	Low

4	I will recommend buying green cosmetics from our company to family, relatives and friends	2.8660	1.2190	3	Low
General Arithmetic mean		2.8911	1.1799	-	Low

** Source: The results were obtained based on (SPSS).

It is noted from the above table that the general arithmetic mean was about (2.8911), and this reflects a Low level of approval for the variable (Green Price). We also note that the question “It is noted that our company raises the prices of its cosmetics products which have harmful negative usage that happens as a result of misuse”, it ranks first in terms of the degree of approval, with an arithmetic mean of about (3.0155), followed by the question “High price of green cosmetics sometimes stop the customers from purchasing them” In the second place, with a mean of (2.8943), as for the question “Price gap between the green cosmetics and conventional cosmetics is huge” It ranked last in terms of approval, with a mean of (2.7887), and it can be concluded that all the study sample had a Low level of approval of the variable (Green Price).

Table (4.4): The arithmetic mean, standard deviation, and relative importance of the questions of the variable (Green Promotion)

N O.	QUESTION	MEAN	STDEVA	RANK	IMPORTANCE
1	Our company devotes a special day for the environment	3.47	1.16	1	High
2	Our company support holding. Seminars and conferences related to the environment	3.37	1.21	4	Moderate
3	Employees of our company direct the customers to hour they can use the products in a way does not harm the environment	3.41	1.20	2	High
4	Our company contribute in supporting the environmental centers	3.40	1.23	3	Moderate
Total		3.41	1.20		High

** Source: The results were obtained based on (SPSS).

It is noted from the above table that the general arithmetic mean was about (3.41), and this reflects a Low level of approval for the variable (Green Promotion). We also note that the question “Our company devotes a special day for the environment”, it ranks first in terms of the degree of approval, with an arithmetic mean of about (3.47), followed by the question “Employees of our company direct the customers to hour they can use the products in a way does not harm the environment” In the second place, with a mean of (3.41), as for the question “Our company support holding. Seminars and conferences related to the environment” It ranked last in terms of approval, with a mean of (3.37), and it can be concluded that all the study sample had a Low level of approval of the variable (Green Promotion).

C) Purchase Intention

Table (4.5): The arithmetic mean, standard deviation, and relative importance of the questions of the variable (purchase intention)

NO.	QUESTION	MEAN	STDEVA	RANK	IMPORTANCE
1	Customers likely buy green cosmetics from our company	3.6804	1.0859	3	High
2	I think customers considering buying green cosmetics from our company in the future	3.7526	1.0666	1	High
3	I think that customers have a strong intention to buy from our green cosmetics at the first opportunity	3.6598	1.10780	4	High
4	I will recommend buying products from community pharmacies to family, relatives and friends	3.6856	1.1063	2	High
General Arithmetic mean		3.6946	1.0917	-	High

****Source:** The results were obtained based on (SPSS).

It is noted from the above table that the general arithmetic mean was about (3.6946), and this reflects a high level of approval for the variable (purchase intention). We also note that the question “I think customers considering buying green cosmetics from our company in the future”, it ranks first in terms of the degree of approval, with an arithmetic mean of about (3.7526), followed by the question “I will recommend buying products from community pharmacies to family, relatives and friends” In the second place, with a mean of (3.6856), as for the question “I think that customers have a strong intention to buy from our green cosmetics at the first opportunity” It ranked last in terms of approval, with a mean of (3.6598), and it can be concluded that all the study sample had a high level of approval of the variable (purchase intention).

4.3. Validity & Reliability Tests for the Questionnaires

4.3.1 Validity

This study conducted a virtual validity test by working on presenting the questionnaire to a number of specialized academics with rich experience in this study, and all the observations submitted by them were counted and the necessary modifications were made to the questionnaire according to the observations, and the final version of the questionnaire was produced, and then the work was done to distribute the questionnaire to the targeted study sample.

4.3.2 Reliability

The Cronbach Alpha Coefficient test was used in order to test the stability of the accuracy associated with the study, and in accordance with this test theoretically, whenever the value of the Cronbach experiment exceeds (0.70), this means the stability of the scale (Sekaran, 2006), and therefore Table No. (4.6) to the values of the Cronbach alpha coefficient test to measure the stability of the resolution associated with the study:

Table (4.6):

NO.	VARIABLE	NUMB. ITEMS	CRONBACH ALPHA
1	Green Product	4	0.932
2	Green Price	4	0.850
3	Green Place	4	0.912
4	Green Promotion	4	0.871
5	purchase intention	4	0.930
Cronbach alpha for all questionnaires			0.914

4.4. Testing Hypotheses & Findings Discussion

In this part of the chapter, the work reviews the results of hypothesis testing related to the study model, and the results can be explained as follows:

The first main hypothesis (H₀₁):

“Green Marketing do not have a statistical impact on Purchasing Intention at $\alpha \leq 0.05$ ”

In order to test the first main hypothesis, multiple regression analysis was used, and the results are as follows:

Table (4.7):

dependent variable	Model Summery		ANOVA			Coefficient				
	R	R ²	F	Df	Sig		B	Std.	T	Sig.
purchase intention	0.672	0.418	45.758	3	0.000	(Constant)	1.410	0.210	6.725	0.000
				384		Green Product	0.363	0.054	6.752	0.000
				387		Green Price	0.125	0.059	2.124	0.034
						Green Place	0.195	0.056	3.493	0.001

** Source: The results were obtained based on (SPSS).

It can be seen from the above table that the correlation coefficient is ($R = 0.672$), and this indicates that the relationship between the independent variables and the dependent variable is strong, while the calculated F value was about (45.758), which is statistically significant at a significant level (0.05), while The value of the determination coefficient ($R^2 = 0.418$) showed that (41.8%) of the variation in (purchase intention) can be explained through the variation in the dimensions of (Green Marketing).

The table of transactions appears as follows:

- The variable (Green Product) has a value of $B = 0.363$, with a standard error = 0.054, and (t) value = 6.752, which is statistically and morally significant at the level (0.05).
- The variable (Green Price) has a value of $B = 0.125$, with a standard error = 0.059, and (t) value = 2.124, which is statistically and morally significant at the level of (0.05).
- The variable (Green Promotion) has a value of $B = 0.195$, with a standard error = 0.056, and the calculated (t) value = 3.493, which is statistically and morally significant at the level of (0.05).

Based on the foregoing, the researcher rejects the null hypothesis and accept the alternative hypothesis, which states that:

"Green Marketing do have a statistical impact on Purchasing Intention at $\alpha \leq 0.05$ ".

The first-sub-hypothesis(H_{01-1}):

"Green Product does not have a statistical impact on Purchasing Intention at $\alpha \leq 0.05$ "

In order to test the first sub-hypothesis, Sample regression analysis was used, and the results are as follows:

Table (4.8) Results of testing the first sub-hypothesis

dependent variable	Model Summery		ANOVA			Coefficient				
	R	R ²	F	Df	Sig		B	Std.	T	Sig.
purchase intention	0.424	0.209	84.365	1	0.000	(Constant)	1.907	0.205	9.280	0.000
				386		Green Product	0.487	0.053	9.185	0.000
				387						

** Source: The results were obtained based on (SPSS).

It can be seen from the above table that the correlation coefficient is ($R = 0.424$), and this indicates that the relationship between the independent variables and the dependent variable is strong, while the calculated F value was about (45.758), which is statistically significant at a significant level (0.05), while The value of the determination coefficient ($R^2 = 0.209$) showed that (20.9%) of the variation in (purchase intent) can be explained through the variation in the dimensions of Green Product the variable (Green Product) has a value of $B = 0.487$, with a standard error = 0.053, and (t) value = 9.185, which is statistically and morally significant at the level (0.05).

Based on the foregoing, the researcher rejects the null hypothesis and accept the alternative hypothesis, which states that:

"Green Product does have a statistical impact on Purchasing Intention at $\alpha \leq 0.05$ ".

The second sub-hypothesis(H_{01-2}):

"Green Price does not have a statistical impact Purchasing Intention at $\alpha \leq 0.05$ "

In order to test the second sub-hypothesis, Sample regression analysis was used, and the results are as follows:

Table (4.9) Results of testing the second sub-hypothesis

dependent variable	Model Summery		ANOVA			Coefficient				
	R	R ²	F	Df	Sig		B	Std.	T	Sig.
purchase intention	0.372	0.192	62.000	1	0.000	(Constant)	2.640	0.148	17.804	0.000
				386		Green Price	0.364	0.046	7.874	0.000
				387						

** Source: The results were obtained based on (SPSS).

It can be seen from the above table that the correlation coefficient is ($R = 0.372$), and this indicates that the relationship between the independent variables and the dependent variable is strong, while the calculated F value was about (62.000), which is statistically significant at a significant level (0.05), while The value of the determination coefficient ($R^2 = 0.192$) showed that (19.2%) of the variation in (purchase intention) can be explained through the variation in the dimensions of Green Price and the variable (Green Price) has a value of $B = 0.364$, with a standard error = 0.046, and (t) value = 7.874, which is statistically and morally significant at the level (0.05).

Based on the foregoing, the researcher rejects the null hypothesis and accept the alternative hypothesis, which states that:

"Green Price does have a statistical impact on Purchasing Intention to at $\alpha \leq 0.05$ ".

The third sub-hypothesis(H_{01-2}):

"Green Promotion does not have a statistical impact on Purchasing Intention at $\alpha \leq 0.05$ "

In order to test the third sub-hypothesis, Sample regression analysis was used, and the results are as follows:

Table (4.10): Results of testing the third sub-hypothesis

dependent variable	Model Summery		ANOVA			Coefficient				
	R	R ²	F	Df	Sig		B	Std.	T	Sig.
purchase intention	0.393	0.198	61.276	1	0.000	(Constant)	2.642	0.139	18.950	0.000
				386		Green Promotion	0.369	0.044	8.409	0.000
				387						

**** Source:** The results were obtained based on (SPSS).

It can be seen from the above table that the correlation coefficient is ($R = 0.393$), and this indicates that the relationship between the independent variables and the dependent variable is strong, while the calculated F value was about (61.276), which is statistically significant at a significant level (0.05), while The value of the determination coefficient ($R^2 = 0.198$) showed that (19.8%) of the variation in (purchase intention) can be explained through the variation in the dimensions of Green Promotion and the variable (Green Promotion) has a value of $B = 0.369$, with a standard error = 0.044, and (t) value = 8.409, which is statistically and morally significant at the level (0.05).

Based on the foregoing, the researcher rejects the null hypothesis and accept the alternative hypothesis, which states that:

"Green Promotion does have a statistical impact on Purchasing Intention at $\alpha \leq 0.05$ ".

4.5. Conclusion

A dataset of 356 complete and valid questionnaires were considered for data analysis using SPSS. It is noted from the results above that the findings revealed that dependents variables of green marketing (green product, green price and green promotion) have an impact on the purchasing intention, after explaining each one of the results.

5. Chapter five: Research limitations, Recommendations & Conclusion

5.1. Research Limitations & Future Research

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 used convenience sampling.
- **Topic Limitations:** The study variables are the green marketing mix and purchase intention.

5.2. Research Recommendations

In light of the results reached in this study, the researcher recommends the following:

- The study recommends to examine the effect of other green marketing dimensions on purchasing intention
- The study recommends for community managers to focus more on green marketing and products to understand their effects on customers purchasing intention.
- The study recommends to examine the effect of green marketing dimensions on other sectors like food & beverage and hospitality

5.3. Conclusion

This chapter discussed the research Limitations and Recommendations, in order to help other researcher to find a new study variables and to help managers and organization owners understanding the importance of both green marketing and purchasing intention in enhancing their markets, their target audience, and sure to help the community understanding the importance of green marketing. However, there is a lot of view points, the future researchers can discuss in their future researches.

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Appendix

Dear Participant,

You are kindly requested to answer the questionnaire, as it is part of my graduation project entitled by “**The Impact of Green Marketing on Purchasing Intention**”. This study aims to examine how Green Marketing may affect Purchasing Intention from the perspective of managers and employees.

Please be assured that that the data collected in this questionnaire will be used only for the research purpose indicated above. Responses will be anonymous and will be handled with complete confidentiality.

Thank you.

Student:
Inas Samih Ibrahim

Supervised by:
Dr. Mona Elashry

Midocean University,
Faculty of Management

Part ONE

Demographic data

Please tick the boxes that best describe you.

Q.1 Gender

Female ☐ Male ☐

Q.2 Age

Less than 25 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ More than 54 ☐

Q.3 Educational qualification

College \ Diploma ☐ Bachelor degree ☐ Master's degree ☐ PHD Degree ☐

Q.4 Job title

Executive Manager ☐ Administrative Manager ☐ Social Media & Digital Marketing Manager ☐
Marketing Director ☐ Purchasing Manager ☐ Purchasing Director ☐ Brand Manager ☐

Q.5 Job level

Middle Level ☐ Senior Level ☐ High- Level ☐

Q.6 Years of experience

5-10 years ☐ 11-15 years ☐ More than 15 years ☐

Part TWO

Research Variables

Please provide your answer using (x) in the specific box.

#	Green Product	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1	Our company concentrates on producing the cosmetics products carry the least percentage of the adverse reflections on the human beings					
2	Our company contributes, in producing cosmetics products with less pollution					
3	There effective control on the cosmetics products that are Produced by our company					
4	Our company makes products free of strong toxicity materials					

#	Green Price	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
5	It is noted that our company raises the prices of its cosmetics products which have harmful negative usage that happens as a result of misuse					
6	Price gap between the green cosmetics and conventional cosmetics is huge					
7	I will recommend buying green cosmetics from our company to family, relatives and friends					

#	Green Promotion	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
8	Our company devotes a special day for the environment					
9	Our company support holding. Seminars and conferences related to the environment					
10	Employees of our company direct the customers to hour they can use the products in a way does not harm the environment					
11	Our company contribute in supporting the environmental centers					

#	Purchase Intentions	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
12	Customers likely buy green cosmetics from our company					
13	I think customers considering buying green cosmetics from our company in the future					
14	I think that customers have a strong intention to buy from our green cosmetics at the first opportunity					
15	I will recommend buying products from community pharmacies to family, relatives and friends					