

The effect of elements of green marketing mix on environmental consumer behavior
An analyzing study of the opinions of a sample of workers in the Union Food
Industries Company Ltd. in the governorate of Babylon.

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Abstract:

The current study sought to ascertain the impact of elements of the green marketing mix (green product, green pricing, green promotion, and green distribution) on environmental consumer behavior (environmental knowledge, environmental concern, and social responsibility for consumer) among a sample of Union Industries Company Ltd. employees in the governorate of Babylon, as the study sample was represented by (119) employees in order to determine the level of availability of the study variables, and thus the study problem was formed about the extent of the effect of the elements of the green marketing mix on environmental consumer behavior in the company field of study, where many productivity and service companies suffer from the issue of blurred vision. To achieve the objectives of the study and to illustrate its problem, a hypothetical scheme was built relied on the study variables to show the correlation and influence between them and to be a prelude to formulate the study hypotheses and crystallizing the formulation of the special hypotheses that were measured in the statistical package for modeling structural equations in the least squares method (AMOS.V.25) and for analyzing what they provided to manage the study, a set of statistical methods were used, represented in the confirmatory factor analysis, Cronbach's alpha coefficient, the coefficient of specification (R²), the normal distribution of data, and the descriptive statistics represented by the arithmetic mean, standard deviation, and correlation coefficient, and the results of the study clarified a clear and important perception towards the relationship between the elements of the green marketing mix and the environmental consumer Behavior, and perhaps the most important results of the study are reflected in the existence of a positive statistically significant correlation and influence between the elements of the green marketing mix and the environmental consumer Behavior, as well

as the need for the study sample company to improve its capabilities in producing green products and distinctively promoted in order to improve consumer behavior interest in the environment and conservation through the adoption of a group of number of marketing strategies aimed at reducing waste and damage to the environment.

Keywords: green marketing mix, green product, green pricing, green promotion, green distribution and environmental consumer Behavior.

Introduction:

Although the traditional marketing mix is still considered the foundation of green marketing, it has come under fire from critics in the context of the new trend toward green marketing, as it has some negative environmental influences that are harmonious with the concepts of green marketing, and it leads to saturate consumer needs regardless of environmental considerations, such as providing some goods that are harmful to the environment with a waste of natural resources and the use of materials that are not environmentally friendly. As for green marketing, it concentrates on the environmental dimension and social responsibility in all marketing decisions related to the green marketing mix. Green marketing can be seen as a transformation of the requirements of the social and ethical responsibility of marketing, which came to light as a response to the increasing environmental challenges in contemporary times. This marketing strategy corresponds with the growing global interest in defending consumer rights, as well as the rise of movements aiming at preserving people's rights to live in an ecologically conscious organization with a clean and safe environment. The concept of the green marketing mix revolves about how committed business organizations are to deal with environmentally friendly goods, which are goods that are not harmful to society and the natural environment, and to carrying out marketing activities within the approach of a strong commitment to responsibility and specific controls to guarantee that the natural environment is preserved, and not to harm it. The green marketing mix is considered as a logical extension of the idea of traditional marketing, the elements of the two mixes have the same name, but the difference is in the substance of each element. Thus, the elements of the green marketing mix consist of the green product, green pricing, green distribution, and green promotion, and in particular, it seems that the effect of the elements of the green marketing mix is obvious to the conscious consumer who is

aware of the purchase method and the importance of the green product for his health and the health of the next generations. The green marketing mix is called a set of planned activities to achieve the greatest effect on the consumer and achieve earning. It is a set of marketing tools used by the organization to achieve its marketing goals of continuity and growth in a world characterized by fluctuations and rapid changes in an unstable environment. Thus, the current study came to shed light on the importance of the elements of the green marketing mix represented by (green product, green pricing, green promotion, and green distribution) to support the environmental consumer Behavior, and in order to achieve this purpose, the study was divided into four parts, within the first part, a methodology of the study, while the second part comprised the theoretical framework of the study, and the third part comprised the practical framework of the study. The fourth part included the conclusions and recommendations.

First Part: Methodology of the Study

First: The Study Problem:

The developments and mutations in the environment resulted in variables and events which affect the tastes and requirements of customers, that creates a challenge for the Union Food Industries Company towards developing the environmental consumer Behavior and directing the interests of customers in preserving the environment through the elements of the green marketing mix represented in (green product, green pricing, green promotion, and green distribution) in order to produce products that meet these different tastes and enhance environmental concerns, knowledge, and consumer social responsibility. Thus, achieving customers' requirements is the main engine through which the company can focus on meeting it and making it the main and long-term goal through which the company's level in general can be promoted. Therefore, addressing this problem lies in determining the exact answer to the following question (What is the level of the studied company interest in the elements of the green marketing mix through which the environmental consumer Behavior can be supported towards environmental knowledge, environmental concern, and consumer social responsibility?).

Second: The Study Importance:

The research importance comes from the nature and kind of relationship between the green marketing mix elements and the environmental consumer Behavior, and the importance level of the current study can be indicated in the following points:

1. The study presents a humble effort in providing a theoretical and civilian framework in addition to the efforts of previous researchers in enriching the subjects of the study.
2. The study is important as it relates to the green marketing mix and consumer's awareness and directions towards environmental friendly products, which is the best way to preserve human health and the environment around it.
3. Recognizing the concept of the green marketing mix elements, which they are environmental friendly products that increase consumer's confidence in the organization and their connection with it.

Third: The Study Objectives:

The purpose and objective of the current study lies in showing the problem and importance of the study variables and the positive impacts toward the studied sample, as well as identifying a set of necessary points that can be mentioned in the following:

1. Recognizing the reality of the green marketing mix elements as it is seen by the consumer in the company in the study field.
2. Clarifying the correlation and effect between the green marketing mix elements on the awareness, culture, trends and environmental consumer Behavior.
3. Illustrate the green marketing mix elements and the requirements for their implementation, and identify the most important constituents and problems that facing their achievement.

Fourth: The Study Hypothesis:

After presenting the study's problem, importance and objectives, the next step is to develop the hypotheses of the study, which requires building a hypothesis scheme for the study that expresses the nature and kind of the relationship between the variables, and therefore the study model was designed with an independent variable (green marketing mix) represented in (green product, green pricing, green promotion, and green distribution), which in turn was adopted (Hashem & Al-Rifai, 2011), while the dependent variable (environmental consumer Behavior) was represented by three dimensions

(environmental knowledge, environmental concern, and Social responsibility of consumer), which in turn, a scale was adopted (Amrawi, 2016), and Figure (1) clarifies the hypothetical scheme of the study.

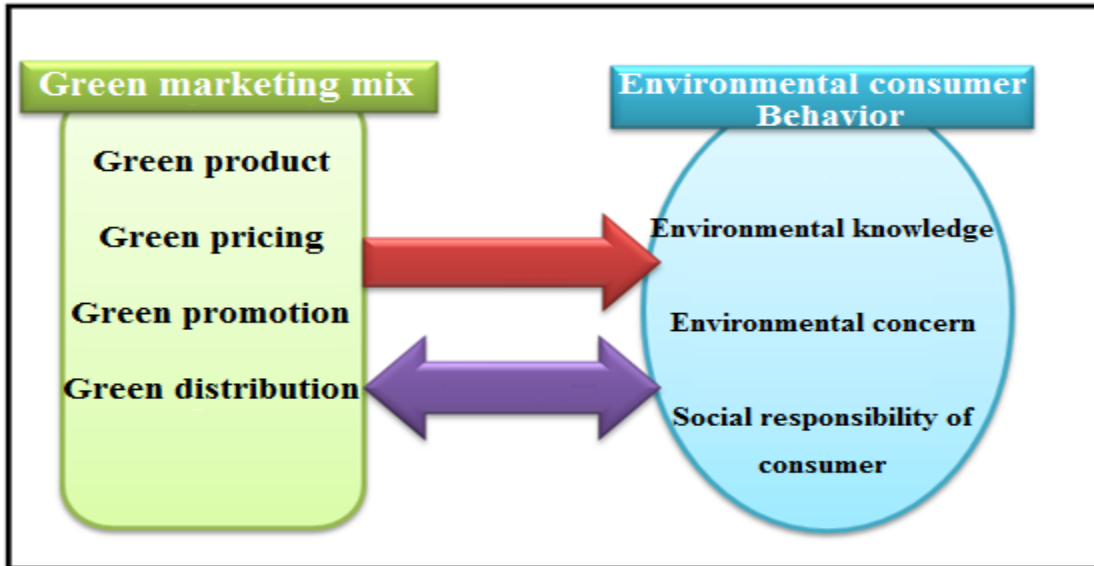


Figure (1) The study hypothesis

Source: Prepared by the researcher

Fifth: Study Hypotheses:

This paragraph is concerned with clarifying two hypotheses, the correlation hypothesis and the effect hypothesis, which can be clarified as follows:

First: The Correlation Hypothesis

The first sub-hypothesis: There is a statistically significant correlation between the green product and the environmental consumer behavior

Second sub-hypothesis: There is a significant statistically significant correlation between green pricing and environmental consumer behavior

The third sub-hypothesis: There is a statistically significant correlation between green promotion and environmental consumer behavior

Fourth sub-hypothesis: There is a statistically significant correlation between green distribution and environmental consumer behavior

Second: The Effect Hypothesis

The second main hypothesis: There is a significant effect of the green marketing mix on the environmental consumer Behavior in its dimensions (environmental knowledge,

environmental concern, and social responsibility of consumer). Several sub-hypotheses are derived from this hypothesis:

The first sub-hypothesis: There is a significant effect of the green product on the environmental consumer behavior

Second sub-hypothesis: There is a significant effect of green pricing on environmental consumer behavior

The third sub-hypothesis: There is a significant effect of green promotion on environmental consumer behavior

Fourth sub-hypothesis: There is a significant effect of green distribution on environmental consumer behavior

Sixth: The Society and Sample of Study:

The study society is represented by the Union Food Industries Company in the governorate of Babylon, while the study sample revolves around the workers of this company, as (150) questionnaire forms were distributed to a group of workers in the Union for Food Industries in the governorate of Babylon, and (134) questionnaires were retrieved, after scheduling the data in the statistical package (SPSS), it was found that there are a number of damaged forms, and they were (15) forms, which indicates that the response rate of the studied sample amounted to (79.33%) to show the interest of the study sample toward the green marketing mix elements and the environmental consumer Behavior.

Second Part: The Study's Theoretical Framework

First: The Green Marketing Mix Elements:

1. The green marketing mix concept:

The current organizations pursue to preserve the environment from damage, which stimulated them to adopt environmental friendly green products (Joshi & Patel, 2020: 267) (Nadaf & Nadaf, 2014: 91), (Khan & Khan, 2012: 1), as well as the necessity to produce products can be recycled and using them again in the production process, which reduces waste for organizations (Fayyazi et al., 2015:101), and therefore the management of green organizations have to invest all their policies and initiatives in order to assure the implementation of strategies that protect the environment and create a sustainable environment that contributes in preserving society in general and those who deal with it

in particular (Bhalla & Mehta, 2016: 1). Environmental sustainability and its preservation is a critical resource in the presence of organizations (Norton et al., 2015: 103), as improving the marketing mix represents the responsibility of marketers to provide the product by directing the mix correctly, and thus marketers can improve their results and marketing effectiveness. When companies come up with new innovations such as environmental friendly products, they can reach new markets, enhance their shares in the market, increase profits, promote and distribute and/or pricing products and services (Mahmoud, 2016:48). (Yazdanifard & Mercy, 2011:637) pointed out that green marketing is defined as promotional activities that aim to get benefit from changing the customer's position toward the brand. From this point of view, it is not possible to find an inclusive definition of the green marketing mix, as a result of the multiplicity of opinions and viewpoints of researchers and academics in this field, so Table (1) shows the views toward the concept of the green marketing mix.

Table (1) Green Marketing Mix Concept

Concept	Researcher	S
A tool that organizations can use to fulfill their financial goals by achieving the requirements and needs of buyers derived from the environmental awareness of the society.	Kärnä et al.,2003:848	1
A tactical tool for identifying, anticipating and treating customer and society requirements from a competitive and sustainable perspective.	Dennis et al.,2005:357	2
The process of marketing a safe and environmental friendly product.	Hawkins & Mothersbaugh,2010:94	3
All activities prepared to generate and ease any exchanges aimed to achieve the needs and desires of customers.	Akter,2012:1	4
Develop and marketing products that prepared to reduce negative effects on the physical environment or to improve their quality.	Choudhary& Gokarn,2013:3	5
All marketing activities that respond to environmental	Arseculeratne&	6

protection.	Yazdanifard,2014:131	
The process of planning, implementing and observing product development, pricing, promotion and distribution to meet customer needs, achieve organizational goals, and comply with the ecosystem.	Passaro et al.,2015:130	7
The process of selling products and services in order to achieve benefits for the organization, society and the environment.	Ward,2017:2	8
Efforts that are done by organizations to produce, promote, packing and restore products in a sensitive way or responsive to environmental concerns.	Wahab,2018:71	9
All activities that are designed in order to direct and fulfill the consumer desires of customers.	Kartawinata et al.,2020:3025	10

It can be said that the green marketing mix represents a group of elements and strategies (green product, green pricing, green promotion, and green distribution) that the organization invests in its processes in order to produce environmental friendly products that achieve the integration of the organization and achieve its goals and not harm the environment.

2. The green marketing mix dimensions:

The green marketing mix is an integral part of all organization strategies (Sharma et al., 2015:2), as it shares four elements (Hashem& Al-Rifai, 2011:2-3), which can be summarized as follows:

a. Green product: The green product represents the first green marketing mix element (Fan & Zeng, 2011:3). This element is often expressed by several names represented in green products, sustainable products, and environmental friendly products (Gosavi, 2013: 1); (Mahmoud,2018:128), environmental friendly products indicate to products or services that are harmless in the external environment (Ishaswini& Datta, 2011:124) ; (Singh& Pandey, 2012:22), Kumar & Ghodeswar, 2015:1) (Teng et al., 2012:51) conclude that a green product is defined as a product that has been designed using toxic-free ingredients and environmental friendly procedures recognized by international

organizations responsible for preserving the environment. In turn, (Mungai, 2009:8) indicated that customers choose products and avoid others based on their effect on the natural environment, as customers reject products that harm the environment.

b. Green Pricing: The price represents the cost paid to the organization, as well as being the second element in the green marketing mix, as the organization's ability to determine the appropriate price on the product it offers, will motivate customers to pay the value of this product in order to gain it, and therefore this the price determines the value of the product, the performance and the functions it provides (Sharma, 2011:152), in addition, the price of the green product must be within the reach of the customer in order to encourage him to buy (Bukhari, 2011:375), (Yazdanifard& Mercy,2011:637), where green pricing takes into account all customers and the profits of the organization in specific, as well as adding value to both parties (Shil, 2012:74) ; (Solvalier, 2010:1-3).

c. Green promotion: Green promotion represents the third element of the marketing mix, which is concerned with presenting real information about products in a method that does not damage the material and moral interests of customers (Hashem& Al-Rifai, 2011:3), as well as directing the promotional instruments of green advertising to direct desires and requirements of customers toward the organization's products (Ankit& Mayur, 2013:14), the purpose of green advertising is to affect the buying customers' behavior by making them buy products that do not harm the environment and directing their attention to the positive results of your purchasing behavior (Rahbar & Wahid, 2011:2).

d. Green distribution: Green distribution represents the green marketing mix last element. This element is concerned to the management of logistics services to promote the organization's ability to transfer the products that it makes, and this element is also concerned to the distribution channels that the organization deals with, in order to deliver products to customers (Hashem & Al -Rifai,2011:2). Distribution is not a cost factor, but also a way to improve the organization's benefits and profits (Awan,2011:1).

Second: The Environmental consumer Behavior:

1. The concept of environmental consumer behavior:

The word "environment" is considered one of the most common terms used by the general public and their own, and the concept of this term and its meaning is often related to (the environment with the pattern of relationship), which is related to this concept with

its user and the purpose of its use. The entire universe constitutes an environment, as well as the earth, the state, and the home, as the environment can be indicated to through the activity of the human being itself, such as the industrial, economic, cultural, agricultural, political, social and other environments. On this basis, it is not easy to develop a comprehensive definition of it, that accommodates all fields of use of this concept, which requires knowledge of each of these uses and areas alike (Petris and Ibrahim, 2009: 2). The environment is defined as the sum of physical, chemical, biological and social elements that can be have immediate, potential, direct or indirect effects on human activities and on living organisms (Hasiloglu et al., 2011:1053). From this point of view, it is not possible to find a comprehensive definition of the behavior of the environmental consumer, as a result of the multiplicity of opinions and viewpoints of researchers and academics in this field, and accordingly, Table (2) clarifies the views toward the concept of environmental consumer behavior.

Table (2) The concept of environmental consumer behavior

Concept	Researcher	S
A consumer who buys goods and services that he realizes to have a positive or less negative impact on the environment.	Marguerat& Cestre,2002:9	1
Individuals who pursue to protect themselves and their environment by using their purchasing power.	Pekizoğlu,2012:83	2
The group of consumers who are very aware of the environmental crisis.	Aleenajitpong,2013:3	3
All consumer decisions that go into making and building environmental friendly marketing practices.	Maheshwari,2014:490	4
The consumer who limits the use of products that are harmful to the environment and abstains from dealing with these products.	Žurga et al.,2015:243	5
A set of procedures and behaviors which can	Wiernik et al.,2016:2	6

be developed, that employees engage in, and contribute to, or lack thereof, in contributing in environmental sustainability.		
A green consumer who supports environmental friendly positions and/or buys green products more	Handayani,2017:4	7
The consumer who associates the buying or consumption of products with the possibility of acting in accordance with environmental protection.	Afonso et al.,2018:138	8
A consumer who realizes his commitment to protect the environment through selective purchase of green products or services.	Singh& Gupta,2019:32	9
All decisions that a consumer makes about buying sustainable and environmentally friendly products.	Milka,2021:3	10

It can be said that environmental consumer Behavior indicates to all procedures, behaviors and decisions that limit the use of products that harm the environment and encourage customers to develop their environmental concerns and social responsibility to use and preserve environmental friendly products.

2. Dimensions of environmental consumer behavior :

Environmental consumer Behavior can be measured through three basic dimensions :

- a. Environmental knowledge: The environmental direction of the consumer is related to the environmental knowledge that they possess toward the remaining affairs regarding the environment and how to preserve it. Environmental knowledge is varied and can be described according to the range of knowledge of the current environmental issues (Al-Bakri & Ismail, 2016: 67). And (Al-Sakni, 2015: 48) believes that environmental knowledge is concerned with knowledge, concepts and environmental problems correlated with it and to confront environmental problems actively. (Kaufmann et al., 2012:52) clarified that environmental knowledge represents general knowledge about

facts, concepts and relationships related to the natural environment and distinguished ecosystems.

b. Environmental concern: Environmental consciousness represents the stimulus to nourish positive positions and affection towards positive environmental behavior (Mei et al., 2016: 670), and (Kang & Grewak, 2015: 113) think that environmental consciousness represents the sum of the answers that individuals provide to the various aspects of building environmental education. (Al-Sakni, 2015: 47) pointed out that environmental awareness represents the individual’s ability to perceive environmental requirements through a sense and knowledge of its components, based on relationships, environmental issues and how to deal with them.

c. Consumer social responsibility: Social responsibility represents one of the important basis through which organizations can be strengthened and stimulated to care for the environment, as social responsibility plays an important role in responding to natural disasters and addressing them as much as possible (Teck et al., 2019:136). (Činčalová&Prokop, 2019:1) believes that social responsibility represents one of the methods in which the competitive advantage of the organization can be promoted, as competitors and society are more interested in customer behavior, by specifying customers' interest in the environment.

Third Part: The Study’s Practical Part

First: symbolizing study variables:

The study variables were represented by two variables (green marketing mix) by describe it as the independent variable, which was measured through four dimensions (green product, green pricing, green promotion, and green distribution), and (environmental consumer Behavior) as the dependent variable, which was measured through three dimensions (Environmental knowledge, environmental concern, and Social responsibility of consumer), and in order to build an obvious perception for the reader toward the study variables and the applied analysis of the study, the study variables must be replaced by a group of clearly expressed symbols, which can be shown in Table (3).

Table (3) symbolizing variables and dimensions of the study

Symbol	Number of paragraphs	Dimension	Variable
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G-MIX	GMA	5	Green product	Green marketing mix
	GMB	3	Green pricing	
	GMC	4	Green promotion	
	GMD	3	Green distribution	
E-CBE	ECA	14	Environmental knowledge	Environmental consumer Behavior
	ECB	24	Environmental concern	
	ECC	9	Social responsibility of consumer	

Second: Normal distribution test of the study:

It is noted from the results of Table (4) that the data on the green marketing mix, the environmental consumer Behavior follow the normal distribution as it achieved a significant value higher than (0.05), to show this matter accepting the hypothesis and it means (the data included in the analysis follow the normal distribution at a significant level, is bigger than 0.05) and rejecting the alternative hypothesis which is (the data included in the analysis do not follow the normal distribution at a level of significance less than 0.05), so that the current study can generalize the results to the studied society, in addition to the possibility of the current study using parametric tests because the data, as mentioned above, are distributed naturally.

Table (4) normal distribution of study's variables

Environmental consumer Behavior	Green marketing mix	Variables
0.181	0.152	(Kol-Smi) Test statistics
0.200	0.200	(P.value) Significant value
Normal distribution tracking		Decision

Fourth: study's sample description:

Independent variable: Green marketing mix:

The results of Table (5) are clear, that the green marketing mix variable had a high relative interest with a value of (85%) to refer the interest of the study's sample in

preserving the environment from pollution sources and caring by the cleaning of the climate and work environment. The results also showed the agreement, approaching and harmony of the views of the study's sample toward the adoption of a green marketing mix in its operations, with an arithmetic average of (4.25) and a standard deviation equal to (0.698), to refer to the agreement of the views of the study's sample about the company's intensity to determine prices that are appropriate with the income of consumers dealing with it.

Table (5) Describing the opinions of the study's sample toward the green marketing mix

importance order	Importance level	Relative importance	Standard deviation	Arithmetic mean	Paragraph
Second	High	86%	0.87	4.28	Dimension rate of green product
First	High	89%	0.786	4.45	Dimension rate of green pricing
الثالث	Good	84%	0.818	4.21	Dimension rate of green promotion
Fourth	Good	81%	0.888	4.05	Dimension rate of green distribution
////	High	85%	0.698	4.25	Variable rate of green marketing mix

Tracking variable: the environmental consumer Behavior :

It is noted from the results of Table (6) that the variable environmental consumer behavior had a high relative interest of (85%) to refer to the interest of the study's sample in directing consumers to take responsibility for the use and limitation of harmful products. The results also showed the agreement, approaching and harmony of the views of the study's sample toward improving the environmental consumer Behavior by encouraging consumers and educating them toward the maintenance of pollution sources, with an arithmetic average of (4.24) and a standard deviation equal to (0.743), to refer to the agreement of the views of the study's sample, who followed the guidelines the studied company put, in order to maintain the environment.

Table (6) describes the opinions of the study's sample toward behavior of green consumer

Importance order	Importance level	Relative importance	Standard deviation	Arithmetic average	Paragraph
Second	High	85%	0.81	4.25	Dimension Rate of Environmental Knowledge
Third	Good	84%	0.824	4.2	Dimension Rate of Environmental Concern
First	High	85%	0.788	4.27	
////	High	85%	0.743	4.24	Variable Rate of Environmental Consumer Behavior

Fifth: Hypothesis testing:

The first main hypothesis: This hypothesis states that (there is a statistically significant correlation between the green marketing mix and the environmental consumer behavior).

The results of Table (7) refer that there is a statistically significant correlation between the green marketing mix and the environmental consumer Behavior, and its amount is (0.773), which is a strong direct relationship according to the gradation (Cohen et al., 1983) to indicate the harmony and approaching of the views of the study's sample toward the interest in improving the green marketing mix, in order to ensure positive consumer reactions toward the environment. In addition to the existence of a positive correlation towards the dimensions of environmental consumer behavior, with the nature of the relationship ranging between (0.652-0.809) for the dimension of Social responsibility of consumer and environmental knowledge, respectively, so that the studied sample would be interested in treating environmental pollution by addressing the environmental imbalance of the consumer.

Table (7) the matrix of the relationship between the variables

	Green product	Green pricing	Green promotion	Green distribution	Green Marketing Mix	Environmental knowledge	Environmental Concern	Consumer Social Responsibility	environmental consumer behavior
Green product	1								
Green pricing	.648**	1							
Green promotion	.639**	.748**	1						
Green distribution	.460**	.425**	.630**	1					
Green Marketing Mix	.827**	.837**	.902**	.765**	1				
Environmental knowledge	.647**	.661**	.664**	.714**	.809**	1			
Environmental	.524**	.581**	.545**	.589**	.673**	.754**	1		

Concern									
Consumer Social Responsibility	.394**	.493**	.607**	.669**	.652**	.769**	.794**	1	
environmental consumer behavior	.568**	.629**	.657**	.713**	.773**	.913**	.924**	.926**	1

The second main hypothesis: (there is a significant impact of the green marketing mix on the environmental consumer Behavior in its dimensions (environmental knowledge, environmental concern, and consumer social responsibility)).

The results of Table (8) show that increasing the interest of the studied sample in the green marketing mix leads to improving consumer interests in their environmental behaviors by a standard weight of (0.859) and preserving the environment by developing consumers' awareness and interest in preserving the environment and using environmental friendly products in order to reduce the standard error rate to (0.062) with a critical value equal to (13.855).

Figure (2) The standard model for the effect of the green marketing mix on the environmental consumer behavior. The results reviewed in Table (8) show that the increased interest of the studied sample in the green marketing mix leads to the development of its ability over time in order to explain (0.738) of the environmental consumer Behavior. As for the remaining value, it lies outside the boundaries of the study.

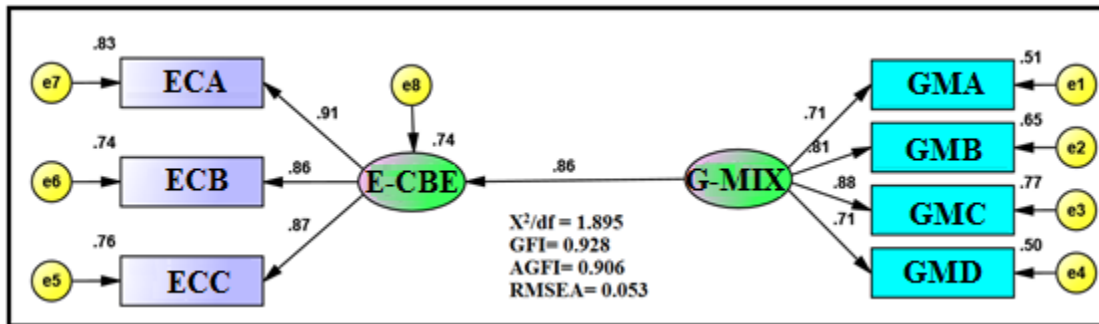


Table (8) Standard sloping parameters of the impact of the green marketing mix on environmental consumer behavior

Effect type	possibility (P)	Value R ²	critical ratio	standard error	standard weights	sloping path		
significant	***	0.738	13.855	0.062	0.859	Environmental consumer Behavior	<---	Green marketing mix

Fourth part: Conclusions and Recommendations

First: Conclusions:

1. There is a statistically significant correlation between the elements of the green marketing mix with its dimensions (green product, green pricing, green promotion, and green distribution) and the environmental consumer Behavior with its dimensions (environmental knowledge, environmental concern, and consumer social responsibility), to refer to the interest of the company's workers to provide the essential requirements in order to maintain the environment from pollution by educating consumers in the re-development of harmful products by reusing them.
2. There is a significant impact of the dimensions of the green marketing mix elements (green pricing, and green distribution) on the environmental consumer behavior, referring the interest of the studied company to provide a competitive price policy compared to the prices of foreign products.
3. There is no significant impact of the dimensions of the green marketing mix elements (green product and green promotion) on the environmental consumer behavior, so that the studied sample can develop its capabilities toward producing and promoting green products by developing its capabilities in advertising.
4. The interest of the company's workers in producing products free of harmful substances and improving the effectiveness of its products through the use of productive packing that do not cause any harm to the environment.
5. The studied company focuses on setting low prices commensurate with the quality of its products, which stimulates consumers to buy the products of the company under study.

6. The studied company focuses on developing the capabilities of its workers by encouraging them to participate in conferences and seminars related to the environment and the reduction of harmful products, so that it can support its environmental centers.

Second: Recommendations:

1. The company's workers should develop their capabilities toward producing green products and follow promotional policies aimed at instilling consumers' awareness of concern for the environment and its preservation.

2. The need for the studied company to make sure on producing products that carry a small percentage of harmful materials to the consumer, as well as contributing to the treatment of environmental damage.

3. The company under study must treat cases of price increases in its products, since this may lead to negative reactions that affect the environment and consumers' intentions towards buying products.

4. The need for the company to make sure to allocate training courses aimed at supporting and improving the demand for its products through innovating and creating new promotional methods that generate positive awareness among consumers.

5. The studied sample must face the obstacles, threats and challenges that stand in the way of improving its ability to produce products that are less harmful to the environment.

6. The company makes sure to deal with highly credible and reliable distributors in the market and with the target consumers.

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