The mediating role of awareness and trust in the relationship between green marketing and green purchasing intentions: An Empirical study on environmentally friendly cleaning products

By

Dr. Rezk Ghobrial Bassit Ajban

Lecturer of Business Administration

Thebes Higher Institute for Management and Information Technology, Egypt.

prof.rezk.gh@gmail.com

APA Citation:

The mediating role of awareness and trust in the relationship between green marketing and green purchasing intentions: An Empirical study on environmentally friendly cleaning products

Dr. Rezk Ghobrial Bassit Ajban

Abstract:

Purpose – This research aims to measure the relationship between green marketing (GM) and purchase intentions for Eco-friendly Cleaning products (EFCP), while defining the mediating role of awareness and trust in the relationship between green marketing and green purchasing intentions.

Design/methodology/approach –The design of this research is descriptive and quantitative, where two data kinds were used; Secondary Data – Aiming at a theoretical overview, collection of secondary data was done from various websites, and research papers, which discussed the topics connected to the research question. Primary Data – Primary data were needed to attain the research objectives and were collected through the E-Questionnaire method introduced by Google models for applying the questionnaire through the Internet and filling it out by different people, with obtaining a total of 384 valid responses. Hypotheses were tested using the statistical package for social sciences (SPSS V20) for basic descriptive statistics, and (Smart PLS 4) for SEM-PLS modelling.

Findings – The results revealed that green marketing (GM) have a positive significant impact on purchase intentions through the mediating variables as an indirect impact. Surprisingly, green marketing were observed to have no direct effect on purchase intentions for environmentally friendly cleaning products (EFCP)., In addition, this study revealed the effects of green trust (GT) and green awareness (GA) as mediating variables that affect the relationship between green marketing and purchase intentions for environmentally friendly cleaning products.

Originality/value –This study expanded current understanding by showing that the effect of green marketing (GM) on purchase intentions (PI) comes through the mediating role of trust and awareness of green products. Also, this research allows for developing and testing a parsimonious model, which is useful, especially for practitioners by utilizing the strength of PLS–SEM in managing higher-order constructs.

Keywords: Green Marketing, Green Awareness, Green Trust, Green Purchasing Intentions, Eco-Friendly Cleaning Products.

Paper Type: Research Paper

1- Introduction:

The green industry has become popular in recent years. With an increase in the public's environmental awareness, the trend of green consumption is moving into the market mainstream. (Wu and Chen, 2014; Nguyen-Viet, 2023)

The concept of green marketing also emerged as a result of the institutions' interest in the environment in which they operate, which was the reason for their realization of an important fact, which is that their survival and continuity lies in achieving harmony between the interest of the consumer and the interest of society (Fuchs, P. et al, 2020), and that achieving this compatibility between these interests indicates the organizations 'awareness of the importance of applying green marketing, which helps them to survive And long-term sustainability and growth in a healthy and safe environment.(Malika et al,2019; Amoako et al,2021).

As in the contemporary business environment, green marketing has become increasingly important in the world, which represents an urgent necessity for business organizations, which helps them achieve many benefits, such as preserving natural resources and not harming the environment, and achieving consumer satisfaction and welfare by providing safe and friendly products to the environment. (Shabbir et al, 2020).

In addition to achieving the profitability of organizations by reducing the percentage of spoilage and improving the use of primary resources used in production and improving production and marketing processes within the organization, where the directing of the green marketing mix began due to the criticism directed at traditional marketing mix, the most important of which is the lack of attention to the environment. (Morell, M, & Kwaki, F, 2012; Nuryakin, N., & Maryati, T, 2022).

Green marketing has focused on commitment to the responsibility of organizations towards protecting the environment in their marketing activities. With the increasing awareness of consumers, many companies have found opportunities in this to achieve a competitive advantage, raise the value of their brand and surpass their competitors to increase their market share, or enter new markets. (Asbeeh, 2013; WOO, 2021).

2- Literature Review:

2.1- Green Marketing (GM):

The increase in environmental problems in recent decades has resulted in the expansion of environmental awareness in society, which prompted many specialists and researchers to search for solutions to these environmental problems, and from these trends green marketing emerged as a contemporary approach that seeks to create a state of harmonization between the orientations of the parties contributing to production and marketing operations. In order to achieve a competitive advantage for projects seeking to implement the contents of the green marketing philosophy (Bulut et al, 2021; Eneizan et al, 2016; Al-dmour et al, 2023).

The application of green marketing is based on adjusting the use of natural resources and raw materials, in line with environmental requirements, and modifying the existing production process, in order to match the basic objectives of green marketing, which are to reduce costs by improving the production process, and reducing pollution levels to the lowest possible degree. This is in addition to the possibility of re-utilizing waste through recycling, processing and manufacturing. (Cheema et al, 2015; Zulfiqar & Shafaat, 2015; Wu and Chen, 2014)

Green marketing revolves around the commitment of business organizations to deal in environmentally friendly goods, and to carry out marketing activities within the framework of a strong commitment to environmental responsibility and within specific controls to ensure the preservation of the natural environment and no harm to it.(Govender et al, 2016) In light of this, many business organizations have begun to reconsider their social and ethical responsibilities in their marketing practices, and give the environmental dimension a prominent importance in their marketing strategies. Hence, interest in a new style in marketing, which is green marketing, has begun. And the emergence of green marketing principles has changed the values and attitudes of companies from In order to meet the needs of consumers. (Reddy & Reddy, 2017; Moravcikova et al, 2017).

Green marketing attempts to build consumer awareness of green products and their environmental characteristics in the hope of influencing the purchasing behavior of customers. (Alamsyah et al, 2020; Osman et al, 2016; Georage, 2017).

In fact, green marketing is related to building customer awareness about the green product and the positive contribution it makes to themselves and their environment, and awareness of the green price, which links the value of the product he wants to buy with the environmental effects that it can reflect. (Alex & Mathew, 2018; Maheshwari, 2014; Alamsyah et al, 2018; Fahim et al, 2020). And Green promotion, which seeks to convince the consumer of the service the product can provide to the environment and achieve satisfaction at the same time, and green distribution, which takes into account environmental considerations in moving goods from their sources of production to the customer. (Alamsyah et al, 2020; Osman et al, 2016; Georage, 2017; Fahim et al, 2020; Sahioun et al, 2023).

Based on that, this research assumes that green marketing affects customer awareness building in Eco-friendly Cleaning products (EFCP).

Green trust measures how much consumers are confident that a specific product, many studies show that customer trust is a prerequisite for building a market for green products, and there is a positive link for green marketing campaigns in enhancing customer trust in Eco-friendly Cleaning products (EFCP). (Guerreiro & Pacheco, 2021; Hasanah & Handayani, 2020; Widyastuti et al, 2019; Chuah et al, 2020; Waites et al, 2020; Alamsyah & Febriani, 2020; Kurniawan, 2014; Chen, 2010)

Based on that, this research assumes that green marketing affects customer trust in Eco-friendly Cleaning products (EFCP).

2.2- Green Awareness (GA):

Awareness means that the consumer has sufficient knowledge about the product. Green awareness means that the consumer obtains sufficient information about the product and related to the effects of the product on the environment. Many studies have proven that awareness of the green product generates the customer's intention to buy the green product. And the customer's response to marketing activities is linked to the awareness of the customer. They are more environmentally aware of buying green products by considering it their responsibility to buy green products. (Mansoor& Noor, 2019; Rizwan et al, 2014).

Consumers show a greater willingness to buy such eco-friendly products that are environmentally conscious compared to those who are not. Be more aware of the advantages of green products, and prior knowledge and awareness of green product creates the customer's intent to buy green products. (Inzamam et al, 2020; Rizwan et al, 2013).

Based on that, this research assumes that Green Awareness affects purchasing intentions in Eco-friendly Cleaning products (EFCP).

2.3- Green Trust (GT):

Trust is one of the basic factors in product marketing, Trust can be defined as "the expectations held by the consumer that the provider of the good or service can be relied upon to fulfill his promises." *(Chairy & Alam, 2019; Kahraman & Kazançoğlu, 2019).*

Green trust also refers to "the willingness to rely on a product, service, or brand based on a belief or expectation of its reliability and ability in terms of its environmental performance. Consumer trust is a fundamental determinant of long-term consumer behavior. Thus, consumers trust in eco-labels and brands." The environment positively influences their purchasing intentions and actual purchasing behaviour, which then leads to a positive response to green purchasing intent. *(Gil & Jacob, 2018;* Tong et al, 2020*).*

Based on that, this research assumes that Green trust affects purchasing intentions in Eco-friendly Cleaning products (EFCP).

2.4- purchasing intentions (PI):

Purchase intent can be defined as the probability that a customer will buy a product or service in the future and purchase intent is the most accurate indicator of buying behavior (Karunarathna et al, 2020; Wu and Chen, 2014)

Also, strong buying intent indicates an increased purchase probability, which can be used by researchers as a leading indicator of consumer behavior. When customers have a positive buying intent, there is a strong interaction with the product that motivates consumers to initiate a real purchase (Karunarathna et al, 2020).

Some studies have also proven that there is a relationship between the elements of the green marketing mix and the intention to purchase green products (Mahmoud et al, 2017).

Dr. Rezk Ghobrial Bassit Ajban

According to previous studies, the effect of green marketing on purchase intentions through the mediating effect of green awareness and trust in Eco-friendly cleaning products (EFCP), unexplored in the academic literature, and no studies have found the relationship between the variables of the current study. Therefore, as shown in Figure (1), the hypothesis was developed in line with the research objectives as follows:

H1. *Green Marketing have a significant positive effect on Green Awareness.*

H2. *Green Marketing have a significant positive effect on Green Trust.*

H3. *Green Awareness have a significant positive effect on purchasing intentions.*

H4. *Green Trust have a significant positive effect on purchasing intentions.*

H5. *Green Marketing have a significant positive effect on purchasing intentions.*

H6. *Green Awareness mediates the relationship between Green Marketing and purchasing intentions.*

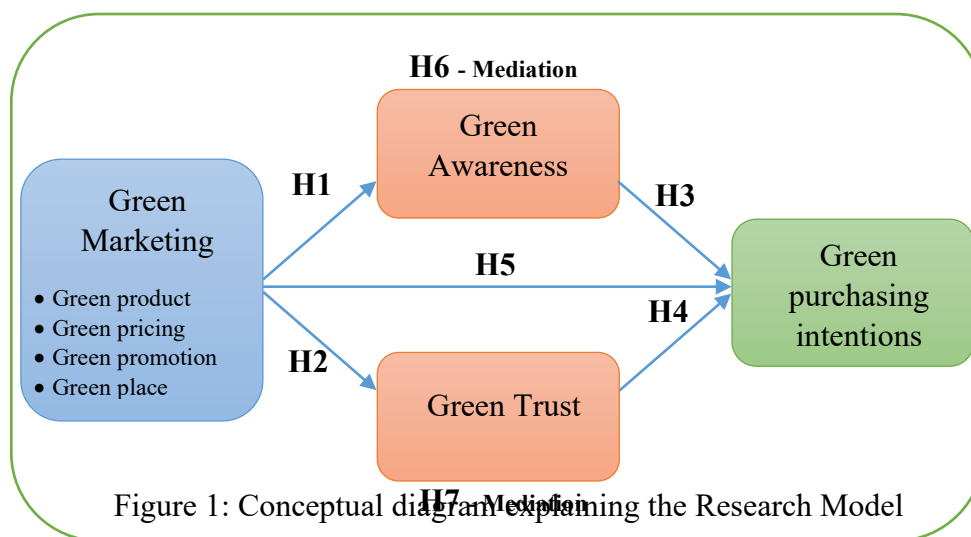H7. *Green Trust mediates the relationship between Green Marketing and purchasing intentions.*

Figure 1: Conceptual diagram explaining the Research Model

Source: Developedby the researcher

3- Research Methodology:

The current study relies on the empirical descriptive and analytical methodology that involves the process of database surveying by the reference to earlier studies for constructing a theoretic structure for the analysis, using certain qualitative research approaches and the field survey design for collecting data by a focused survey.

3.1- Data Collection and Sample:

In this research, the survey questionnaire approach was utilized for collecting data via the post-positive lens for model testing. The present study, thus, employed non-probability sampling, specifically the purposeful sampling method. Using this type of sampling is a good choice because it allows a theoretical generalization of the results. One of the purposeful sampling techniques conducted for the process of collecting data from Eco-Friendly Cleaning Products (EFCP) customers required data.

Owing to the customer population's large size, the time factor, and cost considerations, which act as restraints in research, the sampling method was chosen for collecting data needed for the consumer field study. The sample size was verified and estimated at 384 individuals, following the act of large numbers.

Data collection was done using the E-Questioner method presented by Google models for applying the questionnaire through the internet. To measure each attitude item, a five-point Likert-scale that ranges from strongly disagree (1) till strongly agree (5) was utilized. We collected 396 responses, 384 of which were retained for analysis. The data collection process lasted approximately (8) months from August. 2021 to March. 2022. Data analysis was carried out using SPSS and the Smart-PLS 4 software.

The questionnaire consists of three main parts. The first section includes the cover letter, which explains the purpose and importance of the research, in addition to the researcher's information. The second section includes the part related to measuring the research variables (green marketing mix - green awareness - green trust - purchase intention). The third and final section aims to ask customers about some demographic variables such as (gender and age).

3.2- Measures:

To test this study model, the technique of Partial Least Squares (PLS) was applied, using the Smart-PLS 4 software (Avkiran, & Ringle, 2018). A two-stage analytical procedure was followed as recommended by reflective constructs (Anderson & Gerbing, 1988; Ramayah, Lee, & In, 2011). Accordingly, the measurement model test (constructs' validity and reliability) was conducted, followed by an investigation of the structural model (testing of the hypotheses) (Ramayah, Jasmine, Ahmad, Halim, & Rahman, 2017). A bootstrapping technique was utilized to test the path coefficients' significance and for the loadings (Hair, Hult, Ringle, & Sarstedt, 2017).

To develop the measurement of involved variables and the number of items, some previous studies are considered as shown in table (1). The study involved three variable types, Green Marketing (independent variable), Green Awareness and Green Trust (mediating variables), and Purchasing intentions (dependent variable). The questions and items employed were developed and refined depending on literature and calculated on a Likert scale of five points.

Green marketing was measured using four adapted sub-variables: Green product, Green price, Green promotion, and Green place. The scale consists of 24 items which measure the four dimensions or facets of the construct, while Green Awareness was captured by 4 items, Green Trust was captured by 5 items, finally, 4 items were used to measure the dependent variable which is purchasing intentions variable. Certain closed questions were used to assess the sample's demographics.

Table (1): the measures are used in the study

Variable		Number of items	Reference
Green Marketing	Green product	6	(Suleiman,2019) (Al-Agha,2017) (Govender. et al,2016) (Khalifah and Shoura,2013)
	Green pricing	6	(Suleiman,2019) (Al-Agha,2017) (Wu and Chen,2014)
	Green promotion	7	(Suleiman,2019) (Al-Agha,2017) (Govender. et al,2016)
	Green place	5	(Suleiman,2019) (Al-Agha,2017)
Green Awareness		4	(Al-Agha,2017) (Wu and Chen,2014)
Green Trust		5	(Mercade Mele. et al,2019) (Chrisjatmiko,2018) (Martínez,2015)
Purchasing intentions		4	(Sun, Y., & Wang, S, 2019)

After data collection and extraction from the survey software, it was input into SPSS. The data was then cleaned by deleting invalid responses, incomplete questionnaires, or by editing data with the presence of a clear case of misinterpretation or lack of attention. For missing entries, the fields were left blank.

4- Results and Findings:

This part presents the data analysis part of this paper. The analysis of this paper was performed by the statistical package for social sciences (SPSS V.20) for basic descriptive statistics, and (SmartPLS 4) for SEM-PLS modeling. The first section deals with data preparation. The measurement model was assessed for the reliability and validity of the instruments in section two. Several descriptive statistics and bivariate correlations are constructed in section three. Subsequently, the structural model for testing moderator and mediator variables was constructed in section four. Finally, Smart PLS was used to conduct data analysis for numerous reasons. Firstly, the complexity of the research model that included several higher-order structures. Secondly, the main purpose of this study was to investigate the impact of green marketing on purchase intentions through green trust and green awareness versus theory confirmation.

4.1 Descriptive Analysis of the Sample

The demographic characteristics of respondents are reported in table (2). It can be noticed that females were (205) with 53.4% of the sample, while males were (179) with 46.6% of the sample.

In terms of educational level, 7.0 % of the study sample have a high school, 40.4 % of the study sample have Bachelor, 32.8% of the study sample have a Diploma, and 19.8% of the study sample have a Master or Doctoral degree.

In terms of Age, 11.7% of the study sample is from 20 to 30 years, 29.2% of the study sample is from 31 to 40 years, 48.7% of the study sample is from 41 to 50 years, and 10.4 % of the study sample is 51 years and over.

Dr. Rezk Ghobrial Bassit Ajban

Table (2): Descriptive statistics for demographic characteristics

Variable	Category	Frequency	Percent
Gender	*Male*	179	46.6
	Female	205	53.4
	Total	384	100.0
Level of Education	*High school*	27	7.0
	Bachelor	155	40.4
	Diploma	126	32.8
	Master /Doctoral degree	76	19.8
	Total	384	100.0
Age	*20-30*	45	11.7
	31-40	112	29.2
	41-50	187	48.7
	More than 50	40	10.4
	Total	384	100.0

4.2 Data Examination

Missing data, outliers, and the common method bias (CMB) should all be investigated (Hair et al., 2017). SPSS was used to investigate such primary data problems. The presence of any missing data was investigated, and it was discovered that there were no missing data in the study data set. There were zero outliers within the study dataset. Harman's single-factor, a test widely used by researchers, can identify CMB. The presence or absence of bias is determined by the percentage of the factor's variance. With an overall factor's variance <50%, the data remains unaffected by the CMB. The first factor was found to account for 46.5 percent of the overall variation. Because the value was less than 50%, the CMB problem was assumed to be absent. Furthermore, the VIF values were below 3.3, indicating that there was no concern (Kock, 2015).

4.3 Measurement model Assessment

The assessment of the reflective measurement model was shown in this section. It requires evaluating the internal consistency, along with reliability, discriminant validity and convergent validity. Table (3) shows the results of both internal reliability and convergent validity through item loadings, composite reliability (CR), and average variance extracted (AVE). The previous criteria were established since the item loadings were above 0.4, CR greater than 0.7, and AVE above 0.5 (Hair et al., 2017). Table (3) also shows the descriptive statistics for the selected constructs as well as the correlation with the dependent variable (PI).

Dr. Rezk Ghobrial Bassit Ajban

Table (3): results of Reliability and validity analysis, descriptive statistics, and correlation.

Construct		Item	Reliability and Validity			Descriptive Statistics		Correlation with PI
			Loading > 0.4	CR > 0.7	AVE > 0.5	Mean	SD	
Green Marketing	Green product	GM1	0.858					
		GM2	0.865					
		GM3	0.874					
		GM4	0.873					
		GM5	0.803					
		GM6	0.755					
	Green pricing	GM7	0.730					
		GM8	0.730					
		GM9	0.853					
		GM10	0.846					
		GM11	0.823					
		GM12	0.854	0.967	0.549	4.602	0.632	0.605
	Green promotion	GM13	0.825					
		GM14	0.825					
		GM15	0.841					
		GM16	0.828					
		GM17	0.775					
		GM18	0.777					
		GM19	0.763					
	Green place	GM20	0.755					
		GM21	0.868					
		GM22	0.868					
		GM23	0.879					
		GM24	0.868					
Green Awareness		GA1	0.878					
		GA2	0.819	0.911	0.719	4.720	0.502	0.708
		GA3	0.835					
		GA4	0.858					
Green Trust		GT1	0.831					
		GT2	0.835					
		GT3	0.828	0.921	0.700	4.622	0.592	0.717
		GT4	0.860					
		GT5	0.828					
Purchasing intentions		PI1	0.916					
		PI2	0.852	0.931	0.772	4.632	0.669	-
		PI3	0.852					
		PI4	0.893					

as follows: for Green Marketing we have (M=4.602,SD=0.632) with direct medium correlation with PI since (r(335)= 0.605,P<0.001), for Green Awareness we have (M=4.720,SD=0.502) with direct medium correlation with PI since (r(335)= 0.708,P<0.001), for GREEN TRUST we have (M=4.622,SD=0.592) with direct medium correlation with PI since (r(335)= 0.717,P<0.001), and finally for PURCHASING INTENTIONS we have (M=4.632,SD=0.669).

Table (4): HTMT values

	GA	GM	GT
GM	0.490		
GT	0.635	0.794	
PI	0.799	0.648	0.798

Discriminant validity examines how much a construct differs from other constructs. Discriminant validity is established using Hetrotrait-Monotrait ratio (HTMT) in table (4). The HTMT value should be lower than 0.90 (Henseler et al., 2015). Following these guides, the discriminant validity was constructed since all the constructs have HTMT values less than the defined threshold.

4.4- Structural model Assessment

Examining the structural model includes path coefficients, collinearity diagnostics, effect size (f²), coefficient of determination (R2), predictive relevance (Q2), and goodness of fit criteria. Figure (2) shows the estimated model with the estimated path coefficients along with the corresponding p-value.
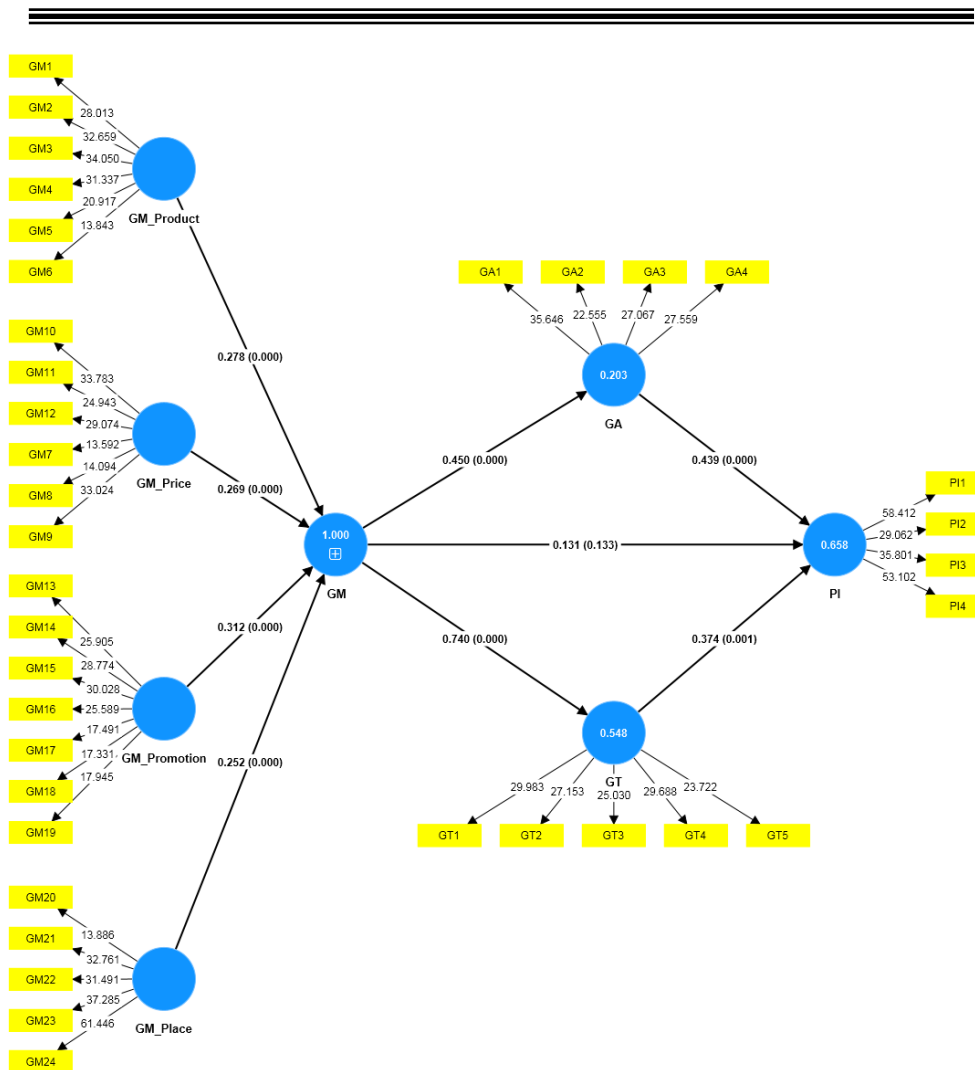
Figure (2): Path Coefficients with Corresponding P-value

Table (5): Hypothesis Testing

Hypothesis	Paths	β	Std. Error	t-value	P-value	Decision
Direct Effect						
H1	GM -> GA	0.450	0.085	5.291	0.000***	Supported
H2	GM -> GT	0.740	0.058	12.694	0.000***	Supported
H3	GA -> PI	0.439	0.095	4.627	0.000***	Supported
H4	GT -> PI	0.374	0.117	3.186	0.001**	Supported
H5	GM -> PI	0.131	0.087	1.504	0.133[N]	Not Supported
Indirect Effect (Mediating Role)						
H6	GM -> GA -> PI	0.198	0.063	3.164	0.002**	Supported
H7	GM -> GT -> PI	0.277	0.095	2.916	0.004**	Supported

[*]P < 0.05, [**]P < 0.01, [***]P < 0.001, [N] Not Significant

The Direct Effect:

The results of hypothesis testing in table (5) show that; Green Marketing has a significant positive effect on Green Awareness since (β=0.450,t=5.291, P<0.001), so the 1st hypothesis is accepted. The results also show that; Green Marketing has a significant positive effect on Green Trust since (β=0.740, t=12.694, P<0.001), so the 2nd hypothesis is accepted. The results also show that; Green Awareness has a significant positive effect on purchasing intentions since (β=0.439, t=4.627, P<0.001), so the 3rd hypothesis is accepted. The results also show that; Green Trust has a significant positive effect on purchasing intentions since (β=0.374, t=3.186, P<0.001), so the 4th hypothesis is accepted. . The results also show that; Green Marketing have no direct effect on purchasing intentions since (β=0.131, t=1.504, P>0.05), so the 5th hypothesis is rejected.

Indirect effect of the constructs:

Table 5 shows the outcomes of the bootstrapping, which show that the indirect effect of The mediation analysis yielded a significant effect of Green Marketing on purchasing intentions through the first mediator variable (Green Awareness) since (β=0.198,t=3.164,P<0.01), so the 6th hypothesis is accepted. The results also show that; The mediation analysis yielded a significant effect of Green Marketing on purchasing intentions through the second mediator variable (Green Trust) since (β=0. 277,t=2.916,P<0.01), so the 7th hypothesis is accepted.

Table (6): Structural model assessment measures

	PI		GA		GT	
	Effect Size	VIF	Effect Size	VIF	Effect Size	VIF
GA	0.043	(1.464)				
GT	0.056	(2.580)				
Moderating Effect						
GMM	0.054	(2.220)	0.394	(1.000)	0.397	(1.000)
R Square	0.658		0.203		0.548	
Q2	0.398		0.127		0.334	

All values of variance inflation factor (VIF) were below 5, suggesting the absence of collinearity problem. We evaluated predictive relevance by evaluating Stone-Geisser's Q^2. Blindfolding is a sample reuse technique that can be used to calculate Q^2 values for latent variables. We executed the blindfolding procedure and calculated the Q^2 values for GA (Q^2 =0.127), GT (Q^2 =0.334), and PI (Q^2 =0.398). All values were greater than zero, thus indicate predictive

relevance for endogenic latent variables in our PLS path model (Hair et al. 2017). Tenenhaus et al. (2005), proposed the Goodness of Fit (GOF) as a global fit indicator. The criteria of GoF for deciding whether GOF values are not acceptable, small, moderate, or high to be regarded as a globally appropriate PLS model. The GoF index can be calculated as follow:

$$\text{GOF} = \sqrt{R2} \times AVE = \sqrt{0.368} \times 0.618 = 0.477$$

The value of the GOF (0.477) is greater than 0.36 indicating a high fit, so, it can be safely concluded that the GOF model is large enough to be considered as a sufficient valid global PLS model.

5- Conclusion and Recommendations:

In conclusion, the results obtained from this study shed light on the way perceived green marketing could affect purchase intentions through the mediating role of green trust and green awareness of environmentally friendly green products. In addition, the descriptive results of the current study show that the percentage of females in the study sample was larger, reaching 53.4%, while the percentage of males reached 46.6% of the sample., The results of this study also showed, with regard to educational level, that the largest percentage of the study sample were those who held a bachelor's degree at a rate of 40.4%, then those who held a diploma at a rate of 32.8%, then those who held a master's degree or doctorate at a rate of 19.8%, and finally those who obtained a high school diploma at a rate of 7.0.% ., The results of the research also showed in terms of age that the largest percentage of the study sample was among those between the ages of (41-50) at a rate of 48.7%, then those between the ages of (31-40) at a rate of 29.2%, then those between the ages of (20-30).) by 11.7%, and finally those aged over 50 years by 10.4%.

This study revealed the effects of green trust and green awareness as mediating variables that affect the relationship between green marketing (green product - green pricing - green promotion - green distribution) and purchase intentions for environmentally friendly cleaning products. Firstly, it was found that green marketing have no significant effect on purchase intentions. (H5 was not accepted) This differs with (Kurniawan, S., 2014). However, It was also found that there is a statistically significant positive effect of green marketing on purchase intentions through the mediating effect of green trust and green awareness (H6, H7 were accepted) .Besides, it was found that there is a statistically significant positive effect of green marketing on trust and awareness (H1, H2 were accepted), and this is consistent with (Mercade et al., 2019;

Widyastuti et al., 2019)., Moreover,It was also found that there is a positive, statistically significant effect of trust and awareness on purchase intentions (H3, H4 were accepted), and this is consistent with (Suki et al., 2016; Guerreiro & Pacheco, 2021; Wu & Chen, 2014).Thus, the model's validity and its practical implications can be supported by the presence of that positive correlation between all independent and dependent constructs in this model.

Recommendations

Based on the results of this research, we can identify a number of recommendations that can contribute to raising the purchase intentions of customers of environmentally friendly products, which are:

- Organizations must adopt green marketing strategies that enhance trust in green, environmentally friendly products, as the results showed that trust has a strong impact on purchase intentions for green products.
- Organizations must adopt green marketing strategies that focus on building awareness of green, environmentally friendly products.
- Organizations must establish uniform standards for green marketing activities, as green marketing gives every organization the opportunity to transform green products and a green marketing environment into a competitive advantage.
- The organization's environmental performance must be supervised by designing strategies and action plans that ensure compliance with environmental legislation and training employees on green marketing to increase positive awareness of green marketing.

References

Al-Agha, Hanan Tahseen Eid (2017) "The Impact of Green Marketing on the Behavior of the Consumer Towards the Green Product in the Gaza Strip from Academics and administrators of the Islamic University perspectives", Master Thesis (Islamic University - Gaza).

Al-dmour, H., Hadad, H., & Al-dmour, R. (2023). The impact of the adoption of green marketing on corporate performance of non-profitable organizations: empirical study. Social Responsibility Journal, 19(1), 1-19.

Alamsyah, D. P., Suhartini, T., Rahayu, Y., Setyawati, I., & Hariyanto, O. I. B. (2018). Green advertising, green brand image and green awareness for environmental products. In IOP Conference Series: Materials Science and Engineering (Vol. 434, No. 1, p. 012160). IOP Publishing.

Alamsyah, D., Othman, N., & Mohammed, H. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. Management Science Letters, 10(9), 1961-1968.

Alamsyah, D. P., & Febriani, R. (2020). Green customer behaviour: Impact of green brand awareness to green trust. In Journal of Physics: Conference Series. 1477(7), p. 072022.

Alex, S. P., & Mathew, A. (2018). Role of Green Marketing Awareness on Purchase Intention of Eco-Friendly Products. IPE Journal of Management, 8(1), 81-96.

Amoako, G. K., Doe, J. K., & Dzogbenuku, R. K. (2021). Perceived firm ethicality and brand loyalty: the mediating role of corporate social responsibility and perceived green marketing. Society and Business Review. 16(3), pp. 398-419.

Asbeeh, Musa Ahmed, (2013). "A Suggested Strategy for Green Marketing to Achieve a Competitive Advantage for Industrial Companies ". PhD Thesis - College of Business - Amman Arab University.

Avkiran, N. K., & Ringle, C. M. (Eds.). (2018). Partial least squares structural equation modeling: Recent advances in banking and finance (Vol. 239). Cham, Switzerland: Springer.

Bulut, C., Nazli, M., Aydin, E., & Haque, A. U. (2021). The effect of environmental concern on conscious green consumption of post-

millennials: the moderating role of greenwashing perceptions. Young Consumers. 22 (2), pp. 306-319.

Chairy, C., & Alam, M. E. N. (2019). The influence of environmental concern, green perceived knowledge, and green trust on green purchase intention. Jurnal Manajemen (Edisi Elektronik), 10(2), 131-145.

Cheema, S., Durrani, A. B., Khokhar, M. F., & Pasha, A. T. (2015). Influence of green marketing mix and customer fulfillment: An empirical study. International Journal of Sciences: Basic and Applied Research (IJSBAR), 24(6), 168-177.

Chen, Y. S., Chang, T. W., Li, H. X., & Chen, Y. R. (2020). The influence of green brand affect on green purchase intentions: The mediation effects of green brand associations and green brand attitude. International Journal of Environmental Research and Public Health, 17(11), 4089.

Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. Journal of Business ethics, 93(2), pp.307-319.

Chrisjatmiko, K. (2018). Towards green loyalty: the influences of green perceived risk, green image, green trust and green satisfaction. In IOP Conference Series: Earth and Environmental Science (Vol. 106, No. 1, p. 012085). IOP Publishing.

Chuah, S. H. W., El-Manstrly, D., Tseng, M. L., & Ramayah, T. (2020). Sustaining customer engagement behavior through corporate social responsibility: The roles of environmental concern and green trust. Journal of Cleaner Production, 262, 121348.

Eneizan, B. M., Wahab, K. A., & Wahab, K. A. (2016). Effect of Green Marketing Strategy on Customer Satisfaction in Jordan. Arabian Journal of Business and Management Review (OMAN Chapter), 5(9), pp. 34-40.

Fahim, E. k. M., & Engy Kazem Mustafa. (2020). The role of green marketing in achieving sustainable competitive advantage for business organizations. The Egyptian Journal of Public Opinion Research, 19(1), 453-590.

Fuchs, P., Raulino, C., Conceicao, D., Neiva, S., de Amorim, W. S., Soares, T. C., & Guerra, A. (2020). Promoting sustainable development in higher education institutions: the use of the balanced scorecard as a strategic management system in support of green marketing. International Journal of Sustainability in Higher Education., 21(7), pp. 1477-1505

Georage, S. (2017). The Level of Awareness about Green Marketing Concepts Among Saudi Citizens. International Journal of Applied Business and Economic Research, 15(5), 507-516.

Gil, M. T., & Jacob, J. (2018). The relationship between green perceived quality and green purchase intention: a three-path mediation approach using green satisfaction and green trust. International Journal of Business Innovation and Research, 15(3), 301-319.

Govender, J. P., & Govender, T. L. (2016). The influence of green marketing on consumer purchase behavior. Environmental Economics, 7(2), 77-85.

Guerreiro, J., & Pacheco, M. (2021). How Green Trust, Consumer Brand Engagement and Green Word-of-Mouth Mediate Purchasing Intentions. Sustainability, 13(14), 7877.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Multivariate Data Analysis (ed. 7th). Essex.

Hasanah, N., & Handayani, W. (2020). The Influence of Green Product, Green Advertising and Green Trust to the Purchasing decision of Skincare Himalaya Herbals in Palapa Department Store Surabaya. Jurnal Studi Manajemen dan Bisnis, 7(1), 14-22.

Kahraman, A., & Kazançoğlu, İ. (2019). Understanding consumers' purchase intentions toward natural-claimed products: A qualitative research in personal care products. Business Strategy and the Environment, 28(6), 1218-1233.

Karunarathna, A. K. P., Bandara, V. K., Silva, A. S. T., & De Mel, W. D. H. (2020). Impact of Green Marketing Mix on Customers' Green Purchasing Intention with Special Reference to Sri Lankan Supermarkets.

Khalifah, J. G., & Shoura, M. I. (2013). The Effect of Green Products on the Jordanian Customer Decision Making. Middle East University.

Kurniawan, S. (2014). The influence of green marketing on green satisfaction mediated by perceived quality and its impact to green trust in injection motorcycle. The Winners, 15(2), 85-94.

Li, H., Inzamam, U. H., Hira, N., Gadah, A., Wedad, A., Ahsan, N., & Javaria, H. (2020). How environmental awareness relates to green purchase intentions can affect brand evangelism? altruism and environmental

consciousness as mediators. Revista Argentina de Clínica Psicológica, 29(5), 811-825.

Maheshwari, S. P. (2014). Awareness of green marketing and its influence on buying behavior of consumers: Special reference to Madhya Pradesh, India. AIMA Journal of Management & Research, 8(1/4), 0974-497.

Mahmoud, T. O., Ibrahim, S. B., Ali, A. H., & Bleady, A. (2017). The influence of green marketing mix on purchase intention: The mediation role of environmental knowledge. International Journal of Scientific & Engineering Research, 8(9), 1040-1048.

Malika, T.S. et al, (2019) "Green marketing is a modern trend for business organizations to achieve the environmental dimension of sustainable development: Field study of a sample of industrial establishments in Algeria", Al-Bashaer Economic Journal, 5 (2), 590-604.

Mansoor, M., & Noor, U. (2019). Determinants of green purchase intentions: Positive word of mouth as moderator. Journal of Business & Economics, 11(2), 143-160.

Martínez, P. (2015). Customer loyalty: exploring its antecedents from a green marketing perspective. International Journal of Contemporary Hospitality Management.

Mercade Mele, P., Molina Gomez, J., & Garay, L. (2019). To green or not to green: The influence of green marketing on consumer behaviour in the hotel industry. Sustainability, 11(17), 4623.

Moravcikova, D., Krizanova, A., Kliestikova, J., & Rypakova, M. (2017). Green Marketing as the Source of the Competitive Advantage of the Business. Sustainability, 9(12), 2218.

Morel, M., & Kwakye, F. (2012). Green marketing: Consumers Attitude towards Eco-friendly Products and Purchase Intention in the Fast Moving Consumer Goods (FMCG) sector.

Nguyen-Viet, B. (2023). The impact of green marketing mix elements on green customer based brand equity in an emerging market. Asia-Pacific Journal of Business Administration, 15(1), 96-116.

Nuryakin, N., & Maryati, T. (2022). Do green innovation and green competitive advantage mediate the effect of green marketing orientation on SMEs'

green marketing performance?. Cogent Business & Management, 9(1), 2065948.

Osman, A., Othman, Y. H., Salahudin, S. N., & Abdullah, M. S. (2016). The awareness and implementation of green concepts in marketing mix: A case of Malaysia. Procedia Economics and Finance, 35, 428-433.

Reddy, D. K., & Reddy, M. S. (2017). A study on Impact of Green Marketing on Sustainable Development (With Reference to Khammam District). In National Conference on Marketing and Sustainable Development October (Vol. 13, p. 14).

Rizwan, M., Asif, R. M., Hussain, S., Asghar, M., Hassan, M., & Javeed, U. (2013). Future of green products in Pakistan: an empirical study about green purchase intentions. Asian Journal of Empirical Research, 3(2), 191-207.

Rizwan, M., Mahmood, U., Siddiqui, H., & Tahir, A. (2014). An empirical study about green purchase intentions. Journal of Sociological Research, 5(1), 290-305.

Sahioun, A., Bataineh, A. Q., & Haddad, H. (2023). The Impact of Green Marketing on Consumers'attitudes: A Moderating Role of Green Product Awareness.

Shabbir, M. S., Bait Ali Sulaiman, M. A., Hasan Al-Kumaim, N., Mahmood, A., & Abbas, M. (2020). Green Marketing Approaches and Their Impact on Consumer Behavior towards the Environment—A Study from the UAE. Sustainability, 12(21), 8977.

Suki, N. M., Suki, N. M., & Azman, N. S. (2016). Impacts of corporate social responsibility on the links between green marketing awareness and consumer purchase intentions. Procedia Economics and Finance, 37, 262-268.

Suleiman, Faybi Nhashi Ragheb (2019), "Specific factors for adopting Green Marketing Policies and Their Impact on the Entrepreneurial Orientation of Companies: A Field Study on Food Industry Companies", Journal of Financial and Commercial Research: Vol.20 (2), Part One, pp. 146-187.

Sun, Y., & Wang, S. (2019), "Understanding consumers' intentions to purchase green products in the social media marketing context" , Asia Pacific Journal of Marketing and Logistics, Vol. 32 (4), pp. 860-878.

Tavakol, M.; Dennick, R. (2011). Making sense of Cronbach's alpha. International journal of medical education, Vol.2, PP.53-55.

Tong, Z., Li, T., Feng, J., & Zhang, Q. (2020). Using images of eyes to enhance green brand purchase intentions through green brand anthropomorphism strategies: The moderator role of facial expression. Frontiers in Psychology, 11, 2416.

Waites, S. F., Stevens, J. L., & Hancock, T. (2020). Signaling green: Investigating signals of expertise and prosocial orientation to enhance consumer trust. Journal of Consumer Behaviour, 19(6), pp.632-644.

Widyastuti, S., Said, M., Siswono, S., & Firmansyah, D. A. (2019). Customer trust through green corporate image, green marketing strategy, and social responsibility: A case study. European Research Studies Journal, XXII(2), pp.83-99

WOO, E. J. (2021). The Relationship between Green Marketing and Firm Reputation: Evidence from Content Analysis. The Journal of Asian Finance, Economics and Business, 8(4), 455-463.

Wu, S. I., & Chen, Y. J. (2014). The impact of green marketing and perceived innovation on purchase intention for green products. International Journal of Marketing Studies, 6(5), 81.

Zulfiqar, Z., & Shafaat, M. (2015). Green Marketing: Environmental Concern and Customer Satisfaction. European Journal of Business and Management, 7(1), 115-126.

Dr. Rezk Ghobrial Bassit Ajban

الدور الوسيط للوعي والثقة في العلاقة بين التسويق الأخضر ونوايا الشراء: دراسة تطبيقية على منتجات التنظيف الصديقة للبيئة

د. رزق غبريال بسيط عجبان

ملخص البحث:

هدفت هذه الدراسة إلى قياس العلاقة بين التسويق الأخضر ونوايا الشراء لمنتجات التنظيف الصديقة للبيئة، مع تحديد الدور الوسيط للوعي والثقة في العلاقة بين التسويق الأخضر ونوايا الشراء الخضراء.، وقد اتبع الباحث المنهج الوصفي التحليل ، حيث تم تطوير استبانة مكونة من (٤٠) عبارة لجمع البيانات.

وتم جمع البيانات المطلوبة من خلال طريقة الاستبيان الإلكتروني التي قدمتها نماذج جوجل لتطبيق الاستبيان عبر الإنترنت ، حيث تم الحصول على إجمالي ٣٨٤ إجابة صحيحة. وتم اختبار الفرضيات باستخدام الحزمة الإحصائية للعلوم الاجتماعية (SPSS V20) للإحصاء الوصفي الأساسي، و(Smart PLS 4) لنمذجة SEM-PLS.، وقد أظهرت نتائج الدراسة ان التسويق الأخضر له تأثير إيجابي معنوي على نوايا الشراء من خلال المتغيرات الوسيطة كتأثير غير مباشر. كما اظهرت نتائج الدراسة أن التسويق الأخضر ليس له أي تأثير مباشر على نوايا الشراء لمنتجات التنظيف الصديقة للبيئة . بالإضافة إلى ذلك، كشفت هذه الدراسة عن تأثير الثقة الخضراء والوعي الأخضر كمتغيرات وسيطة تؤثر في العلاقة بين التسويق الأخضر ونوايا الشراء لمنتجات التنظيف الصديقة للبيئة.

الكلمات الدالة :

التسويق الأخضر ، الوعي بالمنتجات الخضراء ، الثقة الخضراء ، نوايا الشراء ، منتجات المنظفات الصديقة للبيئة.