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The Impact of Green Marketing on Consumer Behavior: An Applied Study on Khairat Al-Jubayish Dairy Factory

Ramzi Taher Abdal-Rdha Altmemy
Master of Business Administration, Dhi Qar Education Directorate, Ministry of Education, Iraq
rmzy51076@gmail.com

Mays Hussein Amin Al-Ameedi
Master of Business Administration, Babylon Education Directorate, Ministry of Education, Iraq
Maysameen96@gmail.com

Salama Zahraw Jabr Naeem Saray
General Directorate of Education, Wasit Governorate, Ministry of Education, Iraq
s.jebur@uowasit.edu.iq

Abstract

The research aims to determine the impact of green marketing on consumer behavior, and the Khairat Al -Jabayesh Dairy Laboratory was selected, and this research included green marketing as an independent variable that was measured through the following dimensions: green product, green pricing, green promotion, and green distribution, as for consumer behavior, it was considered as a dependent variable, it was measured through Environmental awareness, consumer perception of the product, the level of consumer education, the economic situation as well as renewable energy, with the importance of the relationship between green marketing and consumer behavior and his attitudes towards the green product and the impact it has on the consumer's purchasing decisions, a sample of consumers was taken consisting of (55) consumers and this research relied on the descriptive and analytical approach, and the Statistical Packages Program for Social Sciences (SPSS) was used in data analysis, a set of statistical methods and arithmetic averages, where the electronic questionnaire was used, its results were adopted, analyzed, and their opinions on the impact of green marketing on consumer behavior were discussed.

The research reached a set of results that concluded that there is a relationship between the dimensions of green marketing and consumer behavior and its impact on consumer purchasing decisions, and the research also reached a statistically significant effect of the contribution of green promotion in enhancing consumer behavior.

Keywords: Green Marketing, Elements of the Green Marketing Mix, Consumer Behavior.

Introduction

Green marketing is an important topic of academic research and has deep roots in attempts to address the social dimension of marketing in terms of the comprehensiveness of environmental resources, the social and environmental impact of current marketing and the greening of various aspects of traditional marketing and has been identified as one of the new forms of marketing that can play a very important role in providing opportunities for the well-being of society and takes into account the environmental sensitivity of the natural environment, and the laws of nature in order to ensure a better quality of life for the overall life and promote a positive impact on the natural environment on the other hand, green marketing is linked to the environmental crisis and marketers' commitments towards the environment, and green marketing has had an impact on consumer behavior, as the consumer is the cornerstone of modern marketing, and the success of institutions depends on the extent to which they satisfy needs and desires. Consumers: It is known that the common factor among all human beings is that they are all consumers, regardless of their locations, cultures, education levels, or purchasing powers, as they frequently use food, clothing, means of communication, and other necessary and luxury.

Most business organizations strive to study consumer behavior based on studying their motivations and needs and analyzing their behaviors by knowing the factors and conditions affecting them, as the study of consumer behavior has become one of the most important inputs that those in charge of marketing products rely on. Makers of effective marketing programs that aim to reach the consumer and achieve satisfaction, as marketers have reached the full conviction that their activity begins and ends with the consumer.

Research Problem

Green marketing is an integrated marketing philosophy and thought that seeks to have a positive impact on consumers in a way that pushes them to demand products that are not harmful to the environment, and in this context, the research focused on the role of green marketing in developing consumer behavior, and in this context, the main question came as follows:

- What is the role of green marketing in promoting the consumer eco-friendly in the organization under study?

From this question, the following questions are derived:

- Is there a statistically significant effect of green marketing elements on consumer behavior?
- What is the relationship between green marketing and consumer behavior?
- What is the impact of consumer behavior dimensions on purchasing decisions?

Research Objectives

The research seeks to achieve the following objectives:

1. Identify green marketing, its elements, and its impact on consumer behavior.
2. Recognize consumer behavior.
3. Indicate the factors affecting consumer behavior.
4. Survey of consumers' opinions on the role of green marketing in promoting consumer behavior.

The Importance of the Research

It is necessary at the outset to take note of the importance of this research and the universal benefit it achieves.

Its importance is highlighted by introducing a presentation on green marketing and the elements of the green marketing mix its role in reducing the environmental problems caused by the lack of facilities in the green environment as an essential element in sustainability and conservation of natural resources and the right of generations.

Research Hypotheses

Main Hypothesis: Green marketing contributes to enhancing consumer behavior in an environment.

Sub -hypotheses:

- There is a statistically significant effect of green marketing in promoting consumer behavior.
- There is a statistical significance of the dimensions of consumer behavior in his attitudes and purchasing decisions.
- There is statistical significance to the relationship between green marketing and consumer behavior.

Research Methodology

The research followed the descriptive-analytical method, in addition to the statistical method, and the study will be divided into three topics on the concept of green marketing, the elements of the green marketing mix, and consumer behavior, as well as a topic dedicated to the analytical results, as follows:

The First Topic: The Concept and Definition of Green Marketing

The concept of green marketing has raised many questions among many stakeholders, especially among customers, and in this regard, some specialists pointed out that the word green in itself may refer to more than one meaning in the minds of customers, such as environmental protection, corporate social responsibility, non-profitability orientation and consumer protection, and even among marketing workers, the concept of green marketing is still ambiguous for many of them, for example, there are those who limit Green marketing is only in recycling activities, or contributing to social activities aimed at protecting the environment, but the concept of green marketing is a much

broader concept as it includes a wide range of activities such as product modification, production process change, packaging methods, and distribution activities, and at the same time, the green marketing approach is not exclusive to a specific field, but It can be applied in multiple fields, such as the fields of consumer goods and commodities from the development of the marketing concept in multiple stages, as it started with the concept of production, which focused on producing what can be produced to meet the demand that exceeded the supply at that time, then moved to the concept of selling, promoting and advertising the increase in the discharge of products, in light of the emergence of competition later, and in light of the above, addressing the concept of green marketing will be an entry point to clarify this topic as follows:

First: The Concept of Green Marketing:

In order to clarify the concept of green marketing, it is necessary to address the acquaintances that have clarified this concept, which are as follows (Al-Momen: 147, 2015):

Green marketing is defined as the marketing activity of a particular organization that aims to create a positive impact or remove the negative impact of a particular product on the environment (Stanton, 1997:27).

Green marketing is also defined as an integrated systemic process that aims to influence the preferences of customers in a way that pushes them to order products that are not harmful to the environment and modify their consumption habits in accordance with that, and work to provide products that satisfy this trend so that the end result is to preserve the environment, protect the customer and achieve the profitability goal of the company (Al-Bakri, 2012: 23).

He defined it as "those planned and based efforts based on the use of the marketing approach to eliminate organizational resistance to change, and to achieve cooperation and functional integration among employees towards the effective implementation of the organization's overall and functional strategies, in a way that enables the achievement of customer satisfaction, through motivated and customer-oriented employees" (Ahmed P, K. Rafik, 2002:10).

Competitive advantage is also defined as the ability to provide outstanding value to customers by analyzing the sources of this advantage and sustaining better performance, or it is the skill, technique, or distinctive resource that allows an organization to provide value and benefits to customers beyond what competitors offer (Marwan, 2011, 23).

Despite the definitions that have been mentioned, the most important of them is to say that "green marketing is an integrated systemic approach that aims to influence the details of customers in a way that pushes them to order products that are not harmful to the environment, modify their consumption habits in line with that, and work to provide an integrated marketing mix based on the basis of showing in a way that satisfies this trend, so that the final result is to protect and satisfy consumers, and achieve the goal of profitability of the company (Al-Bakri, 2014, 79).

From the above, we conclude that this development in the concept of marketing, especially with the emergence of green marketing as a modern approach that focuses on protecting the environment and meeting the needs of consumers, reflects the importance of the role it can play in enhancing the competitive advantage of organizations as a key element in the success of organizations, contributing to providing added value to customers and surpassing competitors in the modern business environment. Achieving competitive advantage has become a key goal that organizations seek to achieve, given its crucial role as a strategic factor that provides substantial opportunities for excellence.

Justifications for the Emergence of Green Marketing:

There is no doubt that our world today is living in the so-called era of the Green Revolution, so marketers must be aware or aware of the threats and opportunities that exist in the natural environment and accompany four basic trends (Kotler, 2000:147):

1. **Decreasing Raw Materials:**

   The raw materials in the environment consist of three types, the first type is the unlimited materials represented by water and air, which also suffer from certain problems at present, and some groups believe that there is a danger to them in the long term, so groups supporting the environment have united their efforts to achieve the most appropriate use of these resources due to the potential dangers as well as the occurrence of some Damages such as the widening of the ozone layer, water shortage, pollution, etc. (Al-Bakri, 2003:7).

   The second type is the limited renewable resources (Finite Renewable), which includes forests and food, which must be used wisely, and the shortage of forests, for example, has led organizations to conserve, protect the soil, and reforest in anticipation of meeting future demand (Al-Nouri, 2004: 8).

   Finally, the third type is represented by the limited non-renewable materials, which include oil, coal, iron... etc., which when depleted may cause real problems because these materials are limited and cannot be renewed, and here many organizations tend to focus on research and development to find alternative materials that contribute to reducing the depletion of natural resources (Al-Bakri and Al-Nouri, 2007: 60).

2. **The High Cost of Energy:**

   Energy is the vital artery in business success, as the cost of products directly depends on the cost of energy used in the production process , and one of the most important non-renewable wasted resources is oil, and we see recently the abnormal rise in oil prices, and that this rise has a serious impact on the work of business organizations , as it leads to a rise in the prices of The products contribute to the emergence of serious economic problems in various countries of the world, and this has led many of these countries to look for other less expensive alternatives such as coal, solar, wind or other types of energy, and that the increase in energy prices, dependence on oil,

and the rise of voices demanding the preservation of the environment have created a job opportunity for pioneering products. In the use of clean energy and other environmentally sensitive innovations called clean technology, and as a result the concept of green innovations to conserve energy emerged, the term green innovations aims to create clean energy that does not harm the environment (Al-Samadi, 2006:21).

3. **High Level of Pollution:**

Pollution is one of the concepts that is difficult to find a comprehensive definition of, as the word came from the Latin origin (Pollutu), which means to make something unclean or dirty, and some books define the use of this term from the material harm that human activities release to the environment, and that most human activities lead directly or indirectly to harm the environment, so water pollution For example, it is mainly produced from intensive farming methods, the use of agricultural pesticides and insecticides, the use of phosphate compounds in household chemicals, and the burial of waste in lakes and rivers (Obeidat, 2004: 204).

4. **Changing the Role of Governments:**

Governments differ in the amount of their care for the environment and its protection. Some of them give broad attention to the environmental orientation and put pressure on organizations to care for the environment, and in these countries green movements calling for a clean environment, and there are countries that do not pay any attention to the environment, and this is due to the lack of financial resources available to them, and governments have started to provide support to organizations for green products, for example, the Toyota Automotive Industry, which has environmental engines, has become exempt from the congestion tax currently in force in London (Al-Bakri and Ismail**,** 2016:38).

It is clear from the above that the increase and growth of environmental awareness at the present time makes it imperative for organizations around the world to adopt their social responsibilities through the enactment of many legal legislations aimed at protecting the environment, conducting awareness campaigns for citizens, and adopting a production and marketing policy that contributes to serving the contemporary interdisciplinary trend

Second: Elements of the Green Marketing Mix:

Green marketing is an important branch of marketing science, and therefore it is concerned with the elements of the normal marketing mix, but the word green is added to it, which is concerned with the environmental aspects of these elements. The following is a description of these elements (Abdel Wahab, 2016, 150):

1. **The Green Product**:

A green product is defined as any product that is designed and manufactured according to a set of standards that aim to protect the environment, reduce the depletion of natural resources while maintaining performance characteristics (Al-Momani, 2015:27), and a green product is that

product that uses environmentally friendly materials, which can be self-degrading: with the need to follow it through the stages of its life cycle to ensure that it remains within the environmental commitment, and this includes not using harmful preservatives, using minimal energy, and minimal raw materials. The use of recyclable packaging, and the green product is characterized by being harmless or toxic, and is often made of recycled materials, while its packaging is with minimal packaging materials, which ensures the least negative impact on the environment compared to the alternatives, and the organizations developed for it must take into account the health of the consumer, environmental issues in general, and the characteristics of green products differ from the society of the other due to their different view of the environment, and the different nature and characteristics of this environment (Pride, William and Ferrell, 2000: 11).

2. **Green Pricing:**

Pricing is one of the most important strategic decisions made by marketers, as it affects the effectiveness of the organization and its success in gaining market share and competition, and after green pricing is an element of the green marketing mix, and green products often carry a price addition, due to the additional costs of producing them in accordance with environmental protection considerations because green products usually require high costs in the field of research and development, and modification in production methods in line with the goal of efficient use of energy Some studies have confirmed that the price of green products rises compared to physical products, and this leads to the production of green products in small quantities and their production methods are often rather complicated, and therefore many economic institutions still consider green products based on their value perceived by certain groups or groups (Abdel Wahab, 2016:150).

Many organizations believe that the increase in the price of green products does not harm the competitive position, and the competition follows the green product not by its price but by its value and the forces that it is entitled to (Qureshi and Qadri, 2011:383).

3. **Green Promotion:**

The promotion element is mainly aimed at increasing public awareness or knowledge about the organization and its products, whether they are new in that market or already existing, and it can also aim to introduce the characteristics of the products offered and the method of using them, and it may often be used to encourage the purchase of green products. Considering that advertising is the main tool to attract the attention of consumers and increase sales, and the pioneers of green marketing believe that green advertising should stay away from the tools of media pollution that pursues the consumer everywhere and at all times, and be a contestant and its goal is environmental education and awareness of green products, and one of its most important features is that the advertising of green products is environmentally friendly, and that the media outlet provides detailed, documented, clear and accurate information about green products, and increases the level of awareness about them, while green advertisements include

aspects of environmental issues, as well as not relying on comparisons as much as focusing on the advantages of the environmental aspects of green products (Salehi: 115, 2011).

4. **Green Distribution:**

   It is a process that takes into account environmental considerations in moving products from the source to the consumer, and environmental considerations can be determined in reducing energy consumption and reducing emissions to mitigate the phenomenon of global warming, and organizations must adopt and innovate safe ways and means of transportation and safe green places, and to satisfy customers, the product must be available in the right place, and at the right time, and with regard to distribution, marketing managers, within their management of their marketing mix, are called towards Make products available in appropriate quantities and in all target markets, or for all customers who are interested in that product, while keeping the total cost of inventory, inventory management and transportation as low as possible (Yeow Kar Yan, Rashad Yazdanifard, 2014:35).

Distribution is concerned with both temporal and spatial benefits, so that the distribution ensures that all products are within the reach of consumers, in the right place and time, the appropriate quality, and the right price, and this distribution requires that it take into account environmental considerations while ensuring the quality of the storage process and managing it at the rest of the costs, as well as the transportation process is the focus of the distribution activity, it must focus on several aspects, including that the green advertisement does not contribute to provoking subconscious motives that increase the unnecessary consumption of products, while promoting environmentally conscious transportation options, as well as the use of environmental transportation modes that use biofuels, and mastery of the transportation process in terms of choosing the shortest routes, and the use of the appropriate sized means of transportation (Salehi: 416, 2011).

Third: Requirements for the Foundation's Adoption of Green Marketing:

When an organization tries to adopt a green marketing philosophy, it must achieve the following procedures (Al-Sharif, 2024:36):

1. Extensive research is currently being carried out on environmental issues within the organization.
2. Establish a system to measure and monitor the environmental impact of the organization's performance.
3. Develop clear and realistic environmental policies based on the goals and plans of the organization.
4. Monitor the development of green marketing plans in accordance with changing laws and legislation.
5. Use appropriate methods to train and evaluate staff within the organization's environmentally oriented scope.

6. Conducting scientific research to solve the environmental and technical problems used.
7. Developing educational programs to educate consumers and raise their awareness of environmental responsibility.
8. Using appropriate methods to repair equipment in an environmental orientation.
9. Supporting environmental plans and efforts at all levels.

Second Topic: Consumer Behavior

It is known that the common factor among all human beings is that they are all consumers, regardless of their locations, cultures, education levels, or purchasing abilities, as they frequently use food, clothing, means of communication, and other necessary and luxurious needs of human beings. Most business organizations strive to study consumer behavior based on studying his motivations and needs and analyzing his behaviors by knowing the factors and conditions affecting him, as the study of consumer behavior has become one of the most important inputs that those in charge of marketing products rely on, and the makers of effective marketing programs that aim to reach the consumer, and achieve satisfaction, as marketers have reached the full conviction that their activity begins and ends with the consumer, so it is the first for any researcher to start his research by clarifying the concept of consumer behavior to be an entrance to understand the rest of the research items.

First: The Concept of Consumer Behavior:

Consumer behavior is all the actions that a consumer takes before, during, and after making a purchase decision.

(Aaker, Fourier, & Brasel, 2004, 3), consumer behavior is defined as the set of behaviors that include the purchase and use of goods and services and also includes decisions that precede and determine these behaviors (Al-Harsh: 184, 2014).

Consumer behavior is defined as the behavior of individuals who directly and indirectly obtain economic goods and services, including decisions that precede and determine these behaviors (Nasser: 2007, 181).

Consumer behavior is the set of mental and emotional activities through which an individual chooses, buys, and uses goods and services to satisfy his desires and needs (Zakay, 2010, 110).

In light of the above, it can be defined as a set of desires, tendencies and preferences that have turned into a real and effective demand for a particular good or service, and this behavior is influenced by several economic, social, psychological and environmental determinants.

Second: the Factors Affecting Consumer Behavior:

Which can be divided into internal and external factors, as follows (Tahtah: 2009, 39):

1. Internal Factors Affecting Consumer Behavior:

A. Needs: God Almighty created the individual and instilled in him needs from birth, and the needs vary from one individual to another, and human needs are the basic concept of the study of marketing, as the consumer, whether he is a final or an industrial user, has many needs such as belonging, interaction, appreciation, respect, and individual aspects represented in self-realization. Naturally, the consumer seeks to gradually meet these needs by moving from a certain level to a higher level, and this obliges the marketer to identify the needs of current and prospective consumers in order to meet them because they are related to the basic requirements of life.

B. Personality: Personality plays a vital role in guiding consumer behavior, so understanding this behavior necessarily requires touching on the study of personality, and analyzing it to identify the different patterns of it, the characteristics of each style and its reflections on behavior, and there are other personality traits that can play a role in shaping consumer behavior, so you find that a person's rational positions for consumption are rationally motivated, while a person's emotional behavior tends to satisfy. The shy person is embarrassed to haggle and ask a lot of questions about the products and their advantages, especially in front of the seller, while the person with a bold personality tends to research, investigate, argue and bargain to reach the best alternative at the lowest price (Al-Jeraisi: 2006, 209).

C. Cognition: It is the process through which a person receives, organizes, and interprets the information and stimuli to which he is exposed, formulates and shapes them in the form of an integrated image of the world and the stimuli to which he is exposed, and formulates and shapes them in the form of an integrated image of the world and the surrounding environment.

D. Motivations: Identify as the inherent driving forces in individuals that push them to behave in a certain direction, and these driving forces are generated as a result of the convergence or harmony of the stimuli that individuals are exposed to with their inherent needs, which leads them to states of tension and pushes them to try to satisfy those needs, knowing that individuals may have the same needs but do not have the same motivations, which leads to a difference in purchasing decision (Al-Muezzin, 1998:266).

2. External Factors Affecting Consumer Behavior.

A. Culture: Culture is an important influence on the level of maturity, learning, and conscious behavior in dealing with others or the events that surround the individual, so culture will be a great title to express the behavior of the individual in general and the consumer in particular in his daily dealings with others. Therefore, the marketer must adopt the appropriate promotional method and through the appropriate means to obtain the consumer and influence his purchasing behavior by understanding the culture he carries or deals with others, due to its great impact on his daily behavior and his continuous and inherited interaction in that population to which he belongs (Pope: 2011, 91).

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B. Social classes: In all societies and throughout history, there is a kind of social discrimination that is reflected in the so-called social classes, as each member of the society may differ in terms of income, profession, education, place of residence and type of residence, and for this reason, marketers seek to divide society into social classes that help them divide the market into sectors, because individuals who live in the same social class may be similar in terms of values Although the social caliphate is determined in the light of many factors such as income, education and the area of residence, the profession is of utmost importance in this field.

C. Family: The family is the first influencer in the behavior of society or individuals, and this is due to the upbringing and establishment that took place within this family, and this factor helps the marketing organization to estimate the size of the demand, as many durable consumer goods such as furniture, kitchen appliances... are purchased by families as a consumer unit, and the size of the family is taken into account in the design of products, as large families need a large apartment, large furniture, and a spacious car, as well as they should note the increasing role of women in the purchase decision due to their continuous progress at the social and cultural level, as they put at their disposal the largest part of the income, which they spend on various goods and services necessary for the family (Rabi: 7, 2012).

Third: The Dimensions of Green Consumer Behavior:

Which can be defined as follows (Al-Bakri & Ismail, 2016, 68):

1. **Consumer Environmental Awareness:**

   Environmental awareness of the consumer is related to the environmental knowledge he possesses towards various issues regarding the environment and its preservation, as environmental knowledge varies and can be described according to the extent of knowledge of the current environmental problems, knowing that environmental issues are one of the most contemporary issues that have taken a large place in our current era, and for various reasons, the expansion of the volume of environmental pollution that occurs all over the world jumps, and therefore environmental awareness can be defined as the extent to which the impact of human behavior on the environment is known, and environmental awareness is the knowledge base based on sensory or physical knowledge.

2. **Consumer Product Perception:**

   It is the process through which the individual selects, organizes, and interprets stimuli in a coherent and effective way with the world around him, and the level of perception varies from one individual to another, so observers are interested in how consumers perceive and respond to products from various aspects such as quality, price, and the image of that product in the minds of consumers or the brand image representing that product.

3. **Consumer Learning Level:**

Learning from a marketing point of view is the practical experience that the consumer gains through buying or experiencing the product, and learning for the consumer and the marketing aspect is related to the main elements that make up it, which are (motivations, reasons, response and reinforcement), as the motivations lie in the heart of the consumer and are the result of his urgent desires, the stronger the consumer's desire, the more insistent he is on looking for the best in terms of products, so this can be considered his main motivation as for the reasons, it can be considered that (price, promotion, product and place) are reasons that push the consumer to buy or not, while the response is the consumer's interaction with the stimulus and influencer, and this response takes several forms, the most important of which is the purchase decision, and as for the reinforcement, it is done through The consumer's attitude towards the product in the purchase process, as the purchase process is a complement to all of the above and has a positive impact on the consumer's response and the achievement of learning.

4. **The Economic Status of the Consumer:**

The economic consumer is the consumer's income, which is one of the most important factors affecting the individual's choice of his products, as marketers who work in the field of marketing green products, which are characterized by a relative high in their prices compared to traditional goods, alerted to matters related to income and spending, and the standard of living, and the extent of its impact on the purchasing decisions achieved by them, and therefore they are always aware and following up on the consumer's purchasing capabilities, and working to match them with the prices of green products they provide them, despite the existence of many studies that indicated the consumer's willingness to pay a higher price in order to obtain green goods.

5. **Green Renewable Energy:**

The world is experiencing a permanent crisis in energy and how to obtain the sources of generating that energy, and the consequent negative effects multi-directional in their essence centered on damage to the environment, so the intellectual and applied diligence to adopt the concept of green marketing was to research to provide environmentally friendly products that are compatible with consumer trends and green consumption behavior, and green energy is defined as that energy generated through natural and renewable resources such as the sun, wind, underground heat, tides and tides (Al-Bakri & Ismail, 2016:38).

It is clear from the above that studying the dimensions of green consumer behavior is one of the most important factors that help build a sound strategy in order to reach the identification of the needs and desires of the consumer and thus work to satisfy his desires.

The Relationship between Green Marketing and Consumer Behavior:

The relationship between green marketing and consumer behavior is direct and strong, because this type of marketing influences purchasing decisions and people's attitudes towards environmentally

friendly products, and this relationship can be summarized by the following points (Kotler, P., & Keller, K. L. 2016, 168):

1. Increasing environmental awareness when companies promote green products, the consumer's awareness of environmental problems increases, which pushes them to choose less harmful products.
2. Consumers who care about the environment tend to prefer green products and sometimes pay a higher price for environmental quality.
3. Building trust and loyalty: When a company actually adheres to environmental practices, brand loyalty increases and the consumer feels that they are contributing to the protection of the environment.
4. Influencing values and trends Green marketing does not only change behavior, but also influences personal values and long-term trends towards sustainable consumption.
5. The role of credibility, if green marketing is real, the positive impact increases, but if it is just environmental misinformation, the consumer quickly loses trust, and the relationship can be summarized as follows: the more honest and effective green marketing is, the more effective it is in guiding consumer behavior towards sustainable purchasing decisions.

Khairat Al-Jabayesh Dairy Factory -Dhi Qar:

The dairy industry is one of the important food industries that is witnessing continuous growth in Iraq, due to the increase in local demand for these products, and among the modern factories that have entered this field is the Khairat Al-Jabayesh Milk Factory in Dhi Qar Governorate, which represents a model for modern industrial investment in Dhi Qar Governorate, the factory was established in 2024, which made it one of the relatively modern laboratories in this sector.

It is based in Dhi Qar Governorate – Al-Jabayesh District and since its establishment, the factory seeks to enter the dairy market strongly by relying on modern technology and international quality standards, the factory focuses on the production of a variety of dairy products such as milk and various dairy products through its (15) production lines.

One of the most prominent features of the factory is its reliance on modern technology that relies on full automation without manual intervention in the production process, and this reflects the factory's orientation towards improving quality, reducing human errors and raising production efficiency, and the products are subject to strict quality control to ensure consumer safety, and the factory is committed to With a set of important standards, including the application of local and international specifications, hygienic production without harmful industrial intervention, and ensuring the cleanliness of the product through closed production lines, as well as the use of recyclable hygienic plastic bottles, the laboratory confirms that each product goes through careful inspections before being put on the market.

Finally, it can be said that the Khairat Al-Jabayesh Dairy Factory is a model for modern industrial companies in Iraq, as it combines advanced technology with high quality, and the continued development of the factory in developing its production and marketing capabilities will enhance its position and contribute to supporting the national economy

Third Topic: Results of Statistical Analysis

The first 50 valid responses were based on the questionnaire file, and the five-point Likert scale was coded from 1 to 5 where the higher score represents a higher level of approval.

Table (1): Distribution of Sample Members by Demographic Characteristics

Percentage	Repetition	Category	Variable
98.0%	49	Male	Gender
2.0%	1	Female	
6.0%	3	Less than 20	Age
50.0%	25	20-30	
36.0%	18	31-40	
8.0%	4	More than 40	
8.0%	4	Elementary	Educational Level
14.0%	7	Secondary	
8.0%	4	Diploma	
56.0%	28	Bachelor	
14.0%	7	Postgraduate studies	
40.0%	20	Low	Monthly Income
54.0%	27	Medium	
6.0%	3	High	

The table shows that the analysis was based on the first 50 valid responses, and the sample was concentrated in males by 98.0%, the age group of 20-30 years appeared as the largest group with 50.0%, the educational level was concentrated in the bachelor's degree by 56.0%, while the median monthly income was the most present at 54.0%. These characteristics help to understand the nature of the respondents and correlate the results to the study's goal of surveying consumers about the role of green marketing, as age, education, and income are factors that explain the difference in response to environmental practices in consumer behavior.

Table (2): Test the stability of the study instrument using Cronbach's alpha coefficient

Conclusion	Cronbach Alpha	Number of paragraphs	Axis
High stability	0.833	12	Green Marketing
High stability	0.821	11	Consumer Behavior
High stability	0.898	23	Survey as a whole

The consistency results show that Cronbach's alpha coefficient was 0.833 for the green marketing axis, 0.821 for the consumer behavior axis, and 0.898 for the questionnaire as a whole, which are high values that indicate good internal consistency between the paragraphs. This supports the reliance on the tool in testing the research objectives and hypotheses, because measuring the impact of green marketing on behavior requires a stable tool that reflects the two concepts coherently.

Table (3): Arithmetic Averages and Standard Deviations of Green Marketing Paragraphs

Ranking	Level	Standard deviation	Arithmetic mean	Paragraph	t
8	High	0.629	4.180	I have knowledge of the concept of eco-friendly products	1
3	Very high	0.567	4.620	I care about buying products that are not harmful to the environment	2
1	Very high	0.370	4.840	I believe that companies should care about protecting the environment	3
4	Very high	0.693	4.360	Look for environmental information before buying food products	4
7	Very high	0.694	4.260	I distinguish between regular and green products	5
2	Very high	0.513	4.680	I believe that companies should care about protecting the environment	6
9	High	1.035	4.100	The lab uses natural and environmentally friendly materials in dairy production	7
12	High	1.114	3.940	Recyclable lab product packaging	8
10	High	1.058	4.060	The lab provides clear information on the environmental components of the product	9
5	Very high	0.819	4.320	The plant is concerned with reducing pollution during production	10
6	Very high	0.814	4.300	The laboratory's reputation is positive in terms of environmental conservation	11
11	High	1.030	4.000	Laboratory ads focus on the environmental aspect	12

The green marketing paragraphs reflect a high to very high level of approval, with the highest paragraph with an average of 4.840, which means that companies should pay attention to environmental protection, while the lowest paragraph came with an average of 3.940, which is the packaging of recyclable laboratory products. This result indicates that consumers have a clear awareness of the importance of protecting the environment and corporate responsibility, which is related to the goal of identifying the elements of green marketing and their impact on consumer behavior, and is in line with the sustainable marketing approach, which believes that the clarity of the environmental value of the product enhances consumer acceptance of it.

Table (4): Arithmetic averages and standard deviations of consumer behavior paragraphs

Ranking	Level	Standard deviation	Arithmetic mean	Paragraph	t
8	High	0.995	4.100	I prefer to buy the products of Khairat Al-Jabayesh Laboratory because of its concern for the environment	1
9	High	0.974	4.100	I'm willing to pay a higher price for eco-friendly products	2
5	Very high	0.872	4.340	I recommend others to buy lab products	3
7	High	0.990	4.140	I repeat the purchase of lab products continuously	4
11	High	1.017	3.840	I'm influenced by environmental ads when making a purchase decision	5
6	Very high	0.717	4.340	Best Products That Use Eco-Friendly Packaging	6
4	Very high	0.705	4.440	Best Products That Use Eco-Friendly Packaging	7

Ranking	Level	Standard deviation	Arithmetic mean	Paragraph	t
10	High	0.956	3.940	Green marketing influences my decision when buying dairy products	8
2	Very high	0.580	4.520	My confidence in the product increases when it is eco-friendly	9
1	Very high	0.535	4.600	I feel good when buying products that preserve the environment	10
3	Very high	0.646	4.460	The more environmentally conscious I am, the more I buy green products	11

The consumer behavior segments showed a clear positive trend, with the highest paragraph with an average of 4.600 being satisfied with purchasing environmentally friendly products, while the lowest paragraph with an average of 3.840 was influenced by environmental advertising when making a purchase decision. This indicates that trust and satisfaction when purchasing environmentally friendly products are important indicators of purchasing behavior, and this finding supports the theory of planned behavior which assumes that positive trends and trust in the product contribute to higher purchase intention and decision-making.

Table (5): Mathematical averages and standard deviations of the dimensions of the study and their order according to the level of importance

Ranking	Level	Standard deviation	Arithmetic mean	Dimension
1	Very high	0.509	4.527	Environmental Trust and Satisfaction
2	Very high	0.400	4.452	Environmental awareness of green products
3	Very high	0.625	4.240	Corporate Environmental Responsibility
4	Very high	0.815	4.227	Green Product & Packaging
5	High	0.701	4.170	Purchasing Orientation and Loyalty
6	High	0.637	4.140	Advertising and packaging
7	High	1.030	4.000	Environmental Promotion

The order of dimensions shows that the dimension of environmental trust and satisfaction came in first place with an average of 4.527, while the dimension of environmental promotion came in the last place with an average of 4.000. This result shows that building trust and environmental satisfaction among consumers was more present than some aspects of promotion, and this is related to the aim of showing the factors affecting consumer behavior, as the purchasing response does not consist of advertising alone, but rather the interaction of awareness, trust and perceived responsibility.

Table (6): Correlation between Green Marketing and Consumer Behavior

Conclusion	Significance Level	Pearson correlation coefficient	The second variant	The first variable
Statistically Functional	0.000	0.740	Consumer Behavior	Green Marketing

The correlation results show that there is a strong and statistically significant positive relationship between green marketing and consumer behavior, as the correlation coefficient reached 0.740 at the significance level of 0.000. This means that the higher consumer perception of the elements of green marketing is associated with a higher level of positive environmental and purchasing behavior. This

result directly answers the research question about the nature of the relationship between green marketing and consumer behavior.

Table (7): Summary of the Simple Regression Model of the Impact of Green Marketing on Consumer Behavior

Value	Indicator
0.740	R
0.548	R Square
0.539	Adjusted R Square
0.340	Std. Error of Estimate

The summary of the regression model indicates that green marketing explains 54.8% of the change in consumer behavior, which is a good explanatory percentage in behavioral and management research. This confirms that the elements of green marketing are not just introductory messages, but represent an influential variable in shaping environmental purchasing behavior, in line with the research goal of identifying the impact of green marketing on consumer behavior.

Table (8): Results of ANOVA Variance Analysis of Green Marketing Impact on Consumer Behavior Model

Significance Level	F	Average Squares	Degrees of Freedom	Total Squares	Source of Contrast
0.000	58.212	6.710	1	6.710	Regression
		0.115	48	5.533	Residual
			49	12.243	Total

The results of the variance analysis show that the impact model was a statistical function, with an F value of 58.212 at the significance level of 0.000. This means that the regression model is valid for explaining the relationship between green marketing and consumer behavior, and supports the hypothesis that green marketing has a significant impact on enhancing consumer environmental behavior.

Table (9): Regression coefficients of the impact of green marketing on consumer behavior

Significance Level	t	Beta	Std. Error	B	Variable
0.034	2.176		0.436	0.949	Fixed
0.000	7.630	0.740	0.101	0.768	Green Marketing

The regression coefficients show that the green marketing coefficient was 0.768, meaning that an increase of one degree in green marketing is offset by an increase of 0.768 in consumer behavior with other factors constant. The beta value was 0.740 and was statistically significant, demonstrating the power of the practical impact of green marketing in guiding consumer behavior towards more environmentally friendly decisions.

Table (10): The Impact of Green Marketing Dimensions on Consumer Behavior

Conclusion	Significance Level	t	Beta	Std. Error	B	Dimension
Non-D	0.164	1.415	0.147	0.130	0.184	Environmental awareness of green products
Non-D	0.557	0.591	0.079	0.107	0.063	Corporate Environmental Responsibility
D	0.022	2.377	0.442	0.114	0.271	Green Product & Packaging
Non-D	0.127	1.554	0.249	0.078	0.121	Environmental Promotion

The green marketing dimension test showed that the model as a whole was a statistical function with an F value of 16,415 and a significance level of 0.000, with an explanatory power of 59.3%. The dimension of the product and green packaging emerged as the most relevant to the interpretation of consumer behavior. This result shows that the strongest influence is often transmitted through the tangible characteristics of the product and packaging, which is consistent with the market signal theory that the consumer relies on clear indicators such as packaging and environmental information to assess the credibility of the product.

Table (11): The Impact of Consumer Behavior Dimensions on Purchasing Attitudes and Decisions

Conclusion	Significance Level	F	R Square	Correlation coefficient	Dimension
Non-D	0.088	3.037	0.060	0.244	Purchasing Orientation and Loyalty
D	0.000	46.266	0.491	0.701	Advertising and packaging
D	0.000	13.732	0.222	0.472	Environmental Trust and Satisfaction

The results of the Consumer Behavior Dimensions test show that the dimension of being affected by advertising and packaging had a strong and significant relationship with the purchase decision, and the dimension of trust and environmental satisfaction was significant when tested alone, while the dimension of purchasing orientation and loyalty was not significant alone at the level of 0.05. This result shows that the purchase decision is influenced by direct environmental stimuli and the trust generated by the product, and this connects the results to the theory of planned behavior, which holds that trend, trust, and perception play a key role in transforming awareness into purchase intent.

Table (12): Summary of the results of the study hypothesis test

Decision	Statistical Guide	Hypothesis Text	Hypothesis
you accept	$R^2 = 0.548$, $p = 0.000$	Green marketing contributes to enhancing consumer behavior in the environment	Main hypothesis
you accept	$F = 58.212$, $p = 0.000$	There is a statistically significant effect of green marketing on enhancing consumer behavior	The first sub-hypothesis
Partially accepted	p for the strongest model = 0.000	There is a statistical significance for the dimensions of consumer behavior in his attitudes and purchasing decisions	Second sub-hypothesis
you accept	$r = 0.740$, $p = 0.000$	There is a statistical significance of the relationship between green marketing and consumer behavior	The third sub-hypothesis

The hypothesis summary shows that the main hypothesis and sub-hypotheses I and III were supported by clear statistics, while the hypothesis of the dimensions of consumer behavior was partially accepted because some dimensions were more influential than others. Thus, the results covered the research objectives in terms of identifying green marketing and consumer behavior, and showing the relationship and impact and factors that contribute most to enhancing environmental purchasing decisions.

Infographics:

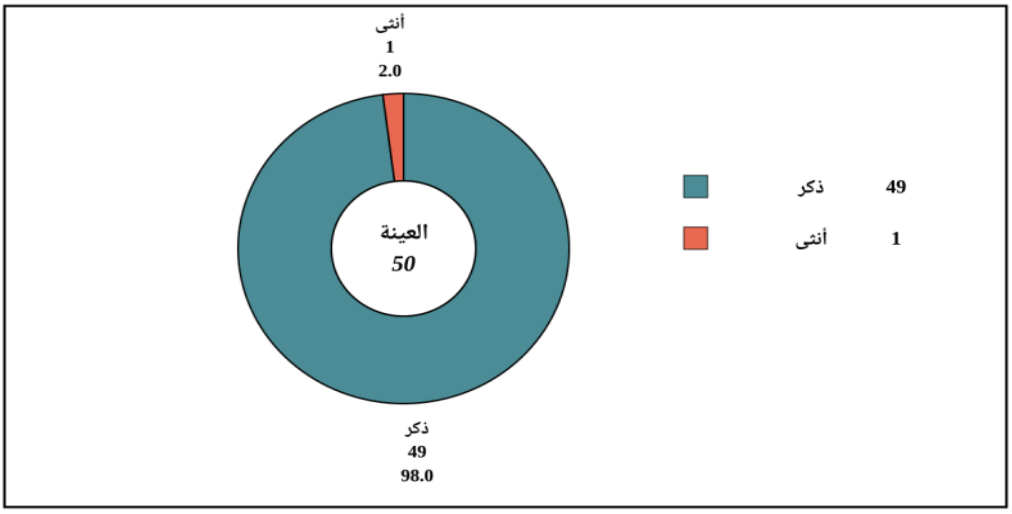


Figure (1): Distribution of sample members by sex

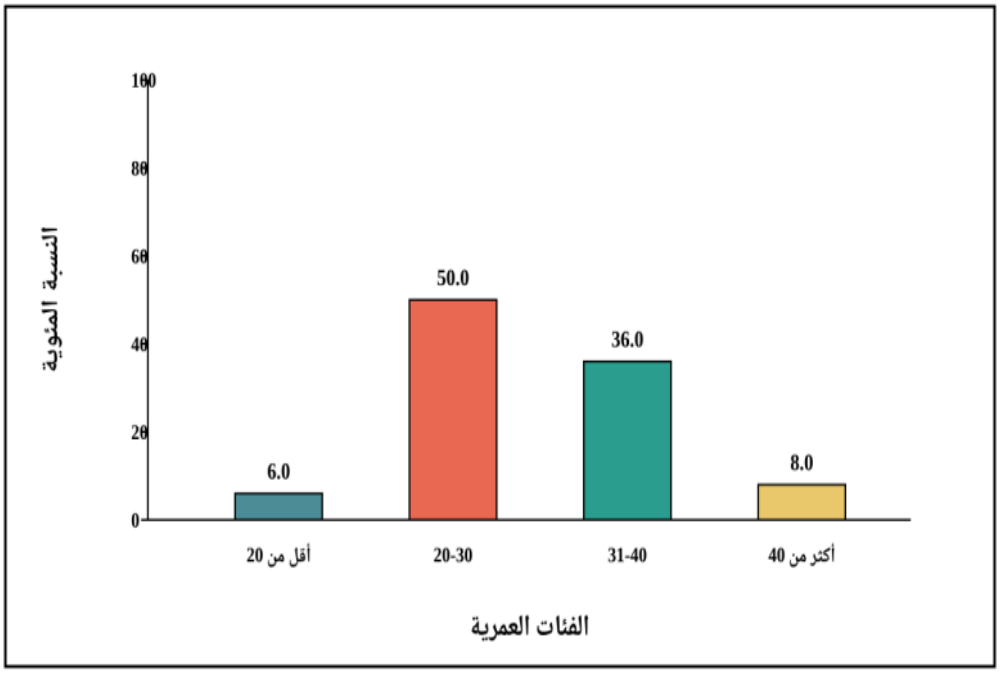


Figure (2): Distribution of Sample Members by Age Groups

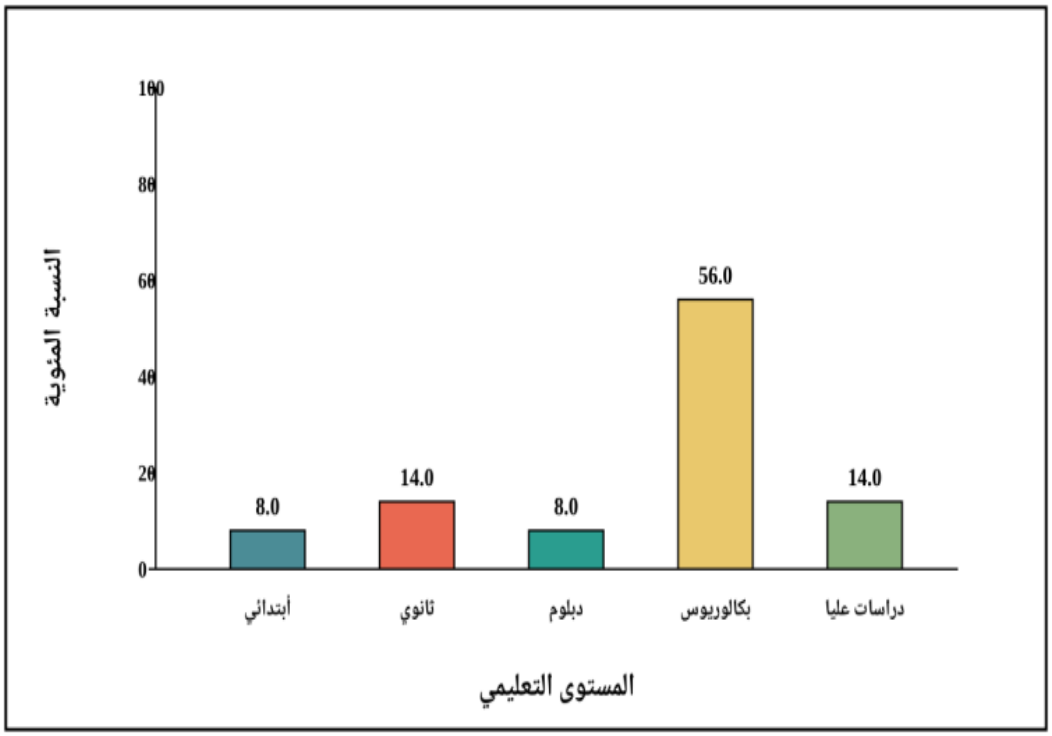


Figure (3): Distribution of Sample Members by Educational Level

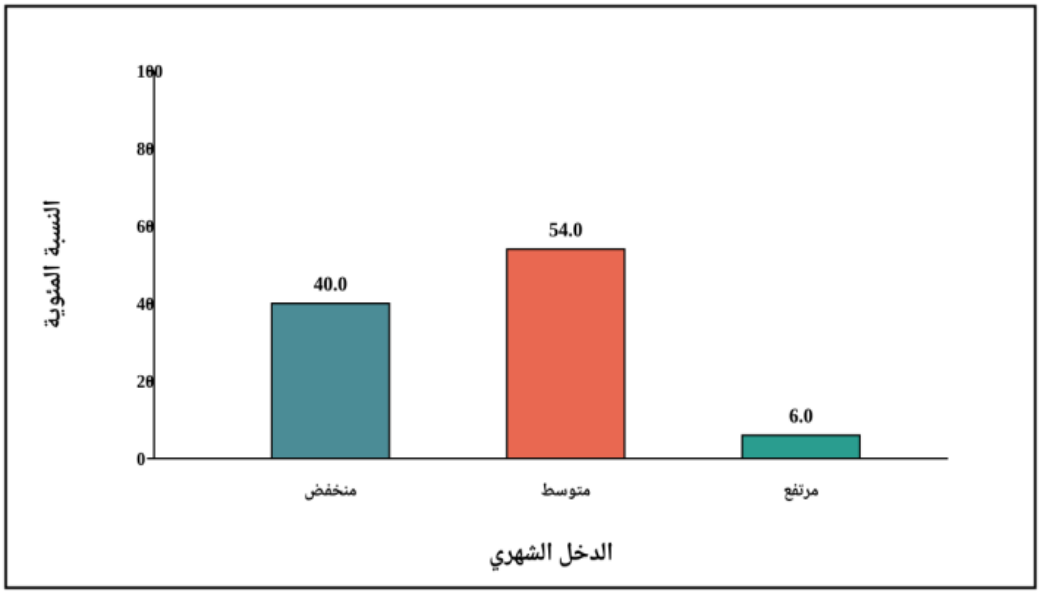


Figure (4): Distribution of Sample Members by Monthly Income

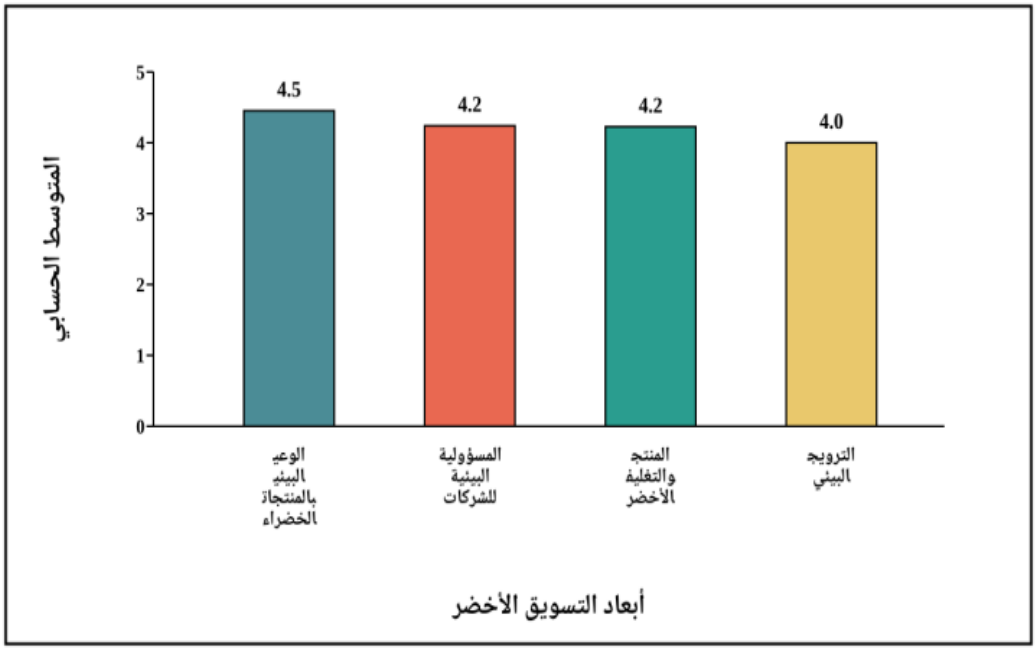


Figure (5): Mathematical Averages of Green Marketing Dimensions

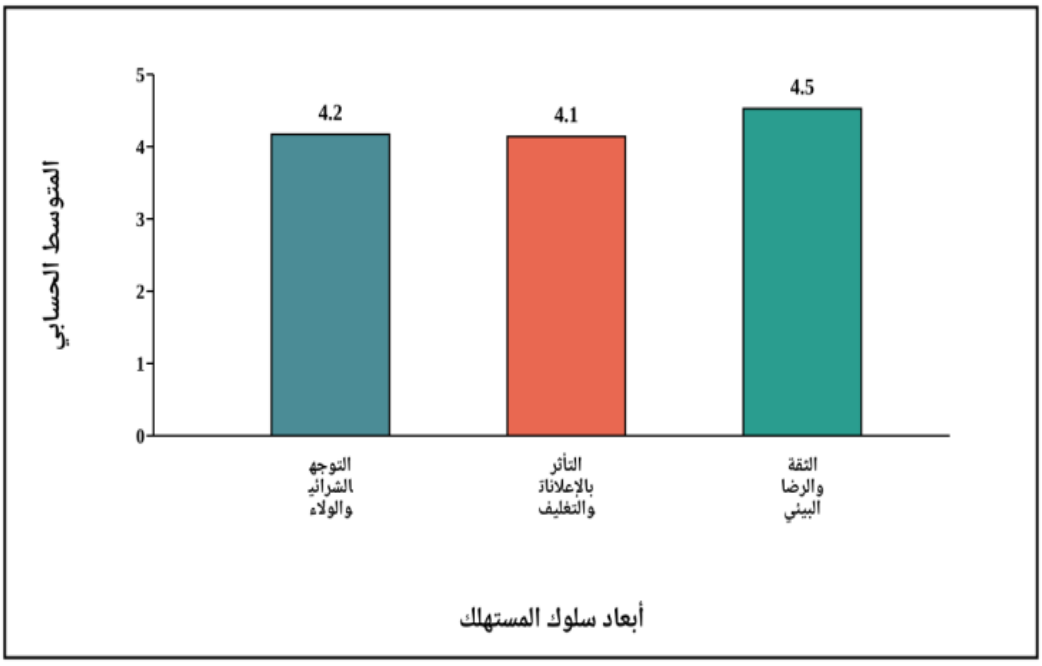


Figure (6): Arithmetic averages of consumer behavior dimensions

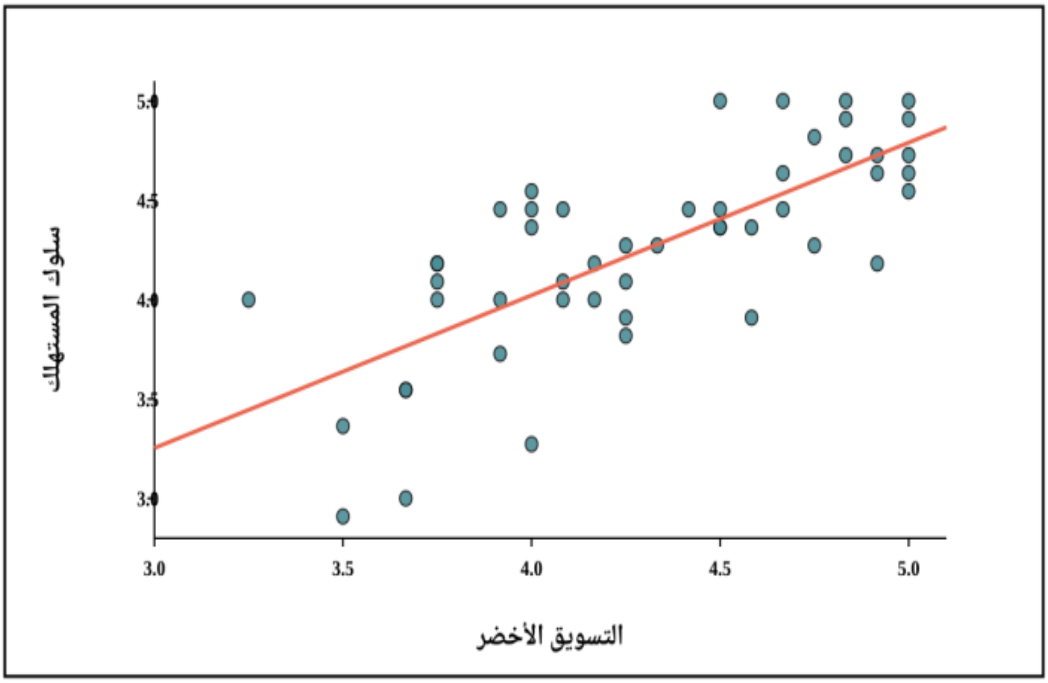


Figure (7): The Relationship between Green Marketing and Consumer Behavior

Statistical Analysis:

Data were analyzed using IBM SPSS Statistics version 32.0 as the latest version of SPSS software, and repeats, percentages, arithmetic averages, standard deviations, Cronbach's alpha coefficient, Pearson correlation coefficient, simple linear regression, multiple regression, and variance analysis of the model were extracted, and the statistical significance level of 0.05 was adopted in interpreting the results.

Conclusion

The marketing process in its strategic and executive aspects will continue to occupy the greatest attention as it plays a central role in satisfying the needs of customers, and the consumer remains the focus of the marketing process, so that marketing studies continue to look into the depths of the consumer's behavior and the motivations that push him to make purchasing decisions to buy what is offered with conviction.

The study of consumer behavior is of great importance in practice, as according to this study, the institution can control the competition game, and market products that do not deviate from the frameworks of legitimate competition, and through what has been presented in this research, the researcher concluded that there is an impact of the dimensions of green marketing combined on consumer behavior, and the researcher in this framework tried to answer the problem raised, and

research the validity of the hypothesis from which the research started, and after reviewing the literature related to the subject on the one hand, and studying a sample of consumers of Khairat Al-Jabayesh Dairy Laboratory on the other hand, a set of results was reached, and based on those results, a set of recommendations were presented.

Research Results

1. Analyzing consumer behavior helps to know the reasons that drive consumers to choose a product over the other.
2. Research has shown that green marketing is effective in increasing consumers' awareness of environmental issues.
3. This can be achieved through awareness campaigns, eco-friendly packaging and eco-labeling on products.
4. Green marketing can encourage consumers to make more sustainable choices.
5. Consumers see companies that adopt green practices as trustworthy and responsible.
6. Green marketing encourages organizations to develop and research to offer more sustainable and relevant products products with consumers' needs and expectations.
7. The success of one institution and the failure of another, and its exit from the competition game depends on the trust of the consumer, and it depends on the integrity of the marketing plan formulated by each institution, because the institution that builds its marketing policy on the basis of non-objective marketing plans is excluded from the market.
8. Dealing with the study of consumer behavior in a random manner has in fact resulted in what is known as negative behaviors that generate crimes, such as fraud, deception, imitation of brands, or imitation of products themselves, which necessarily requires the institution to deal with the consumer's desires seriously by studying his behavior effectively.

Recommendations

1. Raising awareness of the role of household waste in environmental pollution.
2. Setting green price policies based on taking into account the purchasing power of the green consumers.
3. Green products are of great importance because they achieve the principle of sustainability.
4. The need for companies and business organizations to take all necessary efforts to spread environmental awareness and culture among the Consumers.
5. The need for the state to monitor green spaces and showtheir importance to theperishable.
6. Promoting environmental education courses in OrbitX at various stages as well as universities.

7. Developing marketing programs for the marketing of green products within the environmental aspect through support and
8. Financing and promoting environmental protection activities using all public and private promotional means.
9. Identify the group of people who practice other types of green slicks such as recycling and Use them as indicators of green buying behaviors.
10. Providing sufficient information about green marketing and green products in particular so that the consumer knows the meaning of environmental protection and environmental conservation.

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