



**Green Marketing and its Role in Enhancing Brand Awareness  
The Mediating Role of Market Orientation A Survey Study of the  
Opinions of a Sample of Electrical Appliance Store Owners in  
Mosul\***

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**Abstract:**

The objective of this research was to examine the degree that the administration of targeted stores focused with variables of the study green marketing, perceived brand awareness, and market orientation. It also aimed to investigate the impact of green marketing, as an independent variable, on brand awareness, as a dependent variable, through market orientation as an intervening variable. In this sense, the research problem was formulated around the following central question: How does store management improve awareness in costumers of their products by perceiving and following green marketing in market orientation?

The research was descriptive analytical. The sample included workers from the field of electrical appliance trading (n=49 stores) in the city of Mosul. Data for this investigation was collected through a survey which was administered to a randomly picked 184 electrical appliance stores from Mosul city. The demographic data was analyzed using different statistical methods of SPSS V24.

The research produced various findings, the most important being that hypothesis testing resulted in a significant indirect effect of green marketing on brand awareness, via market orientation. This confirms partial mediation, as market orientation partially mediates the relationship between green marketing and brand awareness.

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\*The research is extracted from a master's thesis of the first researcher.

## التسويق الأخضر ودوره في تعزيز الوعي بالعلامة التجارية الدور الوسيط للتوجه السوفي دراسة استطلاعية لرأء عينة من أصحاب متاجر بيع الأجهزة الكهربائية في مدينة \*الموصل

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### المستخلص

يهدف البحث إلى التعرف على مدى اهتمام إدارة المتاجر المبحوثة بمتغيرات البحث الرئيسية (التسويق الأخضر والوعي بالعلامة التجارية والتوجه السوفي)، وأيضاً التعرف على مدى تأثير التسويق الأخضر بوصفه المتغير المستقل على الوعي بالعلامة التجارية بوصفه المتغير المُعتمد وبتوسيط التوجه السوفي على المتغيرين، ومن هذا المنطلق تم توضيح مشكلة البحث من خلال التساؤل الرئيس الآتي: ما الدور الذي يمارسه تبني إدارات هذه المتاجر للتسويق الأخضر في عمليات تعزيز الوعي بالعلامات التجارية لمنتجاتهم من خلال توجهاتهم السوقية؟.

وتم اعتماد المنهج الوصفي التحليلي في البحث وتمثل مجتمعها بالأفراد العاملين في الميدان المبحوث عنه والمتمثل بمتاجر بيع الأجهزة الكهربائية في مدينة الموصل والبالغ عددهم (49) متجر، وتم الاعتماد على استماراة الاستبانة بوصفها أداة رئيسة لجمع البيانات والمعلومات، إذ وزرعت على عينة عشوائية من متاجر بيع الأجهزة الكهربائية في الموصل والبالغ عددها (184) استماراة، وتم تحليل البيانات باستعمال عدد من الأساليب الإحصائية وقد جرت الاستعانة ببرنامن الحزمة الإحصائية (SPSS V24) وتوصل البحث إلى عدد من الاستنتاجات كان أهمها أن نتائج فرضيات التأثير غير المباشر بين متغير التسويق الأخضر على متغير الوعي بالعلامة التجارية بتتوسيط متغير التوجه السوفي.

**الكلمات المفتاحية:** التسويق الأخضر ، الوعي بالعلامة التجارية، التوجه السوفي، المتاجر، متاجر الأجهزة الكهربائية.

### 1. Introduction

Green marketing did not come about suddenly, and like any other humanitarian, social, or even economic concept, these concepts emerged from experiences and efforts that spanned time to form and announce new concepts that would change the course of events and the continuation of efforts and activities, as a natural result of increased concern for the environment and the negative impacts resulting from commercial and industrial activities. In the context of ongoing competition and environmental changes, brand awareness emerges. Organizations seek to enhance brand awareness to expand their customer base and, in turn,

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increase their market share. This leads to improved sales and enhanced competitiveness, as many customers rely on prior brand knowledge when making purchases. The importance of being market oriented is emphasized because the firm is responding to all visible and invisible needs. It is designed to gather and share market information in order to understand and react to customer wants. Its footprint extends to every part of the company, not only the marketing department. The present study has a number of implications. The initial that of the research methodology which consists of the research problem, its objectives and its importance. This is also discussed hypotheses that appear in line with the research questions, and then the methodology applied in the research, the technologies applied in the research, then the research boundaries both spatially and in term of timing. The second section introduces the theoretical concepts about the variables analyzed in the research. The third dimension focused on the description of the research sample and everything involving the positions of the participants and their opinions, on the one hand and on the other hand everything about putting the research hypotheses to the test. The fourth part

was dedicated to the conclusions and recommendations of the study.

The role of market orientation is highlighted, as the organization addresses all apparent and latent needs. It aims to collect and exchange market information to understand and respond to customer desires. It is linked to all departments within the organization and is not limited to the marketing department. The current research addresses several topics. The first focuses on the research methodology, which addresses the research problem, its objectives, and its importance. It also addresses the hypotheses that emerged in light of the research questions, followed by the methodology adopted by the research, the technologies used in the research, and finally, the spatial and temporal boundaries of the research. The second topic presents a theoretical framework for the variables studied in the research. The third axis began with describing the research sample and what pertains to the positions of the respondents and their opinions, in addition to what pertains to testing the research hypotheses as well. The fourth section was devoted to the conclusions and proposals related to the research.

## **2. Methodology**

### **2.1 Research Problem**

Green marketing is a modern trend that deals with marketing and promoting environmentally friendly products that contribute to preserving the environment. This type of marketing focuses on the use of sustainable materials and working to manufacture environmentally friendly products. Brand awareness is also one of the basic concepts in marketing and explains the extent of customers' knowledge and awareness of the brand and their ability to distinguish it from competing brands and work to establish a

positive image of it in their minds and work to enhance their confidence and loyalty to the brand. Market orientation is a marketing concept that indicates the extent to which the organization focuses on identifying and continuously meeting the needs and desires of customers. Market orientation is the cornerstone of the success of organizations in a competitive business environment. Through field studies conducted by the researcher and reviewing the mechanism of marketing green products by the stores under study, reviewing their market orientations, and determining the extent of customers' awareness of the brands of the products that the owners (managements) of these stores sell, the researchers indicated that these stores represent a realistic environment for studying the current research variables, as well as the existence of a field problem represented by the desire of the owners (managements) of these stores to enhance awareness of the brands of their products by highlighting the concepts of Marketing can be considered equally important, including green marketing, and the desire of the owners (managements) of these stores to preserve the environment, based on current market trends in the electrical products market in the city of Mosul. Therefore, the real problem of the current study can be addressed

through the following question:

**What role does the adoption of green marketing by these store managements play in enhancing brand awareness of their products through their market orientations?**

## **2.2 Significance and Objectives of the Study**

The importance of this research stems from the importance of the variables it addresses and examines, as the importance of these variables stems from the importance of the organizations (stores) in which they are applied. This importance lies in the following:

1. Assisting the management of these stores in truly understanding the importance of green marketing in conjunction with their market orientations.
2. Working to satisfy the customers of these stores by highlighting a concept of equal importance to production, marketing, and consumption: green marketing. This research also seeks to satisfy the customers' needs and their renewed and evolving desires for environmental conservation.
3. Working to build a clear understanding among the owners (management of these stores) of the selected research concepts (green marketing, brand awareness, market orientation).

After reviewing the research problem, formulating its questions, and determining its importance, a set of objectives will be formulated that the research seeks to achieve, as follows:

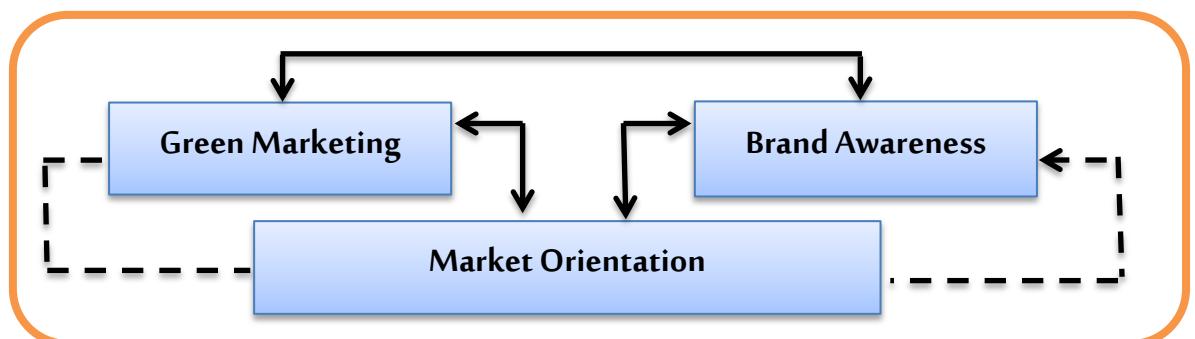
1. Identify the concept of green marketing and its dimensions, as well as examine the concept of brand awareness and demonstrate its impact

through the dimensions identified in this research. Finally, examine the concept of market orientation and understand global trends in its study, whether behavioral or cultural.

2. Description of the variables Diagnosing and diagnosing the current research dimensions
3. Identifying the extent of the impact of both green marketing and market orientation on brand awareness
4. Identifying the extent of the indirect impact that green marketing has on brand awareness through the mediation of market orientation
5. Presenting a set of conclusions based on the field findings, as well as presenting a set of proposals consistent with these conclusions, taking into consideration the presentation of a set of future studies that could benefit other researchers.

### **2.3 Research model and its hypotheses**

It is the logical set of relationships that can be a number or a quantity or a set of aspects of the reality to be handled as a plan of action that they want to carry out to address these relationships have been decided by the problem analysis research and research problem of the questions and in light of the research problem and its objectives was in mind that the researchers have developed a plan for hypothetical allow to detect the directions of the relationships of association and influence this map as appears in Figure (1):



**Figure (1) Research model**

**Source: prepared by the researchers**

After formulating the research problem and choosing the hypothetical research plan, the researchers developed hypotheses that serve as temporary or preliminary solutions that are tested using various methods and means to confirm or deny their validity, as follows:

- **The first hypothesis:** There is no significant correlation between the research variables in the stores studied.

- **The second hypothesis:** There is no significant statistical effect between green marketing on brand awareness at a significance level of  $\geq 0.05\alpha$  in the stores studied.
- **The third hypothesis:** There is no significant indirect statistical effect between green marketing and brand awareness mediated by market orientation at a significance level of  $\geq 0.05\alpha$  in the stores studied.

#### **2.4 Research Methodology and Methodologies**

The research used the descriptive and analytical method as a main approach as it is suitable for describing the research variables, and as a result combined techniques of this method to let the researcher reach the data that is appropriate to conclude the research in the books, the letters, the Master Theses, the researches for some writers and the researchers, as well as in the international information network (Internet). Data collection and information on the search variables in the paragraph form were defrayed through use of the researchers' questionnaire. The reliability and validity of the questionnaire were examined. Alpha), so in order to measure the stability of the tool in our research, it was noticed that there is percentage of agreement in the sample under study questions at the level of (40%) on the total level (94.4)%, and this proves that the questionnaire is stable with respect to the (Standard Alpha) for studies on individuals (60%) on the basis of man (Afifi, Clark, 1989, 390). It also should be mentioned that the previously mentioned questionnaire is distributed on a random sample of a group of electrical appliance store's owners in Mosul city.

Finally, in terms of analysis techniques –The available system program (SPSS-26, Amos-24) was used to test the research hypotheses, & the extent of their validity.

#### **3. Theoretical Aspect**

##### **3.1 Green Marketing**

Green marketing is defined as marketing programs that aim to meet the needs of target customers through practices that take environmental issues into account (Sözer, 2020, 103). ( Saleh et al. 2023, 616) explained that it is the development and promotion of sustainable values and responsible consumption patterns that meet social, environmental, and economic requirements that generate profit for the organization. (Abdi and Burji ,2024, 21) indicated that green marketing is a branch of economics. It aims to create positive impacts and eliminate the negative impacts of a particular product on the environment. This product should be environmentally friendly, or produced or packaged in an environmentally friendly manner. Green marketing also aims to provide an appropriate green marketing mix, thus contributing to improving community well-being and achieving social justice. (Mulyono and Sulistyowati (2024, 20) described

green marketing as a strategy that positively contributes to improving customer consumption when there is no need for assistance through the provision of health care. In light of the above, it can be said that green marketing is a marketing concept that emerged as a result of environmental challenges and focuses on producing, pricing, promoting, and distributing products in a way that promotes environmental protection while simultaneously generating profits. For organizations without compromising the ability of future generations to meet their needs.

**The importance of green marketing lies in:**

1. Achieving safety in product delivery and operational management: Green marketing is a product development strategy that utilizes resources that help improve product quality and ensure safe delivery (Niwayansari, Wijianto, 2024, 88). Focusing on producing environmentally friendly products encourages organizations to increase the efficiency of their production processes, thereby reducing the levels of environmental damage and pollution resulting from production processes (Taher et al., 1585, 2024).
2. Social acceptance of the organization: Organizations that adopt green marketing enjoy strong support from all segments of society, due to the alignment of their goals with those of society regarding environmental commitment (Ashraf et al., 2023, 24). Therefore, the organization must pay attention to the perceptions and needs of customers, who are increasingly concerned with environmental issues (Putra et al., 2024, 211).
3. Gaining market share: With increasing environmental problems, customer loyalty to the market brand will decline, and customers will shift to purchasing environmentally friendly products. Therefore, there is an opportunity for organizations that adopt green marketing to achieve increased market share (Morsi et al., 2025, 8).
4. Based on the above, we see that the importance of green marketing lies in satisfying customers who show a strong concern for the environment by offering environmentally safe products and conserving the use of primary resources. This aligns with their interests and goals of maintaining a safe environment, contributing to customer satisfaction and making the organization a preferred choice for them.

**The benefits of green marketing include:**

1. Offering better products: Green products are better in terms of energy savings, performance, safety, comfort, and quality (Mahmoud, 2024, 362).
2. Sustainable development: Meeting the needs of the present without compromising the ability of future generations to meet their needs (Al-Hayali, 2021, 24).

3. Profit Achievement: Using highly efficient production methods that rely on fewer or recycled raw materials or energy savings can achieve cost savings and, consequently, greater profits (Basyoud, 34, 2022).

**The application of the green marketing concept relies on four basic dimensions:**

1. **Eliminating the concept of waste:** The concept of pollution and waste arises from inefficiency in production processes (Mahmoud, 362, 2024). What matters is not what we do with waste, but rather how we produce things without waste (Ashraf et al., 25, 2023). The traditional concept of dealing with waste within green marketing has changed, as the focus is now on designing and producing products without (or with minimal) waste, rather than how to dispose of it (Mohsen, 11, 2024).
2. **Product redesign:** It is represented in keeping up with the production technology with the concept of environmental commitment so that production depends largely on environmentally friendly raw materials with minimal consumption (Al-Mohammadi, 240, 2024), in addition to the necessity of recycling products after the customer has finished using them (Mohsen, 12, 2024), especially the durable ones to return them to their factory again where they can be disassembled and returned to the industry again (Mahmoud, 362, 2024), as for packaging, it depends on environmentally friendly and recyclable materials (Ashraf et al., 25, 2023), and (Abdi, Burji, 27, 2024) indicated that products are supposed to be reduced to (3) types, which are: Type (1): Products that are consumable and corrode, or that turn into dust when thrown into the soil with few side effects. Type (2): Durable goods or merchandise, such as televisions, cars, and computers, must be manufactured and then returned to their manufacturers within a closed industrial cycle. They must be designed to be easy to disassemble and reproduce, as well as to utilize their resources. Type (3): non-saleable products or industries, such as products with radioactive effects, toxic materials, and heavy metals. These materials must be returned to the original manufacturers, who are responsible for them throughout their life cycle.
3. **Clarifying the relationship between price and cost:** The basic rule that organizations rely on when setting prices is the total cost of the product. The price must reflect the cost of the product (Mahmoud, 363, 2024), or its equivalent when setting its price. This means that the price of the product must be consistent with the value that the customer receives from these goods (Al-Mohammadi, 241, 2024). This reflects not only the fact that products harm the environment, but also the other aspect, namely the study of alternative resources and the protection of natural resources, in addition to the high costs associated with them, such as the high costs of research and development (Ashraf et al., 25,

2023). Many customers are willing to bear additional costs if the product has the same known characteristics and quality, in addition to being environmentally sound (Fahim, 478, 2020).

4. **Making environmental orientation profitable:** Green marketing is a term that is closely related to the environment and shows a willingness to achieve a balance between the needs of the market and its responsibilities towards the environment (Ahmed, Mohammed, 766, 2024). Green marketing is no longer viewed as a cost center but rather as a source of cost efficiency (Sadiq, 884, 2024). Organizations have also realized that green marketing works to create a market opportunity that can give the organization a competitive and perhaps sustainable advantage (Mahmoud, 363, 2024). In fact, most organizations compete in the market to achieve quick profits, regardless of the negative effects on the environment (Demessie, 189, 2023).

### **3.2 Brand Awareness**

Brand awareness is the awareness expressed by a customer's automatic recall of a brand upon exposure to something that suggests that brand (Zikien & Kyguoli, 2022, 40). (Kurniandi 2023, 35) indicated that brand awareness is the ability to recognize the brand as part of the product. , 3) added that it is the customer's ability to distinguish 2025(Abd El-Aal, and remember the brand under different circumstances, and to associate that brand (whether the name, logo, or symbol of the brand) with specific associations in their memory. This also indicates the strength of the brand's presence in the public's mind. In light of the above, it can be said that brand awareness is the customer's ability to recognize, remember, recall, and distinguish the brand with positive impressions. It is one of the most important factors that motivate the customer to choose the brand during the

purchase process. **The importance of brand awareness includes:**

1. It plays a significant role in retaining customers and making them buy from the brand again and again. Awareness also builds a strong emotional bond between the organization and customers (Praditya& Purwanto, 2024, 14).
2. Decision-making is facilitated, as customers tend to choose brands they know and trust. High brand awareness can make consumers more likely to consider and choose a brand's products (Agustian et al., 2023, 71).
3. Brand awareness helps an organization stand out more from its competitors in the market (Purifie & Zafri, 2024, 17).
4. Brand awareness helps establish the brand in the minds of customers, facilitating their learning and storing of mental associations about the brand (Bilal et al., 2024, 563).

Brand awareness measures customers' ability to remember or recognize a brand. Brand awareness ensures that the brand is at the forefront of customers' minds, influencing purchasing decisions, commitment, and loyalty (Mandagi et al., 2024, 162). The levels of brand awareness include: (Purfie & Zafri, 2024, 17)

1. Low level: In this case, the customer can only remember the brand through certain types of cues, such as word-of-mouth, advertising, or promotion.
2. High level: In this case, the customer can remember the brand without assistance or specific cues, thus achieving a high level of brand awareness.

There are several methods that organizations can use to increase brand awareness, including:

1. Working to build strong relationships with social media audiences and contracting with influencers to promote the brand (Basai and Balqoun, 2021, 25). •
2. Sponsoring events is an effective way to create brand awareness and identify the characteristics that distinguish an organization from its competitors (Purfie & Zafri, 2024, 21).

Determining purchasing decisions begins with brand awareness.

Potential customers may or may not continue purchasing activities due to brand awareness. Therefore, management needs to pay attention to aspects related to brand awareness to accelerate the achievement of the organization's goals (Mahaputra & Saputra, 2021, 1099). Numerous studies have shown that brand awareness is divided into two main dimensions:

1. **Brand recall:** is the ability of customers to confirm previous exposure to a brand when given the brand as a cue. That is, when a customer visits an organization, will they be able to recognize the brand as one they have previously been exposed to? (Muhammad, Al-Najjar, 1453, 2024). Both (Qawasmiyya, Zairi, 31, 2024) and (Ismail, 46, 2024) agreed that brand recall is "the customer's ability to confirm their previous exposure to the brand." (Gunawan et al., 2021, 23) believe that brand recall is the beginning of the road to brand awareness and is also considered the minimum level of brand awareness. This level of brand awareness positively affects customer purchase intentions (Wen et al., 2021, 852). This level of brand awareness also expresses customers' initial ability to recognize a specific brand from among many others (Al-Nazuri, Ajwa, 82, 2023).
2. **Brand Recall:** Brand recall is the customer's ability to remember the brand when exposed to the product or a specific situation (Ismail, 47, 2024). Brand recall is defined as the customer's ability to recall the brand when they want to purchase the product (Al-Nazuri, Ajwa, 82,

2023). This is limited to strong brands only (Aileen, et al., 2021, 326). At this stage, the brand emerges in the customer's mind as associated with the product they want to purchase, where the customer remembers the brand without needing help from others (Gunawan et al., 2021, 24). This recall reflects the strength of the brand and its impact on customers' minds. Therefore, organizations must use or display a specific product brand in a way that makes customers easily remember it and quickly recognize it when they see it again (Jamil, 1046, 2024). There are two types of brand recall: (Muhammad, Abu Zaid, 9, 2022) and (Agustian et al., 2023, 71).

- a. The first type: If the customer is given some assistance to remember the brand, this is called assisted recall.
- b. The second type: If the customer is not given assistance, this is called unassisted recall.

### **3.3 Market Orientation**

A critical strategic capability that positively impacts business results, indicating an organization's ability to gather knowledge about customer needs, competitors' actions, and stakeholder expectations, and leverage this information to make rapid decisions (Butkouskaya et al., 2024, 2). (Mahmoud ,2022, 313) indicated that it is a topic specific to organizational culture, focusing on the values, attitudes, and beliefs collectively held by organizational members.( Safira and Sukrasna ,2024, 3455) view market orientation as a measure of behavior and activities that reflect the implementation of marketing concepts. Market orientation is an important aspect that includes generating and disseminating market intelligence within the organization and responding to customer needs (Akanbi & Ijatuyi, 2024, 252). **In light of the above, it can be said that market orientation is a set of values and beliefs designed to meet customers' evolving needs and also provide products that meet their desires through generating, disseminating, and responding to information with the aim of creating greater value for customers and superior business performance compared to with competitors.**

#### **Market orientation aims to achieve the following:**

1. Its services and products are aligned with customer needs and have a more accurate sense and perception of customer satisfaction than its less market-oriented counterparts (Mahmoud, 316, 2022).
2. Motivating employees to perform their jobs efficiently and changing their behavior and attitudes toward customers, particularly those who have direct contact with them (Hassan, Abdullah, 137, 2023).
3. Achieving good profits and remaining competitive in the long term (Wilson & Liguori 2023, 3032).

4. Achieving responsiveness to intelligence information and working to disseminate and share it throughout the organization (Khamis, Attia, 422, 2024).

**Studies have shown that market orientation is divided into two basic dimensions:**

1. **The cultural dimension:** According to this dimension, achieving the highest value for the customer requires a good understanding of their needs, a good understanding of the competitor's response to these needs, and an understanding of how the competitor works to meet them, in addition to coordinating efforts among employees within the organization to deliver higher value to the customer (Fares, Tariq, 10, 2022). It consists of:
  - a. **Customer orientation:** This is one of the fundamental concepts that organizations must achieve through the process of segmentation and customer selection, with the aim of targeting the organization's most profitable customers (Aid, 35, 2022). (Khamis, Attia, 422, 2024) indicated that the organization must identify the benefits the customer seeks and translate them into products in a better way than competitors, while maintaining long-term relationships with competitors.
  - b. **Orientation towards competitors:** (Muhammad, Omar, 17, 2020) defines orientation towards competitors as an organization's ability and willingness to identify, analyze, and respond to competitors' actions. Without knowledge of the competitor, managers may work in vain because they may not be able to identify alternative courses of action that are best used to protect and enhance their current position (Raziqa, 30, 2024).
  - c. **Internal coordination between functions:** (Nurhilalia et al., 37, 2019) indicated that interventional coordination is the coordination of all organizational functions to benefit the customer and create a greater value advantage for the customer. It represents the harmonious utilization of organizational resources to create value for the customer and reflects the degree of interaction and communication within the organization based on customer and competitor information gathered by the organization (Hassan, Abdullah, 139, 2023).
2. **Behavioral Dimension:** Market orientation is a specific set of organizational behaviors that focuses on implementing the marketing concept within the organization to generate and produce information about the current and future needs of customers, disseminate this information among various administrative levels, and respond to this information (Mahmoud, 39, 2021). It consists of:
  - a. **Information Generation:** This refers to the collection and evaluation of customer needs and preferences, as well as the environmental forces

surrounding the organization that influence the development and improvement of these needs. The activity of collecting information is considered a very important activity. Once this information is generated, it is disseminated throughout the organization via internal and external communication channels (Akanbi & Ijatuyi, 2024, 252).

- b. **Information Dissemination:** This refers to the behavior of disseminating information directed at sharing among various departments of the organization about customers and various other parties, their needs, and behaviors, so that it does not remain monopolized by marketing management officials (Boumediene & Bounab, 153, 2019). added (Mahmoud ,39, 2021) that the process of disseminating information should not always be one-way, flowing from the marketing department to other departments. Rather, it can flow in different directions.
- c. **Responding to information:** This refers to developing new products to meet customer needs, periodically reviewing whether products are in line with customer desires, and adjusting product prices in response to competitors' actions and market movements (Larbi, 2019, 48), as well as developing new plans within the organization to suit emerging circumstances (Hassan, Abdullah, 140, 2023).

#### 4. The Practical Side

##### 4.1 Respondents' attitudes and opinions regarding the research indicators

- a. **Description and diagnosis of the green marketing variable:** Table (1) shows the descriptive result of statistical analysis of the green marketing variable according to the data of the research sample with the statistical parameters, in addition to an analysis of the relative importance of the sub dimensions according to their weight %. For the research sample, the green marketing variable reached an overall mean of (3.79%), standard deviation of (0.895%), response rate (75.91%), and coefficient of variation (23.64%) in the table below.

Table (1): Respondents' attitudes and opinions regarding green marketing indicators

Variable	Mean	S. D	Response Rate	Coefficient of Variation
<b>Cancel the concept of waste</b>				
1 The store management confirms the existence of environmental regulations and laws that must be adhered to.	.793	0.85	75.8	22.4
2 The store management seeks to use specialized software to select products that are free of or minimal environmental damage.	3.86	0.90	77.2	23.3
3 The focus is on the efficiency of marketing operations by incorporating advanced	3.93	0.79	78.6	20.1

	technology to minimize waste.				
4	The store uses high-quality, environmentally friendly products.	3.92	0.83	78.4	21.1
5	The store management offers safe products that do not cause health risks to customers.	4.13	0.79	82.6	19.1
<b>Redesigning the Product Concept</b>					
6	The store management strives to keep pace with products that are environmentally friendly in the production process.	3.79	0.75	75.8	19.7
7	The store management seeks to enhance the value of green products to customers in exchange for their loyalty.	3.65	0.89	73.0	24.3
8	The store management is keen to contract with trusted branded suppliers of products, tools, and electrical appliances to ensure product quality.	3.97	0.95	79.4	23.9
9	The store management takes environmental requirements into account when marketing its products.	3.89	0.87	77.8	22.3
10	The store management is continuously improving its environmentally friendly marketing procedures.	3.96	0.93	79.2	23.4
<b>Explaining the relationship between price and cost</b>					
11	The store management strives to study and analyze environmental costs, which can help it communicate the information necessary to disclose environmental impacts.	3.70	0.83	74.0	22.4
12	The price of the product in our store corresponds to the value the customer receives, including the value derived from the product being green.	3.67	0.94	73.4	25.6
13	Pricing is based on the costs of environmentally friendly products with an appropriate profit margin.	3.64	1.01	72.8	27.7
14	Environmentally friendly products are used despite their high prices.	3.50	1.00	70.0	28.5
15	The store management has clear strategies for product pricing.	3.80	0.89	76.0	23.4
<b>Making going green profitable</b>					
16	The store management believes that green marketing represents a marketing opportunity that leads to increased profits.	3.87	0.84	77.4	21.7
17	The store management applies international environmental standards.	3.77	0.81	75.4	21.4
18	The store management holds training courses for employees to raise awareness of the importance of environmental protection and safety.	3.51	1.10	70.2	31.3
19	The growing environmental awareness of customers compels our store to market green products.	3.71	0.98	74.2	26.4
20	Environmental protection is one of the main poles of the management's values and	3.85	0.96	77.0	24.9

corporate culture in general.				
<b>General average</b>	<b>3.79</b>	<b>0.895</b>	<b>75.91</b>	<b>23.64</b>

**Source:** Own elaboration by the authors from SPSS program application.

**b. Description and diagnosis of the brand awareness variable:** The statistical descriptive results about green marketing variable for the research sample are introduced in table (2) according to the statistical measurements in addition to an analysis about the relative importance of the sub-dimensions in percentage weight (from the table). The brand knowledge variable of the research sample attained a population mean of 0074.998%, standard deviation of 0.00894, return rate of 079.6%, and variance coefficient of 0.1977, as displayed in the table

Table (2): Respondents' attitudes and opinions regarding brand awareness indicators

Variable	Mean	S. D	Response Rate	Coefficient of Variation
<b>Remember the brand</b>				
1 Customers can easily recognize a green product label among competing brands.	3.89	0.70	77.8	17.9
2 Customers feel comfortable simply by seeing a product whose brand they recognize.	4.11	0.82	82.2	19.9
3 The brand of a green product company helps customers distinguish it from other companies.	4.11	0.80	82.2	19.4
4 By reading published articles or blogs, customers can remember the brand of a green product company.	4.03	0.80	80.6	19.8
5 Recognizing the brand of a green electrical appliance company enhances customer confidence in the quality of its products.	4.24	0.77	84.8	18.1
6 High engagement on social media increases customer awareness of the green product brand.	4.04	0.87	80.8	21.5
7 Positive customer engagement is associated with increased brand awareness of a green product company.	4.01	0.77	80.2	19.2
<b>Brand Recall</b>				
8 Customers recall more information about a green brand than other brands.	3.83	0.76	76.6	19.8
9 Customers can identify the brands of green appliance companies they choose from among competing brands.	4.00	0.69	80.0	17.2
10 Customers can quickly recall the name and logo of a green brand after the company publishes posts promoting its products on social media.	4.01	0.88	80.2	21.9
11 Customers believe that the green company whose brand they remember is the most distinctive among other companies.	3.98	0.81	79.6	20.3
12 Customers recall the brand of a green company first when they need to make a	3.97	0.73	79.4	18.3

	purchase decision.				
13	Customers can recall the brand of a green company without being exposed to any external stimuli or assistance.	3.52	0.84	70.4	23.8
	<b>General average</b>	3.98	0.787	79.6	19.77

**Source:** Own elaboration by the authors from SPSS program application.

c. **Description and diagnosis of the market orientation variable:** Table (3) shows the results of the descriptive statistical analysis of the GM variable for the sample of the study in statistical parameters as well as in the relative importance of the sub-dimensions in percentage weight. For the research sample the market orientation variable had an arithmetic mean in general of (3.813%); standard deviation of (0.864%); response (76.275%); and coefficient of variation of (22.72%), as shown in the table.

Table (3): Respondents' attitudes and opinions regarding market orientation indicators

Variable	Mean	S. D	Response Rate	Coefficient of Variation
Cultural Dimension				
Customer Orientation				
1 The store management is constantly studying the impact of the surrounding environment on customer needs.	3.82	0.86	76.4	22.5
2 The store management continuously evaluates customer satisfaction with the quality of the products provided.	3.96	0.75	79.2	18.9
3 The store management is keen to meet customer needs and desires.	4.02	0.83	80.4	20.6
4 The store management is interested in customer suggestions because they enable us to perform our work properly.	3.90	0.86	78.0	22.0
Competitors Orientation				
5 Store management seeks information about competitors' services and competitive advantages.	3.92	0.85	78.4	21.6
6 Store management responds quickly to competitors' actions and behaviors that affect it.	3.86	0.86	77.2	22.2
7 Store management monitors competitors' news in print and online media.	3.94	0.87	78.8	22.0
8 Store management attempts to imitate the innovations of competing stores.	3.40	1.09	68.0	32.0
Internal coordination of functions				
9 Our store employees at various organizational levels work to serve customers.	3.86	0.78	77.2	20.2
10 The store management continuously distributes information collected about competitors to all administrative levels in our store.	3.60	0.80	72.0	22.2
11 Regular meetings are held between store	3.71	0.92	74.2	24.7

	management and employees to analyze market information.				
12	The store management shares various customer success and failure experiences across various functions.	3.70	0.99	74.0	26.7
Behavioral Dimension					
Information Generation					
13	The store management evaluates environmental changes and analyzes their impact on its business to mitigate them and address challenges.	3.60	0.92	72.0	25.5
14	The store management gathers information about its business sector through various means.	3.77	0.86	75.4	22.8
15	The staff at our store interact directly with customers to determine the best way to present products to them.	3.97	0.91	79.4	22.9
16	The store management conducts a survey and meets with its customers at least once a year to determine what products they will need in the future.	3.69	1.06	73.8	28.7
Dissemination of information					
17	The store management regularly disseminates customer satisfaction levels to all departments and administrative levels.	3.77	0.86	75.4	22.8
18	The store management distributes numerous newsletters periodically, providing information about its customers.	3.65	0.89	73.0	24.3
19	The store management engages in numerous formal discussions about the tactics and strategies of our competitors.	3.74	0.81	74.8	21.6
20	Whenever a significant event occurs to a customer or market, all departments and branches of our store are notified within a short period of time.	3.92	0.79	78.4	20.1
Responding to information					
21	Store management responds appropriately to price changes caused by competing stores.	3.94	0.75	78.8	19.0
22	Store management adopts market segmentation principles to drive efforts to improve its product offerings.	3.89	0.80	77.8	20.5
23	Store management responds quickly to major changes in competitors' pricing structures.	3.89	0.86	77.8	22.1
24	Store management makes concerted efforts to improve its services when it finds customers want them.	4.01	0.78	80.2	19.4
<b>General average</b>		3.81	0.864	76.275	22.72

**Source:** Own elaboration by the authors from SPSS program application.

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**4.2 Testing the relationship between research variables:** The data in Table (4) showed the relationship between the variable of marketing green and the variable of awareness of the mark where the value of the correlation between the two variables amounted to (0.541) which is a significant statistical value (at a level of (0.05) is much below the allowable error value (0.05) while the value of the correlation between the variable of marketing green and the variable of market orientation to which was (0.680) which is considered a significant value at disposal level (0.05). As for the correlation value of the brand awareness variable with the market orientation variable, the value of the coefficient of correlation between the two variables was equal to (0.552), which is a significant value at the level of significance (0.05). Thus, and for in line with what was previously presented, the first main hypothesis(H1) will be rejected, which is the following: (there is no a significant relationship between the research variables of the visited stores), and the alternative hypothesis will be accepted

Table (4) Correlation coefficient between research variables

Correlations	green marketing	market orientation
brand awareness	0.541**	0.552**
market orientation	0.680**	

**Source:** Own elaboration by the authors from SPSS program application.

**4.3 Analysis of the impact of green marketing on brand awareness:** This hypothesis is established such that “there is not statistic level significant influence of green marketing variable in brand notoriety on  $\geq 0.05\alpha$  of the stores studied. This effect was verified at the research level as follows: Table (7):

Table (7): The relationship of impact between green marketing and brand awareness.

independe nt variable	Relationshi p direction	depende nt variable	Estimat e	Std. Erro r	Confidence Interval 95%	R <sup>2</sup>	F	P- value
green marketing	→	brand awareness	2.162	0.211	1.74 5 2.57 9	0.29 3	75.29 0	0.00 0
			0.478	0.055	0.36 9 0.58 7			

**Source:** Own elaboration by the authors from SPSS program application.

The results of table (7) represented by the regression analysis prove the significant influence of a green marketing but as a dependent variable regarding brand awareness. The calculated F was found as (75.290), which is greater than its tabular value of (3.84) at two degrees of freedom (1.182)

and at significant level (0.05). The coefficient of determination ( $R^2$ ) was 0.293%, indicated that the differences in brand awareness that are explained by green marketing, whilst the others are due to the random variable cannot be contributed or is not found in regression model at all. Adding the value of the coefficient  $\beta$  which reached (0.478), and its test (T) test was tested, the value of (T) was calculated, and (8.677), and this is a significant value and larger than its tabular value of (1.645) at the (0.05) significance level and the same degree of freedom table 1. This outcome is demonstrating the fact that the enhancement of green marketing as an independent variable can be enhanced the brand awareness as a dependent variable. The graphics (Figure (2) show that the data is normally distributed.

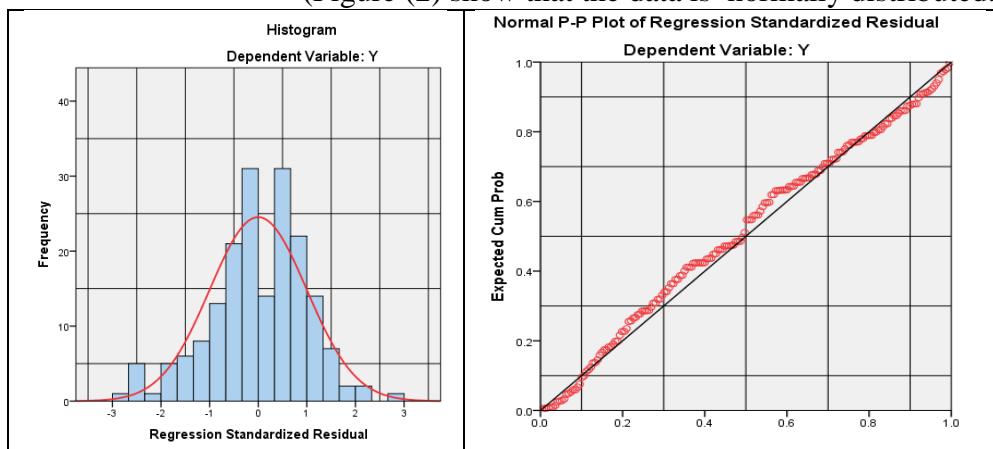


Figure (2): Normal distribution of data for the percentage of green marketing in brand awareness

**Source:** Prepared by the researchers based on the results of the SPSS statistical program.

**4.4 Indirect Impact Relationship:** In this regard, this section would help to identify the indirect impact relationship addressed in the model under study; thus, it will test the legitimacy of the third main hypothesis of this study, which alleges that: "There is no significant indirect impact relationship between the green marketing and the brand awareness, mediated by market orientation, at significance level of 0.05 $\alpha$  or more." Table (8) We got a direct effect between green marketing variable and brand awareness variable. It is a direct effect was shown by the regression coefficient between them equal to (0.520). This was the significant effect, P-value (0.00) < (0.05). The indirect effect in mediational (with market orientation as mediation) of the mediator in the conditional process was also found to be directly talk, in line with the level of regression coefficient which was (0.234). This effect also was significant (p (0.00) < (0.05)). This suggests that partial mediation,

or a direct and indirect effect is there, between green marketing variable and the brand awareness variable through market orientation variable.

Table (8): Experiment models of direct and indirect effects between the "green marketing" variable and the "brand awareness" variable through "market orientation" variable.

independent variable	Path of influence	mediating variable	Path of influence	dependent variable	Type of Impact	Estimate	S.E.	Confidence Interval 95%		P	Type of mediation
								Lower Bound	Upper Bound		
green marketing	→	market orientation	→	brand awareness	Indirect Impact	0.234	0.216	0.131	<b>0.414</b>	0.00	Partial mediation
					Direct Impact	0.520	0.066	0.173	<b>0.479</b>	0.00	

Source: Own elaboration by the authors from SPSS program application.

Based on the above, the third major hypothesis is refused (there is no indirect, significant, and statistically significant relationship between green marketing variable and brand awareness variable, mediated by the market orientation variable at a level of significance  $\geq 0.05$   $\alpha$ ). The results are also demonstrated in Fig.(3).

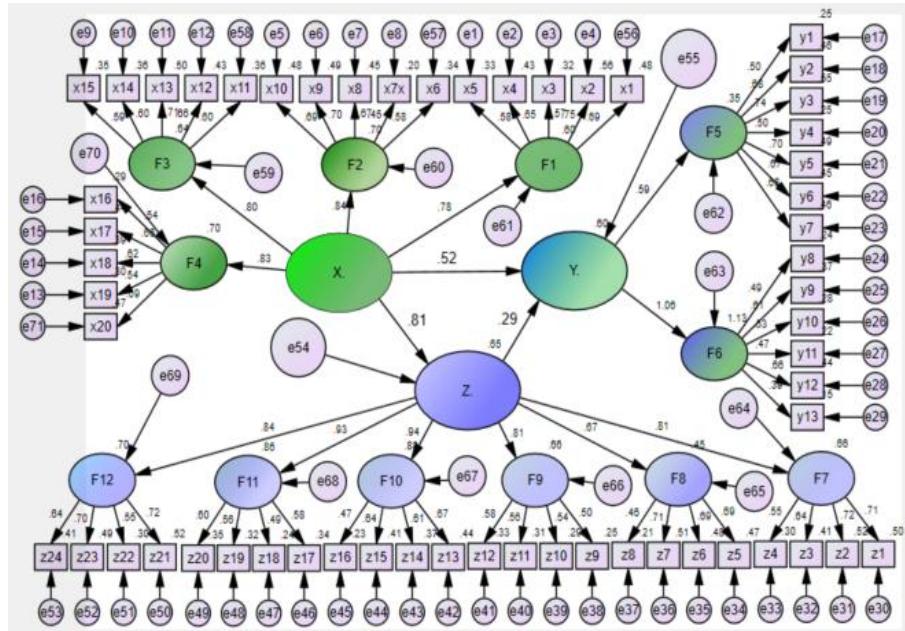


Figure (3): Shows the relationship between the impact of the green marketing variable on brand awareness through market orientation.

**Source:** Prepared by the researchers based on the results of the SPSS statistical program.

## 5. Conclusions and Suggestions

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### 5.1 Conclusions

- Green marketing enables the organization to offer safe products that do not harm customers. It is keen to contract with trusted branded tool and product suppliers who have clear pricing strategies for their products. Therefore, adopting the green marketing concept presents important opportunities for increasing profits.
- When green electrical appliance companies publish posts promoting their products on social media platforms, this helps customers remember and recognize the brand name and logo, enhancing customer confidence in the quality of the products they offer.
- The organization's market orientation enables it to follow competitors' news on websites and pay great attention to meeting customer needs and desires, as all employees at various levels work to serve customers.

- Through the results of testing the correlation hypotheses between the research variables, we note the presence of good and acceptable correlations between these variables. This explains their importance to the companies and stores studied, as well as the researcher's ability to choose these variables well together.
- The results of the direct influence hypotheses between the green marketing variable and the brand awareness variable showed a positive effect. This result indicates that improving green marketing as an independent variable leads to Improving brand awareness as a dependent variable.
- The results of the hypotheses of the indirect effect between the green marketing variable and the brand awareness variable, mediated by the market orientation variable, revealed the presence of an indirect effect, i.e., partial mediation, between the green marketing variable and the brand awareness variable, mediated by the market orientation variable.

### **5.2 Suggestions**

- Stores must adhere to environmental regulations and laws to ensure compliance with environmental legislation and maintain sustainability.
- Develop innovative marketing strategies to enhance the value of green products, highlight their environmental benefits, and offer additional benefits to regular customers to increase customer engagement and strengthen loyalty.
- Educate employees about the importance of environmental protection and familiarize them with the environmental practices that must be followed through training courses for store employees.
- Develop various strategies to enable customers to recognize green product labels more easily than other brands.
- Stores must offer products with a green brand name that allows customers to easily recall the brand without the need for external influences or assistance.
- Conduct ongoing studies and research to understand the impact of the surrounding environment on customer needs, adapting to the rapid changes in customer needs and tastes.
- Conduct a study and analysis of the innovation processes undertaken by competing stores to improve performance and increase the store's competitiveness.
- Ensure that competitor information is distributed to all organizational levels within the store to ensure all levels and branches are kept up-to-date with the latest information and enhance the ability to make effective, timely decisions.

- Continuously and regularly monitor the market and analyze competitors' pricing strategies to ensure the ability to quickly adapt to changes and respond to significant changes in competitors' pricing structures.

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