

Assessing the Impact of Green Marketing Mix on Consumer Behavior: Insights from the Algerian Consumer Perspective

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Abstract:

This study investigates the perceived effectiveness of the green marketing mix among Algerian consumers. It examines its impact on consumer behavior and environmental attitudes, mainly through purchasing decisions related to eco-friendly products. The sample comprises active consumers of green products. A descriptive-analytical method was employed, and a questionnaire was used to gauge respondents' attitudes towards the study variables. Data from 120 respondents were analyzed using SPSS to test the research hypothesis.

The findings reveal that the green marketing mix elements are highly perceived, with the green product ranking highest, followed by promotion, distribution, and pricing. Algerian consumer behavior towards environmental sustainability and green products is also notably strong. The green marketing mix elements showed a statistically significant correlation with consumer environmental behavior at a significance level of 0.05. These findings provide insights that can guide businesses' marketing strategies and help them cater to the growing consumer demand for eco-friendly products.

Keywords: Green Marketing, Consumer Behavior, Eco-Friendly Products, Environmental Awareness.

JEL Classification: M31, Q56.

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1. Introduction:

In the current era of heightened ecological awareness, the concern for environmental sustainability has never been more pressing. This makes it imperative to influence consumer behavior, preferences, and inclinations by steering them towards environmentally friendly products through green marketing. This comprehensive approach transcends merely achieving corporate objectives; it also encompasses green marketing practices that satisfy consumer needs and desires while ensuring their well-being by offering environmentally secure products that contribute to environmental preservation. Moreover, it ensures the continuity of business operations and profit generation without facing restrictions or obstacles. Thus, adopting the concept of green marketing has positive ramifications on environmental, social, and economic dimensions, ensuring sustainable development and providing companies with a lasting competitive advantage and a strong market position. Green marketing enhances the company's image in consumers' eyes while reducing the depletion of non-renewable natural resources, ultimately making the world better for future generations.

Based on the information above, we can formulate the following research inquiry:

What is the impact of the green marketing mix on consumer behavior towards eco-friendly products as perceived by consumers in the Saïda province?

Sub-questions:

- What is the reality of the green marketing mix elements as perceived by consumers?
- What is the current state of consumer environmental behavior?
- What impact do the green marketing mix elements have on consumer environmental behavior?

Research Hypothesis: To address the research problem, the following central hypothesis is proposed:

The overall green marketing mix variables statistically favorably influence consumer behavior towards environmentally friendly products at a 0.05 significance level.

Research Objectives: The objective of this research is to:

- Discover how consumers perceive the green marketing mix elements' reality.
- Understand consumer environmental attitudes.
- Investigate how the components of the green marketing mix influence consumers' environmental beliefs.

Significance of the Study: The study is essential for two main reasons:

Theoretical Importance:

- This study focuses on a subject that necessitates additional research and investigation: the impact of green marketing strategies on shaping consumer attitudes toward buying environmentally friendly products.
- The paper is significant as it relates to green marketing and consumer awareness and attitudes towards green products, essential for preserving human health and the environment.
- Adopting green marketing and relying on eco-friendly products increases consumer trust in companies and organizations, making studying green marketing and its mix of elements crucial.

- The study is vital as it contributes to addressing various challenges facing society, as the proper orientation towards the environment and green products has become an urgent necessity.

Practical Importance:

- The study provides recommendations to assist organizations, associations, and agencies concerned with environmental preservation in improving their use of green marketing tools. Thus, they can enhance the competitive position of goods without compromising environmental balance.
- The study's findings may benefit marketing management in business organizations, offering recommendations to activate green marketing strategies.
- The outcomes may also assist business decision-makers by elucidating the effects of environmentally friendly marketing strategies on consumer behavior and perceptions. This can help them make well-informed choices about green marketing and influence consumer buying behavior.

Field Aspect of the Research:

- **Sample and Study Population:** In the Saïda province, all consumers comprise the study population. One hundred fifty questionnaires were distributed to the sample members, and 120 valid responses were collected for analysis.
- **Data Collection Tool:** The researcher used a questionnaire as the primary tool for collecting data, employing a five-point Likert scale to assess the importance of the responses. This process involved reviewing relevant studies on green marketing.

2. Theoretical framework for the study**2.1 Green Marketing Concept**

In recent years, the globe has encountered substantial environmental issues, including air pollution, water pollution, depletion of the ozone layer, and global warming (Goh, 2019, p. 113). Approximately 70% of this pollution is attributed to manufacturing companies, leading to global commitments to environmental conservation and the promotion of sustainable development. Several initiatives have been launched to encourage sustainable global behaviors, such as the United Nations' Sustainable Development Goals (SDGs) agreed upon in 2015, which include firm commitments toward this path (Pimonenko, 2020, pp. 1-3). Green marketing is a relatively new term in marketing and represents a strategy many international institutions have adopted. It can also be called "clean marketing" or "environmental marketing." Green marketing is "an integrated system approach aimed at influencing customer preferences, driving them to seek environmentally friendly products, and adjusting their consumption habits accordingly. It involves providing a comprehensive marketing mix based on innovation that aligns with this direction, ultimately resulting in environmental preservation, consumer protection and satisfaction, and corporate profitability" (Al-Bakri, 2012).

The American Marketing Association (AMA) defines green marketing as promoting products that prioritize environmental safety. This includes various business practices such as adjusting packaging, implementing eco-friendly production processes, and engaging in green advertising. Green marketing encompasses all activities to create and facilitate exchanges that

fulfill customer needs while minimizing adverse environmental effects (Cherian, 2012, p. 117).

2.2 Determinants of the Green Marketing Mix

The concept of eco-friendly marketing is based on the green marketing mix, which comprises a collection of methods that marketing managers can employ to adjust components in order to meet goals and, in turn, support the organization's overarching objectives. A brief explanation of each element is as follows:

Green Product: A green product utilizes environmentally friendly materials (which can be self-decomposing) and is monitored throughout its life cycle to ensure it remains environmentally compliant. This includes avoiding harmful preservatives, minimizing energy usage, minimizing raw material consumption, avoiding toxic substances, and using recyclable or reusable packaging after consuming the content (Hong, 2019).

Young, Hwang, McDonald, and Oates (2010) found that 30% of consumers think green products should be energy-efficient, assist in conserving water resources, and display environmental friendliness during manufacturing, usage, or disposal. Harmful components in a product can impact a consumer's purchase decision, prompting manufacturers to create eco-friendly products to cater to the needs of environmentally conscious consumers.

Grail Research conducted a study in June 2009, surveying 520 environmentally conscious consumers in the United States, aged 18 to 65, who were familiar with green products and had previously purchased them. The study revealed that these individuals define green products as reducing environmental impact through energy efficiency, recycling, or being made from organic or natural materials. Kuhn (1999) emphasized that improving the production processes of green products improves a company's market share because of its ability to adopt a sustainable marketing approach (Cherian & Jacob, 2012, p. 121).

Green Pricing: Green pricing refers to the premium charged to eco-conscious consumers due to the adherence to environmental requirements throughout the supply chain—from the extraction of raw materials, manufacturing methods, cleaner energy consumption, product packaging, and clean transportation to the design and presentation of the product, as well as its disposal or recycling (Yassin, 2019).

It involves setting prices based on the company's environmental policies when determining the prices of green products, considering the environment, customers, and profits. Modifying product functions, design, or customization usually adds value. The costs of eco-friendly products tend to be greater than those of traditional products (Alabdali, 2019).

In a study of 27,000 people across 27 European countries, with an average of 1,000 participants per country, 75% of the sample Customers were ready to spend more money in order to buy environmentally friendly products, with Swedes being the most willing, at 88.8% (Pirani, 2011, p. 69).

The results of a study involving 808 Belgian citizens, encompassing students, employees, and staff at Ghent University, indicated that just 10% were open to spending an extra 27% on environmentally conscious products. Another study by PHILIPS Electronics showed that consumers were ready to accept the price hike if the product maintained its usual quality and features while being environmentally friendly (Morel, 2012, p. 10).

Green Distribution: Green distribution encompasses all aspects of transportation, storage, logistics, and energy sources. It involves strategies for how green products reach end consumers while considering the organization's environmental responsibility. The concept of green distribution involves managing distribution processes from production to consumption, encompassing reverse logistics. Distribution systems or workplace environments should be eco-friendly and accessible (Chairunnisa, 2019) and utilize renewable energy sources. Organizations must strategically position their products for consumer accessibility to influence purchase decisions effectively. Most marketers succeed in establishing new green products in the market.

The B&G Company focused on what is known as the "centralized distribution" program, establishing policies that consider environmental benefits such as reducing the number of transportation movements and lowering gasoline consumption to decrease pollution. As a result, B&G received an "Environmental Excellence Award." The company has earned a distinguished reputation among consumers, leading to increased demand for its products and higher production levels over the long term (Al-Bakri & Al-Nouri, 2009, p. 47).

Green Promotion: Green promotion encompasses how a company communicates its efforts, commitments, and performance related to environmental conservation to its customers. It conveys to customers that products are sustainable and eco-friendly, encouraging them to purchase (Ariffin et al., 2019). It includes various forms such as personal selling, green packaging, advertising, public relations, and promotional campaigns to present the company and its products in an environmentally friendly light (Baker, 2012, p. 265).

Green promotion relies on the following:

- **Guidance Focus:** Green promotion should encompass all advertising activities within the environmental framework, focusing on guiding consumers through eco-labels and informative guidelines related to the safe use of green products.
- **Selective Advertising Language:** Common phrases in advertisements targeting green consumers include, "This makes you eco-friendly" and "This is your secret to standing out in a clean environment." Since many green consumers seek cleanliness, nature, and distinction, these carefully chosen phrases make them feel uniquely targeted (Hosseinzadeh, 2013, p. 118).

According to a European report by the Gallup organization, 30% of Europeans believe retailers should provide more information about green products to promote them.

One study in India involving 238 students revealed that 96% favored a promotional campaign supporting environmental conservation. Promoting eco-friendly products raises awareness about sustainable alternatives, thereby assisting consumers in discovering environmentally conscious products. A significant obstacle in green marketing communication revolves around effectively linking consumers with environmental and societal concerns and potential solutions (Morel, 2012, p. 10).

2.3 Consumer Behavior:

The consumer is the cornerstone of modern marketing, and organizations' success depends on their ability to meet consumers' needs and desires. It is well known that all humans, regardless of location, culture, education level, or purchasing power, are consumers who frequently use necessities and luxuries such as food, clothing, and communication tools.

Most businesses strive to study consumer behavior by examining their motivations and needs and analyzing their actions by understanding the influencing factors and conditions. Consumer behavior research has become one of the crucial inputs for marketers and those crafting effective marketing programs aimed at reaching and satisfying the consumer. Marketers have realized that their activities begin and end with the consumer (Al-Agha, 2018, p. 22).

Several definitions of consumer behavior are highlighted below:

Consumer behavior is defined as: "The activities individuals engage in when selecting and purchasing goods to satisfy their desires." It is also described as: "The direct actions and behaviors of individuals to obtain a product or service, including the purchasing decision process." Also, it is described as: "The conduct and actions of people when acquiring or utilizing goods and services in an economical manner, which includes the decision-making process that comes before and influences these actions." Moreover, it is defined as: "The actions demonstrated by customers when looking for, buying, and using goods and services" (Bakri, 2020, p. 22).

Consumer behavior focused on sustainability is not inherently different from general consumer behavior; however, it is distinct in that a unique set of factors influences it. Environmentally conscious consumers often seek comprehensive information about the environmental impact of products before deciding to purchase or use them, and they are more intentional in their purchasing choices.

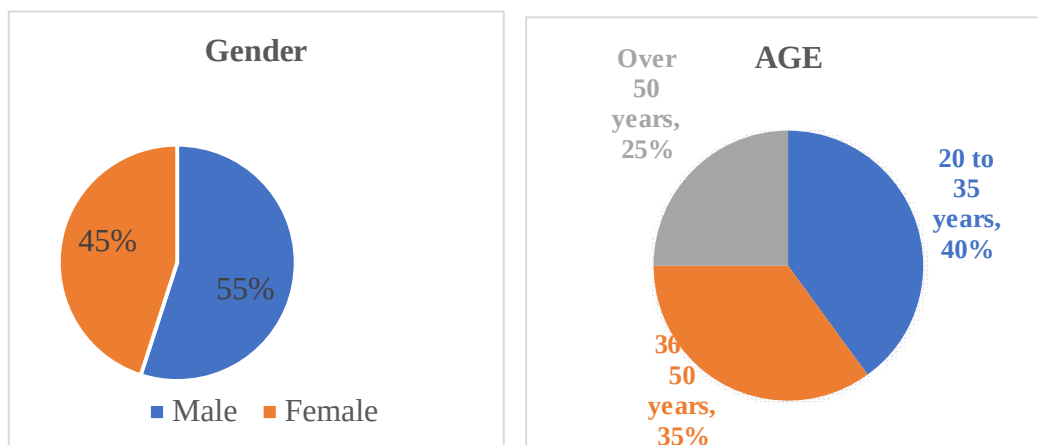
Therefore, green consumer behavior can be described as: "A series of choices that lead individuals to favor environmentally friendly products, driven by a variety of factors including the beliefs and attitudes held by those individuals, which encourage such behavior" (Al-Bakri & Al-Nouri, 2009, p. 103).

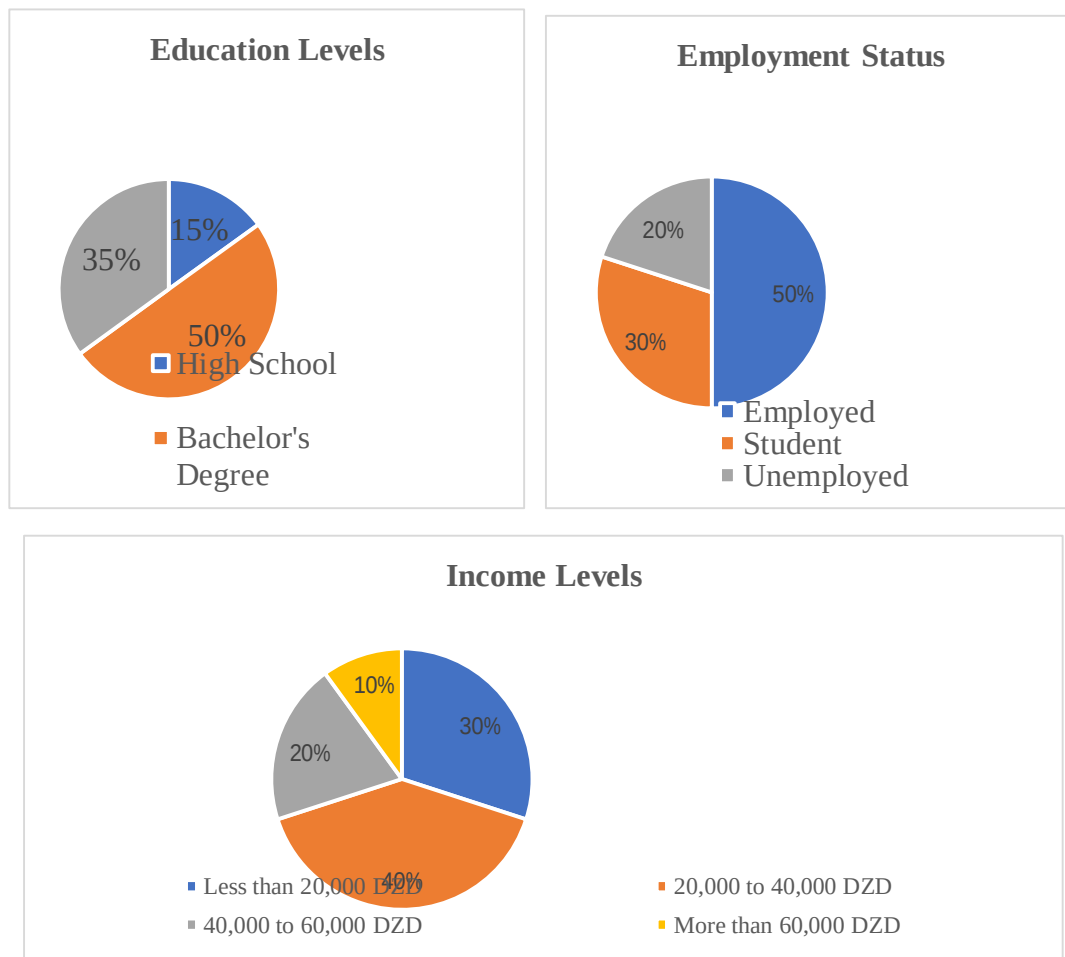
3. The practical framework of the study

3.1 Characteristics of the Sample

The sample in this study presents a diverse demographic profile that offers insights into consumer behavior towards green products and the perception of sustainability initiatives in the Saïda province.

Fig.1. Sample Characteristics





Source: Created by the researchers using SPSS results.

The Gender Distribution of the sample shows that 55% are male and 45% are female respondents, which indicates an equal representation of genders.

Age Groups: The age distribution shows that 40% of the respondents are between 20 and 35, 35% are between 36 and 50, and 25% are over 50. This indicates a predominance of younger and middle-aged participants.

Education levels vary, with 50% of respondents holding a Bachelor's degree, 35% having a Master's degree, and 15% with only a high school diploma. This highlights a well-educated sample likely to be informed about environmental issues.

Employment Status: reveals that 50% are employed, 30% are students, and 20% are unemployed. The presence of students and unemployed individuals could influence the importance placed on price sensitivity and affordability of green products.

Income Levels: The income distribution indicates that 40% of respondents earn between 20,000 and 40,000 DZD, 30% earn less than 20,000 DZD, 20% earn between 40,000 and 60,000 DZD, and 10% earn more than 60,000 DZD. This reflects a broad range of economic backgrounds within the sample.

The sample is characterized by a significant proportion of young, educated individuals who support green products and government initiatives. The diversity in age, education, and income levels enrich the study's findings, reflecting a comprehensive view of consumer behavior in Saïda province.

3.2 The Study Tool's Validity and Reliability

We used the Cronbach's Alpha coefficient to evaluate the reliability and validity of the questionnaire. The coefficient produced a result of 0.80, signifying strong reliability. In order to establish validity, we calculated the square root of Cronbach's Alpha, resulting in a value of 0.89. These findings are presented in the table below:

Table 1. Cronbach's Alpha Coefficient measured reliability of the Questionnaire

Items Number	Cronbach's Alpha	Validity Coefficient
27	0.75	0.86

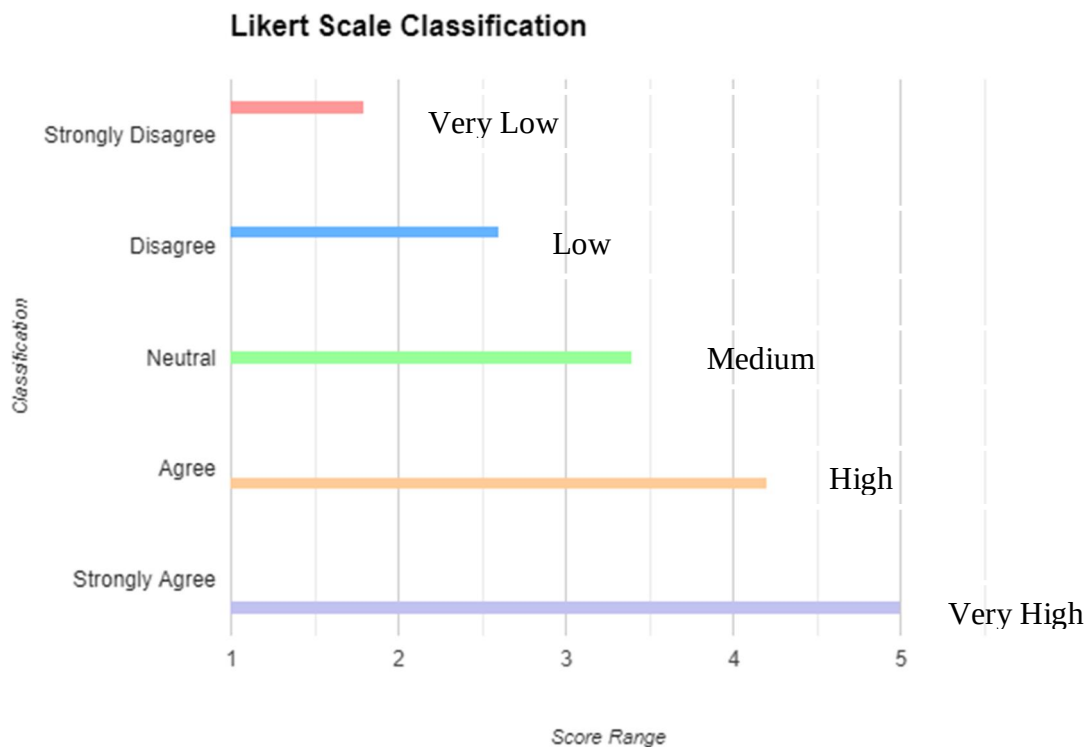
Source: Created by the researchers using SPSS results.

The assessment results indicate that the Cronbach's Alpha coefficient for the measurement items is 0.75, surpassing the recommended minimum threshold of 0.60, as Sekaram (2000) suggested. This indicates increased data credibility in reflecting the sample results on the population, with the scale demonstrating internal consistency and stability. Therefore, it can be concluded that the measurement tool exhibits good internal consistency, allowing for accurate measurement of the variables.

3.3 Analysis of Sample Responses Towards Green Marketing Mix Elements

We used descriptive statistics, including mean values, to analyze the study results and determine respondent trends. The respondents' ratings were categorized as follows:

Fig.2. Likert Scale



Source: Created by the researchers using SPSS results.

Research Question 1: What is consumers' perception of the green marketing mix elements?

Table 2. Analysis of Green Product Element

No.	Statement	Mean	Evaluation
1	I prefer green products because they are of higher quality than non-green products.	3.75	High
2	I support green products because they are healthier than non-green products.	4.00	High
3	I prefer green products because they decompose in the environment.	3.86	High
4	I spend more time and effort to obtain green products.	3.19	Medium
5	I noticed the availability of various satisfactory green alternatives for customers.	2.93	Medium

Source: Created by the researchers using SPSS results.

The overall mean rating for the green product element is 3.54. The sample prefers green products because of their environmental advantages and safety. Consumers lean towards natural and environmentally friendly products as they provide benefits without harming human health and the environment.

Table 3. Results for Green Pricing Element

No.	Statement	Mean	Evaluation
1	The price of green products does not affect the demand or sales.	2.64	Medium
2	I prefer buying green products despite their higher prices due to their high value.	3.22	Medium
3	Companies consider the income level of the target group when pricing green products.	2.68	Medium
4	I notice that a lower profit margin is set on green products.	2.68	Medium
5	Awareness and government support for green products can lower their price.	3.34	Medium

Source: Created by the researchers using SPSS results.

The overall mean rating for green pricing is 2.91. Consumers recognize the increased expenses linked to eco-friendly products and that the environmental benefits may justify these costs. However, there is a perception that government support or lower profit margins do not significantly affect green pricing.

Table 4. Results for Green Promotion Element

No.	Statement	Mean	Evaluation
1	I notice that companies focus on guiding consumers on the safe use of green products.	3.29	Medium
2	The company's advertising policies for green products are honest and trustworthy.	2.98	Medium
3	I observe promotional messages related to green marketing across various media.	3.46	High
4	There is a national environmental trend that facilitates green promotion.	2.93	Medium
5	Companies boost sales by offering green coupons and free samples.	2.81	Medium

Source: Created by the researchers using SPSS results.

The overall mean rating for green promotion is 3.09, indicating moderate promotional activity for green products. While some promotional efforts are perceived as effective, companies still need to implement comprehensive national initiatives and promotional strategies.

Table 5. Results for Green Distribution Element

No.	Statement	Mean	Evaluation
1	The tools and means used to transport green products are safe and eco-friendly.	2.78	Medium
2	I feel that companies distribute their green products in a way that makes them accessible to customers anytime and anywhere.	2.86	Medium
3	National companies adopt strategies to provide eco-friendly locations.	2.73	Medium
4	I noticed that companies train distributors in environmental marketing activities.	3.05	Medium
5	I observe that institutions are moving towards using green energy in their branches.	2.88	Medium

Source: Created by the researchers using SPSS results.

The overall mean rating for green distribution is 2.86, reflecting a moderate level of satisfaction with green distribution practices. There is a perception that companies need to adequately focus on green transportation, distribution strategies, or green energy, indicating a need for improvement in these areas.

Research Question 2: What is the Current Status of Environmental Consumer Behavior?

Table 6. Results for Consumer Behavior Element

No.	Statement	Mean	Evaluation
1	Choosing green products is a social and ethical responsibility.	3.98	High
2	I strive to instill environmental values in my purchasing behavior.	3.88	High
3	I prefer products produced using modern technologies to avoid environmental pollution.	3.90	High
4	I try to spread the culture of green products within my local community.	3.78	High
5	The availability of green products enhances my motivation to buy them.	3.66	High
6	I actively participate in seminars and lectures on the importance of environmental protection.	3.34	Medium
7	Companies adopting a green marketing philosophy have increased my loyalty.	3.39	Medium

Source: Created by the researchers using SPSS results.

The overall mean rating for environmental consumer behavior is high, indicating that consumers commit to environmentally friendly practices and products. The highest-rated statement is:

- **Statement 1:** "I consider that choosing green products is a social and ethical responsibility." (Mean = 3.98)

This reflects consumers' firm belief that green products are both a social and ethical obligation.

Other high-rated statements include:

- **Statement 3:** "I prefer products produced using modern technologies to avoid environmental pollution." (Mean = 3.90)
- **Statement 4:** "I make an effort to spread the culture of green products within my local community." (Mean = 3.78)
- **Statement 5:** "The availability of green products enhances my motivation to buy them." (Mean = 3.66)

The results suggest that customers are likely to buy environmentally friendly products because of their environmental advantages and to advocate for green initiatives and technologies in their communities.

The lower-rated statements are:

- **Statement 6:** "I actively participate in seminars and lectures on the importance of environmental protection." (Mean = 3.34)
- **Statement 7:** "Companies adopting a green marketing philosophy have increased my loyalty." (Mean = 3.39)

While these statements still reflect a positive attitude, they suggest that consumers are less engaged in formal environmental education and may only sometimes see a direct link between green marketing practices and increased brand loyalty.

The findings suggest that consumers have a strong environmental consciousness and dedication, influenced by their belief that green products are advantageous and morally essential.

4. Results analysis:

To examine the central hypothesis of the study, a Simple Linear Regression analysis was employed to establish whether there exists a statistically substantial impact relationship at the significance level of ($\alpha \leq 0.05$) between the general variables of the green marketing mix and consumer behavior, as outlined in Table 07.

Table 07. Model Summary and Parameter Estimates Related to the Main Hypothesis

Hypothesis	Pearson Correlation Coefficient (R)	Coefficient of Determination (R ²)	F-Value	Significance Level (p-value)
Primary Hypothesis: The green marketing mix statistically significantly impacts consumer behavior towards green products.	0.794	0.643	72.063	0.000
Model Parameter Estimates	B	Significance Level (p-value)		
Constant	1.043	0.000		
Green Marketing Mix	0.703	0.000		

Source: Created by the researchers using SPSS results.

The table above displays the findings of the Simple Linear Regression analysis, which indicate the following:

- The value of the Pearson linear correlation coefficient (R) is 0.794, signifying statistical significance at the ($\alpha \leq 0.05$) threshold. This suggests a robust positive association between the independent variable (overall variables of the green marketing mix) and the dependent variable (consumer behavior) in the research. The positive sign of the correlation coefficient (R) suggests a direct relationship, meaning that increasing the focus on the green marketing mix will positively influence consumer behavior towards green products.
- The value for the coefficient (B) in Simple Linear Regression is 0.703, and it is statistically significant at the ($\alpha \leq 0.05$) level, indicating a robust explanatory relationship between the independent and dependent variables in the study. The positive nature of the regression coefficient (B) implies that a one-unit rise in the independent variable results in a 70% increase in the dependent variable, consumer behavior.
- The Simple Linear Regression model has an R² value of 0.643, indicating its explanatory power. This value is deemed statistically significant because the F-test value is 72.063 at a significance level of ($\alpha \leq 0.05$). Essentially, this means that the Simple Linear Regression model can account for 64% of the variance in consumer behavior through the independent

variable (green marketing mix). This high percentage illustrates a substantial impact relationship between the independent and dependent variables.

The Simple Linear Regression model can represent the relationship between consumer behavior and the green marketing mix as follows:

$$\text{Green Consumer Behavior} = 1.043 + 0.703 (\text{Green Marketing Mix})$$

Considering the outcomes presented earlier, the null hypothesis was not supported, and the alternative hypothesis was upheld, indicating the existence of a statistically significant correlation at the significance level ($\alpha \leq 0.05$) between the green marketing mix of the study and consumer behavior.

5. Conclusion

In conclusion, we propose several recommendations for consideration:

- Incorporate the environmental aspect into the company's marketing plans and enhance its green marketing efforts, which are geared towards promoting the purchase of environmentally friendly products to safeguard and conserve the natural environment.
- Enhance the use of all promotional methods by environmentally friendly organizations to emphasize the features of green products, which directly impact consumers' buying choices.
- Increase efforts to spread environmental awareness across societal layers, encouraging the adoption of green behaviors that, in turn, lead to the purchase and acquisition of green products, reducing energy consumption and mitigating pollution.
- Advocate for government support in reducing the price of green products by lowering customs duties, encouraging more organizations to market them, and motivating consumers to purchase them.
- Organizations must establish uniform standards for green marketing activities. Green marketing gives every organization the opportunity to transform green products and a green marketing environment into a competitive advantage.

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