

The Impact of 4 p's Green Marketing Mix on Consumer's Satisfaction and Social Responsibility in Al-Karak Governorate

Rula Hani AlHalaseh *
rula-ad@mutah.edu.jo
Shifah Abdulla Al-Sou'b

Abstract

This paper aims at examining the impact of green marketing mix elements of the milk products and its derivatives on the consumer's satisfaction and social responsibility. The novelty of this study refers to the term consumer social responsibility and the combination of dependent variables, as well as reveals the extent of consumers 'awareness of the availability of environmental dimensions in the products they consume. The data was collected through a self-administered survey using a five-point Likert scale. A convenience sample of 391 dairy consumers of the hypermarkets at Al-Karak city in Jordan was analyzed. The results showed that while three of the green marketing mix elements could predict 63% of consumer's satisfaction, the four elements of the green mix as a whole predicted 64.6% of consumer's social responsibility. As only 36% of the respondents are fully aware of the green features of the product, the study recommends further similar studies with larger and different populations with the presence of moderating variable (s) such as gender, education level, age, and income.

Keywords: Green marketing mix, Dairy products, Consumer's satisfaction, Social responsibility

* College of Business Administration, Mutah University.

Resaved: 12/3/2020.

Accepted: 2/9/2020.

© All rights reserved to Mutah University, Karak, Hashemite Kingdom of Jordan,2022

أثر عناصر المزيج التسويقي الأخضر
في التنبؤ برضا المستهلك ومسؤوليته الإجتماعية في مدينة الكرك

رولى هانى الهلسه*
شفاء عبدالله الصعوب

ملخص

هدفت هذه الورقة إلى دراسة تأثير عناصر مزيج التسويق الأخضر لمنتجات الألبان ومشتقاتها في رضا المستهلك ومسؤوليته الاجتماعية. تعد هذه الدراسة من الجدة والحدثة بما كان إذ ربطت بين البعد البيئي ورضى المستهلك في قطاع منتجات الألبان ومشتقاتها وكذلك يكشف عن مدى وعي المستهلكين لتوفر أبعاد العناصر البيئية في المنتجات التي يستهلكونها. وللإجابة عن فرضيات الدراسة، جمعت البيانات من خلال استبانته بنيت من قبل الباحثين. تم اختيار 391 مستهلكاً لمنتجات الألبان من رواد محلات الهايبر ماركت في مدينة الكرك/ الأردن كعينة ملائمة. أظهرت نتائج تحليل البيانات أن لثلاثة من عناصر المزيج التسويقي الأخضر القدرة على توقع 63 % من رضى المستهلك، في حين تمكنت عناصر المزيج التسويقي الخضراء الأربعة من التنبؤ بـ 64.6 % من المسؤولية الاجتماعية للمستهلك. نظرًا لأن 36% فقط من المجيبين على دراية تامة بالمميزات الخضراء للمنتج، فتوصي الدراسة بإجراء مزيد من الدراسات المماثلة لعينات مختلفة واختبار متغيرات معدلة مثل الجنس ومستوى التعليم والعمر والدخل.

الكلمات الدالة: المزيج التسويقي الأخضر، منتجات الألبان، رضا المستهلك، المسؤولية الاجتماعية

* كلية إدارة الأعمال، جامعة مؤتة.

تاريخ قبول البحث: 2020/9/2 م.

تاريخ تقديم البحث: 2020/3/12 م.

© جميع حقوق النشر محفوظة لجامعة مؤتة، الكرك، المملكة الأردنية الهاشمية، 2022 م.

Introduction

Growing concern about natural environment sustainability is rapidly transforming the competitive landscape and forcing firms to explore the costs and benefits of “greening” their marketing mix. Many companies have reacted to environmental issues such as global warming, the consumption of the stratospheric ozone layer and over-consumption of non-renewable resources though actualizing green marketing practices or implementing green marketing, either for the purpose of the environment to construct a positive image or for economic reasons. Some companies use green marketing mix programs that include green product, green price, green distribution, green promotion as a marketing strategy to attract customers, due to the basic role it plays in customers’ decision-making processes and behavioural intentions (Chan, 2013).

The expanding awareness of natural environment protection influences the companies to actualize green marketing to improve its green image. Numerous companies have taken the initiative to form the development of a green marketing as one of their business strategies to protect the environment and to extend competitiveness (Kuo, Hsu, Ku, Chen & Lin, 2012).As customers progressively look for, and anticipate companies to take part in practices that are compatible with their desires of sustainability, companies that are able to meet those expectations are frequently rewarded. Firms that adopt green marketing are likely to be compensated with more satisfied clients, high incomes, more prominent market share, and expanded company valuations (Gleim, 2011).Green marketing becomes a tool utilized by numerous companies in different businesses to follow this trend (Singh & Pandey, 2012). The term green marketing refers to the planning, development and promotion of the products or services that satisfy the needs of consumers without affecting environment (Wadhwa & Vashisht, 2013).

The research problem

Despite of the growing importance of the concept of green marketing and its presence in western countries and researching awareness and thoughts that support this area, this topic did not find adequate attention in Arab countries such as Jordan. Where, some companies have failed to play a serious role in effectively addressing environmental problems. On one hand, Jordanian companies need to enhance their marketing mix and develop them to be environmentally friendly, additionally there is need to raise public awareness of green marketing importance in Jordanian companies. On the

other hand, Jordanian companies should work on protecting the environment from its waste (Hashem & Al-Rifai, 2011).

Since organization searches for competitive advantage, opportunities, corporate social responsibility (CSR), competitive pressure and cost or profit issues to build their consumer satisfaction and loyalty (Onditi, 2016), they are being compelled to think about ecological issues in developing their services and products. Undertaking such study is very crucial or vital for any business entity to know its customer satisfaction level concerning the green product, green price, green promotion, and green distribution (green marketing mix) that will move in parallel with the changing customers' need and wants. Yazdanifard and Mercy (2011) assured that green marketing researches have been applied to developed nations rather than developing nations. Then there is a need to focus more on developing nations, because different results could be found. Through these researches, managers can find more data to satisfy their customers with respect to blending green marketing elements. These finding may help decision makers improve the acceptance of green products at the same time reduce the environmental violation. Furthermore, this study offers a tool to enable the organizations to achieve their objectives by enhancing the profits and exceeding their competitors. So far, several of researches conducted greening issues, customer satisfaction, and organizational performance. However, there is no empirical evidence on examine the impact of green marketing mix on both social responsibility and customer satisfaction in one study, especially in Arab region.

This study is applied on dairy and cheese industries in the Jordan. Where the dairy and cheese industries in the Jordan and Arab region are considered one of the important strategic industries, especially as it tops the food baskets of the citizen and it consumed by all segments in their three daily meals. The difficult economic conditions experienced by the citizen due to the high living-cost forced them to pay attention to the price regardless the quality and production components. Fake products, deceptive and misleading advertising are also among the difficulties that consumers face in making their purchasing decisions that satisfy them.

As consumers are key in ensuring the enforcement of green marketing (Onditi, 2016), and the foremost objective of any firm is to satisfy the customers' needs and wants. This paper aims to investigate the relation of

green marketing mix with customer satisfaction and social responsibility. To investigate the role of green marketing mix in influencing customer satisfaction to create awareness about green products and green marketing. In addition, to investigate which element of green marketing is the most influencing customer satisfaction and social responsibility. In order to fulfil these objectives, this study highlights the question of “What is the role of green marketing mix in influencing consumer satisfaction and the consumer social responsibility?”

Related literatures

In this section, we discuss the green marketing concept, green marketing mix elements, and the consumer satisfaction in addition to social responsibility.

Green marketing

In the late 1980s, a serious concern about green marketing appeared, with a rapid increase in consumer awareness for greener products. The growing awareness on environment-friendly products, their willingness to pay for those products, increased the concern for these products encouraged companies to reveal interest in green marketing (Peattie & Crane, 2005). Green marketing practices have generally been promoted as the genuine concern for the nature of inputs as well as for the reduction of waste outputs and their impact on the environment and society as a whole in both present and future conditions (Walker & Hanson, 1998). Green marketing is the marketing of products that are presumed to be environmentally safe according to American Marketing Association. This requires complex practice such as waste reduction, packaging improvements, and contact combination adjustments.

Green marketing mix

When we talk about marketing, we must talk about an essential part of it, which is the marketing mix. Ai Ling (2007) states that marketing mix could be a model of making and implementing marketing strategies. It focuses on the mixing of different factors so that both the organizational and consumer objectives are earned. According to Singh and Pandey (2012), and Mahmoud (2018), each organization has its own most loved marketing mix. Some have four P's and others have seven P's of the marketing mix. The four P's of green marketing are that of a traditional marketing however the challenge before marketers is to utilize four P's in an inventive way. Al

Muala and Al Qurneh (2012) found that the four P's significantly predicted and positively correlated to the tourist satisfaction. These elements considered as marketing tactics to satisfy the consumer needs and wants. Therefore, this study used the conventional four P's (product, price, place and promotion).

Green product

In business, "green product" as a term is utilized by sustaining and protecting the natural resources, eliminating its consumption, control the pollution and waste (Singh & Pandey, 2012). Referring to several green marketing definitions show some of the characteristics of the green product such as safe and/or healthy products, durable, energy efficient, renewable, reused products, locally produced, recyclable, and low emitting (Pathak, 2017). Driven by environmental concerns, customers have been encouraged to buy green products and are even willing to pay higher prices for these products (Zhou & Schoenung, 2007). Although green marketing has become the focus of academic researchers as recent studies have focused on targeting customers interested in eco-friendly products, the market shares of many green products have not shown a significant improvement in line with academic interest (Brécard, Hlaimi, Lucas, Perraudeau, & Salladarré, 2009). According to D'Souza, Taghian, and Lamb (2006) the main reason for the gap between the interest of academic researchers and customers is the fact that many green products in the market cannot meet customer perceptions and expectations for green products.

Green price

The second element is the pricing of green products. It is exceptionally vital and essential element of green marketing mix. Most consumers might be set up to pay extra value only if they perceive the value added of the product (Singh & Pandey, 2012). This value might be enhanced the performance, design, functions, visual appeal, or taste. Green marketing ought to think about every one of these realities while charging a premium price (Novela, Novita, & Hansopaheluwakan, 2018).

Green promotions

The third element which is the green promotion defined by Basha (2015) as an instrument for securing natural resources for benefits of the future generations, which will lead approach to solid business environment. It positively affects consumer's satisfaction, loyalty, environmental safety and advancing business. Green markets become a necessity due to growing interests of environmental issues. To survive in this market, companies ought to greening all aspects of their business. The consumers like to associate themselves with companies that have environmental commitments. Therefore, the companies that communicate the environment friendliness through its advertisements are sure to get many loyal customers (Dey, 2007). The top management has an expectation to have an optimum budget for promotional activities that creates appropriate awareness and affects the target consumers for fostering purchases. Using green promotion may meet the required optimum level throughout promotional expenses and other ways such as selection of promotion partners, promotional material, and advertising message (Bhalerao & Deshmukh, 2015).

Green place

The last element in the marketing mix is the place. Green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint (Solaiman, Osman & Halim, 2015). Place represents the location where a product can be purchased. The decision of where and when to make an item possible by the company, will significantly affect the clients. Not many clients will make a special effort to purchase green items (Sharma, 2011; Singh, 2013) simply for it. Green place (distribution) is a sensitive activity. Clients must be ensured of the 'Environmental nature' of the item. The green condition is a continually managed condition and as such a significant level of consistence is basic when doing the distribution of green items (Yazdanifard & Mercy, 2011).

Customer satisfaction

Firms strive to use the marketing mix elements to achieve consumer satisfaction. Consumer satisfaction is a concept that has been widely discussed in marketing research and consumer behaviour specifically. As outcomes, satisfaction is defined as a condition for the product experience (Yazdanifard & Mercy, 2011). In addition, "customer satisfaction is a result received through the comparison of expected performance before purchase

with the real perceived performance and paid expense" (Farris, Neil, Phillip, & Rubinstein, 2010). As a process, it is derived from a process involving perceptions of product or service judgment as well as psychological processes. The definition of satisfaction is divided into product satisfaction, experience with purchase decision, performance attributes, institutional and pre-purchase experience (Yazdanifard & Mercy, 2011).

In this study, we concentrate on the satisfaction as results or outcomes. Since it is a perception and question of degree, providing high quality products and services is all about meeting customers' expectations. As a business concept, customer satisfaction is a measure of how the products and services offered by a company meet or exceed customer expectations. It is a fundamental performance indicator of in the business. Customer satisfaction is the key of differentiation between companies and thus has become the most important element in the strategy of companies in competitive markets so that competition will be on customers (Ai Ling, 2007).

Customer satisfaction and green marketing

Numerous Authors accept that customers have a high state of association concerning environmental issues because of developing environmental awareness (Cadotte, Woodruff, & Jenkins, 1987; Page & Eddy, 1999; Pujari, Wright, Peattie, 2003). The study of Pathak (2017) showed "the significant influence of environmental knowledge and consciousness on consumer environmental attitude". Muala and Al Qurneh (2012) investigated the four P's of green marketing and the tourist satisfaction in Jordan. The investigation resulted on a positive relationship and a significant prediction of the tourist satisfaction. Alshurideh, Masa'deh, and Alkurdi (2012) found that customer satisfaction affects customer retention in the Jordanian mobile behavior setting. Furthermore, the study resulted on a direct correlation between customer-supplier relationship duration and customer satisfaction. Cheema, Durrani, Khokharc, and Pasha (2015) found that the green marketing mix and its dimensions all have a significant and positive correlation with the customer's satisfaction. While in regression, all the dimensions, excluding green promotion, are significant and the green marketing mix in general is a strong significant predictor of customer satisfaction. The results of Kushwaha and Kumar (2014) revealed that there is a positive correlation between green marketing practices and

customer satisfaction. Furthermore, “dimensions in the green marketing practices as green issues in product, price, promotion, and place have the significant relationship with customer satisfaction. Meantime, green marketing practices have the significant impact on customer satisfaction”. As same, the Rakhsha and Majidazar (2011) concluded that green marketing mix encompasses a significant impact on consumer satisfaction. It was also concluded that consumers' satisfaction encompasses a significant impact on their loyalty. Green marketing can play an imperative part in marketing strategies improvement perspective (Cheema et al., 2015). Consequently, organizations that impart their ‘green product’ in their packaging, promotion or manufacturing process, obtain satisfied customers. Customers like to relate themselves with the eco-friendly organizations and products (Pathak, 2017).

Social responsibility

Organizations are confronting a lot of pressure to turn out to be socially responsible and greener. Pressure pose from government, partners and from clients. Referring to the literature of marketing, stakeholders have a significant role in markets and organizations. To decrease the negative effect on the natural environment and society numerous stakeholders present pressure on the organizations (Bansal, 2005; Barnet, 2007).

Materials and methods

Theoretical framework

In order to have a thorough understanding of this study and in relation to the literature reviewed, green product, green price, green distribution, and green promotion are identified as the independent variable (IV), consumer’s satisfaction and consumer social responsibility are considered the dependent variable (DV), as outlined diagrammatically below.

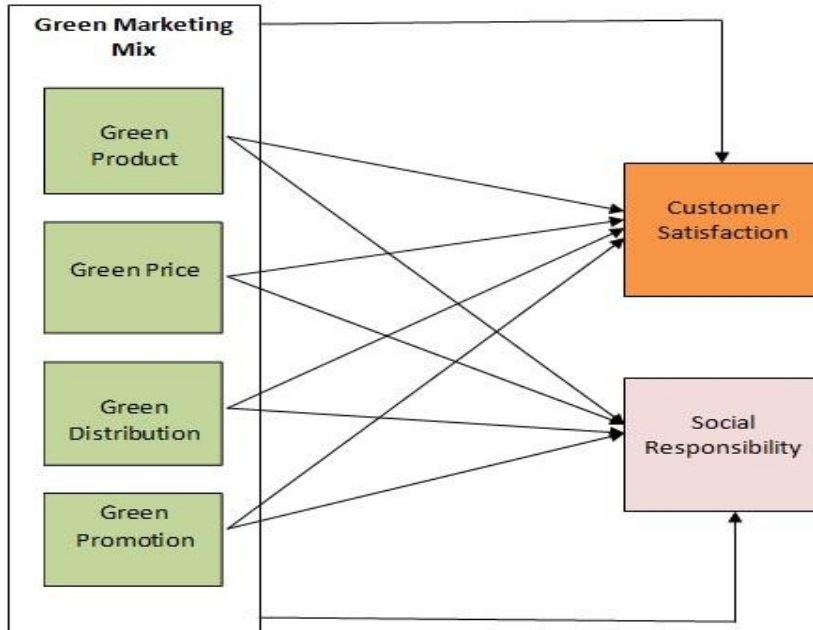


Figure 1 The Study Model

Study Hypotheses

The study has two main hypotheses:

H0₁: There is a significant positive impact of green marketing mix on consumer satisfaction.

H0₁₋₁: Product has a significant positive impact on consumer satisfaction.

H0₁₋₂: Price has a significant positive impact on consumer satisfaction.

H0₁₋₃: Place has a significant positive impact on consumer satisfaction.

H0₁₋₄: Promotion has a significant positive impact on consumer satisfaction.

H0₂: There is a significant positive impact of green marketing mix on consumer social responsibility.

H0₂₋₁: Product has a significant positive impact on consumer social responsibility.

H0₂₋₂: Price has a significant positive impact on consumer social responsibility.

H0₂₋₃: Place has a significant positive impact on consumer social responsibility.

H0₂₋₄: Promotion has a significant positive impact on consumer social responsibility.

Research design

Based on the problem statement above, the researchers offer better understanding of the research area. Accordingly, the subsections below give detailed analysis to illustrate the research objectives. It will use the framework as a reference, and the objectives for gaining a deeper understanding of this observable fact, in addition to objectively clarify and analyse the data statistically.

Data collection

Based on previous studies (Haroon Basha, 2015; Al Muala & Al Qurneh, 2012; Cheema et al., 2015), a self-administered survey was developed to collect the data (see Appendix). The questionnaire validity was confirmed after measuring by a group of experts. Households were the target of the research during the surveyed period. An unlimited number of dairy consumers of Al-Karak city located in the south of Jordan i.e. hypermarkets, military, and civil hypermarkets located at (Al-Karak downtown, Al-Thanyieh, Al-Qaser, Mutah, and Al-Mazar) were studied as the statistical population. Since there is an unlimited population, the Cochran formula was used for sampling (Azmini & Shabani, 2016). A convenience random method was used. It is selected by standing at the hypermarkets and asking people to answer the questionnaire. The number of sample members is 334 consumers in the mentioned stores above. The sample was increased by 20% for the lost or incomplete questionnaire. Out of 400 questionnaires, 391 were used, providing a response rate of 98%. For testing the reliability, Cronbach's alpha result Table (1) showed stability and internal consistency of the questionnaire. Alpha Cronbach indicates a high level of internal consistency of the scale as 0.982, 0.780, and 0.722 in social responsibility, marketing mix, and consumer satisfaction respectively.

Table (1) Cronbach alpha result

Row	Variable	Number of questions	Cronbach alpha	Total Coefficient
1	Green Product	6	0.739	0.780
2	Green Price	5	0.722	
3	Green Place	5	0.771	
4	Green Promotion	4	0.739	
	Consumer Satisfaction	6	0.722	
	Social Responsibility	11	0.982	

Results and discussions

This section portrays the results of data analysis using a quantitative statistical approach.

Data analysis and results

The purpose of analyzing the data is to view the proof fairly, to arrive at a valid logical conclusion and to preclude alternative interpretations. Therefore, the subsequent step is to process, examine, and interpret data after the data is collected from different sources. To detect the multicollinearity problem, the help offered from the tolerance and its reciprocal VIF ranged from 0.708 to 0.860 and 1.282 to 1.412 respectively, which indicates no problematic.

Table (2) Correlation

	Green Marketing mix	Product	Price	Place	Promotion
Satisfaction	0.562	0.460	0.466	0.333	0.545
Sig.	0.000	0.000	0.000	0.000	0.000
Social Resp.	0.772	0.591	0.611	0.500	0.649
Sig.	0.000	0.000	0.000	0.000	0.000

Pearson Correlation used to test the relationship between green marketing mix and consumer satisfaction. Table (2) shows that green marketing mix has a moderate relation (0.562) with consumer satisfaction. As same as, green marketing mix elements have a moderate relation with consumer satisfaction, where promotion got a higher relationship (0.545), while place got the lowest relationship (0.333) with consumer satisfaction. The results shown in Table (2) revealed a significant strong and positive relationship between green marketing mix and consumer social responsibility. It also revealed a significant moderate and positive relationship between the green marketing mix elements and consumer social responsibility. Promotion got the highest relationship (0.649) while place got the lowest one (0.500).

Table (3) Satisfaction - Summary of simple linear regression model

Model	R ²	Adjusted R ²	Durbin-Watson	F	Sig.
1	0.316	0.314	1.578	185.101	0.000

The simple linear regression (SLR) used to test the first main hypothesis “the impact of green marketing mix on the consumer satisfaction”. Table (3) displays the model summary, we found that the statistical F value is 185.101 with sig.= 0.000. Therefore, we can reject the null hypothesis and accept the alternative one. This indicates the existence of the impact of green marketing mix in achieving consumer satisfaction in Al-Karak Governorate. Depending on the value of R², the explanatory and

predictive ability of the green marketing mix to explain the variance in consumer's satisfaction reached (31.6%) while other factors remained constant.

Table (4) Satisfaction - Model parameters

Source	Value	Standard error	t	Sig.
Intercept	1.220	0.201	6.060	0.000
Consumer Satisfaction	0.723	0.053	13.605	0.000

The value of Beta (0.723) indicates that the green marketing mix (t= 13.605) is statistically significant at the significance level ($P \leq 0.05$). These results lead us to build the interpretation equation as follow:

$$\text{Customer Satisfaction} = 1.22 + 0.723 * \text{Green Mix}$$

The results of the study agreed with the result of the Marchera (2019). This confirms the importance of Jordanian dairy companies' expansion in using the green marketing mix to achieve consumer satisfaction. In order to identify the most influential elements of the green marketing mix, stepwise regression analysis was used to test the sub-hypotheses H_{01-1} to H_{01-4} as shown in Table (5).

Table (5) Satisfaction - Multiple regression model summary

Model	R Square	Adjusted R Square	Durbin-Watson	F	Sig.	
1	Promotion	0.545	0.296		164.75	0.000
2	Promotion/Price	0.614	0.374		117.532	0.000
3	Promotion/Price/Product	0.634	0.398	1.524	86.913	0.000

Table (5) demonstrates the summary of the multiple linear regression model and overall fit statistics. The Durbin-Watson $d = 1.524$, that is between the two important values of $1.5 < d < 2.5$. Therefore, there is no first order linear auto-correlation in multiple linear regression data of this study. It is clear from Table (5) that the promotion came first and explained an amount of 54.5% of the variance in consumer satisfaction, as the value of F equals 164.75 at a significance level (0.000). The price came in the second place, where it explained with the promotion 61.4% of the variance in consumer satisfaction, and with this, what was explained by the price alone amounted to 6.9% ($0.614 - 0.545$) of the variance in consumer satisfaction. Finally, the product came and explained, in conjunction with the promotion and price, an amount of 63.4% of the variance in consumer satisfaction, and an amount alone of 2%.

The adjusted R square is 0.398 with R^2 equals 0.634, because of this; the model of linear regression interprets 63.4% of the variance within data. The F-test is significant, $F=86.913$ with $\text{sig.} = 0.000$, therefore one can assume that the model which includes promotion, price, and product explains a significant amount of the variance in consumer satisfaction.

Table (6) Satisfaction - Model parameters

Source	Value	Standard error	t	Sig.
Intercept	0.720	0.205	3.514	0.000
Green Promotion	0.395	0.047	8.472	0.000
Green Price	0.250	0.048	5.191	0.000
Green Product	0.202	0.050	4.045	0.000

Table (6) shows the multiple linear regression estimates including the intercept and the significance levels. We find a highly significant intercept and highly significant promotion, price, and product of green marketing mix coefficients, which we can interpret as: for every 1-unit increase in significant promotion, price, and product of green marketing mix, consumer satisfaction will increase by 0.395, 0.250, and 0.202 respectively. The model equation will be:

$$\text{Consumer Satisfaction} = 0.720 + 0.395 * \text{Promotion} + 0.250 * \text{Price} + 0.202 * \text{Product}$$

Table (7) CSR Summary of simple linear regression model

Model	R ²	Adjusted R ²	Durbin-Watson	F	Sig.
1	0.597	0.596	1.578	593.384	0.000

The simple linear regression used to test the second main hypothesis. "The impact of green marketing mix on the consumer's social responsibility". Durbin Watson fall between 1.5- 2.5 which, means that there is no auto-correlation of the data. R Square is equal to 0.597 with the high significant F= 593.384 Sig. = 0.000. Therefore, we can reject the null hypothesis and accept the alternative one. This result means that the green marketing mix explains approximately 60% of the variance in consumer social responsibility, as shown in Table (7). These results are consistence with Sunaryo (2015). Based on Beta value (0.824), which indicates a high correlation between the two variables, and its statistically significant t value (t= 24.359) at the significance level (P≤0.05). The model equation will be as follows using the parameters in Table (8):

$$\text{Consumer Social Responsibility} = 0.777 + 0.824 * \text{Green Marketing Mix}$$

Table (8) CSR Model parameters

Source	Value	Standard error	t	Sig.
Intercept	0.777	0.128	6.060	0.000
Social Res.	0.824	0.043	24.359	0.000

Multiple linear regression stepwise method used to test the sub-hypotheses H₂₋₁ to H₂₋₄ (see Table. 9). The four elements of green marketing mix is highly predict (64.6%) the social responsibility of the dairy product consumers, where R square equals 0.646, with a significant F, which equal to 176.085. The green promotion was the first that predict the consumer social responsibility. Green promotion predicts 42.2% of the variance in consumer social responsibility. Green price came in the second place, which predicts with the green promotion 58% of the variance in consumer social responsibility, and predict alone a value of 15.8% of the variance in consumer social responsibility. The third place occupied by the green

product, which predicts with the green promotion and green price a 62.7% of the variance in consumer social responsibility, and predicts alone a value of 4.7% of the variance in consumer social responsibility. The last place occupied by the green place, which predicts with the green promotion, green price, and green product a 64.6% of the variance in consumer social responsibility, and predicts alone a value of 1.9% of the variance in consumer social responsibility. Table (10) offers the parameters of social responsibility model. The following is the model equation:

$$\text{Consumer Social Responsibility} = 0.437 + 0.338 * \text{Promotion} + 0.238 * \text{Price} + 0.217 * \text{Product} + 0.117 * \text{Place}$$

Table (9) CSR Summary of multiple regression model

Model		R ²	Adjusted R ²	Durbin-Watson	F	Sig.
1	Green Promotion	0.422	0.420		283.608	0.000
2	G. Promotion/ G.Price	0.580	0.577		267.440	0.000
3	G.Promotion/P G.rice/ G.Product	0.627	0.624		216.617	0.000
4	G.Promotion/ G.Price/ G.Product/ G.Place	0.646	0.642	1.620	176.085	0.000

Table (10) CSR Model parameters

Source	Value	Standard error	t	Sig.
Intercept	0.437	0.132	3.302	0.001
Promotion	0.338	0.030	11.244	0.000
Price	0.238	0.033	7.231	0.000
Product	0.217	0.032	6.816	0.000
Place	0.117	0.026	4.579	0.000

Implications

The practical implication has twofold, one relates to the company the other one stands upon the consumer. Organizations may build competitive advantage in their companies by taking steps in making a green marketing a sustainable marketing strategy. In addition, improve the product's packaging and design to attract the consumer attention that the environment must be preserved and that the company can be recycled or reused it with ease. The role of the consumer comes when he is aware of his rights and is sufficiently aware of the laws of the consumer protection enforced in his country. He/she must take the necessary procedures to report any abuse by companies intended to cheat and deceive the consumer. Here comes the role of the government to educate citizens about the laws and the deployment of consumer protection associations in all governorates of the Kingdom and impose deterrent penalties for offending companies.

Findings discussion and conclusion

The results of this study have shown a significant and positive moderate association between the green marketing mix and its dimensions and the consumer satisfaction. These results agreed with (Cheema et al., 2015; Kushwaha & Kumar, 2014; Alshurideh et al., 2012; Chang & Fong, 2010). Green marketing mix weakly predicts the consumer satisfaction agreed with and higher than Marchera (2019) by 0.091. At the same time, when examines the green marketing mix dimensions, the model consists of promotion; price and product doubled the ability to predict the consumer satisfaction. Green promotion has had the greatest impact in predicting consumer satisfaction in contrast to previous research results where the product had the greatest impact in predicting consumer satisfaction (e.g. Cheema et al., 2015; Al Muala & Al Qurneh 2012). This means that the consumers are less aware about the green products since they believe describing products as "environmentally safe" is just another style of sale and most environmental posters in advertising are not true. Although their purchasing decision was influenced by promotional campaigns that contribute to the preservation of the environment and their belief that environmental promotional campaigns include something ethical. Furthermore, the results of this study agreed with Haroon Basha (2015) who concluded that Consumers love to connect themselves with organizations that are natural stewards. Organizations that do green ads influences their

customer purchase decisions. At the point when an organization conveys this through their ads, promotions and corporate social responsibilities, they are beyond any doubt to induce numerous loyal clients. In one hand, these results may refer to mediating or moderating variables such as gender, income level, or education level not considered in this study. The majority of the study sample consists of women (78.8%), and 85% of them of a bachelor's degree. On the other hand, this shows that promotion as a tool in conveying information is the existence of a new green item to consumers of dairy product users. Meanwhile, the weak impact of the product on consumer's satisfaction can explain the situation. These results contradict the results of Aji, Djawahir, and Rofiq (2019) - as its results showed weak and significant effects of the product and promotion on the consumer buying decision, but when the purchase motivation has mediated the relationship, the promotion maintained the weak effect while the product had a strong and significant effect - they agree with the interpretation. This shows that many consumers already know the products carried by the company. Therefore, consumers of dairy products are looking for new products that meet their needs on the one hand and enable them to protect the environment for future generations on the other hand. To achieve this goal by consumers, they are not averse to paying a higher price for these products.

The results showed a significant positive strong relationship between green marketing mix and the social responsibility. In addition, a significant positive moderate relationship found between green marketing mix dimensions and the social responsibility. Green marketing mix predicted approximately 60% of the variance of the social responsibility. These results are consistence with Sunaryo (2015). The power of prediction increased when the model included all the elements of green marketing mix. Green promotion has the greatest impact in predicting social responsibility. A significant strong relation was found between social responsibility and consumer satisfaction 96%. Therefore, there is a solid help for retailers whom applying social responsibility criterion.

Furthermore, the results of this study shed the light on the importance of the green promotion in satisfying the consumers, maintaining the resources, and protecting the environment for future generations. Particularly, there is a high correlation between the satisfaction of the diary product consumers and the consumers' social responsibility and respond highly to green promotion and green price. It opens the door widely for future researches.

As a conclusion, the diary consumers in the city located at the south of Jordan are aware of the importance of green products and are able to buy green products at higher price as they are concerned about their environment, which is in line with Pathak (2017). At the same time, they have a doubt of false posters in advertising. Considering the effect of green marketing mix upon consumer satisfaction and social responsibility, organizations tend to be expected to create competitive advantage in their businesses by taking steps to make green marketing a part of their general marketing strategy.

This study was limited geographically, therefore, it is recommended that such study replicated to national scale. The issue of promotion superiority for green marketing mix became evident. Factors around this phenomenon could be explored in more details that are prominent. The moderating impact of age, education level, gender, and income can also be proposed as this could provide guidance to segmentation and targeting decisions. We also recommend applying the study framework in other developing countries.

References

- Ai Ling, A. (2007). The Impact of Marketing Mix on Customer Satisfaction: A Case Study Deriving Consensus Rankings from Benchmarking. Master Dissertation, National University of Malaysia- Bangi.
- Aji, N., Djawahir, A. & Rofiq, A. (2019). The influence of products and promotions on purchasing decisions mediated in purchase motivation. *Jurnal Aplikasi anajemen* 17(1), 152-161. DOI: [10.21776/ub.jam.2019.017.01.17](https://doi.org/10.21776/ub.jam.2019.017.01.17)
- Al Muala, A., & Al Qurneh, M. (2012). Assessing the relationship between marketing mix and loyalty through tourists satisfaction in Jordan curative tourism. *American Academic & Scholarly Research Journal*, 4(2), 2162-3228, ISSN 2162-321X E-ISSN.
- Alshurideh, M., Masa'deh, R. & Alkurdi, B. (2012). The effect of customer satisfaction upon customer retention in the Jordanian mobile market: An empirical investigation. *European Journal of Economics, Finance and Administrative Sciences*, 47, ISSN 1450-2275.
- Azmini, G., & Shabani, M. (2016). The effect of green marketing mix on purchase decision-making styles of customers, *International Journal of Advanced Biotechnology and Research (IJBR)*, 7, Special Issue-Number 2-April, 797-805. <http://www.bipublication.com>
- Barnet, M. (2007). Stakeholder influence capacity and the variability of financial returns to corporate social responsibility. *Academic Management Review*, 33(3), 794-816.
- Bansal, P., (2005). Evolving sustainably: a longitudinal study of corporate sustainable development Strategy. *Management Journal*, 26(3): 197-218.
- Bhalerao, V. & Deshmukh, A. (2015). Green marketing: Greening the 4 Ps of marketing. *International Journal of Knowledge and Research in Management & E-Commerce*, 5(2), 5-8.
- Brécard, D., Hlaimi, B., Lucas, S., Perraudeau, Y. & Salladarré, F. (2009). Determinants of demand for green products: An application to eco-label demand for fish in Europe. *Ecological Economics*, 69(1), 115-125.
- Cadotte, E. Woodruff, R. & Jenkins, R. (1987). Expectations and norms in models of consumer satisfaction. *Journal of marketing Research*, 24(3), 305-314.

- Chen, L. (2013). A study of green purchase intention comparing with collectivistic (chinese) and individualistic (american) consumers in Shanghai, China. *Information Management and Business Review*, 5(7): 342- 346.
- Chang, N. J., & Fong, C. M. (2010). Green product quality, green corporate image, green customer satisfaction and green loyalty. *African Journal of Business Management*, 4(13), 2836-2844.
- Cheema, S., Durrani, A. Khokhar, M. & Pasha, A. (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.
- D'Souza, C., Taghian, M., & Lamb, P. (2006). An empirical study on the influence of environmental labels on consumers. *Corporate Communications: An International Journal*, 11(2), 162-173.
- Dey, D. (2007). Energy efficiency initiatives: Indian experience. ICFAI Business School, Kolkata. Retrieved from <http://ebookbrowse.com/dey-paper-pdfd173493648>
- Farris, P. Neil, T. Phillip, E., & Rubinstein J. (2010). *Marketing metrics: The definitive guide to measuring marketing performance*. Upper Saddle River, New Jersey: Pearson Education, Inc.
- Gleim, M. (2011). From green to gold: Three essays on corporate social responsibility as a marketing strategy.
- Haroon Basha, I. (2015). Green Promotion: A study on its impact towards the business and environmental protection. *International Journal of Accounting & Business Management*. 3(1), 222-227, ISSN: 2289-4519 DOI: 10.24924/ijabm/2015.04/v3.iss1/222.227.
- Hashem, T. N. & Rifai, N. A. (2011). The influence of applying green marketing mix by chemical industries companies in three Arab States in West Asia on consumer's mental image. *International Journal of Business and Social Science*. 2(3).
- Kuo, T. Hsu, C. W., Ku, K. C., Chen, P. S., & Lin, c. H. (2012). A collaborative model for controlling the green supply network in the motorcycle industry. *Advanced engineering informatics*.

- Kushwaha, G. S. & Kumar, A. (2014). Impact of Green Marketing Practices on Customer Satisfaction among the Leather Industries' Customers. *Asia-Pacific Journal of Management research and Innovation*, 10(1), 79-88.
- Mahmoud, T. O. (2018). Impact of green marketing mix on purchase intention. *International Journal of Advanced and Applied Sciences*, 5(2), 127-135 <http://creativecommons.org/licenses/by-nc-nd/4.0/>
- Marchera, R.W. (2019). The Influence of Customer Perception on the Relationship Between Green Marketing Practices and Customer Satisfaction in the Soft Drink Industry in Nairobi Kenya, *European Journal of Business and Management*, 11(3),148-158, ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) DOI: 10.7176/EJBM
- Novela, S., Novita, & Hansopaheluwakan, S. (2018). Analysis of Green Marketing Mix Effect on Customer Satisfaction using 7p Approach, *Pertanika Journal of Social Science & Humanities*, 26 (T): 131 – 144.
- Onditi, A. (2016) Green Marketing and Consumer Satisfaction, *Journal of Marketing and Consumer Research* www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal, 29.
- Page, N., & Eddy, C. (1999). The correlation between service quality, satisfaction and loyalty, Australian & New Zealand Marketing Academy Conference. University of New South Wales School of Marketing, Sydney
- Pathak, D. (2017). Role of green marketing in satisfying the customers and its impact on environmental safety. *International Research Journal of Interdisciplinary & Multidisciplinary Studies (IRJIMS)*, 2(12), 17-29. <http://www.irjims.com>, ISSN: 2394-7969 (Online), ISSN: 2394-7950 (Print)
- Peattie, K., & Crane, A. (2005). Green marketing: legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, 8(4), 357-370. <https://doi.org/10.1108/13522750510619733>
- Pujari, D., Wright, G., Peattie, K. (2003). "Green and competitive: influences on environmental new product development performance". *Journal of Business Research*, 56(8), 657-71.

- Rakhsha, R. & Majidazar, M. (2011). Evaluation of effectiveness of green marketing mix on consumer satisfaction and loyalty: (Case Study: The East Azarbaijan Pegah Dairy Company in Tabriz, Iran). *Middle-East Journal of Scientific Research*, 10(6), 755-763.
- Sharma, Y. (2011). Changing consumer behaviour with respect to green marketing—a case study of consumer durables and retailing. *International Journal of Multidisciplinary Research*, 1(4): 152-162.
- Singh, P. B., & Pandey, K. (2012). Green marketing: Policies and practices for sustainable development. *Integral review*, 5(1), 22-30.
- Singh, G. (2013). Green: the new colour of marketing in India. *ASCI Journal of Management*, 42(2), 52-72.
- Solaiman, M., Osman, A., & Halim, M. (2015). Green marketing: A marketing mix point of view. *International Journal of Business and Technopreneurship*, 5(1), 87-98.
- Sunaryo, R. (2015). The effect of green marketing, corporate social responsibility on brand equity and customer loyalty. *European Journal of Business and Management*, 7(34), 93-103, www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online)
- Wadhwa, B., & Vashisht, A. (2013). Study on awareness level of retailers as well as consumers towards green marketing. Available at SSRN 2207232.
- Walker, R. & Hanson, D. (1998). Green marketing and green places: A taxonomy for the destination marketer. *Journal of Marketing Management*, 14(6), 623–39.
- Yazdanifard, R., & Mercy, I. (2011). The impact of green marketing on customer satisfaction and environmental safety. *International Conference on Computer Communication and Management*, 5, 637-641. IACSIT Press, Singapore.
- Zhou, X., & Schoenung, J. (2007). An integrated impact assessment and weighting methodology: Evaluation of the environmental consequences of computer display technology substitution. *Journal of Environmental Management*, 83(1), 1-24.