

# **The Effect of the Green Marketing Mix on the Purchasing Intention of Environmental Friendly Products**

**By**

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## **Abstract**

The study aimed to identify the effect of the elements of the green marketing mix in its dimensions (green products, green pricing, green distribution, and green promotion) on the purchasing intention of environmentally friendly products, to achieve the objectives of the study, an electronic questionnaire was prepared as a tool for the study, and it was distributed to all members of the Jordanian local community, using the (Google Forms) application, in a relevant sampling method, (501) electronic questionnaires were received, all of which were valid for the purposes of statistical analysis. The study relied on the descriptive inductive approach to describe the characteristics of the study sample, and the simple and multiple linear regression equation to test the study hypotheses. The results of the study showed that a statistically significant impact of the elements of the green marketing mix with its dimensions (green products, green pricing, green distribution, and green promotion) on the purchasing intention of environmentally friendly products, and it explained (8.57%) of the variance in the purchasing intention of environmentally friendly products, The most influential dimensions are green pricing, then green distribution and green products, and finally green promotion. The study recommended greater care on the part of the producing, promoting and distributing companies when determining the prices of green products, taking into

account the entry levels and prices of non-green products and not exaggerating in raising prices.

**Keywords: Green Marketing Mix, Green Product, Green Pricing, Green Distribution, Green Promotion, and Purchasing Intention of Environmentally Friendly Products, Jordan.**