

**The Impact of Green Marketing Mix on Consumer Behavior  
A study of the customers in a sample of Algerian economic  
institutions**

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**Abstract:**

This study delved into the analysis of green marketing mix as an integrated strategic and behavioral influence that aims to influence the awareness and behaviors of all components of the marketing environment, especially the customer. It established a new model that actually represents the modern green marketing mix expressed in green products, green pricing, and distribution, green promotion, green operations, environmentally oriented individuals, and green performance, as it has proven that there is a strong interrelation and influence between the elements of the green marketing mix - at the level of awareness and behavior - and consumer behavior.

**Keywords:** green marketing mix, environmental marketing mix, bio-based marketing mix, clean marketing mix, societal marketing mix, consumer behavior.

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## **1. Introduction:**

The negative impact of human activities on the environment is a topic of growing concern these days. Governments worldwide are making efforts to minimize the human impact on the environment. Society today is more environmentally conscious, with concepts like the Green Revolution, environmental protection, sustainable living, sustainable development, and natural resource conservation becoming integral to our daily lives. Green marketing is a tool used by many organizations in this context.

In recent years, consumers have become more culturally and environmentally aware of environmental issues, along with their purchasing behaviors and practices. Green marketing refers to selling products or providing services based on environmental benefits. The term emerged in the late 1980s and late 1990s, and its concept has rapidly grown, impacting all economic sectors. It not only contributes to environmental protection but also enhances the fundamental success factors: "stakeholder satisfaction, social acceptance of the organization, environmental product safety, and sustainability in the organization's activities" (SARKAR, 2012, p. 126)

Green marketing serves as a strategic approach to seize marketing opportunities and expand market targeting by meeting the desires and preferences of environmentally-conscious consumers. A product can save water, reduce gas emissions, prevent air pollution, or be easily recyclable. When discussing these issues alongside consumer behavior and their awareness and actions in this direction, the influence on consumer behavior becomes significant.

In this context, the current research problem arises, which can be formulated in the main question: What is the impact of the green marketing mix through green products, green pricing, green distribution, green promotion, green operations, environmentally conscious individuals, and green performance on consumer behavior?

## **2. Study Objectives:**

1. Understand the theoretical concepts related to the green marketing mix and consumer behavior and attempt to scientifically ground these concepts accurately.
2. Identify the extent to which elements of the green marketing mix affect consumer behavior.

3. Extract results and recommendations that can assist those interested in the green marketing approach, whether researchers or practitioners, in the real world.

### **3. Significance of the Study:**

The research derives its significance from the expected results, which can provide a practical and scientific guide to understanding the real impact of the elements of the green marketing mix on consumer awareness and behavior. The results can serve as a scientific contribution to promoting environmental awareness, especially in marketing activities.

### **4. Theoretical Framework for the Green Marketing Mix:**

After reviewing previous studies, it is advisable to extract the dimensions, contents, requirements, and objectives of green marketing and apply them to the marketing mix elements. These elements are considered the essential core of the marketing concept, generating value for customers and being the most important output for comprehensive marketing and marketing processes as a whole. This results in a model similar to Kotler's seven elements (green products, green pricing, green distribution, green promotion, green operations, environmentally conscious individuals, and green performance). These elements cover all aspects and contents of the green marketing approach.

**4.1 Green Products:** (Bing, Chaipoopirutana, & Combs, 2011, pp. 55-71)

- Low energy consumption during use.
- Made from recyclable materials.
- Low energy consumption in production and marketing.
- Use of environmentally friendlier resources.
- Reduces emissions of harmful substances during use.
- Incorporates recyclable materials.
- Easy and safe to use with minimal side effects.
- Environmentally friendly packaging.
- Balances original performance features with environmental contributions.

### **4.2 Green Pricing:**

- Periodic study of customer behavior in the target market.
- Striving for a balance between environmental cost and pricing.

- Pricing reflects environmental product efficiency without compromising core product features.
- Striving to possess new technology to lower prices and improve environmental product efficiency.
- Pricing products based on environmental requirements set by other green marketing mix elements.
- Not attempting to recover all capital costs immediately upon introducing a new green product.
- Compliance with pricing regulations.
- Avoid pricing strategies that do not match product performance solely because it has an environmental orientation.

**4.3 Green Distribution:** (Yazdanifard & Mercy, 2011, pp. 3-5)

- Reducing emissions and pollution resulting from product distribution.
- Choosing distribution alternatives most suitable for the nature of the product and its other characteristics.
- Evaluating distribution options that support green pricing.
- Providing efficient distribution channels for recycling.
- Incorporating comprehensive environmental quality management in both distribution and reverse logistics.
- Controlling distribution channels to ensure they adhere to environmental product characteristics.
- Providing appropriate environmental conditions for product storage.
- Educating distributors about technical requirements for distributing green products.
- Conducting regular tests on sales outlets.

**4.4 Green Promotion:** To adhere to the optimal promotional mix in line with green marketing, environmentally oriented organizations work on the following (Surya & Banu, 2014, pp. 7-11):

- The organization attaches its promotional messages to its environmental policies and image.
- The advertising message presented by the organization includes the environmental features of the product without exaggerating these features.
- Environmental labels (green) are used as guarantees for customers and indicate environmental or social standards.
- The organization works on increasing customer awareness of environmental issues.

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- It provides the required environmental answers and statements for the media.
- The organization collaborates with environmental bodies, organizations, and environmentally oriented associations.
- The organization issues newsletters and reports related to its environmental activities.
- The organization conducts discussion sessions on environmental matters involving customers and relevant community components.

#### **4.5 Green Operations**

Through green marketing practices and environmental commitment, the organization takes care of its operations at all levels, with a particular focus on the following points (Delafronz, Taleghani, & Nouri, 2015, pp. 4-6)

- The organization seeks to minimize environmental damage in its marketing management processes.
- The organization's operations are environmentally, ethically, and socially committed to partial and overall environmental issues.
- The organization's operations follow a coherent structure that integrates green marketing management processes with the rest of the green marketing management mix elements.
- Marketing management processes aim for innovation rather than just responding to pressures.
- Marketing management practices can solve problems and conflicts related to the environment.
- Marketing management, through its processes, can predict the dynamics of environmental requirements and customer preferences regarding the environment.
- Marketing management processes focus on managing relationships with pressure groups and the environment on one hand and partners on the other.
- Marketing management processes are committed to rewarding customers on the one hand and organization members on the other, from an environmental perspective.

Additionally, it's worth noting the integration of marketing processes with production management to align with the waste reduction philosophy through reuse, primary material reduction, and recycling.

#### **4.6 Environmentally Oriented Individuals**

To achieve the pillars of green marketing, the organization heavily relies on its human capital, taking into account the following aspects:

- The organization trains and updates the skills of its employees in environmental conservation.
- The organization's employees are well informed about environmental issues in general and those related to the organization's activities in particular.
- The organization's employees have positive attitudes towards change and environmental orientation.
- The organization's members have skills that allow them to control technology that aids environmental commitments.
- The organization operates in an open system, making it easy to accept new ideas, especially those related to environmental issues.
- The organization's individuals are open to new roles within the organization and its environment to fulfill environmental commitments.
- The organization's individuals have advanced convictions about environmental issues and can persuade others with their beliefs.
- The organization's members progress from merely being interested in environmental issues to becoming creative in these matters.
- The organization launches environmental initiatives based on its human capital with ease.

#### **4.7 Environmental Performance**

Environmental performance is the most important cornerstone within the framework of adopting green marketing. Organizations directed environmentally commit to the following (kotler & Keller, 2014, p. 42)

- Continuously balance their environmental and social performance with their (profit and non-profit) goals.
- Monitor their market share according to their environmental and social performance, not just profitability.
- Evaluate their customer gains and losses based on their environmental performance.
- Measure customer satisfaction to assess their environmental and social performance.

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- Fulfill their natural role as an active and efficient entity, performing their environmental and social duties towards the public and the environment.
- Continuously compare changes in their environmental performance with changes in their customers' environmental preferences.
- Continuously strive to narrow the gap between their environmental performance and their green customers' aspirations.
- Innovate and seek creativity in environmental commitment and performance rather than treating it as a legal obligation.

#### **The Theoretical Framework of Consumer Behavior**

Organizations nowadays tend to adopt concepts and measures aimed at preserving the environment on one hand and influencing consumer behavior to purchase green products on the other. Due to the increasing environmental degradation, environmental awareness has grown in societies and governments alike. On the governmental level, this is reflected in the enactment of stringent environmental laws, while on the societal level, it has been studied and analyzed concerning consumer behavior. There are numerous studies related to green marketing and its relationship with consumer behavior (Narges, Mohammad, & Bahareh, 2014, p. 8)

In the contemporary marketing philosophy, green marketing is rooted in customer orientation, making the customer the fundamental element of marketing practices from beginning to end. No organization, regardless of its competitive position, can reach and maintain success without considering customer behaviors, motivations, attitudes, and the factors influencing their decisions (Al mossad, 2010, p. 52)

Additionally, the modern marketing philosophy, through the green marketing approach, focuses on directing customers with consideration for future generations by preserving their right to a natural environment. Achieving customer satisfaction today is not the sole concern. Ensuring a sustainable future for customers has become an organizational responsibility. It is illogical to reassure the customers today and threaten them by harming the environment tomorrow (Mohamad, 2012, p. 37)

In conclusion, the definition of consumer behavior must be identified, and the distinction between the buyer, user, and consumer

must be made. This leads to understanding the stages of the consumer's decision-making process, followed by a discussion of the internal and external factors influencing consumer behavior (Mahmoud, Al-Samad, & Rudaina, *Consumer Behaviour*, 2002, p. 62)

### **5. Definition of Consumer Behavior**

The significant interest in studying consumer behavior has led to various definitions, including:

Consumer behavior is "the actions exhibited by consumers in the process of searching for the purchase or use of goods, services, ideas, or experiences that are expected to satisfy their desires, needs, and wants within the constraints of available purchasing power" (Mohamad, 2012, p. 13)"

Another perspective is that it refers to "the cognitive and muscular activities related to the process of evaluation, comparison, and acquisition of goods or services and their use" (Abdul Salam, 2001, p. 161).

Molina defines it as "the individual and collective behavior associated with the planning, purchase, and consumption of products" (Bin Yacoub, 2004, p. 58)

He also defines it as "the individual and collective behavior associated with the planning, purchase, and consumption of products, indicating the behavior exhibited by an individual due to internal or external stimuli related to things and situations that stimulate his or her needs and desires and achieve his or her goals" (Kasser, 2006, p. 58)

Howard points out that: Consumer behavior represents the actions that individuals follow directly to obtain and use economic goods and services, including the procedures that precede and determine these actions. (Hamid, Mahmoud, & Bashir, 2010, p. 113)

Ougust suggests that consumer behavior is a "set of actions that cannot be continuously observed but are expressed when making a purchase decision" (Hamid, Mahmoud, & Bashir, 2010, p. 113)

Finally, according to Abyadat, consumer behavior is "the behavior exhibited by the consumer in the process of searching for the purchase or use of goods and services or ideas and experiences expected to satisfy their desires, needs, and wants, based on the available purchasing power" (Mohamad, 2012, p. 15)

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In line with these definitions, it can be affirmed that (Hamid, Mahmoud, & Bashir, 2010, p. 15)

- Consumer behavior is the result of the interactions of internal and external factors.
- Consumer behavior is merely an individual's action regarding the purchase of a product.
- The consumer seeks products to satisfy their desires and needs.
- The consumer selects from available alternatives.
- Making a purchasing decision requires complete, clear, and accurate information.
- The individual collects and analyzes information and selects the most suitable options based on their abilities for analysis and decision-making.
- Purchasing decisions involve a great deal of risk and uncertainty related to product quality.

In general, all the preceding definitions provide a general framework for studying consumer behavior. The key factor in this matter is identifying and studying the factors influencing consumer behavior. If done scientifically and correctly, this process will enable organizations to truly understand their consumers and approach them with minimal harm to both parties, reducing risks and uncertainties. (Mualla & Tawfiq, 2002, p. 12)

## **6. Influence of G.M. Mix Elements on Consumer Behavior**

### **6.1 Influence of G.M. Mix on Consumer Behavior - Theoretical**

#### **6.1.1 Product Influence on Consumer Behavior**

The product is the fundamental element on which marketing activities and efforts rely. It plays a vital role in influencing current and future purchasing behavior. When consumers buy a product, it's based on the belief that it can satisfy their needs and desires. If the product does meet their expectations, it creates an incentive for them to make repeat purchases in the future. The effects of the product on buying behavior can be addressed by focusing on the following points (Mahmoud, Al-Samad, & Rudaina, Consumer Behavior, 2002, p. 167)

#### **-Product Life Cycle**

The product's life cycle consists of stages from its introduction to the market to its eventual decline. During each stage, consumers exhibit different behaviors in their purchasing decisions.

**- Introduction Stage**

In this stage, consumers might experience the following:

- Hesitation to try the product due to a lack of clear understanding about it.
- Doubt and uncertainty about their purchasing decisions.
- Desire to try the product for the sake of exploration and getting to know something new.
- Information gathering and forming initial impressions about the product.
- Comparison of the new product with alternatives (Mohammad, 207, p. 12) .

**- Growth Stage**

- In this stage, demand increases, and consumers might:
- Obtain sufficient information and form a positive perception of the new product.
- Overcome hesitation in making a purchase decision.
- Reduce doubt about the correctness of their purchase decisions.
- Achieve emotional balance, allowing them to confidently make a purchase.

**-Maturity Stage**

This stage is characterized by slow sales growth, and consumers may:

- Have a good knowledge of the product and continue making purchase decisions.
- Attempt to resist competitive pressures from promotional campaigns for more advanced products, aiming not to switch from the familiar product to a new one.

As a result of continuous competition and the emergence of more advanced products, consumers may start considering transitioning to new products.

**-Decline Stage**

When consumers feel that a product no longer satisfies their needs and desires, and doesn't reach the desired level of satisfaction, they start searching for more advanced products. Their behaviors at this stage may include:

- Searching for new products.
- Seeking variety.
- Refraining from buying the usual products and opting for new ones.

### **-Packaging and Labeling Influence on Consumer Behavior**

The increasing number and variety of products available to consumers make it difficult to differentiate them if they are not packaged and labeled distinctively. Packaging and labeling serve the consumer in the following ways:

- Attracting the consumer's attention through various shapes and colors.
- Providing necessary information on the packaging, such as product components, storage conditions, and expiration date.
- Protecting the product and facilitating storage (Annabi, Consumer Behavior and Psychological Influencing Factors, 2003) .

### **-Product Brand Influence on Consumer Behavior**

A brand is a name, symbol, or design that distinguishes a product from others of the same company or other companies. It plays a significant role in product differentiation and exerts several effects on purchasing behavior and purchase decisions. These effects can be summarized as follows:

- Making it easier for the consumer to recognize the product and generating trust in distinct products.
- Signifying that products bearing a well-known brand are of high quality.
- A lack of information about competing products can lead consumers to purchase a recognized brand to reduce psychological anxiety and doubts about their purchasing decisions.

#### **6.1.2 The Impact of Price on Consumer Behavior**

Price is related to the concept of value that the organization offers to the customer, and it constitutes a significant part of the costs that the customer incurs. If the price rises beyond the customer's purchasing power, it will have a negative impact on the purchase decision. At the same time, a significant decrease in price, especially for well-known products, may raise doubts about their quality and value.

#### **6.1.3 The Impact of Promotion on Consumer Behavior**

In today's time, communicating with customers is one of the fundamental and challenging tasks that marketing management faces due to the expansion of markets, product diversity, and the evolving environment. The impact varies from one promotional method to another (Al Mouadin, 2011, p. 118) .

**-The Impact of Advertising**

Advertising is a direct and mass communication tool that enables the organization to reach a wide range of customers.

Advertising campaigns can:

- Inform the customer about the product's presence in the market.
- Enhance the product's image and the organization's image.
- Persuade the customer to make a purchase by expressing the product's features and value distinctively in the organization's advertisements.
- Reinforce the customer's decision with information to avoid cognitive dissonance.

**- The Impact of Sales Promotion**

Sales promotion consists of various short-term incentive tools designed to encourage customers to make purchases within a specific time frame. These tools include coupons, special offers, guarantees, discounts, gifts, and free samples. These tools can achieve several things (Annabi, Consumer Behavior and Psychological Factors of Influence, 2003, p. 63):

- Free samples stimulate customers and encourage them to make purchases.
- Change customers' buying habits.
- Price discounts attract new customers who are willing to switch brands.
- Offering additional items with a large quantity purchase encourages customers to buy in larger quantities.

**-The Impact of Personal Selling**

Personal selling is a direct form of communication between the seller and the customer. It allows for direct influence on the customer's behavior at the point of sale, with the potential to guide their choices by providing information about specific products or brands and offering consultation.

**-The Impact of Public Relations**

Public relations are social practices aimed at building relationships through the organization, which supports the organization's image and increases its credibility.

#### **4.6.1 The Impact of Distribution on Consumer Behavior**

The distribution process creates a form of communication between the organization and the customer, whether the distribution is direct from the organization to the customer or relies on the benefits provided by intermediaries. The distribution strategy's role is to influence the customer's behavior by providing a range of benefits to the customer, which includes (Mualla & Tawfiq, 2002, p. 230):

**-Temporal Benefit :** Providing the product at the time when customer needs it.

**-Spatial Benefit:** Distributing the product in close proximity to customer, preventing them from turning to other products in case of scarcity. In addition to the services provided by intermediaries to customers.

It's well-known that marketing mixes are not the only factors influencing purchasing behavior. Cultural, social, and situational factors all contribute to determining consumer behavior. Understanding these forces is a crucial step in marketing strategy planning. Developing an effective marketing strategy cannot be accomplished without knowledge of how consumers think and act.

#### **6.2The Impact of G.M.Mix on Consumer Behavior - An Applied Study**

##### **6.2.1 Study Community and Sample**

The study community consists of customers from a sample of economic organizations operating in the Algerian market. A number of organizations have been selected, and distributed across the following states: Algiers, Biskra, Bordj Bou Arreridj, M'sila, Mostaganem, Bejaia, Sidi Bel Abbes.

##### **Study Sample**

The final study sample consisted of 139 customers from the selected institutions. The sample was chosen from the overall study community, which includes customers from 53 economic institutions operating in the Algerian market. This selection was made purposively for research purposes by choosing the most important customers.

A total of 192 questionnaires were distributed to them based on lists of the most important customers derived from the institutions. After retrieving the questionnaires, 53 were excluded due to incomplete responses or the failure of the study sample individuals to

participate in filling out the questionnaires or sending them in a timely manner after the analysis. The final sample consisted of 139 individuals, representing 72.39% of the main sample.

### **6.2.2 Data Collection Tools**

For the current study, the researcher relied on a questionnaire specifically designed for research purposes based on previous relevant studies and the proposed study model.

#### **-Data Sources**

The primary source of data was the information gathered from the questionnaire to perform the analysis and derive the results. The researcher enriched the results with data obtained from interviews, which included observations that illustrate the general orientation of the studied customers.

#### **-Study Tool (Analysis Unit)**

The study's analysis unit was derived by referring to the theoretical literature and previous studies. The analysis unit consisted of two main parts: the general part of the study sample and the study questions (related to the study variables and designed in a Likert scale style).

### **6.2.3 Study Tool Validity**

This type of test is conducted to determine the reliability of the data collection tool, i.e., measuring and confirming its validity in giving the same results when the study is repeated under the same conditions. There are two main levels of data collection tool validity: content validity and tool stability.

#### **-Content Validity**

The scale was presented to a group of experts to express their opinions regarding the validity of the content, the relevance of the statements to the scale, and their suitability for measuring what was intended. The clarity of the statements and any necessary adjustments were proposed. A criterion of 80% was used to determine the validity of the item. Based on the experts' opinions, some items were modified in terms of phrasing to enhance clarity, and some items were removed due to their similarity and overlapping meaning with other items.

### **6.2.4 Stability of the Study Tool**

From the table(**Cronbach's Alpha for the Independent and Dependent Variables**), we notice that the Cronbach's Alpha value for the independent variable is 0.9, which is a very high percentage. Similarly,

the Cronbach's Alpha value for the dependent variable is 0.859, indicating a high level of reliability. In the end, the combined Cronbach's Alpha value for both variables is 0.894, further confirming the significant reliability of the research tool.

#### **6.2.5 Testing the suitability of the data for statistical analysis Before**

In order to test the study's hypotheses and before commencing the statistical analysis, the researcher must conduct a series of tests to examine the suitability of the data for statistical analysis, ensuring the attainment of accurate scientific results. Among the most critical tests is the Normal Distribution Test.

If the data follows a normal distribution, it allows for the utilization and application of parametric tests in the current study. Therefore, before initiating the various tests, the researcher must determine whether the data adheres to a normal distribution or not. The nature of the distribution guides the selection of the appropriate statistical tools. In this regard, the researcher relies on the SPSS program to identify which variables adhere to or approximate a normal distribution.

The researcher calculated the measures of Kurtosis and Skewness and obtained the following results:

- The Skewness coefficient for the marketing input variable is 0.76.
- The Skewness coefficient for the competitive advantage variable is 0.62.

Since the absolute value of the Kurtosis coefficient for both variables is less than 2, it indicates that the variables follow a normal distribution. This finding is further supported by the sample size.

Furthermore, the researcher examined a measure of asymmetry. To be acceptable, the absolute value of this measure should not exceed 1. As evident, the values for the asymmetry coefficient are 0.172 for the green marketing mix elements and 0.265 for consumer behavior, respectively.

These results collectively suggest that the data is normally distributed, which is crucial for selecting the appropriate statistical methods for analysis.

6.2.5 Testing the primary hypothesis

The main hypothesis is as follows: "Green marketing mix elements influence consumer behavior in the local economic institution."

To test the primary hypothesis, linear regression analysis was conducted using the least squares method. This analysis examined the independent variable represented by the green marketing mix elements and its relationship with the dependent variable, which is consumer behavior. The results are presented in the table below:

Table (03)Linear correlation between green marketing mix elements and consumer behavior

The table shows a strong correlation between the two variables, with a correlation coefficient (R) of 0.94. Additionally, the R-squared value (R2) reached 89%, indicating a very strong percentage that explains the variations observed in consumer behavior as a dependent variable. These variations are attributed to the impact of green marketing mix elements, as illustrated in the table.

Table(02):Linear correlation between elements of the green marketing mix and consumer behavior

Summary of Models

| R-Squared | Adjusted R-Squared | Standard Error of Estimation |
|-----------|--------------------|------------------------------|
| ,890      | ,889               | 4,92699                      |

a.Predicted values: (constants), Green Marketing Mix Elements.

**Source:** Prepared by the researcher based on the outputs of SPSS version 20.

Since there is a very strong correlation between the elements of the green marketing mix and consumer behavior in Algerian economic institutions, and its interpretation is acceptable, the researcher is studying the linear representation of the relationship between the two variables, as shown in Table (05).

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**Table(03)Analysis of the regression line variance between the elements of the green marketing mix and consumer behavior.**

**ANOVA<sup>a</sup>**

| Modèle     | Somme des carrés | ddl | Moyenne des carrés | D        | Sig.              |
|------------|------------------|-----|--------------------|----------|-------------------|
| Régression | 26977,727        | 1   | 26977,727          | 1111,326 | ,000 <sup>b</sup> |
| Résidu     | 3325,712         | 137 | 24,275             |          |                   |
| Total      | 30303,439        | 138 |                    |          |                   |

a. Variable dépendante : consumer behavior

b. Valeurs prédites : (constantes), green marketing mix

Source: is from the researcher based on the outputs of SPSS version 20.

This table shows that it is possible to rely on the regression line, as the null hypothesis of unsuitability of the regression line to represent the data related to the independent variable (Elements of the Green Marketing Mix) and the dependent variable (Consumer Behavior) is rejected, with the significance level being less than the acceptable level.

**Table (04): Regression Coefficients Between Elements of the Green Marketing Mix and Consumer Behavior**

**Coefficients<sup>a</sup>**

| Model               | Non-standardized Coefficients |                | Standardized Coefficients | t      | Sig. |
|---------------------|-------------------------------|----------------|---------------------------|--------|------|
|                     | A                             | Standard Error | Beta                      |        |      |
| (Constant)          | 22,200                        | 3,844          |                           | 5,775  | ,000 |
| Green Marketing Mix | ,534                          | ,016           | ,944                      | 33,337 | ,000 |

a. Dependent Variable: Consumer Behavior

Source: Prepared by the researcher based on the outputs of SPSS version 20.

Based on the information obtained from the table above, it can be concluded that the effect of the elements of the green marketing mix can be represented by a linear equation with a constant (B) of 22.2 and a high level of significance (0.00). The coefficient of the independent variable, represented by the consumer's behavior, is 0.534.

Therefore, in light of these results, the null hypothesis is rejected, and the alternative hypothesis, which suggests an impact of the elements of the green marketing mix on consumer behavior, is accepted. This conclusion was largely expected by the researcher due to the high level of awareness among the sample individuals regarding the importance of implementing environmental aspects in the marketing practices of Algerian economic institutions.

### **6.2.7 Results**

Consumers of Algerian economic institutions demonstrate a high level of awareness of environmental requirements, especially concerning the elements of the green marketing mix. However, translating these perceptions into implementation remains challenging, and their level of influence in the context is very weak.

Economic institutions view consumer behavior as a strategic direction in their marketing environment, especially private institutions where there is no government intervention in their activities.

The results of the test of the basic hypothesis of the research can be summarized as follows: the elements of the green marketing mix (green products, green pricing, green distribution, green promotion, green processes, and environmentally conscious individuals) have an impact on consumer behavior.

### **6.3 Conclusion**

The elements of the green marketing mix affect consumer behavior in terms of perception and awareness among customers of Algerian economic institutions. Since this marketing approach is relatively new, Algerian economic institutions need some time, despite their capacity to absorb it, to adopt it as a strategic choice and competitive approach due to its orientation towards the environment, society, and the economy simultaneously. They also need the material, technological, human, and organizational capabilities, and genuine willingness to protect the environment through consumer behavior-oriented marketing practices.

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