The Green Marketing Functions based on Image of Company in the Retail Environment

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Abstract

One of the most important factors disturbing the ecosystem is the worry about how to use environmental and natural resources to promote industrialization by using of green propulsion. On this basis, consumer responsibility increases towards the social environment. This makes accountability in using and saving of energy, environmentally friendly products and labeled and sorting garbage or recycling it. The aim of this study was to investigate the functions of green marketing in the retail environment based on the company image. The methodology of research is descriptive approach and cause and effect one. The population of this research includes all customers of chain stores in Tehran that their number is considered unlimited. The results showed that green marketing and corporate social responsibility has an impact on the product image. The effect of social responsibility on the product image and corporate reputation on customer purchase intention were significant on the company reputation and customer purchase intent.

Keywords: green marketing, product image, social responsibility, corporate reputation, customer purchase intent.
1. Introduction

Today, the environmental protection is one of the most important factors in the market place from the view of customers (Kalafatis et al., 1999). Moreover, according to raise awareness about the problems and struggles environment, customers want to buy more environmentally friendly products and services. The companies also tend to produce no environmental pollutants (Laroche et al., 2001). In earlier times, domination over nature is more people, but recently people have recognized the limits of natural resources (Banerjee et al., 1996). Protecting the environment is a moral problem and the damage it has adverse consequences for human society (Kim et al., 2002). As long as there is consumption, there will be pollution, but it can be kept at acceptable levels (Sen et al., 2006).

Today, the belief that green consumption is essential in everyday life is widespread among consumers as well as the international community to demonstrate the process. Thus, consumer perceptions of green marketing to maintain the company image in a manner more favorable than traditional marketing in the consumer market, is essential. Most researchers were in economic conditions (e.g., GDP) and its relation to energy efficiency and focus on CO₂ emissions in industrial manufacturers (Lim et al., 2009). They have shown that the growth of a sustainable industrial action on a macro basis, this implies that supports and compression to save energy without economic growth in the long term possible. Otherwise, many retailers with regard to green marketing, in order to act in a manner social responsibility not only for their moral obligations, but also for the marketing of consumer reaction to Corporate Social Responsibility initiatives are stimulated. So, a marketer understanding of consumer perceptions of effective performance review of strategic marketing in the retail sector is needed. Retailing includes all activities that mere sale of goods or services directly to final consumers for personal and noncommercial them out. A retailer or a retail store they are applied to each economic unit sales volume affected area is selling (Kotler, 1998).

In recent years, due to increasing chain stores, reform in chain stores distribution systems has become as one of the main priorities of the Ministry of Commerce. After years of reconstruction and due to poor economic conditions and improper structure of traditional distribution system, the government decided to set up shop with a new chain, improve the status of distribution in the country and prevent confusion in the marketplace (Ranjbarian, 1391). Comment from consumer, social responsibility on the company resources and performance measures include understanding, awareness of consumer issues in green marketing.

Identify consumers with different sensitivity to environmental issues to build strategic marketing function is discussed in several studies. In further research, more experimentally to understand the value of green marketing and its impact on the retailer's character, behavior, perception and approach, this, in turn, leads to in sales. As a conceptual focus on green marketing retailers, this study examines how green marketing can determine the company's image from a consumer perspective (do Paço et al., 2009).
Customer purchase intent due to the importance of procurement actions to investigate the factors that influence customer purchase intention is also necessary. One of the key issues that companies are facing is selecting the appropriate brand for products to distinguish them from goods of competitors.

Environmental pollutants and human consumption are produced by one of the issues that many organizations active in this field have been identified as a threat to human society. Some industries have taken steps to mitigate the final effects of environmental. Lack of attention to this issue is a problem that society's lap is taken by many industries. Business lack of attention many activists to provide environmentally friendly products and services is a major problem in industrialized societies and the subsequent lack of attention to green marketing is also added to the problems. So the basic question that arises is that green marketing functions based on the company's image in Tehran province are the chain stores?

2. Methodology

This research is an applied research and the method of data collection is descriptive and causal. The population of the study is all customers of chain stores in Tehran city that their number is considered unlimited. According to Morgan table, a sample size of 384 was chosen to ensure the returned questionnaires, and then 400 questionnaires were distributed randomly among clients.

2.1 variables Measurement

In this study, independent latent variables green marketing, dependent latent variables are customer purchase intention and product image and the mediators’ latent variables are social responsibility and corporate reputation. The study was performed on stage after the presentation of preliminary explanation about the purpose of the test and measurement tools, how to respond to the tests described in detail for the participants. After obtaining consent from individuals about the ethical considerations and the necessary awareness, as they were assured that the information received will be used only to this research and will be protected from any abuse. To measure the variables of the questionnaire were used. The questionnaire contained questions that were able to measure variables. It is the whole five-point Likert-type response scale. To determine the validity of the professors was a copy. The questions that are unclear, unintelligible, ambiguous or unrelated to the topic, scope, location and population were excluded from the questionnaire. Some questions and items were also presented in a manner louder and better expressed. Cronbach alpha was used to determine reliability. The results presented in Table 1 indicate that the questionnaire is reliable.
Table 1. Cronbach alpha values

<table>
<thead>
<tr>
<th>Variables</th>
<th>Number of questions</th>
<th>Cronbach's alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness of green marketing</td>
<td>5</td>
<td>0.874</td>
</tr>
<tr>
<td>social responsibility</td>
<td>4</td>
<td>0.801</td>
</tr>
<tr>
<td>Product image</td>
<td>3</td>
<td>0.878</td>
</tr>
<tr>
<td>Company reputation</td>
<td>2</td>
<td>0.857</td>
</tr>
<tr>
<td>Buying intention</td>
<td>3</td>
<td>0.771</td>
</tr>
</tbody>
</table>

2-Conceptual model of research

Figure 1 shows a view of relationships between the variables in the conceptual model. Structural equation modeling was used to analyze the data. In all analyzes, the significance level was at 0.05 (p≤0.05).

To evaluate the goodness of fit we use chi-square with degrees of freedom ($x^2$/df), the comparative fitness index (CFI), fitness index (GFI), adjusted index fitness (AGFI), soft indicator of fitness (NFI), soft index’s loose fitness (NNFI), root mean square error of approximation (RMSEA) is used. As seen in the table above is made, all of the coefficients are fitted on the eve
accepted. Chi-square is 2.29 times the ratio of the degrees of freedom as well as factors CFI, GFI, AGFI, NFI and NNFI higher than 9.0 and RMSEA is less than 0.08 value.

Table3. Indicators measuring model

<table>
<thead>
<tr>
<th>Fit index</th>
<th>mean</th>
<th>Standard deviation</th>
<th>variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>The ratio of chi-two on degrees of freedom</td>
<td>&lt;3</td>
<td>2.29</td>
<td>Suitable</td>
</tr>
<tr>
<td>Comparative fit index</td>
<td>&gt;0.9</td>
<td>0.99</td>
<td>Suitable</td>
</tr>
<tr>
<td>Fitness index</td>
<td>&gt;0.9</td>
<td>0.93</td>
<td>Suitable</td>
</tr>
<tr>
<td>Deflator fitness</td>
<td>&gt;0.9</td>
<td>0.90</td>
<td>Suitable</td>
</tr>
<tr>
<td>Soft index of fitness</td>
<td>&gt;0.9</td>
<td>0.98</td>
<td>Suitable</td>
</tr>
<tr>
<td>Software Index’s loose fit</td>
<td>&gt;0.9</td>
<td>0.98</td>
<td>suitable</td>
</tr>
<tr>
<td>Root mean square error of approximation</td>
<td>&lt;0.08</td>
<td>0.058</td>
<td>suitable</td>
</tr>
</tbody>
</table>

3.2 data Analysis

The First hypothesis: There is a significant relationship between awareness of green marketing and social responsibility. The Path coefficient of 0.36 is the relationship between awareness of green marketing and social responsibility. Thus the first hypothesis of this study, the relationship between awareness of green marketing and social responsibility is confirmed.

The second hypothesis: There is a significant relationship between awareness of green marketing and product image. The Path coefficient of 0.37 is the relationship between awareness of green marketing and product image. T-statistic for this coefficient is of 6.80. So the second hypothesis of this study confirmed as the relationship between awareness of green marketing and product image.

The third hypothesis: a significant relationship between corporate social responsibility and product image there.

The Path coefficient of 0.20 is the relationship between corporate social responsibility and product image. T for the coefficient is of 3.73, which means that this positive relationship exists. Therefore, the third hypothesis of this study, the relationship between social responsibility and image of the product is confirmed.

Fourth hypothesis: There is a significant relationship between product image and corporate reputation.

Path coefficient of 0.31 is the relationship between product image and corporate reputation. The T statistics for the coefficient is 4.97, which means that this is positive so forth hypothesis of this study, the relationship between product image and corporate reputation is confirmed.

Fifth hypothesis: There is a significant relationship between product image and purchase intention.

Path coefficient of 0.39 is the relationship between product image and purchase intention.
**Sixth hypothesis:** There is a significant relationship between corporate reputation and intent to buy. The path coefficient between corporate reputation and intend to buy is 0.16 valued. Based on the analysis made by the conceptual model of the relationship between variables is as follows (Figure 2).

![Figure 2. Conceptual model of the relationship between the variables in the standard estimate](image)

\[ \text{Chi-Square}=325.50, \text{df}=113, \text{P-value}=0.00000, \text{RMSEA}=0.070 \]

3. **Conclusion**

In this study, we investigate the green marketing functions in the retail environment based on the company image. The results were consistent with the results of some research that been investigated as follow:

Bahrami (1393) study the effect of corporate image and brand image and purchase intention customer service quality on the role of risk perception and awareness of the price paid in factories UPVC in Golestan province. The results showed that customers tend to buy the brand image through the mediating role of perceived risk and impact of awareness price. In line with this hypothesis were approved sixteen proposals for research was presented at the end. Khairy
(1391) examines the role of brand image and customer loyalty payments on public relations perspective. The results showed that public relations perspective on customer loyalty, but brand image as a moderating influence on the relationship between two variables does not view public relations and customer loyalty.

The findings of Injo (2013) in a study of green marketing functions of the company's image-based payments in the retail environment confirm that the images now included three factors: social responsibility, product image, and company reputation. Particularly, important role is a mediator of social responsibility of the company's green marketing a product or reliability. Among the factors related to the company's image, product image and corporate reputation have a positive effect on purchasing decisions, while social responsibility in the retail environment has a negative effect on purchasing decisions. This study management concept for performance-based strategic marketing through the creation of green marketing company argues images. Paul (2011), the impact of corporate image and service quality on customer purchase decision through the mediating role of perceived risk and awareness of the price paid. Assumptions and results are as follows: corporate image impact on brand image. Service quality impacts on brand image. Brand image impacts on perceived risk. Perceived risk impacts on knowledge from prices. Ha Sap (2009) in a study to investigate the impact of green behavior and attitude to corporate image by word of mouth and repurchase intention to pay. The following suggestions should be considered by the end users be investigated.

1. The stores can be your activities in distribution, promotion and pricing products do so while minimizing environmental losses, consumers also are inclined towards environmentally friendly behavior.

2. Enterprises will be recommended to environmental impacts in manufacturing, distribution, supply of raw materials and reduce energy consumption significantly.

3. Company with notification, steps in greening their activities in order to attract the customers. Green informs the public of the activities is essential because customers need information to make informed purchases, and lack of information could have prevented the inclusion criteria and features green purchase decisions.
References


