
The Impact of Applying Green Marketing Dimensions on Preserving The Environment According to Vision 2030, The Case of Northern Region Cement Company (NRC)

Dr. Odai Falah Mohammad AL-Ghaswyneh

Department of Marketing, Northern Border University, Saudi Arabia

odai_ghasawneh82@yahoo.com

Abstract:

The study explores the impact of applying green marketing dimensions on preserving the environment, according to vision 2030, the case of the Northern Region Cement Company (NRC).

The research follows the descriptive, analytical approach to describe the research topic, present the research literature and its theoretical framework, define the research problem, analyze the questionnaire, and the results of the research

The environmental axis of the vision was to make business organizations in the Kingdom work on preserving the environment and the natural capabilities. It is among our responsibilities toward future generations, and a fundamental ingredient in the quality of our lives to work on raising the level of work in the environment, improving the level of services provided that contribute to the safety and welfare of society, and promoting sustainable development, by reducing pollution and by raising the efficiency of violation management, to preserve the environment and our natural capabilities.

Key Words: Green marketing, Northern Region Cement Company (NRC), Waste, Environmental preservation

JEL Classification: M31, N15, Q35, Q00

1. Introduction:

Due to the increase in the population and the increase in demand for goods and services, many productive and service organizations emerged; they entered markets to meet the demands, needs and desires of the population in order to achieve material gains. This led to the emergence of products that harm the environment and society, and that are inconsistent with many social and economic controls, traditions, customs and consumer patterns in a very exploiting manner just to achieve financial gains. This resulted in the emergence of societies seeking to protect the consumer from exploitation and to protect the environment from pollution while preserving the needs

and desires of individuals and organizations without any problems or damage to the communities in which they operate (see Rivera-Camino, 207[22], Simula et al, 2009[26]).

The Kingdom of Saudi Arabia seeks, through Vision 2030, to achieve advanced sustainability in environmental safety in order to create a vibrant community in which its members enjoy a healthy lifestyle. The vision states that" It's our duty; morally, religiously and humanely, as it is also, our responsibility towards the future generations to preserve our environment, our natural abilities&resources, and the basic life quality with the aim of raising the level of working on the environment.

Therefore, the organizations that adopt the application of the "Dimensions of Green Marketing" do not limit their role to providing goods or services of high quality and their pursuit of profits, but exceeds all of this to build a positive image in the minds of societies through the great role they play in preserving the environment from pollution, see Song-Turner and Polonsky, 2016 [28]. It also highlights the important role the government plays. The government imposed practicing the application of Green Marketing on industrial organizations through the enactment of laws and legislation, as it is very important to protect the environment by reducing the dangers of pollution that harm the environment as a result of wastes presented by these organizations. This raised the organizations' interest in applying Green Marketing as an effective process which helps business organizations conserve natural resources, and prolong their survival in the markets by preserving the environment. See Boztepe, 2013 [3]. It is also considered as a response to the global concern towards the environment through smart consumption that gives a clean environment. And thus, economic institutions began to take environmental and social factors into consideration while determining their options and strategies, including the marketing aspect, and demonstrating that in offering green products, that are, environmentally friendly(see Papadopoulos et al, 2010 [18].

At this stage, many publications and periodicals specializing in Green Marketing were issued, and the first book was published in England in 1992, entitled "Green Marketing" by Ken Peattie, the "Green Consumer Guide" was also published in 1988 in the United States of America, see Rahbar and Abdul Wahid, 2011 [20]. The adoption of a green economy has become necessary around the world; this is based on environmentally friendly projects that rely on alternative sources of energy such as the sun, wind power, light...etc. And that do not cause damage or pollution to the environment (see Peattie and Crane, 2005 [19].

The application of Green Marketing is an important element for any society in the world for its distinctive role in preserving the environment from pollution, which the vision of the Kingdom 2030 advocated. Therefore, this study tries to identify the role played by the North Cement Company in preserving the environment from the dangers of pollution through its application of Green Marketing, and the extent to which the society senses the true role of the North Cement Company in meeting its needs and desires without causing any damage to it and the scope of this company's

production of goods without causing any damage affecting the environment in which it operates.

2. Literature Review

The concept of Green Marketing emerged as a result of the concern of business organizations of the environment in which they operate, due to their realization of an important fact, which is that their survival and continuity lies in achieving harmony between the consumer's interest and the interest of society. The achievement of this harmony helps in the survival, continuity and long-term growth in a safe and healthy environment.

The compatibility between these interests indicates the enterprises' awareness of the importance of applying the concept of Green Marketing, which helps them exist, continue and grow in the long term in a safe and healthy environment.

Recently, there has been an increasing interest in the necessity for projects which fulfill their responsibilities towards the society in which they occur, so the concept of "accounting for social responsibility" has emerged in order to tackle and clear the society of the negative effects of enterprise activity. See Btayeb & Bin Shahrah, 2019 [4]. In the seventies and eighties the interest of developed countries focused on discussing the responsibility of enterprises towards the environment, in the nineties interest shifted and expanded to include enterprise responsibility towards man, economy and acceptance of the idea that calls for the evaluation of the project on the basis of its social contributions. (See Martínez, 2015 [11]).

Hence, what confirms the feasibility of heading towards Green Marketing is the increased awareness of people towards: the threats in the marketing environment, the decrease of raw materials in nature- especially the non-renewable-, the continuous rise in energy costs, the approach to the end of the expectancy life of current energy sources- with the need to search for alternatives-, the increasing rates of environmental pollution, the changing role of governments and increasing their environmental awareness- which is represented in enacting laws and legislations to protect the environment-, and the increase in voices calling for preserving the environment to make it a safe place to live in, for us and for future generations (see Al-Samadi, 2009[1]).

Green Marketing is one of the modern concepts. The interest of workers in the field of environmental marketing, the concept of environmental marketing itself, contributed to founding concepts for Green Marketing, which began to evolve and grow. Many definitions appeared, including defining Green Marketing as: "All the activities designed to generate and facilitate exchanges of goods to satisfy the needs and desires of individuals and customers so that these processes guarantee less harm to the natural environment. There is still ambiguity about this term among many newly emerging institutions, researchers and readers. see Simão & Lisboa 2017,[27] defined Green Marketing as the various activities of generating and facilitating any

exchange that aim to meet human needs with minimal adverse effect in the natural environment (see Narula and Desore, 2016[17].

Green Environmental Marketing can be seen as a manifestation of the requirements of the social and ethical responsibility of marketing, which has emerged as a response to the growing environmental challenges in recent years and has focused on carrying out marketing activities within specific controls to ensure the preservation of the natural environment and not to harm it see Eerikäinen and Sarasoja, 2013 [8].

Green Marketing Stage: As a result of the efforts made by different bodies towards environmental protection, society has become more interested and aware of the natural environment. Economic institutions have tended to modify their environmental behavior and seek to adopt new social and environmental concerns, and this has been translated into activating environmental management systems that are based on reconciling the foundation's activities with contemporary environmental issues (see Chahal et al, 2014 [5], Chan, 2013[6], Devi Juwaheer et al, 2012,[7].

The success of institutions and their acquisition of competitive advantages are no longer limited to the most efficient methods they use to convert inputs into goods and services, but also requires their ability to implement marketing strategies capable of addressing environmental and social issues by creating an appropriate and fair work environment for workers and attention to issues of concern to the consumer and the environment in which he lives (see Miles & Covin, 2000,[13], Ruth et al, 2012[23]. Green Marketing has become a necessity and an urgent demand at the present time for enterprises in light of their ethical obligations and responsibility towards the interests of the environment and society. See Satyendra et al, 2011 [24]. Green Marketing has opened new horizons and attractive market opportunities for many institutions and led to improve their image and reputation to the consumer, especially if the institutions are interested in carrying out programs that have tangible results on the consumer, which leads to the customer's desire to buy more environmentally friendly products and earn his loyalty. Working on the application of Green Marketing leads the institution to prosperity and growth.

The reputation of the organization is represented in the developments adopted by all the parties dealing with it such as owners, clients, suppliers, employees, banks, NGOs, consumers, and government. The adoption of the Green Marketing philosophy makes the organization close to its customers and those who have an environmental orientation. Al-Bakri believes that the organizations that adopt the Green Marketing philosophy have strong support from society, in all its groups and spectrums, due to the harmony of its goals with the society's goals regarding environmental commitment, and this support helps the organization to consolidate its relationships with its existing clients and gaining new clients in the future (see Jawabreh et al, 2020[9], William & Kilbourne, 1998 [31], Saleh et al, 2020,[20]).

Studies indicate that Green Marketing is a manifestation of the requirements of social and ethical responsibility for marketing (see Andrew, 2002, [2], Martin & Meghann, 2014, [12]. Which emerged as a response to the recent increasing

environmental challenges, this marketing approach coincides with the increasing global interest in protecting consumer's rights, see Mohammed & Xavier, 2010 [15]. and the emergence of organized environmental-oriented movements aiming at protecting the rights of people to live in a clean and safe environment, which has gone through several stages since the sixties of the last century until now. These movements have paved the way for the emergence of the concept of Green Marketing in the last half of the eighties of the last century. Within the eighties of the last century, the term Green Marketing appeared, and commercial activities began to seek efforts to preserve the environment, so, in 1987 the world witnessed the emergence of the first book on Green Marketing entitled "Eco-Marketing".

Since then, this concept started to be used to refer to activities of commercial services and industrial activities that take into account environmental conservation and reducing damage to it as a result of these industrial and commercial activities.

Sustainability has earned a good place in the world of business and corporates in recent years. See Yuanyet al, 2019, [32]. This is not a coincidence, in fact, that attention comes from people's care for the environment. Green Marketing takes care of all aspects of industry or commercial activity and is not limited to just using recycled raw materials and producing environmentally friendly products. It includes the stages of: industry, packaging, marketing, advertising, promotion and even public relations (see Jawabreh et al,2020)[9].

Achieving safety in providing products and managing operations: The organizations' adoption of Green Marketing would make them always strive to provide the best for green consumers; this is done by focusing on the production of goods that are safe and environmentally friendly by raising the efficiency of their production processes, which reduces levels of damage and environmental pollution caused by these productive processes. Also, making continuous environmental improvements to products, whether in terms of price, performance, suitability, or safety, achieves the best possible sufficiency with no harm to the environment (see Wedyan et al,2011)[30].

***Acknowledgements:** The author wish to acknowledge the approval and the support of this research study by the grant no: (1114-BA-2019-1-10-F), from the Deanship of Scientific Research in Northern Border University, Box: 1321, Arar, P.O. 91431 Saudi Arabia.*

3. Methodology

The research follows the descriptive analytical approach to describe the research topic, present the research literature and its theoretical framework, define the research problem, analyze the questionnaire, and the results of the research

3.1. Society and study sample

The study population consists of workers in the North Cement Company in the Northern Borders Region. Random samples were selected from the target group to be searched through a questionnaire designed specifically for the study community. The

number of employees of the Northern Region Cement Company was 576, the study sample was (170) of the workers in the company.

3.2.Hypotheses of the study:

The study seeks to test the following hypotheses

The first main hypothesis: There is a statistically significant effect of the dimensions of Green Marketing and environmental preservation by the Northern Region Cement Company

The following sub-hypotheses are originated from the main hypothesis

The first sub hypothesis: There is a statistically significant effect of the dimension of cancelling the concept of waste, reducing it, and preserving the environment by the Northern Region Cement Company.

The second sub-hypothesis: There are statistically significant effects of the concept of redesigning the products and preserving the environment by the Northern Region Cement Company.

The third sub-hypothesis: There are statistically significant effects of the concept of clarity of the relationship between price and cost, and environmental preservation by the Northern Region Cement Company.

The fourth sub-hypothesis: There is a statistically significant effect for making the environmental trend profitable and preserving the environment by the Northern Region Cement Company.

The second main hypothesis: There is a statistically significant effect in the average responses of the study sample towards the level of Green Marketing application due to demographic variables (years of experience in the company, age, income, academic achievement, and gender).

3.3.Northern Region Cement Company

The Northern Region Cement Company was established in 2006, with a number of employees of (576), the company's capital is (1,200,000,000) one billion and two hundred million riyals. Production was started in the first half of 2008, and in 2011 the company decided to increase the capital by an amount of (600,000,000) six hundred million riyals, to reach (1,800,000,000) one billion and eight hundred million riyals. The Northern Cement Company is considered the firstling of industrial projects in the northern border region. His Majesty King Abdullah bin Abdul-Aziz launched the company's factory during his visit to the northern border region. His Highness the Emir of the Northern Borders Region, Prince Abdullah bin Abdul-Aziz bin Musaed Al Saud, was honored to lay the cornerstone.

The factory is located 190 km north of Ara'r, and 50 km south of Traif, in the northern border region. The importance of the site lies in its closeness to the raw material quarry site, its closeness to the areas of raw material extraction, in addition to its closeness to local and regional markets where export can be facilitated through border crossing facilities nearby.

The company is keen on improving the living conditions of its employees, and it provides recreational, cultural, sporting and medical elements for employees and their families within the company and in its residential complexes. Besides, it shares with all the categories of the society in which it works in their various activities, by focusing on the categories who need care the most and the handicapped, in a way that reflects the spirituality of human solidarity and social connectedness among the people of the region.

4. Results of the Study

The results of the study, which aims at measuring the impact of the application of the dimensions of Green Marketing on preserving the environment according to Vision 2030, the case of the Northern Region Cement Company.

4.1. Tool of the Study

The study relied on the questionnaire as a main tool in data collection. The Five points Likert-Scale was used to show the importance of the answer. The questionnaire included two parts, the first part was represented in demographic information for the study sample through (3) items, which are (age group, educational level, years of experience).

The second part: This part included the pivot of measuring the overall study variables, which consists of (6) dimensions, namely (canceling or reducing the concept of waste, re-designing the concept of product, clarity of the relationship between price and cost, making the environmental trend profitable, Green Marketing scale as a whole, environmental protection measure as a whole).

The Stability of the Study Tool:

To ensure the consistency of the tool, the Cronbach alpha equation was used on the study sample to find out the coefficient of internal consistency for each of the study measures. To find out those values, "Table 1" shows that:

"Table 1" shows that the values of the stability coefficients for the fields of the Green Marketing scale and the scale as a whole ranged between (0.891-0.967), and the value of the stability coefficient of the environmental protection scale was (0.974). These values are high and sufficient for the purposes of the study.

"Table 2" shows the following: The highest percentage of individuals' distribution according to the age variable (51.2%) was for the age group (25-35 years), while the lowest percentage (4.4%) was for the age group (56 years and over).

The highest percentage of individuals' distribution according to the educational level variable (50.0%) was for the educational level (Bachelor), while the lowest percentage (4.7%) was for the educational level (masters).

The highest percentage of individuals' distribution according to the variable of years of service (35.3%) was for (4-6 years) of service, while the lowest percentage (8.8%) was for (7-9 years) of service.

Testing the used moral and interpretive strength of the simple linear regression analysis model was done only through ANOVA analysis - given the presence of only one independent variable - shown in "Table 3".

It is noted from "Table 3" that the value of ($P = 483.378$) with the statistical significance (0.00) is less than the level of statistical significance ($\alpha \leq 0.05$), which indicates the existence of an explanatory and moral force for the use of a simple linear regression analysis model, and thus the simple linear regression model is convenient to measure causation. "Table 4" shows a Model Summary of the Simple Linear Regression model. "Table 4" shows that the value of the correlation coefficient between the independent variable (eliminating or reducing the waste concept) and the dependent variable (Environmental Protection) was (0.861), and that the value of the Determination Coefficient was (2R) (0.742), and the value of the Adjusted Coefficient (Adjusted R²) was (0.741), which indicates that the independent variable was able to explain (1.74%) of the changes in the dependent variable and the rest is due to other factors.

Thus, it can be said that the independent variable affects the dependent variable, and this is defined by testing the Coefficients of the Standardized and Unstandardized Linear Regression equation, as shown in "Table 5"

Through "Table 5", it is clear that: There is a statistical significance for the constant of the Simple Linear Regression equation, where the value of ($T = 5.029$) and the statistical significance is (0.000) which are less than the level of the statistical significance ($\alpha \leq 0.05$), this indicates a significant presence of the constant of the Simple Linear Regression equation whose value is (0.529).

There is a statistical significance for the simple Standard and Non-standard Linear Regression equation related to the independent variable, where the value of ($T = 21.986$), with a statistical significance (0.00). This is less than the level of the statistical significance ($\alpha \leq 0.05$), which indicates the rejection of the null hypothesis and the acceptance of the alternative one that states: "There is no statistically significant effect for the dimension of cancelling the concept of waste, reducing it, and preserving the environment by the Northern Region Cement Company" Thus, there is significance for the Standard Simple Linear Regression Coefficient with the value (0.861), and Non-standard (0.768).

Testing the used moral and interpretive strength of the simple linear regression analysis model was done only through ANOVA analysis - given the presence of only one independent variable - shown in "Table 6".

It is noted from "Table 6" that the value of ($P = 579.777$) with a statistical significance of (0.00) which is less than the level of statistical significance ($\alpha \leq 0.05$); which indicates the existence of an explanatory and moral force for the use of the Simple Linear Regression analysis model, and thus the simple linear regression model is convenient to measure causation. "Table 7" shows a Model Summary of the Simple Linear Regression model.

"Table 7" shows that the value of the correlation coefficient between the independent variable (redesigning the concept of product) and the dependent variable

(environmental protection) was (0.881), that the value of the determining factor (2R) (0.775), and the value of the adjusted parameter (Adjusted R²) (0.774), which indicates that the independent variable was able to explain (4.77%) of the changes in the dependent variable and the rest is due to other factors.

Thus, it can be said that the independent variable affects the dependent variable, and this is defined by testing the Coefficients of the Standardized and Unstandardized Linear Regression equation, and "Table 8" shows that.

Through "Table 8" it is clear that: There is a statistical significance for the constant of the Simple Linear Regression equation, where the value of (T = 4.20) and the statistical significance (0.000) are less than the level of the statistical significance ($\alpha \leq 0.05$), which indicates a significant presence of the constant of the Simple Linear Regression equation whose value is (0.422).

There is a statistical significance for the Simple standard and Non-standard Linear Regression Coefficient of the independent variable, where the value of (T = 24.079) with a statistical significance (0.00) is less than the level of the statistical significance ($\alpha \leq 0.05$), which indicates the rejection of the null hypothesis and the acceptance of the alternative one that states: "There is no statistically significant effect after the product was redesigned and conserved by the Northern Region Cement Company." Thus, there is significant importance of the simple standard Linear Regression Coefficient that has a value of (0.881) and non-standard (0.777).

Testing the used moral and interpretive strength of the Simple Linear Regression analysis model was done only through ANOVA analysis - given the presence of only one independent variable - shown in "Table 9".

It is noted from "Table 9" that the value of (P = 108.139) with a statistical significance of (0.00) which is less than the level of statistical significance ($\alpha \leq 0.05$); which indicates an explanatory and moral force for the use of the Simple Linear Regression analysis model, and thus the Simple Linear Regression model is convenient to measure causation. "Table 10" shows a Model Summary of the Simple Linear Regression model.

"Table 10" shows that the value of the correlation coefficient between the independent variable (clarity of the relationship between price and cost) and the dependent variable (Environmental Protection) was (0.626), the value of the determining factor (2R) (0.392), and the value of the adjusted parameter (R²) (0.388), which indicates that the independent variable was able to explain (8.38%) of the changes in the dependent variable and the rest is due to other factors.

Thus, it can be said that the independent variable affects the dependent variable, and this is defined by testing the Coefficients of the Standardized and Non-standardized Linear Regression, "Table 11" shows that.

There is a statistical significance for the constant of the Simple Linear Regression equation, where the value of (T = 6.062) with a statistical significance (0.000) which is less than the level of the statistical significance ($\alpha \leq 0.05$), which indicates a

significant presence of the constant of the Simple Linear Regression equation whose value is (1.027).

There is a statistical significance for the simple Standard and Non-standard Linear Regression equation related to the independent variable, where the value of (T = 10.399) with a statistical significance (0.00) and this is less than the level of the statistical significance ($\alpha \leq 0.05$), which indicates the rejection of the null hypothesis and the acceptance of the alternative one that states: "There is no statistically significant effect for the dimension of the clarity of the relationship between price, cost, and environmental preservation by the Northern Region Cement Company." Thus, there is significance for the simple Standard Linear Regression coefficient of value (0.638), and Non-Standard (0.626).

The fourth sub-hypothesis: There is no statistically significant effect for making the environmental trend profitable and preserving the environment by the Northern Region Cement Company.

Testing the used moral and interpretive strength of the Simple Linear Regression analysis model was done only through ANOVA analysis - given the presence of only one independent variable - shown in "Table 12".

"Table 12" shows that the value of (P = 226.471) with a statistical significance (0.00) which is less than the level of statistical significance ($\alpha \leq 0.05$); which indicates an explanatory and moral force for the use of the Simple Linear Regression analysis model, and thus the Simple Linear Regression model is convenient to measure causation. "Table 13" shows a Model Summary of the Simple Linear Regression model.

"Table 13" shows that the value of the correlation coefficient between the independent variable (making the environmental trend profitable) and the dependent variable (environmental protection) was (0.758), the value of the determining factor (2R) (0.574), and the value of the adjusted identification factor (Adjusted R²) (0.572), which indicates that the independent variable was able to explain (2.57%) of the changes in the dependent variable and the rest is due to other factors.

5. Discussion and Conclusion

Statistically significant differences appeared at the significance level ($\alpha \leq 0.05$) between the mathematical averages of the responses of the sample members on the fields of Green Marketing (canceling or reducing waste concept, redesigning the concept of product, clarity of the relationship between price and cost, making the environmental trend profitable) and the scale as a whole according to the age variable. By reference to table (16) that contains the values of the arithmetic mean, these differences were in favor of the age (less than 25 years) in all fields except the field (redesigning the concept of the product), the differences were in favor of the age (36-45 years).

There were no statistically significant differences at the significance level ($\alpha \leq 0.05$) between the arithmetic mean for the responses of the sample members on the fields

(canceling or reducing the concept of waste, redesigning the concept of product, making the environmental trend profitable) and the scale as a whole according to the educational level variable, but some statistically significant differences appeared at the level of significance ($\alpha \leq 0.05$) between the arithmetic averages of the responses of the sample members on the field of clarity of the relationship between price and cost according to the variable of the educational level, and by reference to Table (16) which contains the arithmetic mean, these differences were in favor of academic level (Bachelor).

There were no statistically significant differences at the level of significance ($\alpha \leq 0.05$) between the arithmetic mean for the responses of the sample members on the areas of (canceling or reducing the concept of waste, redesigning the concept of the product, making the environmental trend profitable) and the scale as a whole according to the variable of "years of service", but statistically significant differences appeared at the level of significance ($\alpha \leq 0.05$) between the arithmetic averages of the responses of the sample members on the field of clarity of the relationship between price and cost according to the variable of service years, and by reference to Table (16) which contains the arithmetic mean these differences were in favor of years of service (7- 9 years).

The permanence of activities: The green organization's avoidance of legal responsibility and the support of society due to the general acceptance of its goals and philosophy enable it to continue to provide its environment-friendly products and support its operations and marketing activities.

Green Marketing provides opportunities and incentives for managers of the organizations to follow modern and effective methods in providing products that are friendly to the environment, which is considered their personal contribution in preserving the environment.

The Kingdom has made a quantum leap in the field of protecting the environment and preserving its resources, and the issue of the environment and its protection has been adopted within the basic system of governance in accordance with Article (32) Thereof, which stipulates the state's commitment to preserve the environment, protect it, and prevent pollution. The unlimited support from the government to the entity responsible for the environment in the Kingdom has had a clear and tangible impact, which is the General Authority of Meteorology and Environmental Protection, in recognition of the importance of the environment and its preservation. The Presidency considers that protecting the environment and limiting the effects of weather phenomena is a demand and is a legislative, social, economic and moral obligation and is an integral part of development and proper planning. Some organizations support and finance environmental protection activities and promote recycling projects to reduce waste and pollution, as well as re-evaluate the effects of their products on the natural environment, so that they are environmentally friendly(See Tommy et al,2018[29]).

The study attempts to emphasize the Northern Cement Company applying the 2030 vision that works to achieve advanced environmental sustainability in environmental safety, in order to create a vibrant community for its members to enjoy a healthy lifestyle. The environmental axis of the vision was to make business organizations in the Kingdom work on preserving the environment and the natural capabilities. It is among our responsibilities toward future generations, and a fundamental ingredient in the quality of our lives to work on raising the level of work in the environment, improving the level of services provided that contribute to the safety and welfare of society, and promoting sustainable development, by reducing pollution and by raising the efficiency of violation management, to preserve the environment and our natural capabilities.

The researcher recommends that the Northern Region Cement Company continues to educate consumers environmentally, in different ways, such as educating customers on how to benefit from the northern region cement products, supporting environmental educational programs for consumers in general and the public, providing accurate and documented information about their products, and even justifying the price for the benefits reflected from the use of green products and other aspects of environmental awareness. All this relates –according to the customer– to the efficiency of northern region cement products. It increases customer loyalty to both the product and the company, enhances competitive advantage, and increases market share and profits.

The researcher also recommends conducting more studies and research related to Green Marketing and supporting it, and using other variables that the learner did not take into consideration while carrying out this study, which enriches the academic library and the practical field in real life, for a topic that has become a necessity of economic and social progress, which is Green Marketing.

The researcher also recommends continuous cooperation, and adhere to all instructions of the government's pressure bodies such as the Ministry of Industry and Trade, and the institution responsible for specifications and standards, as well as non-governmental pressure bodies such as the Consumer Protection Association, the press, and others. The results of this commitment are evident; the application of official standards reduces costs from fines, or even additional costs when checking devices repeatedly, and it also reduces the costs of advertising and promotion, as long as these agencies praise companies that comply with laws and regulations, and this equals promoting through positive advertising. This commitment improves the quality of the offered products.

Acknowledgements: The author wish to acknowledge the approval and the support of this research study by the grant no: (1114-BA-2019-1-10-F), from the Deanship of Scientific Research in Northern Border University, Box: 1321, Arar, P.O. 91431 Saudi Arabia.

Reference

- [1] Al-Smadi, Sami. (2009). *Green Marketing: The Orientation of the World in the Twenty-first Century. Business forums: Marketing between academics and practitioners in the Arab world*: The Arab Administrative Development Organization, Cairo: The Arab Administrative Development Organization, 353-371. Retrieved from <https://search.mandumah.com/Record/121270>
- [2] Andrew, Crane (2000) *Facing the backlash: green marketing and strategic reorientation in the 1990s*, Journal of Strategic Marketing, 8:3, 277-296, DOI: 10.1080/09652540050110011
- [3] Boztepe, Aysel. (2013). *Green Marketing and Its Impact on Consumer Buying Behavior*, European Journal of Economic and Political Studies, Vol.5 No.1,pp.104-119.
- [4] Btayeb Abdul Wahab, & Bin Shahrah,M,. (2019). *The impact of adherence to the environmental dimension of social responsibility on adopting the green marketing philosophy. A case study of the Economic Corporation for the Distribution and Marketing of Petroleum Products - Naftal*. Strategy & Development Review, (17bis), 28--54. Retrieved from <http://search.ebscohost.com.sdl.idm.oclc.org/login.aspx?direct=true&db=awr&AN=138664868&site=eds-live>
- [5] Chahal, H., Dangwal, R. and Raina, S. (2014), "Conceptualisation, development and validation of green marketing orientation (GMO) of SMEs in India: A case of electric sector", Journal of Global Responsibility, Vol. 5 No. 2, pp. 312-337. <https://doi.org/10.1108/JGR-02-2014-0005>
- [6] Chan, E. (2013), "Gap analysis of green hotel marketing", International Journal of Contemporary Hospitality Management, Vol. 25 No. 7, pp. 1017-1048. <https://doi.org/10.1108/IJCHM-09-2012-0156>
- [7] Devi Juwaheer, T., Pudaruth, S. and Monique Emmanuelle Noyaux, M. (2012), "Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius", World Journal of Entrepreneurship, Management and Sustainable Development, Vol. 8 No. 1, pp. 36-59. <https://doi.org/10.1108/20425961211221615>
- [8] Eerikäinen, H. and Sarasoja, A. (2013), "Marketing green buildings – well-structured process or forgotten minor detail? Evidence from Finland", Property Management, Vol. 31 No. 3, pp. 233-245. <https://doi.org/10.1108/02637471311321478>
- [9] Jawabreh, O., Saleh ,M., Alsarayreh ,M., Gharaibeh ,A.(2020). *The Application of Social Accounting in Jordanian Hotels, the Role in Accounting Disclosure and its Impact on the Quality of the Financial Statements* ,Transylvanian Review,Vol XXVII, No. 47,
- [10] Jawabreh, O., Masa'deh, R., Mahmoud, R. & Hamasha, S.A. (2020). *Factors Influencing The Employees Service Performances in Hospitality Industry Case Study Aqba Five Stars Hotel*. GeoJournal of Tourism and Geosites, 29(2), 649– 661. <https://doi.org/10.30892/gtg.29221-496>

- [11] Martínez, P. (2015), "*Customer loyalty: exploring its antecedents from a green marketing perspective*", *International Journal of Contemporary Hospitality Management*, Vol. 27 No. 5, pp. 896-917. <https://doi.org/10.1108/IJCHM-03-2014-0115>.
- [12] Martin Grimmer & Meghann Woolley (2014) *Green marketing messages and consumers' purchase intentions: Promoting personal versus environmental benefits*, *Journal of Marketing Communications*, 20:4, 231-250, DOI: [10.1080/13527266.2012.684065](https://doi.org/10.1080/13527266.2012.684065)
- [13] Miles, M.P., and Covin, J.G. (2000), '*Environmental marketing: a source of reputational, competitive, and financial advantage*', *Journal of Business Ethics*, Vol 23, pp 299–311.
- [14] Musa, Salima Hadi, and Al-Shibawi, Hamed Kazem Al-Muteb. (2016). *The impact of green marketing practices on environmental protection: an analytical study of the opinions of a sample of workers in the Kufa Cement Factory* (unpublished master thesis). Al-Qadisiyah University, Diwaniyah
- [15] Mohammed El Dief & Xavier Font (2010) *The determinants of hotels' marketing managers' green marketing behaviour*, *Journal of Sustainable Tourism*, 18:2, 157-174, DOI: [10.1080/09669580903464232](https://doi.org/10.1080/09669580903464232)
- [16] Muteb, Hamid Kazem, and Musa, Salima Hadi. (2017). *The effect of green marketing practices on environmental protection: an analytical study in the Kufa Cement Factory*. *Al-Qadisiyah Journal of Administrative and Economic Sciences: Al-Qadisiyah University - College of Administration and Economics*, Vol 19, No. 2, 32-52
- [17] Narula, S. and Desore, A. (2016). *Framing green consumer behaviour research: opportunities and challenges*", *Social Responsibility Journal*, Vol. 12 No. 1, pp. 1-22. <https://doi.org/10.1108/SRJ-08-2014-0112>
- [18] Papadopoulos, I., Karagouni, G., Trigkas, M. and Platogianni, E. (2010). *Green marketing: The case of Greece in certified and sustainably managed timber products*", *EuroMed Journal of Business*, Vol. 5 No. 2, pp. 166-190. <https://doi.org/10.1108/14502191011065491>
- [19] Peattie, K. and Crane, A. (2005). *Green marketing: legend, myth, farce or prophesy?*", *Qualitative Market Research*, Vol. 8 No. 4, pp. 357-370. <https://doi.org/10.1108/13522750510619733>
- [20] Rahbar, E. and Abdul Wahid, N. (2011). *Investigation of green marketing tools' effect on consumers' purchase behavior*", *Business Strategy Series*, Vol. 12 No. 2, pp. 73-83. <https://doi.org/10.1108/17515631111114877>.
- [21] Rizki, Khelifi. (2018). *Green Marketing: A Source of Creativity and Innovation in the Foundation. Economic Dimensions Magazine*: University of Mohamed Bougara Bouverdes - Faculty of Economic, Commercial and Management Sciences, p. 8, 114 - 135. Retrieved from

- [22] Rivera-Camino, J. (2007). *Re-evaluating green marketing strategy: a stakeholder perspective*", European Journal of Marketing, Vol. 41 No. 11/12, pp. 1328-1358. <https://doi.org/10.1108/03090560710821206>
- [23] Ruth Rettie, Kevin Burchell & Debra Riley (2012). *Normalising green behaviours: A new approach to sustainability marketing*, Journal of Marketing Management, 28:3-4, 420-444, DOI: [10.1080/0267257X.2012.658840](https://doi.org/10.1080/0267257X.2012.658840)
- [24] Satyendra Singh, Demetris Vrontis & Alkis Thrassou (2011). *Green Marketing and Consumer Behavior: The Case of Gasoline Products*, Journal of Transnational Management, 16:2, 84-106, DOI: [10.1080/15475778.2011.571635](https://doi.org/10.1080/15475778.2011.571635)
- [25] Saleh, M. M. A., & Jawabreh, O. A. A. (2020). *Role of Environmental Awareness in The Application of Environmental Accounting Disclosure In Tourism And Hotel Companies And Its Impact On Investor'S Decisions In Amman Stock Exchange*. International Journal of Energy Economics and Policy, 10(2), 417–426. doi: [10.32479/ijep.8608](https://doi.org/10.32479/ijep.8608)
- [26] Simula, H., Lehtimäki, T. and Salo, J. (2009). *Managing greenness in technology marketing*", Journal of Systems and Information Technology, Vol. 11 No. 4, pp. 331-346. <https://doi.org/10.1108/13287260911002486>
- [27] Simão, L., & Lisboa, A. (2017). *Green Marketing and Green Brand – The Toyota Case*. Procedia Manufacturing, 12, 183–194. <https://doi.org.sdl.idm.oclc.org/10.1016/j.promfg.2017.08.023>.
- [28] Song-Turner, H. and Polonsky, M. (2016). *Enviropreneurial marketing in greening corporate activities: Evidence from four Chinese green firms*", European Business Review, Vol. 28 No. 5, pp. 506-531. <https://doi.org/10.1108/EBR-12-2014-0087>
- [29] Tommy, Sumaya, and Boodai, Abdul Qadir. (2018). *The contribution of social marketing to achieving sustainable development*. Journal of Economic Books: Ashour Ziyani University of Djelfa - College of Economic Sciences, Commercial Sciences and Management Sciences, Vol 9, No. 16, 64-74.
- [30] Wedyan, L., Alrawashdeh, I., Jawabreh, O., Muneer, J. (2011). *The Extent of Applying the Accounting Responsibility in Aqaba Hotels*, International Research Journal of Finance and Economics, 69, 35-44.
- [31] William E. Kilbourne (1998). *Green Marketing: A Theoretical Perspective*, Journal of Marketing Management, 14:6, 641-655, DOI: [10.1362/026725798784867743](https://doi.org/10.1362/026725798784867743)
- [32] Yuany Farradia, Abdul Talib Bin Bon, & Tutus Rully. (2019). *Green Marketing Mix Role Toward Sustainability Performance of Petrochemical Industry in Indonesia*. Proceedings of the International Conference on Industrial Engineering & Operations Management, 3640. Retrieved from <http://search.ebscohost.com.sdl.idm.oclc.org/login.aspx?direct=true&db=edb&AN=137667558&site=eds-live>