

# The Extent of Applying Green Marketing and its Impact on the Purchasing Decision of Consumers of Food Companies' Products in Dhofar Governorate

Adil Ahmed Salim Muflah, Asmuliadi Bin Lubis, Kamaruzaman Bin Nordin, Awadh Faraj Mohammed Ba Makhalef

Department of Syariah and Management Academy of Islamic Studies

Email: asmuliadilubis@um.edu.my, zamann@um.edu.my, binfaraj1989@gmail.com

Corresponding Authors Email: A.a.muflah@gmail.com

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## Abstract

The study aims to identify the extent to which green marketing is applied and its impact on the purchasing decision of consumers of food companies' products in Dhofar Governorate. The sample members, and (345) valid questionnaires were retrieved for analyzing their data from the total distributed questionnaires, and the researcher used the analytical descriptive approach. One of the most important results reached is that green marketing with its dimensions (environmental awareness, features of green products, prices of green products, advertisements of green products and green distribution) came with a high level of relative importance and that the purchasing decision of the consumer came with a high level of relative importance based on the general arithmetic mean. It also showed that there is no statistically significant effect of environmental awareness, green product prices, and green product advertisements on the purchasing decision of consumers of food companies' products in Dhofar Governorate. And the existence of a statistically significant effect of the characteristics of green products and the green distribution on the purchasing decision of consumers of food companies' products in Dhofar Governorate. Among the recommendations of the study is to work on spreading environmental awareness among consumers by adopting environmental culture that has a major role in preserving the environment and environmental behaviors that lead to demand for energy-saving goods and urging institutions to increase the production of green products to shift consumer attention from traditional products to green products.

**Keywords:** Applying Green Marketing, Purchasing Decision, Consumers of Food Companies, Dhofar Governorate

## **Introduction**

Green marketing is one of the modern approaches that work to achieve safety in providing products and managing operations. It focuses on producing safe and environmentally friendly goods, which prompts the organization to raise the efficiency of its production processes, thus reducing the levels of damage and environmental pollution resulting from these processes, increasing consumption of natural resources, air pollution caused by gases, and damage to the natural environment as a result of industrial waste (Ibrahim, 2020).

### *The Study Problem*

Green marketing revolves around the commitment of institutions to friendly goods as a special marketing activity that aims to create a positive impact or remove the negative effects of a particular product on the environment. Therefore, institutions take all measures aimed at setting goals that can be implemented from an environmental perspective and in light of the available financial and human resources (Zalat, 2022). Institutions' consideration of environmental aspects is a fundamental pillar for increasing their competitiveness and increasing their profits by working to eliminate pollution and develop environmental performance in addition to reducing costs, increasing employee efficiency and raising their performance levels. Respecting and preserving the environment also improves the institution's reputation and image in front of society and increases its ability to acquire new markets and new customers (Elias et al., 2017). Green marketing is represented in the commitment to environmental responsibility in practicing all marketing activities, and increasing consumer awareness is considered one of the most important things that helps in moving towards green marketing, and it became clear to the researcher that institutions are not interested in green marketing, and this has a direct impact on the consumer's purchases from institutions. Also, through its review of previous studies conducted in the Sultanate of Oman before on green marketing and its impact on the consumer's purchasing decision, there is a lack of previous studies that dealt with such topics. Hence, this study was conducted to fill the gap in previous studies in the Sultanate of Oman. Therefore, the problem of the study is represented in the following question:

What is the extent of green marketing application and its impact on the purchasing decision of consumers of food companies' products in Dhofar Governorate?

The following questions:

1. What are the levels of using green marketing in food companies in Dhofar Governorate?
2. What are the levels of adoption of the purchasing decision of consumers of food companies' products in Dhofar Governorate?

### *Importance of the Study*

The importance of the study is as follows:

#### *Scientific Importance*

The scientific importance of this study is to determine the nature of the relationship between green marketing and the consumer's purchasing decision, which is one of the modern scientific concepts that plays a major role in helping the institution achieve its goals, achieve success and development, and help the consumer obtain healthy goods and strengthen the relationship between the institution and its clients. It also helps in understanding the most influential dimensions of green marketing on the purchasing decision, and identifying the

concepts and foundations that highlight the relationship between green marketing and the purchasing decision. It is one of the few studies that have been conducted in the Sultanate of Oman, to my knowledge. This study also contributes to focusing on an important topic, which is green marketing.

### *Practical Importance*

*The practical importance* of the study lies in the role played by companies that sponsor green marketing in the national economy, and the importance of identifying the interactive role of green marketing. The study may contribute to developing awareness and understanding of the importance of such concepts and shedding light on green marketing as one of the most important reasons that have an impact on the consumer's purchasing power. The researcher also hopes that the study will reach results and recommendations that decision-makers in the studied environment can benefit from.

### *Objectives of the Study*

1. Identify the impact of green marketing on the purchasing decision of consumers of food companies' products in Dhofar Governorate.
2. Identify the levels of using green marketing in food companies in Dhofar Governorate.
3. Identify the levels of adoption of the purchasing decision of consumers of food companies' products in Dhofar Governorate.

### **Study Hypotheses**

#### Main Hypothesis

There is no statistically significant effect of the extent of green marketing application on the purchasing decision of consumers of food companies' products in Dhofar Governorate.

#### *Sub-Hypotheses*

- A. There is no statistically significant effect of environmental awareness on the purchasing decision of consumers of food companies' products in Dhofar Governorate.
- B. There is no statistically significant effect of green product features on the purchasing decision of consumers of food companies' products in Dhofar Governorate.
- C. There is no statistically significant effect of green product prices on the purchasing decision of consumers of food companies' products in Dhofar Governorate.
- D. There is no statistically significant effect of green product advertisements on the purchasing decision of consumers of food companies' products in Dhofar Governorate.
- E. There is no statistically significant effect of green distribution on the purchasing decision of consumers of food companies' products in Dhofar Governorate.

### **Theoretical Framework**

#### *First: Green Marketing*

Green marketing is a modern concept in the field of business and marketing. This marketing approach came as a response to the increasing environmental challenges such as the depletion of natural resources, climate change caused by global warming, by providing products that are safe and harmless to society and the natural environment. Industrialization has led to remarkable growth in the economy and industry, and has caused many environmental issues and problems on a large scale and the consumption of resources and energies around the world. To overcome this crisis, every organization has been looking for

various solutions, including green, low-carbon growth, cleaner production, and environmentally friendly products. Especially, in light of the Earth's limited resources, manufacturing organizations must manufacture and develop products that are characterized by preserving the environment, which are the main drivers for future growth. Therefore, green manufacturing is a new model for manufacturers in producing their products using methods and techniques that work to preserve the environment from any type of pollutants while maintaining their competitiveness. Therefore, the goal of green manufacturing is to reduce the use of natural resources and reduce emissions of environmental pollutants (Al-Malahasin and Abdul Majeed, 2021).

### *Green Marketing Concept*

Delafrooz; et al.(2014) defined green marketing as a type of marketing that aims to reduce the impact on the environment through design, production, packaging, labeling and consumption. Green marketing focused on products, packaging and labeling. Cherian and Jacob (2012) defined it as the process of developing, pricing and promoting products that do not harm the environment. As for Al-Samadi (2010), he defined it as practicing marketing activities within a strong commitment to environmental responsibility, such as the commitment to dealing only with environmentally friendly goods and promoting them within this framework.

### *Advantages of Green Marketing*

Adopting the green marketing philosophy brings the organization closer to its customers, especially those who have an environmental orientation, in addition to preserving the environment and rationalizing the use of natural resources. Al-Bakri (2016) stated that the advantages of green marketing are as follows:

Satisfying the needs of owners: Following the green marketing approach can open up attractive market opportunities for the institutions that practice it, and thus achieve a competitive advantage in the market, by heading to the market with safe and environmentally friendly products, which will achieve high gains and profits, in addition to meeting the needs of owners and a good reputation in the market.

Achieving safety in providing products and managing operations: The trend towards providing safe and environmentally friendly goods pushes the organization to raise the efficiency of its production processes, which reduces the levels of damage and pollution, and this will spare the organization legal prosecutions that may lead to paying compensation to those affected and raising environmental and consumer protection associations.

Social acceptance of the organization: Organizations that adopt the green marketing philosophy enjoy strong support from society, in all its categories and spectra, due to the harmony of their goals with the goals of society regarding environmental commitment. This social support helps the organization to consolidate its relationships with consumers.

Sustainability of activities: The green organization's avoidance of legal prosecutions, support for its operations and business activities, and community support for it due to the general

acceptance of its goals and philosophy, enables it to continue providing its environmentally friendly products.

### *Dimensions of Green Marketing*

The most important dimensions of green marketing are the following dimensions (environmental awareness, green product features, green product prices, green product advertisements, green distribution/place) (Alomari, et al., 2020).

### *Second: Purchasing Decision*

The study of purchasing decision has received great attention and has become an important and fundamental point for organizations at present due to scientific and technological progress, which has led to an increase in the number of products offered in the market, their diversity, and the existence of alternative products that can replace them and provide similar or similar services and benefits. This has led to increased competition and the development and diversity of consumer tastes. Thus, the purchasing decision has become the starting and ending point for various production and marketing activities (Agha, 2017).

### *The Concept of Purchasing Behavior*

Kotler (2017) stated that consumer purchasing behavior is the behavior that appears as a result of the consumer's search for products that are expected to meet his desires and needs, and this behavior is also affected by factors that affect the decision to purchase products. Kumar et al. (2017) defined it in their study that purchasing behavior is a set of actions and behaviors that individuals perform in order to obtain products and services through which needs and desires are satisfied.

### *Types of Purchasing Behavior*

There are several types of purchasing behavior, including the following according to (Kotler and Armstrong, 2017):

1- Complex purchasing behavior: It is the behavior in which the individual's participation in the purchasing process is high due to the diversity of products and shopping centers and the presence of many different brands in addition to the lack of sufficient information or the availability of a large amount of information, which makes it difficult for the individual to choose the product, so the individual needs to think and search for accurate information to be able to understand the characteristics and benefits that he will get from the product and then choose the product and the shopping center.

2- Routine purchasing behavior: It is the behavior that includes the routine purchase of goods so that the prices of these goods are appropriate and the decision to purchase them is individual and this behavior does not require collecting more information about products or shopping centers because the individual is accustomed to buying specific products from specific shopping centers

3- Dissonance-reducing purchasing behavior: It is the behavior that occurs when the individual buys expensive and non-recurring products, which creates a feeling of great risk as this requires collecting information about the characteristics, services and price of the product. If the consumer does not obtain the desired benefits from the product, a state of dissonance occurs. To reduce this state, marketers must provide after-sales service (Kapoor, 2017).

### Study Methodology

This section includes a description of the method and procedures followed by the researcher in this study, which included the study methodology and the identification of the study community and sample, in addition to the study tool, the steps to verify the validity and reliability of the tool, and the statistical methods used in data analysis, in addition to identifying the study community and sample and describing the demographic characteristics of the study sample.

#### *Study Population and Sample*

The study population consisted of consumers of food products in the Dhofar Governorate. An appropriate sample of (350) individuals was selected. The electronic questionnaire was distributed to obtain the responses of the sample members, and (345) questionnaires were returned.

#### *Testing the Study Hypothesis*

The study hypothesis stated that there is no statistically significant effect of the extent of green marketing application on the purchasing decision of consumers of food companies' products in Dhofar Governorate.

#### *Testing the Main Hypothesis*

To test the main hypothesis, the statistical model of multiple regression analysis was used using the simultaneous entry method, where all independent variables were entered into the regression equation at once. The following tables illustrate this.

Table No. (1)

*Summary of the model of the influential relationship between the extent of green marketing application on the purchasing decision of consumers of food companies' products in Dhofar Governorate*

Standard error of estimate	Modified coefficient of determination	The coefficient of determination	Correlation coefficient
.35821	.613	.619	.787

It is clear from Table No. (1) that the value of the correlation coefficient of the extent of applying green marketing together (independent variables) on the purchasing decision of consumers of food companies' products (the dependent variable) in the sample studied amounted to (.787), which expresses a strong and direct relationship between them, and an explanatory ability of these variables in the variation of the purchasing decision variable of consumers of food companies' products amounting to (61.3%).

Table No. (2)

*Examining the suitability of the model to test the main hypothesis (regression of the extent of green marketing application on the purchasing decision of consumers of food companies' products in Dhofar Governorate)*

Statistical significance	value F	Mean squares	degrees of freedom	sum of squares	Source of variance
.0000	110.181	14.138	5	70.688	Slope
		.128	339	43.498	Remaining
			344	114.186	the total



Table No. (2) shows that the p-value of the regression reached (110.181) and that the associated statistical significance equals (0.000), which is less than the statistical significance level (0.05). Accordingly, it can be said that the tendency of the extent of applying green marketing collectively on the purchasing decision variable of consumers of food companies' products in Dhofar Governorate is statistically significant at a level less than (0.05), which means that there is a statistically significant effect at a level of (0.05) for at least one of the independent variables on the purchasing decision of consumers of food companies' products. In other words, there is a possibility of predicting the purchasing decision of consumers of food companies' products through some or all dimensions of green marketing. This result indicates the validity of the model to test the main hypothesis.

Table No. (3)

*Slope coefficient (regression of the extent of green marketing application on the purchasing decision of consumers of food companies' products in Dhofar Governorate)*

Statistical significance	Calculated t value	Standardized regression coefficients	Unstandardized regression coefficients		Source of variance
		Beta	Standard error	B	
.000	5.365		.149	.798	constant x0
.314	-1.008-	-.053-	.047	-.048-	Environmental Awareness X1
.000	6.509	.340	.050	.328	Green Products FeaturesX2
.474	.716	.036	.046	.033	Green Products Prices X3
.171	1.372	.087	.067	.091	Green Product Ads X4
.000	8.442	.469	.047	.397	Green Distribution X5

Through the results of the regression analysis in Table No. (3), it is possible to arrive at the equation of the extent of application of green marketing on the purchasing decision of consumers of food companies' products in Dhofar Governorate, which is as follows:

$$Y' = 0.798X_0 + 0.048X_1 + 0.328X_2 - 0.033X_3 + 0.091X_4 + 0.397X_5$$

Y'	Dependent variable (administrative excellence)
X0:	Source of variance: constant
X1:	Source of variance: Environmental awareness
X2:	Source of variance: Green product features
X3:	Source of variance: Green product prices
X4:	Source of variance: Green product ads
X5:	Source of variance: Green distribution

Table (3) shows that the regression coefficient of the green distribution dimension (397.) was the highest compared to the coefficients of the other dimensions, followed in magnitude by the coefficient of green product features (328.), and the coefficient of the green product advertisements dimension was (091.), and the coefficient of the environmental awareness dimension was (048. -), while the coefficient of the green product prices dimension was the lowest of these coefficients (033.), and considering the statistical significance of the t values

accompanying these coefficients, we find that they were statistically significant at the level (0.05) in the dimensions of green product features, green distribution, and were not so in the other dimensions. From the above, it is clear that there is a statistically significant effect at the level (0.05) for the two dimensions of green marketing (green product features, green distribution) and a positive effect was found for them on the purchasing decision of consumers of food companies' products in Dhofar Governorate, and there is no statistically significant effect for the green marketing dimensions (environmental awareness, green product prices, green product advertisements).

### **Results**

- 1- The research results indicated that environmental awareness came at a high level of relative importance
- 2- The research results indicated that the advantages of green products came at a high level of relative importance
- 3- The research results indicated that the prices of green products came at a high level of relative importance
- 4- The research results indicated that green product advertisements came at a high level of relative importance
- 5- The research results indicated that green distribution came at a high level of relative importance
- 6- The research results indicated that green marketing came at a high level of relative importance
- 7- The research results indicated that the consumer's purchasing decision came at a high level of relative importance
8. The study results showed that there is no statistically significant effect of environmental awareness on the purchasing decision of consumers of food companies' products.
9. The study results showed that there is a statistically significant effect of green product features on the purchasing decision of consumers of food companies' products.
10. The study results showed that there is no statistically significant effect of green product prices on the purchasing decision of consumers of food companies' products.
11. The study results showed that there is no statistically significant effect of green product advertisements on the purchasing decision of consumers of food companies' products.
12. The study results showed that there is a statistically significant effect of green distribution on the purchasing decision of consumers of food companies' products

### **Recommendations**

1. Raising the level of culture among consumers by companies and workers in the field of green product production, about green products, which enhances their awareness, and as a result this will be positively reflected in their attitudes towards purchasing these products.
2. Working to spread environmental awareness among consumers by adopting an environmental culture that plays a major role in preserving the environment and environmental behaviors that lead to demand for energy-saving goods
3. Working to reduce the prices of green products to encourage consumers to buy green products and increase the intensity of advertising for green products in all advertising media to raise and social media to raise consumer awareness of environmental responsibility.



4. Working to qualify and train workers in the field of marketing by involving them in training programs that enhance values related to environmental culture.

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