Impact of Green Marketing Mix on the Purchase Intention: Total Image as Mediator and Psychological Variables as Moderator

أثر المزيج التسويقي الأخضر على النية الشرائية للمستهلك: الصورة الكلية وسيط ومتغيرات السلوكية متغير معدل

Thesis submitted in fulfillment of the requirements for the degree of doctor of philosophy in Business Administration

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July, 2016
DEDICATION

I dedicate this thesis; with my love and respect to a number of special people in my life.

To my parents who have given me so much and who taught me discipline and patience, may Allah reward and forgive.

To my husband Mohammed Adam who share with me the hard time and gave me moral support while I was preparing this dissertation.

To my children Mimona, Musab, Mazen and Mujtaba.

To my brothers and sisters, who have always supported me.
To all great gurus who had contributed to my different education stages.

Thank you

ACKNOWLEDGEMENT

My thanks to Allah the first and the last. Human who is not thanking people, not thanks god. So, I would like to extend my sincerest thanks and regards to all those who helped me to reach this level. Initially. My gratitude to Sudan University for science and Technology for their support and help that
enabled me to be awarded the PhD degree. Special thanks to my supervisor Dr. Abdel Hafiez Ali Hasaballah for his valuable comments on my study in early stage of passing the proposal and finding, these comments pave the way for shaping and revising the study. I would like also, to acknowledge the inspirational instruction and guidance, follow up of my co-supervisor Dr. Saddiq Balal; who has given me a deep appreciation and love for the beauty and detail of this subject. Also my thanks expand to University of Kassel for offering me the opportunity to study the PhD. Completing this study involved a lot of perseverance and hard work. However, many people have contributed to the completion of this study. I would also like to acknowledge the support and assistance given my by the faculties ‘registrars and leaders of cohort, who supported for data distribution and collection from the various Sudanese Universities. I would like to express my sincere appreciation to the Dr. Mohammed hamad , for his concern and assistance in translation Special thanks to Abubaker Mohmmed , a PhD candidate , Sudan university of science & technology who helped me on the statistical analysis process. Finally, I would like to thank my husband, for his, patience, understanding, encouragement, and support that, helped me to stay focused throughout this work; I could not have completed this project without him. To my beloved father, mother and kids for their continuous support and .prayer for my success. Much thanks to you all

July, 2016
ABSTRACT

Green marketing concept emerged as a result of organizations' interest in environment. These originations realized that their survival and continuity lies in the coordination between its interest and the benefits of consumer and society. Green marketing includes a broad range of activities such as product modification, change in the production process, modification in advertising, and change in packaging. This study aimed to investigate the relationship between green marketing mix and purchase intention among Sudanese universities students in Khartoum state in addition to examine the total image as mediator on the relationship between green marketing mix and purchase intention. The study also aimed to evaluate the moderating variable role represented in psychological variables on the relationship between green marketing mix and total image. Data was gathered by using convenience sampling, and 417 questionnaire distributed among a sample of students in Sudanese universities in Khartoum state. 341 were collected during august and September 2015 and they were analyzed using SPSS. Findings revealed that there are four components of green marketing mix namely green product green price green place and green promotion. The findings also provided some empirical support for the theoretical framework and the results indicated that the components of green marketing mix influencing purchase intention through the total image. The results of the study demonstrated support for the effects of the four total image on consumers purchase intention. This study also provided evidence to support the moderating effect of the three dimensions of psychological variables namely (environmental knowledge, environmental concern and environmental believes) on the relationship between green marketing mix and total image while one dimension of psychological variables (environmental awareness) was antecedent to corporate image. Based on the study's findings discussions of the existing finding as well as the theoretical practical implications and limitations of the study were provided.
المستخلص

ظهر التسويق الأخضر نتيجة لاهتمام المنظمات بالبيئة وقد لاحظت هذه المنظمات أن استمراريتها وبقاءها يمكن في التنسيق بين مصالحها وفوائد العملاء والمجتمع. ويتضمن التسويق الأخضر عدة نشاطات منها تحسين المنتج، التغيير في عملية الإنتاج، تحسين المنتج والتغيير في التغليف. هدفت هذه الدراسة إلى معرفة العلاقة بين المزيج التسويقي الأخضر والبيئة الشرائية وسط طلاب الجامعات السودانية بولاية الخرطوم، بالإضافة إلى اختبار الصورة الكلية كمترتب وسبيت بين المزيج التسويقي الأخضر والبيئة الشرائية. كما هدفت الدراسة أيضاً إلى تقييم دور التغيير، العوامل النفسية في العلاقة بين المزيج التسويقي الأخضر والصورة الكلية. جمعت البيانات باستخدام نموذج العينة المناسبة. تم توزيع 417 اسناده على عينة من طلاب الجامعات السودانية بولاية الخرطوم. 341 استبانه جمعت خلال أغسطس وبسنتمبر من العام 2015 ومن تحليلها باستخدام برنامج الحزم الإحصائية للعلوم الاجتماعية (SPSS) وتشير نتائج الدراسة إلى عناصر المزيج التسويقي الأخضر أربعة متمثلة في (المنتج الأخضر، السعر الأخضر، التوزيع الأخضر، والترويج الأخضر). كما دعمت نتائج الدراسة الإطار العام للدراسة وأشارت النتائج إلى أن المزيج التسويقي الأخضر يؤثر على البيئة الشرائية من خلال الصورة الكلية. كشفت الدراسة أيضاً إلى أن الصورة الكلية تؤثر على البيئة الشرائية. علاوة على ذلك أثبتت الدراسة تأثير ثلاثة من فرضيات التغيير المعدل وهي المعرفة البيئية، الاهتمام البيئي، الاعتقاد البيئي للمستهلكين على العلاقة بين المزيج التسويقي الأخضر، والصورة الكلية. كما أظهرت الدراسة أن وقوع البيئي هو عامل مساعد لصورة الشركة. وبعيان نتائج الدراسة تم مناقشة النتائج والمضاين النظرية والعملية بالإضافة إلى محددات الدراسة.
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