



Investigating the Impact of Green Marketing Strategy on Business Performance by Considering Company Image and Environmental Protection

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Abstract

Introduction: The evolving society and the growing attention to workplace and environment have led many companies to focus on green concepts as a major source of strategic change. The purpose of this study is to study the impact of green marketing strategy by considering the role of product or service quality, environmental protection and company image on business performance.

Methods: This research will be conducted in food industry companies. To determine the sample size in this study, the number of samples based on Krejcie and Morgan table is 175 people. The sampling method is also stratified random by gender. In this way, the results of the research can be expressed and generalized not only for the whole society, but also for its different classes and groups. In the present study, the standard questionnaire is used to examine and explain the hypotheses and research question. In this research, SPSS22 software is used for descriptive analysis of data, PLS Smart software is used to perform structural equations. Factor analysis is used to analyze the data in structural equation modeling.

Results: The results and analysis showed that hypothesis H_1 is valid. That's mean green marketing strategy affects the image of the company.

Discussion: Green marketing is the use of one of the most important variables to create an image of the company in the mind of the consumer who likes to create the environment and makes the company use the market share and have ads compared to competitors.

1. Introduction

The evolving society and the growing attention to workplace and environment have led many companies to focus on green concepts as a major source of strategic change (Sharma, Chandna, & Bhardwaj, 2017; Simão & Lisboa, 2017). Traditional marketing overemphasizes customer demands and focuses on social welfare and environmental issues. Does not count. This issue has entered into all dimensions of organizations and has also affected marketing and has led to the emergence of the concept of green marketing. Due to the increasing expansion of consumption and technology and consumer awareness of production and distribution conditions, consumption and even recycling of products,

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consumers have shown new tendencies and tendencies in buying green products(Papadas, Avlonitis, Carrigan, & Piha, 2019).

This has led many to want to gain social acceptance by joining the flow of green produce as well as helping to solve environmental problems. Commodity owners and marketers have also taken advantage of this tendency of customers to use the green factor to differentiate their product and attract the attention of market leaders along with the price and quality of their products. Thus, the use of terms such as healthy workers, healthy society, environment, 100% natural, recyclable, etc. is expanding. Companies also want to keep pace with this process by reviewing management and product processes. Therefore, organizations should take into account the fact that resources are becoming scarce and limited every day and customers are becoming more sensitive to this issue with increasing awareness of environmental issues and problems and consider these issues in their purchases. Revise their marketing policies and strategies and try to improve the performance of their organization(Dangelico & Vocalelli, 2017). Whereas in the contemporary economy, the protection of the environment and the health of the workforce has become one of the vital elements for productivity in the business environment and the basis of competition is moving towards the use of resources that cause the least harm to the environment; The need to identify the role of green marketing strategy and the quality of products and services, environmental quality and companies' image on business performance, which is the main purpose of this research, is becoming more apparent. Now the main question of this research is what is the impact of green marketing strategy on business performance considering the company image, product quality and environmental protection?(Yadav, Dokania, & Pathak, 2016).

This research is applied in terms of purpose-based classification and descriptive in terms of data collection method. The statistical population of this research is based on qualified individuals including managers, experts and supervisors of food industry companies. In this research, first of all, documents (library studies) are examined. Then approved questionnaires are distributed and data are collected. The collected data are analyzed with the help of PLS and SPSS software and the hypotheses are tested.

2. Methods

This study is conducted to investigate the impact of green marketing strategy on business performance by considering the company's image, product quality and environmental protection. Therefore, it is in the field of marketing management. This research will be conducted in food industry companies. This research will be done in summer 2017. The larger the sample group size, the more firmly the researcher rejects the null hypothesis (zero), which is actually incorrect. To determine the sample size in this study, the number of samples based on Krejcie and Morgan table is 175 people(Seif & Nematolahi, 2019). The sampling method is also stratified random by gender. In this way, the results of the research can be expressed and generalized not only for the whole society, but also for its different classes and groups. There is also more confidence that the sample is representative. In this regard, due to the fact that in this study, the statistical community is unlimited and access to all managers, experts and supervisors of food industry companies will not be possible, so using the Cochran's formula, 384 of them are selected. A questionnaire was used to collect the data required for this research and to measure the model variables. In the present study, the standard questionnaire of is used to examine and explain the hypotheses and research question. The relevant questionnaire consists of two parts: The first part of the questionnaire: demographic factors This section consists of a description of the individual characteristics of the statistical sample, including: age, marital status, gender, education, work experience. The second part of the questionnaire: main items This questionnaire consists of 29 main questions that are asked separately for each of the research variables. In this regard, 5 measures (item)

for green marketing strategy, 6 measures (item) for business performance, 5 measures (item) for company image, 7 measures (item) for product or service quality and 6 measures (for environmental protection). Item) is designed. It should be noted that the validity of this questionnaire is examined by professors and experts. In this research, EXCEL software is used to collect data and build a database related to the research, SPSS22 software is used for descriptive analysis of data, PLS Smart software is used to perform structural equations. Factor analysis is used to analyze the data in structural equation modeling. Factor analysis method is used to find the underlying variables of a phenomenon or to summarize a set of data. The primary data for factor analysis is the correlation matrix between variables. Factor analysis does not have predefined dependent variables. Uses Factor analysis can be divided into two general categories: exploratory purposes and confirmatory purposes. Exploratory factor analysis is used if you have no idea of the structure of the relationships between the items. But if you have identified items by size, you should use confirmatory factor analysis. Confirmatory factor analysis has been used in this study.

3. Results

For data analysis, the results of research hypotheses based on the structural equation model are presented. A structural equation model consists of two components: a structural model that determines the causal structure between hidden variables and a measurement model that determines the relationship between hidden variables and observed variables. Defines. The fit indices of the model are given and finally the research hypotheses are analyzed based on the model of variance-based structural equations using PLS SMART software. Results of statistical sample survey in terms of age and work experience is shoed in tables 1 and 2 Respectively.

Table 1: Results of statistical sample survey in terms of age

Age	Frequency	percentage	Cumulative frequency percentage
Under 30 years	77	20	20
30-39 years	۲۱۵	56	76
40-49 years	۸۸	23	99
50 years and up	۴	1	100
sum	384	100	

Table 2: Results of statistical sample survey in terms of work experience

Age	Frequency	percentage	Cumulative frequency percentage
Under 5 years	46	12	12
5-10 years	158	41	53
11-15 years	111	29	82
16 years and up	69	18	100
sum	224	100	

Research Hypothesis: Green marketing strategy by considering the role of product or service quality, environmental protection and company image (occupational health) affects business performance.

H₁: Green marketing strategy affects the image of the company.

In order to examine the fourth hypothesis, the data obtained from the questionnaire are discussed. In this regard, as in the previous three hypotheses, the effect of green marketing strategy on the company's image in two standard and significant cases is examined. Becomes.

To test this hypothesis in the standard case, as shown in the figure1, the path coefficient value of 0.699 is obtained.

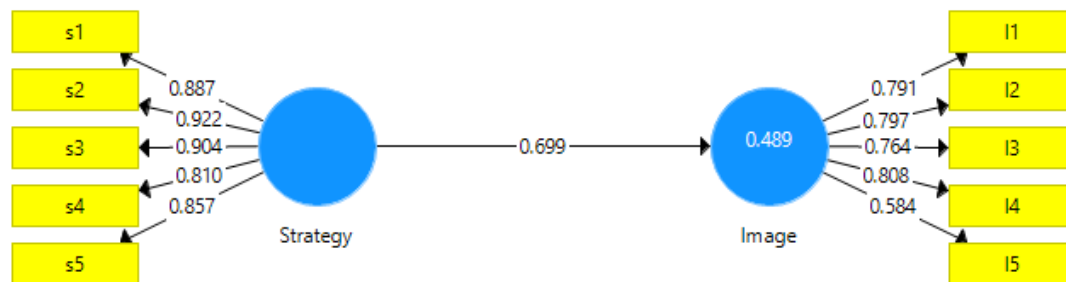


Figure 1: Hypothesis test in the standard case

In the second case, which is called the significant state, the value of t or significant for 20/78 has been mentioned and the value mentioned according to the fact that the present research has been done at the level of 5 percent error and by mentioning that if the level value Significance greater than 1.96 indicates the significant effect of the predictor variable on the criterion variable, so it is significant. And its direction is also positive.

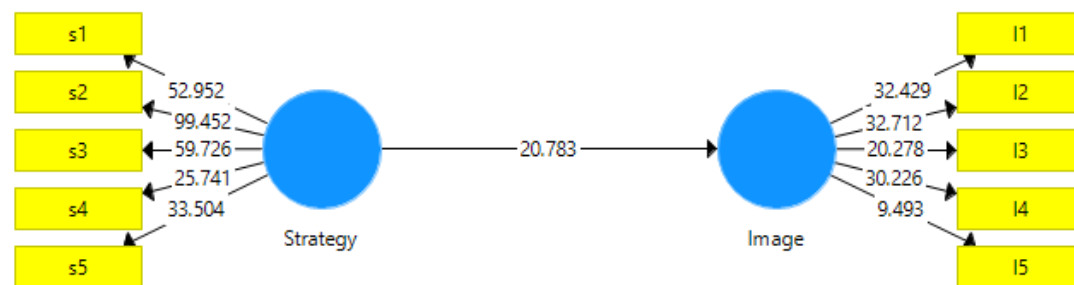


Figure 2: Hypothesis test in the significant state

In addition, a summary of the results of this hypothesis for more clarity is provided in the table 3.

Table 3: summary of the results of this hypothesis

The effect of predictor variable on	the standard coefficient	standard deviation	t	significance
Marketing Strategy -> Company Image	0.699	0.053	20.783	0.000

The experimental results and analysis of showed that this hypothesis is valid. That's mean green marketing strategy affects the image of the company.

4. Conclusion

Since the Industrial Revolution, environmental concerns have gradually spread to all walks of life. The types of pollution that endanger the environmental resources and animals of plants, animals and humans are discussed in this context. One of the most important factors in these risks is companies and manufacturers, as well as their production methods. The types of products that protect the environment and the methods that harm the environment are needed by consumers and environmentalists (Hirunyawipada & Xiong, 2018). This has given companies a strong focus on the concept of green marketing. On the other hand, since the image of the company in the mind of the customer is one of the

competitive advantages for the company, the company processes to create a positive image of itself in the minds of its stakeholders. Green marketing is the use of one of the most important variables to create an image of the company in the mind of the consumer who likes to create the environment and makes the company use the market share and have ads compared to competitors. The result of this hypothesis can be in line with the results of research by (Mirghafoori, Andalib, & Keshavarz, 2017).

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