

The role of environmental marketing in the Algerian consumer's adoption of electric cars

- A case study of vehicle owners in Medea Province-

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Abstract :

This study aims to explore Algerian consumers' attitudes toward adopting electric cars and to examine whether environmental marketing policies influence this adoption.

The significance of this research lies in highlighting the potential of environmental marketing to encourage Algerian consumers to choose electric cars as an environmentally sustainable.

In this context, the study targeted a sample of car owners in the province of Medea, using a questionnaire to collect and analyze their opinions.

After analyzing the survey results, it was found that the main null hypothesis was false, indicating that the production, pricing, and distribution policies of electric cars significantly influence Algerian consumers' decision to adopt them, with an influence rate of 39%.

Furthermore, the results revealed that this effect is both positive and substantial, with a confidence level of 95% and a 5% margin of error.

This impact, it especially pronounced when the prices of electric cars align with consumers' purchasing power.

Keywords : Environmental marketing ,Green Marketing, Sustainable Marketing, , Alternative energy.

JEL Classification Codes: (: M3 ; L1 ; Q5).

1. Introduction:

The philosophy of Green Marketing is represented in the fact that the environmental performance is not marketable costs or a group of environmental standards that is enforced by laws, but it is one of the competitive entries to the marketplace by building market trends in order to become environmental and building a competitive environmental advantage.

Thus, it is possible to qualify the economic institutions environmentally by applying the Green Marketing.

In this context, our study sheds light on the electric car market in Algeria, which is considered one of the newly emerging market sectors, as actors in the car market are moving to prepare the basic structure for this type of electric-powered car, by installing several electricity supply stations as an initial experiment in many Algerian states.

The success of this type of car is linked to many economic factors, such as price, performance, availability of maintenance services, spare parts, and taste. Other factors that affect the decision to purchase durable goods, however, the environmental orientation of this type of car can be an influential factor in targeting and directing consumer attitudes to make purchasing decisions based on environmental considerations in addition to other factors.

This allows economic operators to direct market targeting strategies by linking the environmental performance of the car to promoting electric cars in Algeria, and based on the above, the following main question can be asked:

-What is the role of environmental marketing policies in consumer adoption of electric cars in Medea?

Main Hypothesis:

H0: There is no statistically significant effect of implementing environmental marketing policies for electric cars on achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the state of Medea.

Sub-Hypotheses:

H0.1: There is no statistically significant effect of implementing environmental product policies for electric cars on achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the state of Medea.

H0.2: There is no statistically significant effect of implementing environmental pricing policies for electric cars on achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the state of Medea.

H0.3: There is no statistically significant effect of implementing environmental distribution policies for electric cars on achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the state of Medea.

H0.4: There is no statistically significant effect of implementing environmental promotion policies for electric cars on achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the state of Medea.

The importance of our study lies in its potential to reduce pollution and improve the image of economic institutions among consumers. It also increases environmental awareness among Algerian consumers, which contributes to the adoption of electric cars. Furthermore, it explores the role of the environmental marketing model in creating market opportunities for electric cars in Algeria.

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In order to answer our main question, we used a survey methodology by targeting a convenient sample of car owners in the state of Medea. By answering the problem, we formulated a plan that includes the following topics:

- ✓ The first axis: The Enviromental Orientation of Marketing;
- ✓ The second axis: An introductory overview of electric cars;
- ✓ The third axis: The concept of consumer adoption of environmental products;
- ✓ The fourth axis: Field Study Tools;
- ✓ The fifth axis: Findings and Suggestions.

2. The Environmental Orientation of Marketing:

2.1. Environmental Marketing Concept: (Green Marketing)

The Environmental marketing concept is one of the modern concepts related to marketing, as it was defined by STANTON: « any marketing activity specific to a certain organization that aims to create a positive impact or remove the negative impact of a specific product on the environment ». (Stanton William, 2003, p. 612)

He also defined it as : Environmental marketing, also known as green marketing, refers to the promotion of products or services that are environmentally friendly or sustainable. This type of marketing emphasizes the ecological benefits of a product, such as reduced carbon footprint, energy efficiency, recyclability, or the use of non-toxic materials. The goal is to appeal to environmentally conscious consumers and encourage sustainable consumption practices. (Peattie, 2005)

2.2. Environmental Marketing Goals:

John Grant set out a set of Environmental marketing goals that are:

Commercial objectives, environmental goals, cultural and social goals, as well as three levels indicating the suitability of environmental marketing objectives and the contribution to protecting the environment can be indicated through the following table:

Table1. Environmental Marketing Goals

Goals	Levels of Marketing Contribution to Environmental Protection
Commercial objectives (profit): Setting new standards to achieve responsibility for products, policies, and activities towards the environment, for example: marketing a car that saves fuel consumption, the goal is to reduce environmental impacts and achieve increased sales	The level of environmental orientation
Environmental and commercial goals: Sharing responsibility with the consumer, meaning that marketing achieves environmental goals and expects the consumer to change his behavior in order to respond to environmental goals, for example changing the way the consumer uses the product (rationalizing his consumption)	The Environmental level
Cultural and social goals: supporting innovation, forming new cultures (changing the culture of consumption), developing new business concepts (such as collective production rather than personal production, or cooperation), challenging consumption (by rationalizing consumption versus maximizing it), for example marketing an environmental car, that is not used too much	More environmental level

Source : J.Grant (2007), the green marketing manifesto, John Wiley and sons published, p 14.

2.3. Environmental Marketing Mix:

The components of the environmental marketing mix are:

- Environnemental Product, Environnemental priming, Environnemental distribution, Environnemental promotion.

In the same context, Peattie presented a set of social and political variables that must be taken into account when designing the environmental marketing mix, as follows. (peattie, 1992, p. 104)

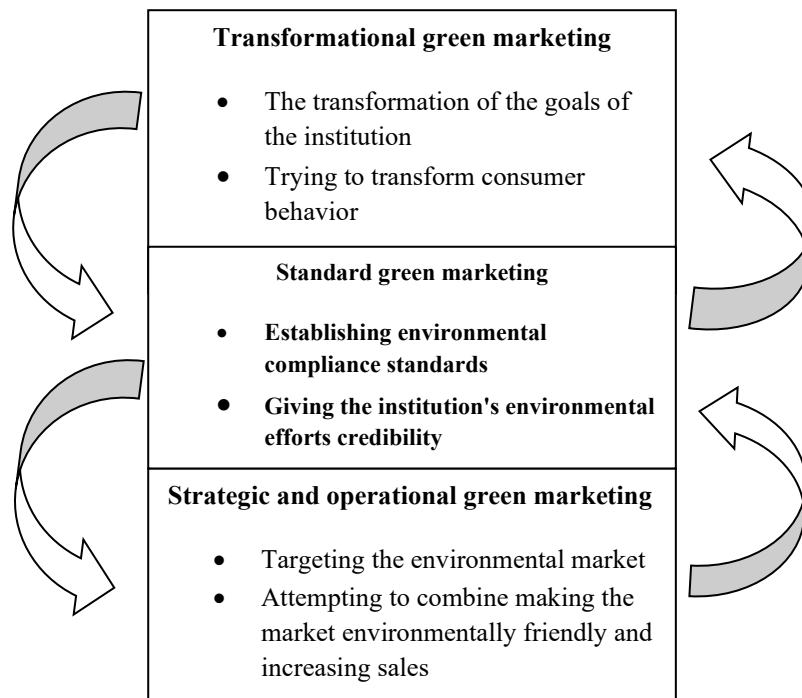
- External variables include: consumers, buyers, suppliers, politicians, and forecasting.
- Internal variables, the most important of which are: information, processes, and people.

2.4. Levels of Environmental marketing:

The term marketing is interpreted as a dual concept, the first side considers marketing is like any other function in the organization, such as production, and on the other hand, marketing means understanding the market and working in it, studying and directing the consumer, the latter can affect the efforts of the organization as a whole.

In some aspects of the new concept of green marketing, it tries to consider future challenges related to environmental management, and respectively marketing management, and it can be said that for this reason it is called green marketing, the institution's adoption of the green marketing approach can pass through three levels, and the following figure illustrates that .

Figure 1. levels of Environmental marketing



Source: F.Belz (1998), Eco-Marketing, 7th international conference of the Greening of industry, ITALY, p 20.

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2.5. Policies of Environmental Marketing Mix :

A. Environmental Product Policy:

A.1. Definition of Environmental product:

It is defined as « any product, designed and manufactured according to a set of standards aimed at protecting the environment and reducing the depletion of natural materials while preserving the original performance characteristics ». (البكري، 2007، صفحة 175)

He also defined « as that product that uses environmentally friendly materials that can be self-decomposing, with the need to follow it through the stages of its life cycle to ensure that it remains within the environmental commitment, and this includes not using harmful preservatives, using a minimum of energy, raw materials, resilient packaging. » (J.Wasik, 1996, p. 110)

A.2. Environmental Product Strategies:

Where we find:

- Environmental Team Strategies.
- A strategy for assessing the environmental impact of the product. (الصيرفي، 2007، صفحة 175).
- Green Product Design Strategy.
- Green product manufacturing strategy.

B. Environmental pricing policy:

B.1. Definition of Environmental pricing:

The concept of pricing extends to charging different prices for the product depending on several factors in the sense of the dynamism of setting prices and the pro-definition reinforcing this. (الحמיד، 1999، صفحة 374)

B.2. Factors affecting Environmental pricing decisions:

The most important of them are the following:

Demographic, psychological factors, pricing objectives, cost, laws.

B.3. Environmental pricing methods:

Among the most important of these methods we find:

- Pricing on the basis of environmental costs: (adding the environmental costs to the final price).
- Competition-based pricing (considering competitors' prices as determining the price).
- Perceived value pricing (based on consumer choice test of price)

C. Environmental Distribution Policy:

C.1. Definition of the Environmental Distribution Channels :

It is defined as « the group of those involved in implementing the distribution operations, in a way that preserves the environment and contributes to the recycling process » (M. Charter, 2002, p. 25)

C.2. Reverse logistics management :

The recycling process for the marketing management represents the opposite direction of the distribution system, as it is considered a reverse logistics business. It is done by setting up systems that help to recycle materials. Recycling operations have also been defined as a « waste minimization strategy by recovering reusable materials from products, and reuse them in the original product or other product » (businessdictionary, 12/03/2024)

D. Environmental Promotion Policy:

The success of green promotion operations is related to its ability to address the consumer by informing him of his education and appealing to him in order to show the contributions of the institution and the product to the environment, and to establish strong and sustainable relationships with him. The following are the most important considerations that can enhance the success of green promotions, namely:

- Using terms and images that have meaning, demonstrating the institution's contributions to the environment.
- Clarify the environmental profits that the corporation seeks to achieve, and ensure that promises of environmental profits are valid
- Providing the consumer with sufficient information about the nature of recycling operations

D.1. Elements of the Environmental Promotional Mix:

The Green promotional mix elements are green advertising, environmental posters and public relations as well as sales promotion, personal selling and direct marketing.

3. An introductory overview of electric cars:

It is worth noting that they ask a pivotal question, why electric cars?

In the next 50 years, the world population will go from 6 billion to 10 billion and the number of vehicles will increase from 700 million to 2.5 billion. If using conventional car engines, where does the oil come from? Where emissions should be deployed? The bleak answers to these questions force people to strive for sustainable road transport for the 21st century. (Chan, p. 54)

Electric cars are considered the latest innovation in the field of clean energy, to reduce pollution resulting from the combustion of fossil fuel sources.

The last ten years have witnessed a proliferation in the marketing of electric cars, but despite this, there are many obstacles that electric cars, must overcome before they replace fossil fuel vehicles, and the most important of these obstacles are electric car configurations, battery power sources, electric machines. (Vigneshwaran A, 2023, p. 17)

The advantages of electric vehicles (EVs) are that they do not emit carbon dioxide (CO₂) and other pollutants such as nitrogen oxides (NO_x), non-methane volatile organic compounds (NMHC) and particulate matter (PM) at the point of use. The European Commission has assessed that the efficiency of "tank-to-wheel" electric vehicles is about three times higher than internal combustion engine vehicles. (Semanjski, 2023)

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Types of Electric Vehicles:

Electric cars are divided into four types; (Vigneshwaran A, 2023, p. 17)

- Battery Electric Vehicle (BEV)
- Hybrid Electric Vehicle (HEV)
- Plug-in Hybrid Electric Vehicle (PHEV)
- Fuel Cell Electric Vehicle (FCEV)
- Extended Range Electric Vehicle (ER-EV)

4. The concept of consumer adoption of environmental products:

Environmental awareness is considered the dividing line between green and non-green consumers, as many authors have supported the above argument. (Vishnu Nath, 2013, p. 454)

4.1: Definition of the Environmental consumption: (Green consumption)

Environmental consumption refers to consumption behaviors that reduce environmental pressure, including buying cars with lower energy consumption, choosing public transportation, saving water, and supporting recycling of product packaging, etc.

In 1987, British scientists Elkington and Hales proposed the concept of "green consumption" in their book *The Green Consumer's Guide*, defining green consumption as avoiding the consumption of the following goods: (Li, 2020)

- 1) Goods that jeopardize the health of consumers and others;
- 2) Goods that consume a significant amount of resources during production, use and disposal;
- 3) Goods that are unnecessarily consumed due to over-packaging, over-materialization, or short shelf life;
- 4) The use of goods derived from animals or rare natural resources;
- 5) Goods that contain animal cruelty or unnecessary deprivation;
- 6) Goods that negatively impact other countries, especially developing countries.

4.2: Definition of the Environmental consumption behavior:

In this context, Environmental consumer behavior is a consumer behavior that considers environmental protection in the pre-purchase, purchase, and post-purchase phases of consumption.

(Raukoff, 2013) believes that Environmental consumption behavior is a consumer behavior in which consumers try to protect the ecological environment and minimize the negative impact of consumption on the environment during the purchase, use and post-use of commodities.

The current definition of Environmental consumption refers to the rational consumption of consumers taking into account the protection of their health and individual interests on the basis of concern for protecting the ecological environment, reducing resource waste, preventing pollution, and assuming social responsibilities.

Other researchers understand green consumption as a specific type of consumer behavior with social awareness and social responsibility, where consumers consider the consequences of their behaviors. (Li, 2020)

4.3: Dimensions of Environmental Consumer Behavior:

In this context, we will address the most important dimensions related to environmental consumer behavior through the following elements:

- **Environmental awareness among consumers:**

Within this dimension, which it represented by the level of environmental awareness of the consumer, Environmental awareness refers to consumers' understanding of the environmental impacts of their purchasing decisions. The more aware consumers are of environmental issues such as climate change and pollution, the more likely they are to choose sustainable products.

According to Dunlap and Jones (2002), environmental awareness is a key factor influencing consumer behavior when making environmentally responsible purchasing decisions Consumer perception of the product. (Dunlap, 2002)

- **Consumer perception of the product:**

The consumer's perception of the product can significantly influence their purchasing decisions, Consumer perceptions of a product's environmental friendliness are also influenced by various factors, such as its appearance, packaging, labeling, and brand reputation.

- **The level of learning for the consumer:**

Within this dimension, environmental education plays a crucial role in increasing consumer awareness about the impact of their environmental choices.

Additionally, Stern (2000) pointed out that consumers who are more educated about environmental issues tend to make more sustainable decisions in their daily lives. (Stern, 2000)

- **economic situation of the consumer:**

The economic situation has a significant impact on consumers' ability to make environmental choices, as individuals with higher incomes tend to purchase eco-friendly products, which may be more expensive.

According to Vermeir, I., & Verbeke, W. (2006), this study showed that consumers with higher incomes are more willing to pay higher prices for environmental products. (Vermeir, 2006)

- **The Perceived Benefits of a Green Product:**

The advantages that consumers believe they will gain from purchasing a green product, such as health benefits, cost savings, or contributing to environmental protection. These perceived benefits often motivate eco-friendly purchases.

Van Birgelen & Semeijn (2009) demonstrated that consumers who perceive benefits from green products, such as energy savings or improved health, are positively influenced in their decision-making. (Van Birgelen, 2009)

Ottman (2011) also discusses in his book the importance of developing effective marketing strategies that clearly highlight these benefits to consumers. (Ottman, 2011)

- **Social Influence on Consumer Behavior:**

Social influence is one of the key factors that motivate consumers to adopt environmentally friendly behaviors. According to the study by Cialdini & Goldstein (2004), consumers are often influenced by social norms and the individuals around them, when making environmentally related purchasing decisions. (Cialdini, 2004)

Griskevicius et al. (2008) added that social influence can include family, friends, and communities, as consumers are driven to act according to the norms that promote sustainability (Griskevicius, 2008), In addition, consumers may be influenced by the environmental choices of those around them or by the broader social movement toward sustainability.

Social media, influencers, and community-based environmental movements can increase the visibility of environmentally friendly behaviors, making sustainability a cultural norm. In other words, if environmental awareness is valued within a social group, individuals may adopt similar behaviors to conform or gain social acceptance.

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5. Field study tools:

The study population represented car vehicle owners in Algeria, where a convenient sample was relied upon by distributing 100 questionnaires to car vehicle owners in the Province of Medea.

5.1. Data collection method:

To conduct the field study, we relied on the questionnaire method that was addressed to the study sample, and its results were analyzed using the SPSS program.

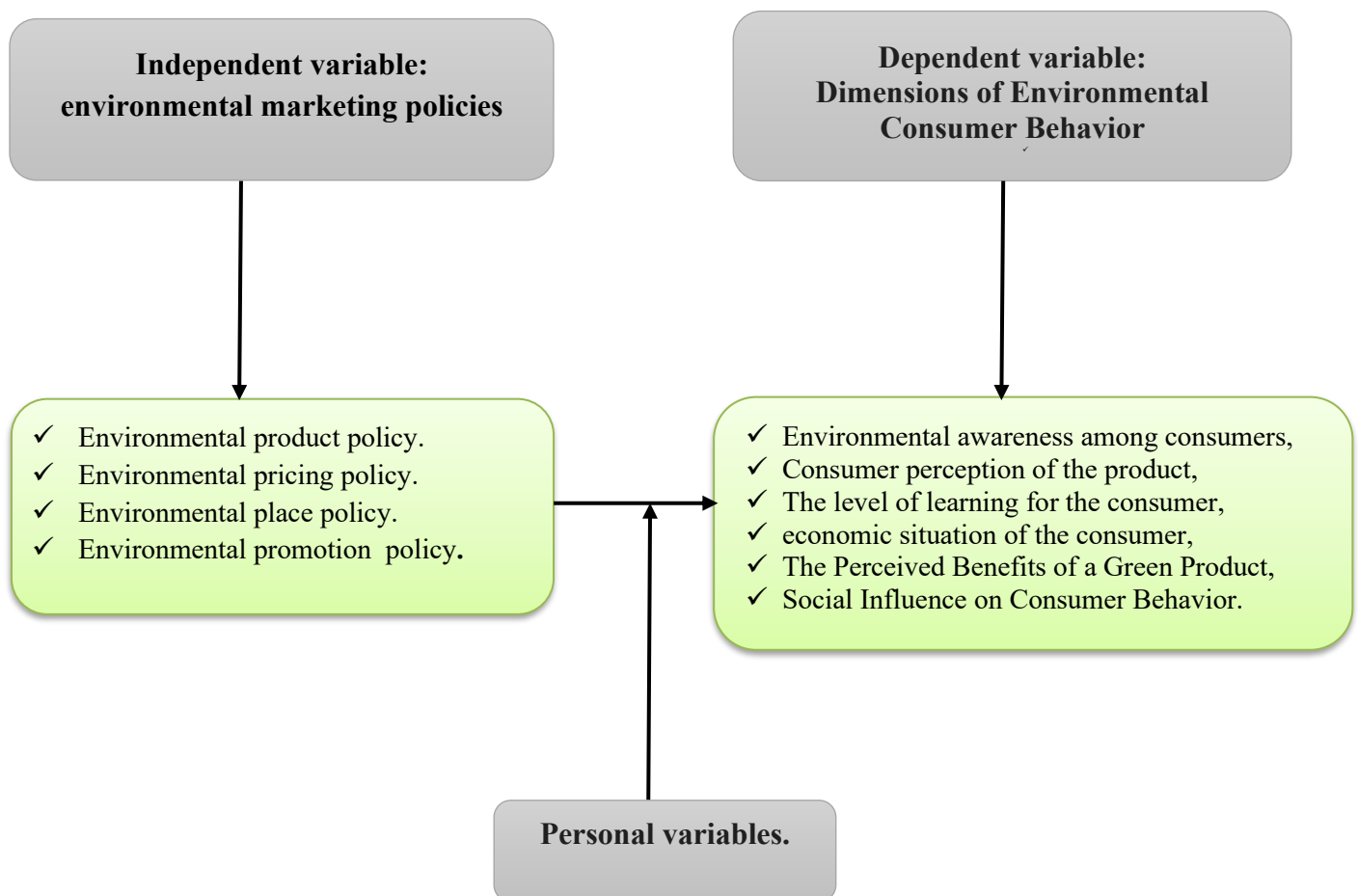
5.2. Preparing and conducting the questionnaire:

A .Study model:

We designed our study model based on the studied problem, by demonstrating the relationship between the independent variable labeled environmental marketing policies and the dependent variable, the Dimensions of Environmental Consumer Behavior.

The study of the independent variable helps to highlight the indicators of adopting environmental marketing through its policies, while the study of the dependent variable leads to showing the levels of achieving the environmental consumption dimensions of electric cars from the point of view of car owners. The following figure shows the above.

Figure 2. Study model



Source: Prepared by researchers based on: (Bui, 2005) (boztepe, 2013)

B. Designing the questionnaire guide:

Conduct a systematic study using questionnaire technology; we designed the main themes of the questionnaire guide, which can be explained as follows:

The first axis: Contains the personal information of the respondents.

The second axis: This axis includes The Environmental marketing Policy for Electric Cars, representing the independent variable. It consists of 20 statements, distributed across the following areas:

- Dimension 1: Environmental product policy (5 statements).
- Dimension 2: Environmental pricing policy (5 statements).
- Dimension 3: Environmental distribution policy (5 statements).
- Dimension 4: Environmental promotion policy (5 statements).

The third axis: This axis includes the dimensions of environmental consumer behavior, representing the dependent variable, and consists of 18 statements.

The questionnaire also included 5 points on a Likert scale, which were graded according to the following criteria:

Table2. Five-point Likert scale container

STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
05	04	03	02	01

Source: Prepared by researchers based on a Likert scale.

Based on these scores and to calculate the lower and upper limits for each category of the five-point Likert scale, the length of the range was calculated: $5-1 = 4$, and then the length of the range was divided by the number of categories, so we obtain: $5/4 = 0.8$.

After that, the number 0.8 was added gradually, starting from the first category, and the results obtained were shown in the following table.

Table3. Five-point Likert trend field

Arithmetic average	Direction	
01-1.79	01-1.79	I strongly disagree
1.8-2.59	1.8-2.59	I disagree
2.6-3.39	2.6-3.39	neural
3.4- 4.19	3.4- 4.19	I agree
4.2 -05	4.2 -05	I strongly agree

Source: Prepared by researchers based on a Likert scale.

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6. Findings and Suggestions:

6. 1. Reliability and Validity of the Study Tools

6.1.1. Reliability and Validity of the Variable of Environmental Marketing Policies for Electric Cars

A. Reliability: Internal Consistency (Cronbach's Alpha)

The reliability of this scale was calculated using the internal consistency method through Cronbach's alpha coefficient, which is based on estimating the rate of variance among the statements within the scale and for the entire scale. The result is shown in the table below:

Table 4. Reliability of the Variable of Environmental Marketing Policies for Electric Cars via Cronbach's Alpha

Dimensions	Cronbach's Alpha Coefficient	Number of Statements
Entire Scale	0.730	20

Source: Prepared by the researchers based on questionnaire results.

From the table above, and considering the value of the Cronbach's alpha coefficient, which is (0.73) for the entire scale, it can be concluded that this scale has high reliability. The positive value indicates a high degree of coherence and correlation between the statements of this scale, exceeding (0.50).

B. Validity: Internal Consistency Method

The validity of this scale was calculated by estimating the correlations between the score of each dimension and the overall scale score, as follows:

- Estimating the correlation between each dimension and the total score of the entire scale:

The correlations between each dimension's score and the total score of the scale were estimated using Pearson's correlation coefficient, as shown in the table below:

Table 5. Correlation Matrix of the Dimensions of the Variable of Environmental Marketing Policies for Electric Cars with its Total Score

DIMENSIONS	TOTAL SCALE	DIMENSIONS	TOTAL SCALE
ENVIRONMENTAL PRODUCT POLICY	0.448**	Environmental Distribution Policy	0.600**
ENVIRONMENTAL PRICING POLICY	0.748**	Environmental Promotion Policy	0.780**
** (CORRELATION IS SIGNIFICANT AT ALPHA 0.01)			

Source: Prepared by the researchers based on questionnaire results.

From the table above, and based on the values of the Pearson correlation coefficient, we observe that all the correlations are statistically significant at the significance level of alpha (0.01). The Pearson correlation coefficient between the total score of the first dimension (Environmental Product Policy) and the total score of the entire scale is (0.44), the correlation between the total score of the second dimension (Environmental Pricing Policy) and the total score of the entire scale is (0.74).

The correlation between the total score of the third dimension (Environmental Distribution Policy) and the total score of the entire scale is (0.60), and the correlation between the total score of the fourth dimension (Environmental Promotion Policy) and the total score of the entire scale is (0.78).

In general, it can be said that this scale is valid because all of its dimensions are consistent with each other and with the entire scale.

6.1.2. Reliability and Validity of the Variable of Environmental Consumer Behavior Dimensions

A. Reliability: Internal Consistency (Cronbach's Alpha)

The reliability of this scale was calculated using the internal consistency method through Cronbach's alpha coefficient, based on estimating the rate of variance among the statements within each dimension and for the entire scale. The result is shown in the table below:

Table 6. Reliability of the Variable of Environmental Consumer Behavior Dimensions via Cronbach's Alpha

Entire Scale	Cronbach's Alpha Coefficient	Number of Statements
Entire Scale	0.890	18

Source: Prepared by the researchers based on questionnaire results.

From the table above, and considering the value of the Cronbach's alpha coefficient, which is (0.89) for the entire scale, it can be concluded that this scale has high reliability. The positive value indicates a high degree of coherence and correlation between the statements of this scale, exceeding (0.50).

B. Validity: Internal Consistency Method

The validity of this scale was calculated by estimating the correlations between the score of each statement and the total score of the entire scale, as follows:

Table 7. Correlation Matrix of the Statements of the Variable of Environmental Consumer Behavior Dimensions with its Total Score

DIMENSIONS	TOTAL SCALE	DIMENSIONS	TOTAL SCALE
CONSUMER ENVIRONMENTAL AWARENESS	0.868**	Consumer Economic Status	0.718**
CONSUMER ENVIRONMENTAL PERCEPTION	0.689**	Perceived Benefits of the Environmental Product	0.829**

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CONSUMER LEARNING LEVEL	0.737**	Social Influence on Consumer Behavior	0.662**
** (CORRELATION IS SIGNIFICANT AT ALPHA 0.01)			

Source: Prepared by the researchers based on questionnaire results.

From the table above, and considering the values of the Pearson correlation coefficient, we observe that all correlations are statistically significant at the significance level of alpha (0.01), with the number of dimensions being (6).

The correlation values ranged between (0.86) for the highest correlation, which was between the dimension of (Consumer Environmental Awareness) and the total score of the entire scale, and (0.66) for the lowest correlation, which was between the dimension of (Social Influence on Consumer Behavior) and the total score of the entire scale. In general, it can be said that the scale of (Environmental Consumer Behavior Dimensions) is valid because all of its statements are consistent with each other and with the total score.

6.2. Presentation, Interpretation, and Discussion of the Main Hypothesis:

The general hypothesis of this study states:

"There is no statistically significant effect of implementing environmental marketing policies for electric cars on achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the state of Medea."

To test the validity of this hypothesis, simple linear regression was used. After statistical processing, the following result was obtained:

Table 8. The Effect of Applying Environmental Marketing Policies in Achieving the Dimensions of Environmental Marketing

STUDY VARIABLES		ENVIRON MENTAL CONSUME R BEHAVIOR DIMENSIO NS	VARIA NCE (F)	CORREL ATION SQUARED	R- SQUAR ED	BETA VALU E	SIGNIFI CANCE LEVEL	DECISIO N
ENVIRON MENTAL MARKETI NG POLICIES FOR ELECTRIC CARS	Pearson Correlation	0.625	62.972	0.391	0.385	0.625	0.000	Statisticall y Significant
	Significanc e Level	0.000	0.000					
	Sample Size	100						

Source: Prepared by the researchers based on the survey results.

From the table above, we observe that the Pearson correlation coefficient between the study sample's scores on the environmental marketing policy variable and their scores on the environmental marketing dimensions variable was (0.62), which is a moderate and positive value.

Looking at the variance (F) value, which was (62.97), we note that it is statistically significant at the alpha significance level ($\alpha = 0.05$). Therefore, it can be said that there is an interaction between the values of the two variables. This is further supported by the adjusted coefficient of determination

(adjusted R-squared) value of 0.38, which is a moderate and notable value for explaining environmental consumer behavior through environmental marketing policies.

Furthermore, the effect size, also known as the correlation squared, was 0.39, indicating a very large effect because it exceeds 0.14. Thus, the variation in the dependent variable (environmental marketing dimensions) is positively influenced by the variation in the independent variable (environmental marketing policy), with the effect size being 39%. Additionally, the result of this interaction (effect) was statistically significant at the alpha significance level ($\alpha = 0.05$).

From the beta value obtained from the regression analysis, it was found to be (0.62), meaning that for every one-unit change in the independent variable (environmental marketing policies), the dependent variable (environmental consumer behavior dimensions) changes by (0.62) units in a positive direction.

Therefore, we can conclude that the null hypothesis, which negates the existence of an effect, was rejected. Consequently, this result supports the general hypothesis of the study, which states that there is a statistically significant effect of applying environmental marketing policies for electric vehicles in achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the Medea region. Moreover, this effect is positive and large, and the confidence in this result is 95%, with a 5% chance of error.

6.3. Presentation, Interpretation, and Discussion of the First Sub-hypothesis:

The first hypothesis of this study stated that: "There is no statistically significant effect of applying the environmental product policy for electric vehicles in achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the Medea region." To test the validity of this hypothesis, simple linear regression was used. After statistical processing, the following result was obtained:

Table 9. The Effect of Applying the Environmental Product Policy in Achieving the Dimensions of Environmental Marketing

STUDY VARIABLES		ENVIRONMENTAL CONSUMER BEHAVIOR DIMENSIONS	VARIANCE (F)	CORRELATION SQUARED	R-SQUARED	BETA VALUE	SIGNIFICANCE LEVEL	DECISION
ENVIRONMENTAL PRODUCT POLICIES FOR ELECTRIC CARS	Pearson Correlation	0.427	21.857	0.182	0.174	0.427	0.000	Statistically Significant
	Significance Level	0.000	0.000					
	Sample Size	100						

Source: Prepared by the researchers based on the survey results.

The current definition of green consumption refers to the rational consumption of consumers taking into account the protection of their health and individual interests on the basis of concern for

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protecting the ecological environment, reducing resource waste, preventing pollution, and assuming social responsibilities.

From the table above, we observe that the Pearson correlation coefficient between the study sample's scores on the environmental product policy dimension and their scores on the environmental marketing dimensions variable was (0.42), which is a moderate and positive value.

Looking at the variance (F) value, which was (21.85), we note that it is statistically significant at the alpha significance level ($\alpha = 0.05$). Therefore, it can be said that there is an interaction between the values of the two variables. This is further supported by the R-squared value of 0.17, which is a moderate and notable value for explaining environmental consumer behavior through the environmental product policy.

Additionally, the effect size, also known as the correlation squared, was 0.18, indicating a very large effect because it exceeds 0.14. Thus, the variation in the dependent variable (environmental marketing dimensions) is positively influenced by the variation in the first dimension of the independent variable (environmental product policy), with the effect size being 18%. Furthermore, the result of this interaction (effect) was statistically significant at the alpha significance level ($\alpha = 0.05$).

From the beta value obtained from the regression analysis, it was found to be (0.42), meaning that for every one-unit change in the first dimension of the independent variable (environmental product policy), the dependent variable (environmental consumer behavior dimensions) changes by (0.42) units in a positive direction.

Therefore, we can conclude that the null hypothesis, which negates the existence of an effect, was rejected. Consequently, this result supports the first hypothesis of the study, which states that there is a statistically significant effect of applying the environmental product policy for electric vehicles in achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the Medea region. Moreover, this effect is positive and very large, and the confidence in this result is 95%, with a 5% chance of error.

6.4. Presentation, Interpretation, and Discussion of the Second Sub-hypothesis:

The second hypothesis of this study stated that: "There is no statistically significant effect of applying the environmental pricing policy for electric vehicles in achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the Medea region." To test the validity of this hypothesis, simple linear regression was used. After statistical processing, the following result was obtained:

Table 10. The Effect of Applying the Environmental Pricing Policy in Achieving the Dimensions of Environmental Marketing.

STUDY VARIABLES		ENVIRONM ENTAL CONSUMER BEHAVIOR DIMENSION S	VARIA NCE (F)	CORRE LATION SQUAR ED	R- SQUA RED	BETA VALU E	SIGNI FICAN CE LEVE L	DECISIO N
ENVIRONME NTAL PRICING POLICIES FOR ELECTRIC CARS	Pearson Correlati on	0.516	35.493	0.266	0.258	0.516	0.000	Statistical ly Significant
	Significa nce Level	0.000	0.000					
	Sample Size	100						

Source: Prepared by the researchers based on the survey results.

From the table above, we observe that the Pearson correlation coefficient between the study sample's scores on the environmental pricing policy dimension and their scores on the environmental marketing dimensions variable was (0.51), which is a strong and positive value.

Looking at the variance (F) value, which was (35.49), we note that it is statistically significant at the alpha significance level ($\alpha = 0.05$). Therefore, it can be said that there is an interaction between the values of the two variables. This is further supported by the R-squared value of 0.25, which is moderate and notable for explaining environmental consumer behavior through the environmental pricing policy.

Additionally, the effect size, also known as the correlation squared, was 0.26, indicating a very large effect because it exceeds 0.14. Thus, the variation in the dependent variable (environmental marketing dimensions) is positively influenced by the variation in the second dimension of the independent variable (environmental pricing policy), with the effect size being 26%. Furthermore, the result of this interaction (effect) was statistically significant at the alpha significance level ($\alpha = 0.05$).

From the beta value obtained from the regression analysis, it was found to be (0.51), meaning that for every one-unit change in the second dimension of the independent variable (environmental pricing policy), the dependent variable (environmental consumer behavior dimensions) changes by (0.51) units in a positive direction.

Therefore, we can conclude that the null hypothesis, which negates the existence of an effect, was rejected. Consequently, this result supports the second hypothesis of the study, which states that there is a statistically significant effect of applying the environmental pricing policy for electric vehicles in achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the Medea region. Moreover, this effect is positive and very large, and the confidence in this result is 95%, with a 5% chance of error.

6.5. Presentation, Interpretation, and Discussion of the Third Sub-hypothesis:

The third hypothesis of this study stated that: "There is no statistically significant effect of applying the environmental distribution policy for electric vehicles in achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the Medea

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region." To test the validity of this hypothesis, simple linear regression was used. After statistical processing, the following result was obtained:

Table 11. The Effect of Applying the Environmental Distribution Policy in Achieving the Dimensions of Environmental Marketing

STUDY VARIABLES		ENVIRONM ENTAL CONSUMER BEHAVIOR DIMENSION S	VARIA NCE (F)	CORRE LATION SQUAR ED	R- SQUA RED	BETA VALU E	SIGNI FICAN CE LEVE L	DECISIO N
ENVIRONME NTAL DISTRIBU TION POLICIES FOR ELECTRIC CARS	Pearson Correlati on	0.354	14.081	0.126	0.117	0.354	0.000	Statisticall y Significant
	Significa nce Level	0.000	0.000					
	Sample Size	100						

Source: Prepared by the researchers based on the survey results.

From the table above, we observe that the Pearson correlation coefficient between the study sample's scores on the environmental distribution policy dimension and their scores on the environmental marketing dimensions variable was (0.35), which is above average and positive.

Looking at the variance (F) value, which was (14.08), we note that it is statistically significant at the alpha significance level ($\alpha = 0.05$). Therefore, it can be said that there is an interaction between the values of the two variables. This is further supported by the R-squared value of 0.11, which is moderate and notable for explaining environmental consumer behavior through the environmental distribution policy.

Additionally, the effect size, also known as the correlation squared, was 0.12, indicating a moderate effect because it falls between 0.06 and 0.14. Thus, the variation in the dependent variable (environmental marketing dimensions) is positively influenced by the variation in the third dimension of the independent variable (environmental distribution policy), with the effect size being 12%. Furthermore, the result of this interaction (effect) was statistically significant at the alpha significance level ($\alpha = 0.05$).

From the beta value obtained from the regression analysis, it was found to be (0.35), meaning that for every one-unit change in the third dimension of the independent variable (environmental distribution policy), the dependent variable environmental consumer behavior dimensions) changes by (0.35) units in a positive direction.

Therefore, we can conclude that the null hypothesis, which negates the existence of an effect, was rejected. Consequently, this result supports the third hypothesis of the study, which states that there is a statistically significant effect of applying the environmental distribution policy for electric vehicles in achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the Medea region. Moreover, this effect is positive and moderate, and the confidence in this result is 95%, with a 5% chance of error.

6.6. Presentation, Interpretation, and Discussion of the Fourth Sub-hypothesis:

The fourth hypothesis of this study stated that: "There is no statistically significant effect of applying the environmental promotion policy for electric vehicles in achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the Medea region." To test the validity of this hypothesis, simple linear regression was used. After statistical processing, the following result was obtained:

Table 12. The Effect of Applying the Environmental Promotion Policy in Achieving the Dimensions of Environmental Marketing

STUDY VARIABLES		ENVIRONM ENTAL CONSUME R BEHAVIOR DIMENSIO NS	VARIA NCE (F)	CORRE LATION SQUAR ED	R- SQUA RED	BETA VALU E	SIGNI FICAN CE LEVE L	DECISIO N
ENVIRONM ENTAL PROMOTI ON POLICIES FOR ELECTRIC CARS	Pearson Correlatio n	0.540	40.338	0.292	0.284	0.540	0.540	Statisticall y Significant
	Significan ce Level	0.000	0.000					
	Sample Size	100						

Source: Prepared by the researchers based on the survey results.

From the table above, we observe that the Pearson correlation coefficient between the study sample's scores on the environmental promotion policy dimension and their scores on the environmental marketing dimensions variable was (0.54), which is a moderate and positive value.

Looking at the variance (F) value, which was (40.33), we note that it is statistically significant at the alpha significance level ($\alpha = 0.05$). Therefore, it can be said that there is an interaction between the values of the two variables. This is further supported by the R-squared value of 0.28, which is moderate and notable for explaining environmental consumer behavior through the environmental promotion policy.

Additionally, the effect size, also known as the correlation squared, was 0.29, indicating a very large effect because it exceeds 0.14. Thus, the variation in the dependent variable (environmental marketing dimensions) is positively influenced by the variation in the fourth dimension of the independent variable (environmental promotion policy), with the effect size being 29%. Furthermore, the result of this interaction (effect) was statistically significant at the alpha significance level ($\alpha = 0.05$).

From the beta value obtained from the regression analysis, it was found to be (0.54), meaning that for every one-unit change in the fourth dimension of the independent variable (environmental promotion policy), the dependent variable (environmental consumer behavior dimensions) changes by (0.54) units in a positive direction.

Therefore, we can conclude that the null hypothesis, which negates the existence of an effect, was rejected. Consequently, this result supports the fourth hypothesis of the study, which states that there is a statistically significant effect of applying the environmental promotion policy for electric vehicles in achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$

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among car owners in the Medea region. Moreover, this effect is positive and very large, and the confidence in this result is 95%, with a 5% chance of error.

7. Conclusion:

Our study focused on measuring the impact of environmental marketing policies on achieving the dimensions of environmental consumer behavior among Algerian consumers, with particular emphasis on the consumption behavior of electric cars in Algeria.

This was conducted in the context of a national trend toward adopting renewable energy and sustainability.

The course of the field study was shaped by selecting a sample of car owners from the Médéa region, using a questionnaire to analyze the relationship and impact between environmental marketing policies and the adoption of electric cars by Algerian consumers.

In light of the above, we concluded that there is a statistically significant impact of applying environmental marketing policies for electric cars on achieving the dimensions of environmental consumer behavior at a significance level of $\alpha \leq 0.05$ among car owners in the Médéa region, with an effect size of 39%. Additionally, this effect is positive and large, with a confidence level of 95% and a 5% margin of error.

Statistically, the previous result can be interpreted as follows:

The application of environmental marketing policies by companies marketing electric cars significantly influences the adoption of electric cars by Algerian consumers.

This has been achieved by strengthening environmental awareness, perception, and learning through environmental marketing policies, as well as enhancing consumer knowledge of the tangible benefits of environmentally friendly products.

Furthermore, the response of environmental marketing and its impact on economic and social variables serve to direct consumption toward environmentally friendly products in Algeria. This reinforces the role of environmental marketing when applied by economic institutions to achieve both profitability and environmental goals.

In addition to the above, we arrived at the following conclusions:

- ✓ Algerian consumers consider electric cars as an environmentally friendly product.
- ✓ Environmental marketing policies contribute to enhancing environmental awareness among Algerian consumers.
- ✓ There is limited consumer knowledge about the advantages of electric cars.
- ✓ The impact of the price and performance of traditional cars on the Algerian consumer's choice of electric cars.

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8.Appendices:

Survey Questionnaire

Section One: Personal Data

1. Gender:
 - ☐ Female
 - ☐ Male
2. Age Group:
 - ☐ Less than 25 years
 - ☐ 25-35 years
 - ☐ 36-45 years
 - ☐ Over 45 years
- Educational Level:
 - ☐ Secondary
 - ☐ Bachelor's Degree
 - ☐ Master's Degree or higher
3. Marital Status:
 - ☐ Single
 - ☐ Married
4. Occupation:
 - ☐ Public Sector Employee
 - ☐ Private Sector Employee
 - ☐ Freelance
 - ☐ Other (please specify) _____
5. Monthly Income:
 - ☐ Less than 50,000 DZD
 - ☐ Between 50,000 and 100,000 DZD
 - ☐ More than 100,000 DZD
6. Purpose of your vehicle or transportation:
 - ☐ Tourism and travel
 - ☐ Business and benefits
 - ☐ Transporting people
 - ☐ Other (please specify) _____

7. Fuel used in your vehicle:
- ☐ Lead-free gasoline
 - ☐ Diesel
 - ☐ CNG
 - ☐ Other (please specify) _____
8. Are you considering purchasing a vehicle in the near future?
- ☐ Yes
 - ☐ No

Section Two: Independent Variable: Environmental Marketing Policies for Electric Cars

Num ber	Statements	Stron gly Disag ree	Disa gree	Ne utr al	Agr ee	Stro ngly Agree
1	Environmental Product Policy for Electric Cars					
1	As an Algerian consumer, I am interested in electric cars and see that they align with environmental preservation requirements.					
2	As an Algerian consumer, I find that electric cars meet the needs of renewable vehicle owners.					
3	As an Algerian consumer, I believe electric cars are made from recycled materials that are environmentally friendly.					
4	I am highly motivated to learn more about the features of electric cars.					
5	As an Algerian consumer, I believe that environmentally friendly cars are a necessity to reduce pollution and not just an innovative type of car.					
2	Environmental Pricing Policy for Electric Cars					
6	As an Algerian consumer, I believe the prices of electric cars are determined based on production and distribution costs.					
7	I think that the prices of environmentally friendly cars are always higher than traditional cars.					
8	As an Algerian consumer, I am willing to pay extra and choose an electric car.					
9	I am very interested in protecting the environment, but the price and performance of the car matter more to me when buying an electric car.					
10	As an Algerian consumer, I am motivated by installment payment options, if available, to purchase electric cars.					
3	Environmental Distribution Policy for Electric Cars					
11	The presence of many electric car dealerships motivates me to purchase one.					
12	The use of electric cars is possible through the proximity and availability of energy charging stations.					
13	There is a possibility of providing current service stations with electric car charging services.					
14	Electric car manufacturers collaborate with distributors and suppliers to develop environmental programs.					
15	The distribution process of electric cars is carried out through efficient and safe methods.					
4	Environmental Promotion Policy for Electric Cars					
16	As an Algerian consumer, I trust advertisements that promote electric cars as environmentally friendly.					

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17	Advertisements promoting environmentally friendly cars are in line with efforts to reduce pollution.					
18	As an Algerian consumer, I consider advertisements a source of information about cars.					
19	As an Algerian consumer, advertisements for environmentally friendly cars encourage me to change my purchasing behavior.					
20	Car marketers can convince Algerian consumers to buy electric cars.					

Section Three: Dependent Variable: Dimensions of Environmental Consumer Behavior

Num ber	Statements	Stron gly Disag ree	Disa gre e	Ne utr al	Ag ree	Stro ngly Agr ee
	Environmental Awareness of the Consumer					
21	When purchasing electric cars, I contribute to environmental protection.					
22	As an Algerian consumer, I am aware of environmental issues, and this influences my purchases.					
23	I am aware of what Algeria is doing to build environmental awareness among citizens.					
	Environmental Consumer Perception					
24	As an Algerian consumer, I recognize the risks of pollution caused by cars.					
25	I am aware of electric cars that protect the environment.					
26	Electric car marketers focus on building consumer awareness of environmental protection.					
	Consumer Learning Level					
27	As an Algerian consumer, I have enough knowledge about environmental protection.					
28	I feel that the level of consumer learning about environmental protection in Algeria drives them to purchase electric cars.					
29	Algerian consumers care about the environment, and this motivates them to buy environmentally friendly products.					
	Consumer Economic Status					
30	My income level influences my choice of electric cars.					
31	If the price of electric cars is high, I would not purchase them.					
32	Algerian consumers have noticed the encouragement from Algeria for environmentally friendly car fuels, such as					

	GPLc, which encourages the purchase of electric cars.					
	Perceived Benefits of the Environmental Product					
33	Buying electric cars helps reduce air pollution.					
34	As an Algerian consumer, I believe that electric cars are powerful, durable, and safe.					
35	I see the benefits of electric cars in their low fuel costs.					
	Social Influence on Consumer Behavior					
36	As an Algerian consumer, my family and friends support me in purchasing environmentally friendly cars.					
37	I believe that university graduates in Algeria are more interested in buying electric cars.					
38	I notice that Algerian society will adopt electric cars in the future to reduce pollution.					

Nonparametric Correlations

Correlations

		prod1	price	place	promoti on	policy
prod1	Pearson Correlation	1	,065	-,038	,026	,448**
	Sig. (2-tailed)		,519	,706	,800	,000
	N	100	100	100	100	100
price	Pearson Correlation	,065	1	,330**	,543**	,748**
	Sig. (2-tailed)	,519		,001	,000	,000
	N	100	100	100	100	100
place	Pearson Correlation	-,038	,330**	1	,414**	,600**
	Sig. (2-tailed)	,706	,001		,000	,000
	N	100	100	100	100	100
promoti on	Pearson Correlation	,026	,543**	,414**	1	,780**
	Sig. (2-tailed)	,800	,000	,000		,000
	N	100	100	100	100	100
policy	Pearson Correlation	,448**	,748**	,600**	,780**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

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Correlations

		Awar eness	Perce ption	Learn ing	Econ omic	Bene fits	Socia l	dime nsio n
Awar eness	Pearson Correlation	1	,614*	,627*	,601*	,759*	,355*	,868**
	Sig. (2- tailed)		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Perce ption	Pearson Correlation	,614*	1	,234*	,626*	,467*	,271*	,689**
	Sig. (2- tailed)	,000		,019	,000	,000	,006	,000
	N	100	100	100	100	100	100	100
Learn ing	Pearson Correlation	,627*	,234*	1	,321*	,536*	,509*	,737**
	Sig. (2- tailed)	,000	,019		,001	,000	,000	,000
	N	100	100	100	100	100	100	100
Econ omic	Pearson Correlation	,601*	,626*	,321*	1	,474*	,243*	,718**
	Sig. (2- tailed)	,000	,000	,001		,000	,015	,000
	N	100	100	100	100	100	100	100
Bene fits	Pearson Correlation	,759*	,467*	,536*	,474*	1	,520*	,829**
	Sig. (2- tailed)	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100
Socia l	Pearson Correlation	,355*	,271*	,509*	,243*	,520*	1	,662**
	Sig. (2- tailed)	,000	,006	,000	,015	,000		,000
	N	100	100	100	100	100	100	100
dime nsion	Pearson Correlation	,868*	,689*	,737*	,718*	,829*	,662*	1
	Sig. (2- tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
,730	20

Reliability Statistics

Cronbach's Alpha	N of Items
,890	18

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	dimension ^b	.	Enter

a. Dependent Variable: maketin

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,625 ^a	,391	,385	,34203

a. Predictors: (Constant), dimension

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,367	1	7,367	62,972	,000 ^b
	Residual	11,465	98	,117		
	Total	18,832	99			

a. Dependent Variable: maketin

b. Predictors: (Constant), dimension

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,085	,204		10,235	,000
	green	,441	,056	,625	7,935	,000

a. Dependent Variable: maketin

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Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	dimension ^b	.	Enter

a. Dependent Variable: produit

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,427 ^a	,182	,174	,58125

a. Predictors: (Constant), dimension

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,384	1	7,384	21,857	,000 ^b
	Residual	33,110	98	,338		
	Total	40,494	99			

a. Dependent Variable: produit

b. Predictors: (Constant), dimension

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,289	,346		6,612	,000
	dimension	,441	,094	,427	4,675	,000

a. Dependent Variable: produit

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	dimension ^b	.	Enter

a. Dependent Variable: pris

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,516 ^a	,266	,258	,49947

a. Predictors: (Constant), dimension

ANOVA^a

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Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,854	1	8,854	35,493	,000 ^b
	Residual	24,448	98	,249		
	Total	33,302	99			

a. Dependent Variable: pris

b. Predictors: (Constant), dimension

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,877	,297		6,311	,000
	dimension	,483	,081	,516	5,958	,000

a. Dependent Variable: pris

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	dimension ^b	.	Enter

a. Dependent Variable: distribution

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,354 ^a	,126	,117	,44050

a. Predictors: (Constant), dimension

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,732	1	2,732	14,081	,000 ^b
	Residual	19,016	98	,194		
	Total	21,748	99			

a. Dependent Variable: distribution

b. Predictors: (Constant), dimension

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		

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1	(Constant) dimension	2,684	,262		10,231	,000
		,268	,072	,354	3,752	,000

a. Dependent Variable: distribution

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	dimension ^b	.	Enter

a. Dependent Variable: promo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,540 ^a	,292	,284	,55277

a. Predictors: (Constant), dimension

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,326	1	12,326	40,338	,000 ^b
	Residual	29,944	98	,306		
	Total	42,270	99			

a. Dependent Variable: promo

b. Predictors: (Constant), dimension

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,489	,329		4,524	,000
	dimension	,570	,090	,540	6,351	,000

a. Dependent Variable: promo