

**Sudan University  
Of Science & Technology  
College of Graduate Studies**



**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 متغير وسيط والمتغيرات  
السلوكية متغير معدل**

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

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## 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

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## **ABSTRACT**

Green marketing concept emerged as a result of organizations' interest in environment. These organizations 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 ان إستمراريتها وبقاءها يكمن في التنسيق بين- مصالحها وفوائد العملاء والمجتمع . ويتضمن التسويق الأخضر- عدة نشاطات منها تحسين المنتج, التغيير- في عملية الإنتاج, تحسين الإنتاج, والتغيير في التغليف. هدفت هذه الدراسة إلى معرفة العلاقة بين- المزيج التسويقي الأخضر- والنية الشرائية وسط طلاب الجامعات السودانية بولاية الخرطوم , بالإضافة إلى اختبار الصورة الكلية كمتغير- وسيط بين- المزيج التسويقي الأخضر والنية الشرائية. كما هدفت الدراسة أيضا الى تقييم دور المتغير- المعدل والمتمثل في العوامل النفسية في العلاقة بين- المزيج التسويقي الأخضر- والصورة الكلية. جمعت البيانات باستخدام نموذج العينة المناسبة. تم توزيع 417 استبانة على عينة من طلاب الجامعات السودانية بولاية الخرطوم. 341 استبانة جمعت خلال أغسطس وسبتمبر من العام 2015 وتم 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 النية الشرائية من خلال الصورة الكلية. كشفت الدراسة أيضا إلى أن الصورة الكلية تؤثر على النية الشرائية. علاوة على ذلك أيدت الدراسة تأثير ثلاثة من فرضيات المتغير المعدل وهي المعرفة البيئية, الاهتمام البيئي, الاعتقاد البيئي للمستهلكين على العلاقة بين المزيج التسويقي الأخضر- والصورة الكلية. كما أظهرت الدراسة أن الوعي البيئي هو عامل مساعد لصورة الشركة. وبناء على نتائج الدراسة تمت مناقشة النتائج والمضامين النظرية والعملية بالإضافة إلى محددات الدراسة.

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