



The Effect of Green Products on the Jordanian Customer Decision Making

أثر المنتجات الخضراء على صنع قرار المستهلك الأردني

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Authorization

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Sincerely yours,

Jalal Ghazi Khalifah

Dedication

To my parents, my brothers and sisters for their encouragement and patience.

To all my teachers in Business College in MEU.

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The Effect of Green products on the Jordanian Consumer Decision making

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Abstract

The study aimed at identifying the following objectives: (1) knowing the effect of the green products on the Jordanian Consumer's decision making according to: searching for green products, purchasing, using, evaluating, disposing, (2) identifying the relationship between the behavior of Jordanian Consumers and, green products, and (3) identifying the differences in the Jordanian Consumer decision making due to age, sex, monthly income and educational level.

To achieve these objectives a questionnaire of (34) items was developed by the researcher. Its face validity and Cronbach alpha consistency were assured. The sample contained (260) consumers whose age was between 18-60 years and who are both males and females available in the big malls of Amman, Zarqa, and Irbid city within two weeks.

Using simple regression, MANOVA and Scheffe test, the study found the following results:

1. There was significant effect of green products on Jordanian consumer decision making related to: searching , purchasing, evaluating and disposing of green products.
2. There was no significant effect of green products on Jordanian consumer decision making related to using green products.
3. There was significant difference due to sex in the decision making related to green products consciousness, searching, evaluating in favor of the males, and on the purchasing in favor of the females.
4. There was no significant difference between males and females in decision making related to using and disposing.
5. There were significant differences in green products, searching, using, evaluating and disposing in favor of the older age.
6. There were significant differences in: searching, purchasing, and evaluating green product in favor of the graduate level when was compared with diploma and bachelor level; and in the "searching" in favor of the "secondary and less" level when was compared with bachelor level, and in favor of the bachelor level when compared with diploma in relation to the purchasing.
7. There were significant differences in relation to monthly incomes according to the following: purchasing, using and disposing in favor of high monthly incomes, while there were no significant differences in the other dimensions.

The study introduced many recommendations, the most important were the Jordanian government should proceed in spreading environmental awareness and environmental culture among the public.

أثر المنتجات الخضراء على صنع قرار المستهلك الأردني

إعداد الطالب

جلال غازي خليفة

إشراف الدكتور

محمد الشورة

الملخص

هدفت الدراسة إلى تحقيق الأهداف الآتية: معرفة تأثير المنتجات الخضراء على صنع قرار المستهلك الأردني تبعاً للمتغيرات الآتية: البحث عن المنتج الأخضر، شراء المنتج الأخضر، استخدام المنتج الأخضر، تقييم المنتج الأخضر، التخلص من المنتج الأخضر، واختبار العلاقة بين سلوك المستهلكين الأردنيين والمنتجات الخضراء، وتحديد الفروق في صنع قرار المستهلك الأردني في ضوء متغير الجنس، والعمر، والدخل الشهري، والمستوى التعليمي.

ولتحقيق هذه الأهداف قام الباحث بتطوير استبانة تكونت من (34) فقرة، تم التأكد من صدقها وثباتها بعرضها على مجموعه من المحكمين، ومعادلة كرونباخ ألفا لقياس الاتساق الداخلي للاستبانة. اشتملت عينة الدراسة على (260) مستهلكاً من جمهور المستهلكين، والذين تراوحت أعمارهم من 18-60 سنة من الذكور والإناث المتوفرين في المولات في مدينة عمان، والزرقاء، وإربد.

تم استخدام الانحدار البسيط، وتحليل التباين المتعدد واختبار شافيه للمقارنات البعدية،

كشفت الدراسة عن النتائج الآتية:

1. يوجد أثر ذو دلالة إحصائية للمنتجات الخضراء على صنع قرار المستهلك الأردني فيما

يتعلق في: البحث عن المنتج، الشراء، التقييم، والتخلص من المنتج.

2. لا يوجد أثر ذو دلالة إحصائية للمنتجات الخضراء على صنع القرار المستهلك الأردني

فيما يتعلق باستخدام المنتج.

3. يوجد فرق ذو دلالة إحصائية يُعزى لجنس المستهلك الأردني في الآتي: الوعي بالمنتج

الأخضر، البحث عن المنتج، تقييم المنتج ولصالح الذكور، وفي شراء المنتج ولصالح

الإناث.

4. لا يوجد فرق ذو دلالة إحصائية يُعزى لجنس المستهلك في استخدام المنتج، وفي التخلص

منه.

5. توجد فروق ذات دلالة إحصائية في: الوعي بالمنتجات الخضراء، والبحث عن المنتج،

واستخدام المنتج، وتقييم المنتج، والتخلص من المنتج، ولصالح المستهلكين الأكثر عمراً.

6. توجد فروق ذات دلالة إحصائية تُعزى للمستوى التعليمي في الآتي: البحث عن المنتج،

الشراء، التقييم، ولصالح الدراسات العليا عند المقارنة مع مستوى الدبلوم، والبيكالوريوس،

وفيما يتعلق بالبحث عن المنتج ولصالح المستهلك من مستوى "الثانوية وأقل" عند مقارنته

بمستوى البكالوريوس، ولصالح البكالوريوس في شراء المنتج عند مقارنته بمستوى

الدبلوم.

7. توجد فروق ذات دلالة إحصائية تُعزى للدخل الشهري في الآتي: الشراء، الاستخدام، والتخلص من المنتج ولصالح الدخل الشهري الأعلى، في حين لم يكن هناك فروق ذات دلالة إحصائية على الأبعاد الأخرى.

وقدّمت الدراسة عدة توصيات من أهمها: ضرورة نشر الحكومة الأردنية الوعي

البيئي والثقافة البيئية.

Chapter One

General introduction

Preface

It is difficult to define green marketing because it is a broad concept. Green marketing is more than just promotion and advertising; it is a way of operating a business by means that are environmentally friendly. According to Polonsky: "Green marketing incorporates a broad range of activities, including product modification, changes to the production process packaging change, as well as modifying advertising. Green or environmental marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of those needs and wants occurs with minimal detriment impact on the material environment" (2007: 4-8).

The definition of Environment Production Agency of Queensland government at Australia is similar to Polonsky's: "Green marketing involves developing and promoting products and services that satisfy the customers' want, and needs for quality, performance, affordable pricing and convince without having a detrimental impact on the environment" (www.epa.qld.gov.au/sustainable-industries).

Schiffman & Kanuk (2004:8) define the behavior that the consumer shows in searching for, purchasing and services that they expect will satisfy their needs. They explain how individuals make decisions to purchase their available related items. This includes "what they have it, when they have it, where they have it, how often they have it, how often they use it, how they evaluate it after the purchase" and the influence of the consumers' evaluation on other purchase decision they make in the future, and how they get rid of it.

Green marketing for today's consumer is completely different from that which was 20 years ago. Conventional marketing is not functional today (Renfro, 2010). He thinks it is important for businesses to market the sales and their

products as environment – friendly if they want to succeed. This is because preserving the environmental is on the top of modern consumers' priorities today (Ottman, 1998).

Neff also sees that green products have proven to be resistant to recession through the economic during of 2008 & 2009. They claim that there are 500 new eco-friendly products that that are launched to the market (2009;2).

Petrecu & Howard (2007) argue that green marketing is looked at as the most modern way to market a product. Marketers spend over \$18 million in just three months of 2007 on advertisements that are concerned about green products in different fields.

To take advantage of the green market, it is important to understand who green consumers are and the factor influencing their purchasing decision and behavior. For example Prakash (2002) discussed how information about green products influence consumer decision making. He agree that consumers purchase is primarily based on product characteristics This study will try to examine the effect of green products on Jordanian consumer decision making, taking in consideration the four P's green marketing: product or service, price, place, and promotion.

Study Problem

Recently, As environment has been drastically attacked differently by human behaviors in different fields (economy, agriculture, marketing, etc ...), life complexities, prices, and pressures increased. This has led to developing positive attitude towards environmental issues in production and marketing fields from the part of both institutions and consumers in order to change the negative effect of consuming and producing behavior that harm the environment.

For this reason, there was a change in decision making towards green products worldwide, and Jordan is on exception. As Jordan's began to be exposed to green products, they had to make decisions about what they purchase. Therefore, it is important to decide how they purchase green products, and what are the factors and variables that influence their decision through answering the following questions regarding this issue:

- What is the effect of green products on Jordanian consumer decision making?
- What are the factors effecting consumer's decision making?

The Objectives of the Study

This study aimed at achieving the following objectives:

- Knowing the effect of the green product effect on the Jordanian consumers' decision making according to: searching, purchasing, using, evaluating, and disposing.
- Testing the relationship between the Jordanian consumers' decision making and green products.
- Identifying the differences in the Jordanian consumer decision making due to age, sex, monthly income and educational level.

The Significance of the Study

This study will make a significant addition to the few studies made in the field of green marketing in the Jordanian environment in the light of green products and consumer behavior. This study hopes to achieve the following:

- Business firms could benefit from the results of this study to make plans that help putting them in the right track of competition.
- The Jordanian customers: Increasing the consumers environmental awareness.
- The Jordanian environment protection agencies: adopting a clear philosophy about the green marketing so as to make it closer to the consumers.
- Helping to promote the values of environmental protection and reduction of the use of environmental resources.

Questions of the Study

The study will try to answer the following questions:

Firstly

What is the effect of green products on Jordanian consumer decision making according to : searching, purchasing, using, evaluating, disposing?

Secondly

Are there significant differences ($\alpha \leq 0.05$) in the dimensions of Jordanian consumer decision making (searching, purchasing, using, evaluating, disposing) attributed to sex, age income, and educational level?

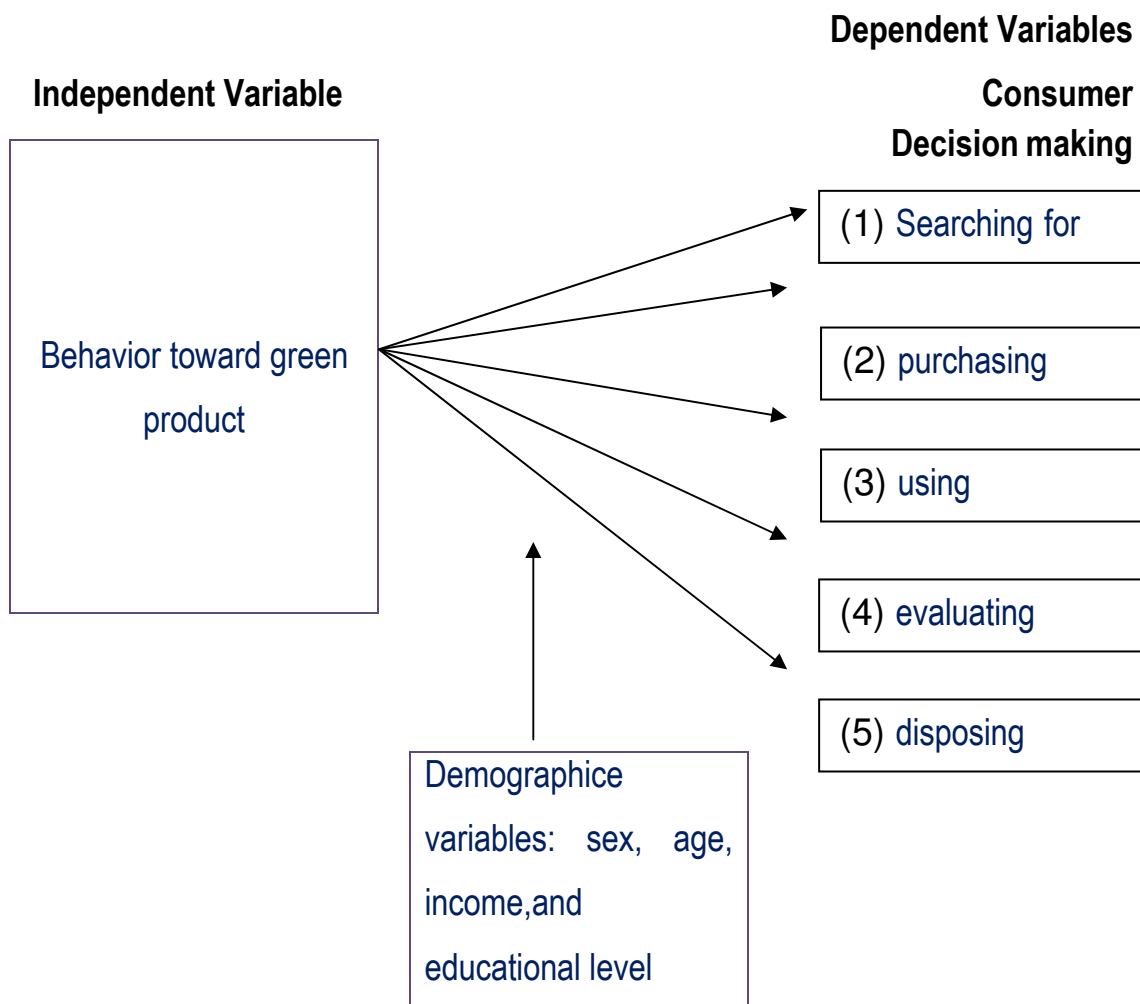
Hypothesis of the Study

To answer the first question the study tested the following hypothesis:

H0 : There is no effect ($\alpha \leq 0.05$) of green products on Jordanian consumer decision making according to: searching, purchasing, using, evaluating, and disposing.

The study model

The researcher adopted the following model



Delimitations

The study was conducted within these limits:

The place: The study was conducted in the following big Jordanian cities: Amman, Irbid, and Zarqa, where a high percentage of Jordanian consumers exist.

The time: This study was conducted: within the first semester of the year 2012/2013 .

Limitations

The result of the study can be generalized according to the following limitations:

The validity and reliability of the questionnaire that was developed by the researcher.

The sample and it's population and the similar populations.

Operational definitions

The study dealt with the following terms:

1. Customer decision making: the decision that consumer displays in searching for green products, purchasing, using, evaluating, and disposing that were measured by the questionnaire which was developed by the researcher.
2. Green product: This term assumes that consumers will buy the green product that offers them the high quality, the best performance, the most feature affordable pricing to satisfy consumers' wants and needs without having a detrimental impact on the environment. That was measured by the questionnaire which was developed by the researcher.

Chapter 2

Literature Review

Introduction:

When we speak about decision making regarding green products many concepts should be clarified, first, what is consumer behavior which is the umbrella that includes decision making? What are green marketing and its elements, and green products? Who is the environmental conscious who can make purchase decision? Moreover we need to understand the definition of each components of decision making: searching, using, purchasing, evaluating, and disposing green products.

- **The definition and scope of consumer behavior:**

Schiffman & Kanuk (2004:8) define the behavior that the consumer shows in searching for, purchasing and services that they expect will satisfy their needs. They explain how individuals make decisions to purchase their available related items. This includes "what they have it, when they have it, where they have it , how often they have it , how often they use it , how they evaluate it after the purchase and the impact of such evaluation on future purchases, and how they dispose of it".

The attributes of environment conscious consumers:

Environmental Protection Agency at Australia mentioned some attributes of the environmentally conscious as follow: (Queensland Government, 2011)

- Will most likely be well educated, who have money to spend.
- Will not buy green products on the basis of environmental benefits alone. Product choice is still based on whether it meets the basic want or need. Environmental features are adding selling points.

- Will tolerate only minimal in using green products and don't want to have to go out of their way to buy them.
- Will be analytical, eager to learn.
- Will expect green products function as effectively as non-green products and won't pay much extra or sacrifices quality for green products.
- Will be more likely to respond to product attributes that will personally benefit them.
- Will not expect companies to have perfect green credentials, but will look for a commitment to improve and provide evidence backed by facts.
- **Green marketing concept:**

The majority of people believe that green marketing refers exclusively to the promotion or advertising of products with environmental characteristics (Air Quality Science, 2010). Green marketing is not a simple term and it includes a wider range of organizational activities, According to the American Marketing Association (AMA), Green Marketing is "the marketing of product that are supposed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising".

To summarize, green marketing is characterized by a focus on environmental issues, and by an emphasis on reducing environmental damage. It looks at how marketing activities utilize limited resources, while satisfying consumers wants, both of individuals and industry, as well as achieving the organization's objectives.

- **Defining green products:**

In recent years, the development of green products has become a more effective way to ensure environmental responsibilities. Those products or services whose manufacturing, purchase and use allows for economic development, are referred to as green products. In general, they are products which do not pollute the earth or destroy natural resources, they can be recycled or conserved, and are ecological or environment-friendly, such as organic food, herbal toiletries, jute bags, hybrid cars etc.

Selected attributes that describe green products and services may include (Bhownick & Chakraborty, 2012: 25-50):

- They are energy efficient, and energy saving, durable, and have low maintenance requirement.
- They incorporate recycled content or have been salvaged from existing or demolished products or building for reuse.
- They don't contain highly toxic compounds, and their production does not result in highly toxic by-products.
- They can be easily reused.
- They can be readily recycled
- They are biodegradable.
- They are made using natural and/or renewable resources.
- They do not contain ozone depleting substances.

Another interpretation of the term comes from the National Institute of Building Science, Whole Building Design Guide, which state, that the majority of green products on the market today must (Air Quality Sciences, 2010: 3):

- Promote good indoor environmental quality (IEQ), typically through reduced eliminated VOC (Volatile organic compounds) emissions.
- Not contain highly toxic compounds and not contribute to highly toxic by-products during the manufacturing process.
- Be durable and have low maintenance requirements.

- Incorporate recycled content.
- Have been salvaged from existing or demolished buildings for reuse.
- Be made using natural and/or renewable resources.
- Have low embodied energy (the total energy required to produce a finished product, including the energy used to grow, extract, manufacture, and transport to the point of use).
- Not contain chlorofluorocarbons (CFCs), halogenated chlorofluorocarbons (HCFCs), or other ozone depleting substances.
- Be obtained from local resources and manufacturers.
- Employ “sustainable harvesting” practices if wood or bio-based.
- Be easily reused, either whole or through disassembly.
- Be able to be readily recycled, preferably in a closed-loop recycling system, which allows a manufactured product to be recycled into the same (or similar) product without significant deterioration of quality.
- Be biodegradable (Amatruda, 2010).

Based on the previous characteristics of the green products, the study used the following definition: Green products are those that have less negative effect on the environment than traditional equivalents.

- **Eco-label design**

Usually, consumer identify friendly products through the labels put on them. Nablsi (2009: 29) defined these label as "logos or seals that shows that a given product is environmentally safe or friendly, granted by governments or independent organizations". Bhowrick & Chakrabort (2012: 6) defined eco-labels and green stickers as "labeling system for food and consumer products. They are a form of sustainability measurement directed at consumers, intended to make it easy to take environmental concerns into account when shopping".

At least 25 countries around the world offer green programs (Ottman, 1998). For example, there are Eco-Mark in Japan, Eco-logo in Canada and Eco-Flower in European Union. But the oldest, and perhaps the most successful, in

term of consumer recognition of the eco-labels is the Blue Angel seal in Germany. It has existed since 1978, and its government panels have evaluated over 3500 products in 60 different categories (Lampe and Gazda, 1995 in: Nabsi, 2009: 29).



Eco-logo in Canada



Eco-Mark in Japan



Eco-Flower in European Union



Eco-Blue Angel, Germany

The green marketing Mix (4Ps)

Queensland Government (2011) believes that green marketers, like other marketers, should address the 'four Ps. It explains the elements of the green marketing Mix as follows (www.ehp.gld.gov.au/register/p01860aa.pdf):

Product: responsible products to have less influence on environment and identify customers' environmental needs and develop products to address these needs.

Price: Most customers will buy products if they have certain values, such as function, appeal, etc. Environmental benefits are considered an additional value. It plays an essential role in the final decision.

Place: The place where the product is displayed must be innovative. It must be appealing and environmental.

Promotion: this element includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Green marketers should use sustainable marketing when promoting products.

The key to successful promotion green marketing is credibility which should not exaggerate environmental claims and convey its message simply. Moreover, not all green products are better than their conventional equivalent. This makes set it very difficult for marketers to promote their products, especially when consumers will not compromise quality when choosing green products. Another major problem for green advertising has been the confusion that is caused by many of the environmental terms used in promoting products. This caused consumers not to believe them (Nablsi, 2009: 33-34).

The environmentally conscious

The environmentally conscious consumer is described as a "person who knows that the production, distribution, use and disposal of products lead to external costs (both within environmental and social contexts), and who evaluates such costs negatively, trying to minimize them by his/her own behavior" (Balder Jahn, as cited in Grunert & Juhl, 1995: 44).

Grunert and Jhul (1995: 5) claim that during the late 1960s and early 1970s "The environmentally conscious consumer emerged in the American market place. This consumer was motivated not only due to a broad suspicion of modern industry, consumer products and society, but as a result of the first world oil crisis in 1973".

According to Kollmuss & Agyeman (2002), the term environmental awareness shows knowledge about human behavior's impact on the environment. An emotional connection to the natural environment is essential in developing awareness of and concern about the environment. They argue that several cognitive and emotional elements limit one's ability to be environmentally conscious. For them, cognitive limitations to awareness about the environment

include gradual ecological destruction, non-immediacy of ecological problems, and the complexity of environmental problems.

In the end, environmental consciousness is a complex process of organizing ideas and knowledge about the world and about us as consumer and social being..

- **Green consumer behavior**

Sachdev (2011: 281) explains that there is an increasing interest among the consumers worldwide in the protection of the environment. He argues that the green consumers are the strongest drive behind the green marketing process. Because they care for the environment and their own health, green consumers ask for eco-friendly products. This, according to Sachdev, encourages improvements in environmental products and companies. He emphasizes that "people are concerned about the environment and are changing their behavior and there is growing awareness among the consumers all over the world regarding protection of the environment where they live".

There are different terms that describe consumers engaged in sustainable consumption behaviors. The term green consumers are used to have the same broad meaning as: environmentally ethical and sustainable consumers who prefer products or service which support forms of social justice. Grey consumer is used for consumers who generally do not have green value or lifestyles. Critical internal and external factors influence consumer choice. Some of these factors are: consumer choice, needs, values and attitudes, learning, social learning, buying process, categorization of consumers, and product attributes and categorization (Young, Hwang, McDonald & Oates, 2010: 18).

Young and other analyze why green values have a weaker influence on the decision making process when actually the purchasing process plays an important role in understanding and changing consumer behavior towards environmental consumption. According to Sener and Hazer (2008), this might be because of the following reasons:

- Brand strength;
- Culture;
- Demographic characteristics;
- Finance;
- Habit;
- Lack of information;
- Lifestyles;
- Personalities; or
- Trading off between different ethical factors

- **Green buying behavior**

Buying Behavior, as Berkowitz and others define it (1994), is "the decision processes and acts of people involved in buying and using products". Consumer Buying Behavior, for them, refers to the buying behavior of the final consumer. They suggest six stages for consumer buying decision process. They explain that actual purchasing is only one stage of the process and that not all decision processes lead to a purchase. It is not necessary that these six stages be included to reach the decision. The six stages are:

1. Problem Recognition (awareness of need) difference between the desired state and the actual condition.
2. Information search:
 - Internal search, memory.
 - External search if you need more information. Friends and relatives (word of mouth). Marketer dominated sources, comparison shopping, public sources, etc.
3. Evaluation of Alternatives need to establish criteria for evaluation, features the buyer wants or does not want. Rank weight alternatives or resume search. If not satisfied with consumer choice then he/she returns to the search phase.

4. Purchase decision choosing the buying alternative includes product, package, store, method of purchase etc.
5. Purchase may differ from decision, time lapse between 4 & 5, product availability.
6. Post – Purchase Evaluation outcome: satisfaction or dissatisfaction. Cognitive (Dissonance), have you made the right decision. This can be reduced by warranties, after sales communication, etc (Berkowitz et.al., 1994).

As for green purchasing, it is defined as "an environmentally conscious purchasing practices that reduce sources of waste and promote recycling and reclamation of purchased materials without adversely affecting performance requirements of such materials" (Galle & Min, 2001: 1222-1223).

- **Searching for**

When consumers buy product, they usually look for information in order to fulfill multiple values that satisfy their needs (Gursoy & Chen, 2000). If they find information that satisfies their needs, it encourages the decision-making process (Cho, 2008). When purchasing online, consumers finally seek "hedonistic" and "utilitarian" information to make a better purchasing decision (Overby & Lee, 2006).

Monsuwé and others (2004) view that the aim of shopping research on hedonistic and utilitarian motivation is to understand why people shop. They divided hedonistic shopping into six dimensions: (1) Adventure (shopping for stimulation, adventure, and the feeling of being in another world); (2) social (socializing with friends and family); (3) Gratification (stress relief, alleviating negative mood, treating oneself); (4) Idea (keeping up with trends, seeing new products and innovations); (5) Role (enjoyment derived from shopping for others); and (6) Value (seeking sales, discounts, bargains). Other hedonistic dimensions, namely pleasure, arousal, and escapism have been identified as sides of shopping enjoyment.

- **Evaluation**

Jamal (2004) views consumer satisfaction as one of the most important theoretical and issues for most marketers and customer researchers. Oliver (1997) argues that satisfaction refers to a consumer's judgment that a product is providing a level pleasure and satisfaction. He defines customer satisfaction as "a fulfillment of consumer's consumption objective as experienced and describe by consumers" (Oliver, 2006). These definitions view that the concept of evaluation necessarily must have a goal that the customer wanted to achieve. This applies also for green products. Chang and Fong (2010) argue that "the outcome of consumption that the performance met or exceed the green needs of customers, the requirement of environmental regulations and the sustainable expectation of society".

Landau (2008: 25) defines customer satisfaction as "a measure of how pleased customers are with their relationship with an organization". Nykamp (2001: 200, 29) assert that customer satisfaction can encourage loyalty which meaning that a customer's loyalty is fundamental for a trustworthy relationship with a company (in Landau, 2008: 25). Landau says that satisfaction is achieved when expectations are fulfilled and the customer recognizes that the supplier is capable of giving customers what they expect (2008: 25).

- **Using**

Using is one of the decision making processes, which the consumer undergoes. Naturally, when the purchase is made, the product is used by the customer. The regular use of the product leads to satisfaction or dissatisfaction of the consumer. This is followed either by purchasing or the rejection of the product.

Perner (2010) suggest that consumer behaviors include the use and disposal of products as well as the study of the process of purchasing. He argues that product use is important to the marketer since this has an impact on "how a product is best positioned or how we can encourage increase consumptions".

The user is "an individual (s) who uses or consume a particular product or service" (Shiffman & Kanuk, 2004: 301). Sharma (2011: 153) contends that the consumers are given data about the environmental effect of the products and "they can use this information while deciding which product to purchase".

- **Disposing**

Waste is quite rare in the scholarly literature on the topic. Baabereyir (2009) classifies wastes into two categories, including their sources, physical state, material composition and the level of risk associated with waste substance (Table 1). He believes that this classification of waste helps in waste management practice.

Table (1)
Classification of Waste⁽¹⁾

Criteria for waste classification	Examples of waste types
Sources or premises of generation	Residential, commercial, industrial, municipal services, building and construction, agricultural.
Physical state of waste materials	Liquid, solid, gaseous, radioactive.
Material composition of waste	Organic food waste, paper and card, plastic, inert, metal, glass, textile.
Level of risk	Hazardous, non-hazardous.

Naturally, the final stage of a product is its disposal. Green marketing uses the terms of reuse and recyclability as well as the concept of waste reduction (Sharma, 2011: 154). Environmental Industry Association in USA views waste reduction as important as recycling since it saves natural resources, energy, and waste disposal space and costs, besides reducing pollution risks. They contend that waste reduction also can reduce the toxic elements

⁽¹⁾ Waste Age, Pennsylvania State DEP, EPA, Zero Waste Mann in EIA, 2011.

in waste. Moreover, individuals can contribute in reducing waste by making environmental decisions about daily processes like shopping and caring for gardens.

Part II: Previous studies

Few researches had been conducted about the green products and the consumer behavior especially in the Jordanian environment. The researcher reviewed the following studies:

A research by Hartman, et.al., (2005) under the title: **"Green branding effects on attitude: functional versus emotional positioning"**

The aim of the study is to test the suggested green positioning strategies against one another assessing their effect on perceived brand positioning and brand attitude. A theoretical model of the dimensionality and attitudinal effects of green brand positioning was developed. Both suggested alternatives to green brand positioning, along with a combined function and emotional strategy were tested in an experimental on line setting. The hypothesized model was tested in the scope of exploratory factor analysis and structural equation modeling.

Results indicate an over all positive influence of green brand positioning on brand attitude. Further findings suggest distinct functional and emotional dimensions of green brand positioning with the interaction of both dimensions on the formation of brand attitude. Highest perceptual effect were achieved through a green positioning strategy that combined functional attributes with emotional benefits.

A study by Smadi (2005) in (Shawara et.al., 2010) under the title: **"The green marketing obstacles in the Arabic area"**.

The purpose of this study is to determine the difficulties facing the Arab area.

The results of the study showed a responsible feeling of the Arabic consumer toward the environment in general. The Arab consumer revealed big interest in the environment in many aspects, such as protecting and caring about the environment and respecting the efforts to conserve it.

A study by (Wang, 2006) under the title: "**A cross-cultural study of consumer attitude and emotional response of apparel purchase behavior**". The Florida State University College of Human Sciences.

The purpose of Wang's study was to examine the emotional responses while consumers are shopping, consumer attitudes toward apparel shopping, subjective norms, individual differences, and demographic factors for U.S. and Taiwan consumers' apparel purchase intentions and purchase behavior.

The results indicated that the emotions while consumers are shopping for apparel have an effect on consumers' apparel purchase intention in both U.S. and Taiwan consumers.

Other result found in this research was that the consumers' need for emotion had a moderating effect on apparel purchase intention and negative emotions when consumers are shopping for U.S. consumers.

A study by Nabulsi (2009) under the title: "**The factors determining green marketing adoption in the industrial sector in Jordan**"

This research attempts to highlight the extent of green marketing adoption within the public holding industrial sector companies in Jordan. Moreover the research aims to identify the influencing factors or the antecedents for green marketing realization. For this matter, nine antecedents were developed. In addition, the research aspires to determine the level of managerial awareness and their attitudes toward green marketing, and the difference in green marketing adoption according to companys' characteristics.

Based on research objectives, a structured questionnaire was developed to collect the needed data to test the developed hypotheses. Data were collected from fifty companies, representing a seventy – nine percent response rate. Data were analyzed and hypotheses were tested using various analytical methods.

The research results indicated that there was an overall moderate adoption of green marketing within the sample under study although the findings

signified that most marketers expressed lack of knowledge regarding the green marketing concept. However, it was learned that environmental and social responsibilities respectively had the most significant effect on green marketing adoption, implying that green marketing activities were adopted as an environmental and social obligation rather than being adopted as a corporate business strategy.

A study by Mchintosh (2009) under the title: "**Determinants of environmentally conscious consumer behaviors: measuring the value consumer environmentalism and predicting behavioral intention to purchase environmentally friendly products**".

This research investigates the environmentally conscious consumer, by developing a scale to measure the individually-held value, Consumer Environmentalism, and, based on consumers' attitudes towards environmentally friendly goods, predict consumers' behavioral intentions towards purchasing environmentally friendly products. Constructs related to Consumer Environmentalism will be examined, including; Locus of Control (Rotter, 1966), Consumer Self-Actualization (Brooker, 1976), Materialism (Richins, 1992), Innovativeness (Goldsmith and Hofacker, 1991), and Social Desirability (Reynolds, 1982).

The study by Ringa (2009) under the title: "**Agent Based Models of Consumer Behavior in Social Networks: Adoption of Organic Foods**".

They model consumer acceptance of organic foods via an agent-based model (ABM), where they consider the acceptance taking place at the individual level (micro-level). Each agent is assigned particular characteristics such as the perceived benefit of consuming an organic product versus its standard counterpart, the sensitivity to price difference between the organic and the standard product, and a consumer's follower tendency. The last characteristic allows the studying of each individual's social network influence on its decision.

Food type and consumer attributes play an important role in one's choice of a product. This phenomenon is dynamic in nature, as psychology explains how individuals' characters and behavior keep changing over time with respect to many factors around them. We model consumer acceptance of an organic food product in comparison to its conventional counterpart. They develop consumers' utility functions and they use agent based modeling to capture their heterogeneity and their dynamic interactions.

A research by Suplico (2009) under the title: **"Impact of green marketing on the Students' purchase decision"**.

In this research, college students were surveyed at a private university in the Philippines to determine if they considered green marketing when they made purchases, of the (216) students surveyed, 48.61% became aware of green marketing through television while 37.04% learned about it through magazines. When asked about the extent of awareness of green marketing (not aware, low awareness, medium awareness or high awareness), 55.56% replied that they have medium awareness. This means that they are aware and buying environmentally – friendly products. Statistical tests showed that there was no correlation between sex, income and major fields of study and extent of green marketing awareness.

The respondents agree that they will buy products that are non – toxic, recyclable/ reusable/ refillable/ degradable/ non-polluting, free from animal testing, ozone friendly, energy – efficient and causes minimal household waste. This implies businesses can use green marketing to promote their products. It also implies a bright future for green marketing.

A research by Baverstam & Larson (2009) under the title: "**Strategic Green Marketing a Comparative study of how green marketing affects corporate strategy within business**".

The purpose of this study is to examine how strategic green marketing can be developed and what incentives there are for companies to do so. To fulfill the objectives of this thesis, four research questions were formed and a qualitative case study was conducted of three business to business companies from different industries. Interviews allowed the authors to gain insight as to how companies develop their green marketing strategies and for what reasons. The results indicate that most companies are not segmenting their target markets based on the consumers' environmental attitude. Findings also indicate that green market strategies differ for each company and must be driven from a company's individual circumstances including its objectives, resources and competitive advantages. Furthermore, the findings show that most companies can implement green changes in their marketing mix but that these should only be actively promoted when a product's green attributes constitutes a key selling point.

Finally, the findings indicate that financial benefits, and the possibility gaining a competitive advantage, are the fore most incentives for implementing green measures.

The study by Murthey (2010) under the title: "**strategic green marketing for survival**".

This qualitative study observed that the obvious assumption of green marketing is that potential consumers will view a product or service greenness as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumer will be willing to pay more for green products than they would for a less-green comparable alternative product-an assumption that, in his opinion, has not been proven conclusively. This green

marketing approach is largely used as a gimmick by the gigantic corporate houses in order to make a difference in the consumers point of view when it comes to major market decisions, many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion so green marketing is also a way of looking at how marketing activities can make the best use of these limited resources while meeting corporate objectives, thus an environmentally committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally "responsible" fashion. Finally consumer and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities with the human wants escalating heavily, the resources are decreasing hence it has become mandatory for the marketers across the globe to use the resources efficiently and not waste them under any circumstances, worldwide surveys indicate that consumers globally are changing their behavior towards products and services. Green marketing is almost inevitable as the market for socially responsible products is increasing greatly.

A study by Shawarah et.al., (2010) under the title: **"adoption extent of behavior by Jordan consumer intending in preserve and caring environment"**.

The purpose of this study is to describe on environmental and green marketing and adoption extent of consumer behavior by Jordan consumers intending to preserve and caring environment and identifying whether such adoption vary by some demographic variables. The population of the study consisted of Jordanian consumers in Amman city who are regular shoppers in such big malls as (Mecca Mall, CTown, & Carfour). The sample (N=350) was selected with convenient method during the period from April 01, 2008 to April 30,

2008. The likert-type 5-points scale questionnaire used in the study was specifically designed to collect the preliminary data and included 22- variables. Chronbach Alpha coefficient was used to test for reliability.

Major findings revealed higher conviction degree showed by Jordan consumers with the green marketing concepts and applications. In addition, participants showed higher consciousness degree to the necessity for environment maintenance as responses clearly showed that Islamic and social moral values significantly motivated environment preservation. In light of earlier results, a number of recommendations were presented.

The study by Chen (2010) under the title: **"Understanding Normative Influence on Green consumption Behavior: the Moderating Role of Self-construal and Self-regulatory Resources"**.

The purpose of this paper is to address how and when social influences shape green consumption behaviors. The results of research in social influences on consumer's green consumption behaviors have been mixed. This paper focuses on descriptive normative influences and proposes two moderating factors: self-construal and self-regulatory resources. Past literature has identified these factors as moderators of susceptibility to social influences in different domains. It is expected that people with interdependent (independent) self-construal would be more (less) susceptible to social influence, and self-regulatory resources depletion would render people more susceptible to social influences. Interestingly, the impact of social influences on behavior can be reversed when these two factors are considered together. Contrary to past literature, the results show that independent people are not susceptible to normative influence once they are depleted, yet, interdependent people become more susceptible to normative influence once they are depleted.

A research by Awan & Raza (2010) under the title: **"The role of green marketing in development of consumer behavior towards green energy"**.

The purpose of this research is to study the factors effecting consumers while taking decision. Primary data collected through questionnaire. Quantitative method was used for analysis of the data. This study examined few factors influence on consumer in decision making. Lower price, quality of service and Green marketing efforts influence and develop the consumer behavior towards choosing the green energy. Survey result showed that consumers are willing to pay more for sustainability of environment, but they perceive that the price of green energy is high as compared to the conventional energy. For developing awareness in consumers minds companies should use advertisement and positioned themselves as a socially responsible.

A research by Young et.al. (2010) under the title: **"Sustainable consumption: green consumer behavior when purchasing products"**.

This paper investigates the purchasing process for green consumers in relation to consumer technology products in the UK Data was collected from (81) self declared green consumers through in depth interviews on recent purchases of technology products. A green consumer purchasing model is developed and success criteria for closing the gap between green consumer's values and their behavior. The paper concludes that incentives and single issue labels (like the current energy rating label) would help consumers concentrate their limited efforts. More fundamentally "being green" needs time and space in peoples' lives that is not available in increasingly busy life styles. Implications for policy and business are proposed.

A research by Hsieh (2011), under the title: **"An empirical survey, can green marketing really entice customers to pay more?"**

This research integrated the social cognition theory and the Engel Kollat Blackwell customer purchasing model (EKB model) to synthetically discuss the three kinds of possible relations comprising "does negatively entice", "does possibly entice" and "does positively entice" between green-marketing and customers purchasing and payment, with consideration given to environmental protection issues. Based on the measured results, the most contributed contention of this research not only utilized three cross – analytical theories consisting of the social cognition theory (SCT), the Fuzzy theory (FT) and EKB model, and the novel F-ANP (Fuzzy Analytical Network process) of the MCDM (Multiple Criteria Decision Making) methodology to evaluate the collected data but is also manifested that Green marketing does possibly entice customers to pay more (GMPECPM: Green – marketing Does possibly Entice customers to pay more). These measured results have distinctly stunned the willing to pay more for green products and services because they were supporting green initiatives and helping environmental – protection. Further, major future research directions were also briefly demonstrated, in this research as (1) the collection data have to be strengthened to gather more empirical customer feedback, corporate management comments, and professional scholar's; reports; (2) enterprises have to resoundingly establish a green – branding initiative after successfully executing green – marketing strategies.

The study by Lurkevych (2011) under the title: **"College Students' attitudes, perceived consumer effectiveness and intention to dine at a Green restaurant"**.

Many foodservice operators have accepted the importance of promoting environmental awareness to create competitive advantages, build customer loyalty, enhance brand image, save financial resources, and increase the

patronage. Despite escalating interest in environmentally responsible business practices, limited research exists on consumers' attitudes toward sustainable restaurant practices. This study, it was established that the adapted version of the Hine's Model of Responsible Environmental Behavior is, in fact, effective in predicting consumer's intention to dine at a green restaurant. This study measured college students' (n = 451) attitudes, perceived consumer effectiveness and their intention to dine at a green restaurant. Internal consistency for each scale (Cronbach's Alpha) was 0.747, 0.858, 0.911, respectively. Multivariate test of significance revealed that each variable had a positive relationship to intention to dine at a green restaurant ($p < 0.01$).

A research by Shammot (2011) under the title: **"Green Marketing and Jordanian Consumer Behavior"**.

This study aimed at identifying the effects of green marketing on the Jordanian consumer behavior. Specially, in his buying decision. Green marketing or environmental marketing refers to ecological products such as healthy food, free phosphate from laundry powders, packaging tools. The research has measured this effect through an empirical study on the student of the Arab Academy in Amman to explain why some of them do not buy meals from the buffer in the Academy. The results have showed that Jordanian females are more concern to green marketing than males who are concerned to the meal's price.

A Case Study of consumer Durables and Retailing by Sharma (2011) under the title: **"Chang in consumer Behavior with Respect to Green Marketing"**.

This study focuses on the changing consumer behaviors towards the usage of green products that environmental problems are still the main concern for the entire world and human beings. Air pollution, greenhouse effects and ecological unbalances, are the main environmental problems that have occurred till now a long with the activities of human being. As environmental concerns have

increased, majority of customers prefer to buy greener products. The influence of the green consumer will grow as environmental awareness among consumers spreads and improvements are made to the environmental information available through eco-labeling schemes, consumer groups and consumers guides.

Environmental and economic concerns are changing the marketplace, customers' needs are evolving and brand loyalty is being redefined. Companies that integrate green strategies into their product development, operational processes and marketing activities are finding new opportunities for competitive advantage. Green has become a mainstream issue driving millions of consumers to find out how they can live a more eco-friendly existence.

A research by Sachdev (2011) under the title: **"Eco-Friendly products and consumer perceptions"**.

In this research the researcher employed questionnaire for data collection to explore consumers' purchasing behavior and reasoning for this behavior. The survey was completed in Faridabad (Haryana) and the sample size was (45). People belonging to SECA and SECB (Socio – economic classification A and B) were interviewed. The purpose of selecting respondents from this group was to generate data from people who are well educated and have a decent purchasing power. The secondary data were collected from relevant journals, books, and other published data.

The main objective of the study is, to investigate the consumer attractiveness towards eco-friendly products and their impact of purchasing decision. The study showed many results, the most important were:

1. The awareness and understanding of sustainable consumption among consumers was low; the majority of Indian consumers still buy small, unpackaged goods from low-cost, family-run shops.
2. The consumers are less trusting of brands than in the past, and increasingly believe that they have the power to significantly influence how responsibility a

company behaves a trusted source of peer-generated information: 61% of consumers now consider blogs a reliable source of information.

3. Although interest in buying green extended a cross all age, income and education levels, with 90 percent of respondents open to considering sustainable products, less than 25 percent of shoppers actively consider them when buying. Yet only 47 percent of those who consider buying eco friendly products actually found green products on retail shelves and just 22 percent actually purchased them.

A study by Papadopoulos, Karogouni and Platogiani (accepted – in press), under the title: **"Green Marketing. The case of Greece in certified and sustainable managed timber products"**⁽¹⁾.

The purpose of the present paper is to study the possibility of promoting certified timber coming from sustainable managed forests in order to support Greek enterprises and the institutions of the Greek timber sector involved to apply effective green marketing methods and policies.

Based on a prototype questionnaire, specifically structured for the aim of the research, 55 responses were collected from Greek timber enterprises on April 2009. The questionnaires were processed and analyzed with the statistical program SPSS of ver 17.00 using descriptive statistics and correlation analysis. The main purpose was the investigation of knowledge, use and promotion of certified timber that emanates from forests under sustainable management, planning thus the green marketing.

Findings showed that the Greek enterprises of the timber sector expressed a great interest on the protection of forests all over the world, ranging from illegal loggings to their rational management. At the same time, in their overwhelming majority, they strongly support the certification on the sustainable management of Greek forests.

⁽¹⁾ That paper is one of the six papers (from 350 total) that presented to the 2nd EuroMed conference and accepted for publication in the EuroMed Journal of Business.

These enterprises believe that the movement of green buildings reaches also Greece, with a slow however pace and forecast that green consumers are prone to offer an additional percentage about 6% on price, in order to buy certified timber products.

What distinguishes the current Study from previous studies?

1. It is the first study in Jordan – as far as the researcher knows – that dealt with the effect of green products on the Jordanian consumer behavior.
2. It studied all the six dimensions of consumer behavior: In green products, searching, purchasing, using, evaluating, and disposing.

Chapter 3

Methodology

Introduction:

In order to answer the questions of the study and to test its hypotheses, the suitable approach was followed, the population and sample of the study were identified, questionnaire was designed and its validity and reliability were assured.

The study approach

The study used the mall intercept survey method.

The population and sample of the study

The population consisted of all customers whose age is between 18-65 years and who are both males and females available within the last two weeks of October in the big malls of Amman, Zarqa, and Irbid city within.

Using the mall intercept personal questionnaire, respondents were intercepted while they are shopping in the malls. The distributors then administered the questionnaire and asked the respondent to fulfill it. Three hundred (300) questionnaires were distributed in one mall in each of the three cities. Two hundred and sixty (260) were suitable for analyses and thus considered the sample of the study. Table (2) shows the characteristics of the study sample according to the demographic variables.

Table (2)

Characteristics of the study's sample according to the demographic variables

Variable	Level of variable	Frequency	Percent
City	Zarqa	56	21.5%
	Amman	104	40.0%
	Irbid	100	38.5%

Age	18 – 29	102	39.2%
	30 – 44	111	42.7%
	45 – 65	47	18.1%
Sex	Male	138	53.1%
	Female	122	46.9%

Variable	Level of variable	Frequency	Percent
Education Level	Secondary and less	49	18.8%
	Diploma	38	14.6%
	Bachelor	112	43.1%
	Graduate	61	23.5%
Monthly Income	200 – 400 JD	107	41.2%
	401 – 600 JD	65	25.0%
	601 – 800 JD	30	11.5%
	More than 800 JD	58	22.3%
Marital Status	Married	117	45.0%
	Widowed	15	5.8%
	Divorce	13	5.0%
	Single	115	44.2%

The table shows that the sample of study from Amman was (104) with percentage (40.0%), Irbid was (100) with percentage (38.5%), and Zarqa was (56) with percentage (21.5%). Moreover, those whose age (30) years to less than (45) years were the majority, they were (111) with percentage (42.7%). Males were more than females, the number of males was (138) with percentage (53.1%). The number of Bachelor degree was (112) with percentage (43.1%). Those whose monthly income between (200-400) J.D. were the majority of the income sample, they were (107) with percentage (41.2%). Finally, the married

subjects were more than single, Widowed and divorced. They were the majority of the marital status, they were (117) with percentage (45.0%).

The tool of the study

The researcher developed a questionnaire after reviewing the literature and previous studies related to the topic of the study (Schiffman & Kanuk 2004, Shawarah et.al., 2010; NSWMA & WASTC, 2011; Wang, 2006).

The questionnaire was designed to capture participant responses to the items of five dimensions of green product, in searching for, purchasing, using, evaluating, and disposing. It consisted of (34) items.

The questionnaire used the rating five point Likert scale as follows: strongly agree (5), agree (4), neither agree or disagree (3), disagree (2), strongly disagree(1).

Validity of the study tool

The questionnaire was introduced primarily to group of specialists in the Jordanian universities as face validity (Appendix 1), who are experienced and qualified. This is to review the terms of the questionnaire and its dimensions.

The researcher modified the questionnaire based on the specialists' notes to finalize it, which consisted in its final form of (34) items (Appendix 2).

The items were distributed to the dimensions as the following:

- Green products. (10)
- Searching for green products. (4)
- Purchasing green products. (5)
- Using green products. (5)
- Evaluating green products. (3)
- Disposing green products. (7)

Reliability of the study tool

The Cronbach's alpha formula was used to test the degree of the respondents to the items of the questionnaire, the value of the Cronbach's alpha was 0.81, which is good because it is above the accepted value, which is 0.60.

Table (3)

The consistency Coefficients of the questionnaire

Dimensions	Cronbach's alpha value
Green products	0.70
Searching for green products	0.78
Purchasing green products	0.80
Using green product	0.77
Evaluating green products	0.74
Disposing green products	0.79
Total	0.81

Table (2) shows the values of consistency coefficients for the questionnaire dimensions. These coefficient were between (0.70) for the green products and (0.80) for the purchasing dimension.

Statistical methods

The study employed SPSS to analyze the data in order to answer the questions and testing its hypotheses as follows:

1. Simple regression to answer the first question and its minor questions, and testing the hypotheses related to this question.
2. MANOVA to answer the second question.

Chapter 4

The Study Results

The study was conducted to answer its questions, and testing its hypothesis by using: means, standard deviations, simple regression, and MANOVA. The results were as follows:

Firstly: The Descriptive data:

Means, standard deviations, and means' rank at in the responses of the study sample to the questionnaire items were calculated. Table (4) shows these means and their standard deviations.

Table (4)
Means, standard deviations, and ranks of the sample responses to the questionnaire items

No	Question	Mean	Std. Deviation	Rank
Green products				
1	I'm willing to buy more goods that are environmentally friendly.	4.46	0.70	1
2	I read carefully all the information written on the label to make sure it is a green product.	3.94	1.03	6
3	I don't mind if the green product is less quality than non-environmental product.	3.47	1.03	8
4	I prefer buying recycled products more than other one.	3.61	1.18	7
5	We are all responsible for making environmentally conscious decision.	4.12	1.17	5
6	I don't mind if the green products are more expensive than non-environmental products.	3.24	1.17	10
7	I like green products save energy which I use for a long time.	4.36	0.77	2
8	I feel I will live longer if I eat organic foods.	3.45	1.47	9
9	I encourage others to use green products more than non-environmental products.	4.24	0.74	4
10	I encourage others to care about their health and environment around them.	4.34	0.77	3
		3.92	0.54	-

No	Question	Mean	Std. Deviation	Rank
Searching for green products				
11	I feel emotionally attached green product.	4.27	0.75	1
12	I trust green products so I searching for green products that help me narrow the gap between what I am and what I try to be.	3.80	0.89	3
13	I am searching for green products in order to be different from others.	4.00	0.90	2
14	I searching for product that satisfy my needs and wants whether they are green or not.	3.02	1.20	4
		3.89	0.58	-
Purchasing green products				
15	For the first time, I buy a smaller quantity of products than usual.	3.37	1.28	4
16	I purchase smaller trail quantities of new brand than if it were a familiar brand.	3.78	0.99	2
17	I can be encouraged to try a new products through promotional tactics as free sample, coupons, and/or sale price.	3.66	1.24	3
18	I am likely to repeat purchase when a new brand in an established product category (toothpaste, gum, cola) is found by trial to be more satisfactory than other brands.	3.22	1.32	5
19	I purchase green products on big scale and willing to use it again in large quantities.	3.88	1.02	1
		3.58	0.75	-
Using green product				
20	I find difficultly in using green products.	2.92	1.06	5
21	I find that organic foods is more tasty than non-organic foods.	3.91	1.02	4
22	I enjoy driving hybrid cars.	4.11	0.87	1
23	I use green product easily.	4.11	0.82	1
24	I feel safer dealing with green products.	4.06	0.79	3
		3.87	0.70	-
Evaluating green products				
25	The green products match my expectation.	3.94	0.91	1
26	The green products exceed my expectations that had before using it.	3.81	0.98	2
27	The green products which I use was less below my expectation.	2.98	1.13	3
		3.58	0.60	-

No	Question	Mean	Std. Deviation	Rank
Disposing green products				
28	I follow procedures that are written on products which describe how to dispose of product.	3.45	1.12	5
29	I had a product that I have tried to fix, but it seems that it doesn't work, so I sell it to second had shop.	3.42	1.34	7
30	I'm ready to buy durable products instead of those that are disposable or cheaply made.	4.18	0.88	1
31	I repair/ restore used items before replacing them.	4.06	0.93	2
32	I buy items that can be reused.	3.98	0.96	3
33	I avoid excesses packaging in order to reduce the amount disposed items.	3.66	1.05	4
34	I pass unwanted items to friends and family.	3.44	1.39	6
		3.74	0.70	-

Table (4) shows that the total mean of green products variable was (3.92) with standard deviation (0.54), the total mean of the searching for green products dimension was (3.89) with standard deviation (0.58), the total mean of the purchasing green products dimension was (3.58) with standard deviation (0.75), the total mean of the using green product dimension was (3.87) with standard deviation (0.70), the total mean of the evaluating green products dimension was (3.58) with standard deviation (0.60), and the total mean of the disposing green products dimension which was (3.74) with standard deviation (0.70).

The all total means of the components of Jordanian consumers decision making (searching, using, purchasing, evaluating, and disposing of green products) were above the mean of the scale which is (3). This indicates the interest of Jordanian consumers in taking decisions about green products. This is may be supported by the fact that the standard deviation to the components were less than one. This may be interprets the closeness of the answers to the mean of the scale. This may due to the environmental knowledge the Jordanian consumer have.

Secondly: Testing the study hypotheses:

Simple linear regression was used to test the hypotheses of study as what follow:

Ho1.1: There is no effect of green products on Jordanian consumer decision making related to (searching for the green products):

In order to examine the first hypothesis the researcher used the simple linear regression, the results are shown in table (5).

Table (5)

The results of simple regression for the effect of green products on Jordanian consumer decision making related to (searching for the green products)

(R)	(R ²)	Df		Siq*	β	T	Siq*
0.778	0.605	Regression	1	0.000	0.836	19.883	0.000
		Residual	258				
		Total	259				

Table (5) shows that there is effect of green products on Jordanian consumer decision making related to (searching for the green products), where the correlation coefficient value was (0.778) and ($R^2 = 0.605$) is the determination coefficient of searching for the green products variable. This means the value (0.605) indicates the changes in searching for the green products due to the change in the level of green products consciousness. The value of influence $\beta = (0.836)$ means that the increase one degree in the level of consciousness in green products leads to an increase in searching for the green products, value to be (0.836). the calculated value of (T) was (19.883), which has statistical significance at ($\alpha \leq 0.05$). Therefore, the first hypothesis is rejected: **"There is no effect of green products on Jordanian consumer decision making related to (searching for the green products)"**. This result may be attributed to

many reasons in Jordan. One of these reasons might be that green products save energy. Another reason could be its suitable price.

Ho1.2: There is no effect of green products on Jordanian consumer decision making related to (purchasing green products):

In order to examine the second hypothesis, the study used the simple linear regression. The results are shown in table (6).

Table (6)

The results of simple regression for the effect of green products on Jordanian consumer decision making related to (purchasing green products)

R	(R^2)	Df		Sig*	β	T	Sig*
0.192	0.037	Regression	1	0.002	0.268	3.136	0.002
		Residual	258				
		Total	259				

Table (6) shows that there is effect of green products on Jordanian consumer decision making related to (purchasing green products), where the correlation coefficient value was (0.192) and ($R^2 = 0.037$) is the determination coefficient of purchasing green products variable. This means that the value (0.037) is the changes in purchasing green products due to the change in the green products consciousness. The value of influence $\beta = (0.268)$ means that the increase one degree in the level of consciousness in green products leads to an increase in purchasing green products, value to be (0.268). And (T) value was (6.136), which means that it has statistical significance at ($\alpha \leq 0.05$). Therefore, the researcher refuses the second hypothesis: **"There is no effect of green**

products on Jordanian consumer decision related to (purchasing green products)".

This may be due to different reasons, including good word of mouth and post purchase evaluating outcome.

Ho1.3: There is no effect of green products on Jordanian consumer decision related to (using green product):

In order to examine. the third hypothesis, the study used the simple linear regression, the results are shown in table (7).

Table (7)

The results of simple regression for the effect of green products on Jordanian consumer decision making related to (using green products)

(R)	(R ²)	df		Siq*	β	T	Siq*
0.113	0.013	Regression	1	0.070	0.146	1.822	0.070
		Residual	258				
		Total	259				

Table (7) shows that there is no effect of green products on Jordanian consumer decision making related to (using green product), where as the correlation coefficient was (0.113) and ($R^2 = 0.013$) of variance of purchasing green products variable. This means that the value (0.013) of the changes in using green product is due to the change in the level of consciousness in the green products. The value of influence $\beta = (0.146)$ means that the increase in the level of interest in green product leads to an increase in using green product value to be (0.146). The calculated value of (T) was (1.822), which means that it hasn't statistical significance at ($\alpha \leq 0.05$). Therefore, the third hypothesis is

accepted: "There is no effect of green products on Jordanian consumer decision making related to (using green product)".

This result may be explained by the direct using of green products in recent years in comparison to the past although it is still not enough in Jordan.

Ho1.4: There is no effect of green products on Jordanian consumer decision making related to (evaluating green products):

In order to examine, the fourth hypothesis the study used the simple linear regression, the results are shown in table (8).

Table (8)

The results of simple regression for the effect of green products on Jordanian consumer decision making related to (evaluating green products)

(R)	(R ²)	Df		Siq*	β	T	Siq*
0.411	0.169	Regression	1	0.000	0.463	7.251	0.000
		Residual	258				
		Total	259				

Table (8) shows that there is effect of green products on Jordanian consumer decision making related to (evaluating green products), where as the correlation coefficient was (0.411) and ($R^2 = 0.169$) of variance of evaluating green products variable. This means the value (0.169) of the changes in evaluating green product is due to the change in the level of consciousness in the green products. The value of influence $\beta = (0.463)$ means that one degree increase in the level of interest in green product leads to an increase in evaluating green product value to be (0.463). The calculated value of (T) was (7.251), which means that it has statistical significance at ($\alpha \leq 0.05$). Therefore, the fourth

hypothesis is rejected: **"There is no effect of green products on Jordanian consumer decision making related to (evaluating green products)"**.

This may be explained by the consumers' satisfaction or dissatisfaction that resulted from evaluating green products which leads to their adoption in several levels.

Ho1.5: There is no effect of green products on Jordanian consumer decision making related to (disposing green products):

In order to examine, the fifth hypothesis the study used the simple linear regression, the results are shown in table (9).

Table (9)

The results of simple regression for the effect of green products on Jordanian consumer decision making related to (disposing green products)

R	(R^2)	Df		Sig*	β	T	Sig*
0.353	0.125	Regression	1	0.000	0.462	6.060	0.000
		Residual	258				
		Total	259				

Table (9) shows that there is effect of green products on Jordanian consumer decision making related to (disposing green products), where as the correlation coefficient was (0.353) and ($R^2 = 0.125$) of variance of disposing green products variable. This means the value (0.125) of the changes in evaluating green product is due to the change in the level of consciousness in the green products. The value of influence $\beta = (0.462)$ means that one degree increase in the level of consciousness in green product leads to an increase in disposing green products value to be (0.462). The calculated value of (T) was (0.060),

which means that it has statistical significance at ($\alpha \leq 0.05$). Therefore, the fifth hypothesis is rejected: **"There is no effect of green products on Jordanian consumer decision making related to (disposing green products)"**.

This is possibly due to disposing information displayed on the green product.

Thirdly: Testing the effect of some demographic variables:

To test the effect of some demographic variables, the following hypothesis was formulated: **There are no significant statistical differences at ($\alpha \leq 0.05$) in the dimensions of Jordanian consumer decision making toward the green products (in searching for, purchasing, using, evaluating, disposing) attributed to sex, age, education and monthly Income.**

1- The result according to sex:

Means and standard deviations were calculated for the dimensions of Jordanian consumer decision making toward the green products (in searching for, purchasing, using, evaluating, disposing) according to sex. Table (10) presents this result.

Table (10)

Means and standard deviations for the dimensions of Jordanian consumer decision making related to the green products in (searching for, purchasing, using, evaluating, disposing) attributed to sex

Dimensions	sex	Mean	Std. Deviation	N
Green products	Male	4.00	0.517	138
	Female	3.83	0.543	122
	Total	3.92	0.535	260

Searching for green products	Male	3.99	0.520	138
	Female	3.78	0.614	122
	Total	3.89	0.575	260
Purchasing green products	Male	3.49	0.829	138
	Female	3.69	0.635	122
	Total	3.58	0.749	260
Using green products	Male	3.94	0.432	138
	Female	3.78	0.900	122
	Total	3.87	0.696	260
Evaluating green products	Male	3.66	0.607	138
	Female	3.48	0.586	122
	Total	3.58	0.603	260
Disposing green products	Male	3.67	0.750	138
	Female	3.82	0.635	122
	Total	3.74	0.701	260

There are apparent differences between the means for the dimensions of Jordanian consumer decision making related to the green products (in searching for, purchasing, using, evaluating, disposing) attributed to sex. To find out whether these differences are statistically significant, the researcher used MANOVA. Table (11) presents the results as follows:

Table (11)

The result of MANOVA for the dimensions of Jordanian consumer decision making related to the green products in (searching for, purchasing, using, evaluating, disposing) attributed to sex

		Wilks' Lambda		Value	F	Sig.
				0.892	5.100	0.000
Source	Dependent Variable	Sum of Squares	df	Mean Square	F	Sig.
Sex	Green products	1.890	1	1.890	6.744*	0.010
	Searching for green products	2.938	1	2.938	9.160*	0.003
	Purchasing green products	2.509	1	2.509	4.533*	0.034
	Using green products	1.754	1	1.754	3.662	0.057
	Evaluating green products	2.002	1	2.002	5.605*	0.019
	Disposing green products	1.545	1	1.545	3.168	0.076
Error	Green products	72.297	258	0.280		
	Searching for green products	82.748	258	0.321		
	Purchasing green products	142.795	258	0.553		
	Using green products	123.614	258	0.479		
	Evaluating green products	92.127	258	0.357		
	Disposing green products	125.798	258	0.488		
Corrected Total	Green products	74.187	259			
	Searching for green products	85.685	259			
	Purchasing green products	145.304	259			
	Using green products	125.369	259			
	Evaluating green products	94.128	259			
	Disposing green products	127.342	259			

*** The mean difference is significant at the (0.05) level.**

The value of lambda (0.892) and the value of (F) (5.100) are statistically significant at the level of significance ($\alpha \leq 0.05$). Table (11) shows that there were significant differences according to sex in the following dimensions of consumer decision making: green products (F = 6.744), searching for (F = 9.169), evaluating (F = 5.605), in favor of the male consumers behavior, and the purchasing dimension (F = 4.53) in favor of the female consumers decision making. There were no significant differences due to sex in the following two dimensions of consumer decision making: using green products (F = 3.662) and disposing green products (F = 3.168).

2- Age:

The means and standard deviations were computed for the dimensions of Jordanian consumer decision making related to the green products in (searching for, purchasing, using, evaluating, disposing) attributed to age. Table (12) presents the results.

Table (12)

Means and standard deviations for the dimensions of Jordanian consumer decision making related to the green products (in searching for, purchasing, using, evaluating, disposing) attributed to age

Dimensions	Age	Mean	Std. Deviation	N
Green products	18 - 29	3.82	0.629	102
	30 - 44	3.95	0.423	111
	45 - 65	4.08	0.515	47
	Total	3.92	0.535	260

Searching for green products	18 - 29	3.70	0.601	102
	30 - 44	4.01	0.520	111
	45 - 65	4.01	0.540	47
	Total	3.89	0.575	260
Purchasing green products	18 - 29	3.64	0.616	102
	30 - 44	3.49	0.845	111
	45 - 65	3.68	.762	47
	Total	3.58	0.749	260
Using green products	18 - 29	3.80	0.897	102
	30 - 44	3.82	0.532	111
	45 - 65	4.13	0.442	47
	Total	3.87	0.696	260
Evaluating green products	18 - 29	3.57	0.752	102
	30 - 44	3.50	0.490	111
	45 - 65	3.77	0.423	47
	Total	3.58	0.603	260
Disposing green products	18 - 29	3.81	0.723	102
	30 - 44	3.59	0.662	111
	45 - 65	3.95	0.679	47
	Total	3.74	0.701	260

There are apparent differences between the means for the dimensions of Jordanian consumer decision making related to the green products (in searching for, purchasing, using, evaluating, disposing) according to age. To find out if these differences are statistically significant, MANOVA was used. Table (13) presents the results as follows:

Table (13)

The result of MANOVA for the dimensions of Jordanian consumer decision making related to the green products in (searching for, purchasing, using, evaluating, disposing) attributed to age

		Wilks' Lambda		Value	F	Sig.
				0.835	3.969	0.000
Source	Dependent Variable	Sum of Squares	df	Mean Square	F	Sig.
Age	Green products	2.358	2	1.179	4.218*	0.016
	Searching for green products	6.087	2	3.043	9.826*	0.000
	Purchasing green products	1.767	2	0.883	1.582	0.208
	Using green products	4.040	2	2.020	4.279*	0.015
	Evaluating green products	2.404	2	1.202	3.367*	0.036
	Disposing green products	5.236	2	2.618	5.510*	0.005
Error	Green products	71.829	257	0.279		
	Searching for green products	79.599	257	0.310		
	Purchasing green products	143.537	257	0.559		
	Using green products	121.329	257	0.472		
	Evaluating green products	91.725	257	0.357		
	Disposing green products	122.106	257	0.475		
Corrected Total	Green products	74.187	259			
	Searching for green products	85.685	259			
	Purchasing green products	145.304	259			
	Using green products	125.369	259			
	Evaluating green products	94.128	259			
	Disposing green products	127.342	259			

* The mean difference is significant at the (0.05) level.

The value of lambda (0.835), and the value of (F) (3.969) are statistically significant at the level of significance ($\alpha \leq 0.05$). Table (13) shows that there were significant differences due to the age in the following dimensions: green products (F = 4.218), searching for (F = 9.826), using (F = 4.279),

evaluating ($F = 3.367$), and disposing ($F = 5.510$). While there were no significant differences due to age in the purchasing green products dimension ($F = 1.582$ and $\alpha = 0.208$), which means that there were statistical significant differences at ($\alpha = 0.05$) in all dimensions of Jordanian consumer decision making related to the green products due to the consumer age except the purchasing dimension.

In order to identify where these differences occur, multiple comparisons were applied using Scheffe test. Table (14) shows these multiple comparisons due to the levels of age.

Table (14)
(Scheffe) test for multiple comparisons between the dimensions of
Jordanian consumer decision making related to the green products in
(searching for, using, evaluating, disposing) attributed to age

Dimensions	Age	Mean	45 & more than 45	30 years to less than 45 years	Less than 30 years
Green products			4.08	3.95	3.82
	45 - 65	4.08		0.13	0.26*
	30 - 44	3.95			0.13
	18 - 29	3.82			
Searching for green products			4.01	4.01	3.70
	45 - 65	4.01		0.00	0.30*
	30 - 44	4.01			0.30*
	18 - 29	3.70			
Using green products			4.13	3.82	3.80
	45 - 65	4.13		0.31*	0.33*
	30 - 44	3.82			0.02
	18 - 29	3.80			
Evaluating green products			3.77	3.57	3.50
	45 - 65	3.77		0.20*	0.27*
	30 - 44	3.57			0.07
	18 - 29	3.50			
Disposing green products			3.95	3.81	3.59
	45 - 65	3.95		0.14	0.36*
	30 - 44	3.81			0.22*
	18 - 29	3.59			

*** The mean difference is significant at the (0.05) level.**

Table (14) shows significant difference in green product in favor of the (45 - 65) when it was compared (18-29 years). There was significant difference in searching for green product dimension in favor of the category (45 - 65), and (30 - 44 years) when they were compared with (18 - 29 years). Furthermore, there was significant difference in disposing of green products in favor of the (45 - 65) when it was compared with (18 - 29) years, and (30 - 44 years). There was significant difference in using or evaluating green products in favor of the (45 -65 years).

3- The educational level

Means and standard deviations were calculated for the dimensions of Jordanian consumer decision making related to the green products in (searching for, purchasing, using, evaluating, disposing) attributed to the educational level. Table (15) presents the results.

Table (15)

Means and standard deviation of Jordanian consumer decision making related to the green products in (searching for, purchasing, using, evaluating, disposing) attributed to the educational level

Dimensions	Educational Level	Mean	Std. Deviation	N
Green products	Secondary and less	3.99	0.482	49
	Diploma	3.75	0.664	38
	Bachelor	3.90	0.527	112
	Graduate	4.01	0.483	61
	Total	3.92	0.535	260

Searching for green products	Secondary and less	4.00	0.630	49
	Diploma	3.81	0.521	38
	Bachelor	3.77	0.551	112
	Graduate	4.07	0.551	61
	Total	3.89	0.575	260
Purchasing green products	Secondary and less	3.56	0.657	49
	Diploma	3.20	0.728	38
	Bachelor	3.52	0.838	112
	Graduate	3.95	0.461	61
	Total	3.58	0.749	260
Using green products	Secondary and less	3.77	0.596	49
	Diploma	3.98	0.333	38
	Bachelor	3.78	0.878	112
	Graduate	4.03	0.503	61
	Total	3.87	0.696	260
Evaluating green products	Secondary and less	3.66	0.629	49
	Diploma	3.78	0.587	38
	Bachelor	3.49	0.651	112
	Graduate	3.54	0.457	61
	Total	3.58	0.603	260
Disposing green products	Secondary and less	3.77	0.649	49
	Diploma	3.72	0.760	38
	Bachelor	3.64	0.762	112
	Graduate	3.92	0.549	61
	Total	3.74	0.701	260

There are apparent differences between the means of Jordanian consumer decision making related the green product (in searching for, purchasing, using, evaluating, disposing) attributed to the educational level. To

know if these apparent differences are statistically significant MANOVA was used. Table (16) presents the result of this using.

Table (16)
The results of MANOVA for the dimensions of Jordanian consumer decision making related the green products in (searching for, purchasing, using, evaluating, disposing) attributed to the educational Level

		Wilks' Lambda	Value	F	Sig.	
			0.722	4.822	0.000	
Source	Dependent variable	Sum of Squares	df	Means Square	F	Sig.
Education	Green products	1.848	3	0.616	2.180	0.091
	Searching for green products	4.654	3	1.551	4.901*	0.002
	Purchasing green products	14.346	3	4.782	9.348*	0.000
	Using green products	3.392	3	1.313	2.373	0.071
	Evaluating green products	2.789	3	0.930	2.606*	0.052
	Disposing green products	3.249	3	1.083	2.234	0.085
Error	Green products	72.339	256	0.283		
	Searching for green products	81.032	256	0.317		
	Purchasing green products	130.957	256	0.512		
	Using green products	121.976	256	0.476		
	Evaluating green products	91.339	256	0.357		
	Disposing green products	124.093	256	0.485		
Corrected Total	Green products	74.187	259			
	Searching for green products	85.685	259			
	Purchasing green products	145.304	259			
	Using green products	125.369	259			
	Evaluating green products	94.128	259			
	Disposing green products	127.342				

*** The mean difference is significant at the (0.05) level**

Table (16) shows that there are significant differences ($\alpha = 0.05$) due to the educational level of Jordanian consumers in the following dimensions of consumer decision making as a whole (green products, searching for, purchasing, using, evaluating, disposing). The value of Wilks' Lambda is (0.722) which is statistically significant at the level (0.000) and (F) value = (4.822). Table (15) also shows that there is significant difference due to the consumer educational level in the following dimensions separately searching for (F = 4.901 and $\alpha = 0.002$), purchasing (F = 9.348 and $\alpha = 0.000$), and evaluating (F = 2.606 and $\alpha = 0.05$), while there is no significant difference due to the educational level of Jordanian customers in the following dimensions: green product (F = 2.18 and $\alpha = 0.091$) using (F = 2.373 and $\alpha = 0.071$) and disposing (F = 2.234 and $\alpha = 0.085$).

In order to identify where the differences in the following dimensions: Green products, searching for, using, evaluating and disposing, multiple comparison between the means were applied using Scheffe test. Table (17) shows that these multiple comparisons are due to the level of consumer age.

Table (17)

Scheffe test for multiple comparisons of Jordanian consumer decision making related to the green products in (searching for, purchasing, and evaluating) due to the educational level

Dimensions	Educational level	Mean	Secondary & less	Diploma	Bachelor	Graduate
In searching for			4.000	3.81	3.77	4.07
	Secondary & less	4.000	-	0.14	0.23*	0.07
	Diploma	3.81		-	0.04	0.26*
	Bachelor	3.77			-	0.30*
	Graduate	4.07				-

purchasing			3.56	3.20	3.52	3.95
	Secondary & less	3.56	-	0.36*	0.04	0.39*
	Diploma	3.20		-	0.32*	0.75*
	Bachelor	3.52			-	0.43*
	Graduate	3.95				-
Evaluating			3.66	3.78	3.49	3.54
	Secondary & less	3.66	-	0.12	0.17	0.12
	Diploma	3.78		-	0.29*	0.24*
	Bachelor	3.49			-	0.05
	Graduate	3.54				-

* Significant at $\alpha \leq 0.05$

Table (17) shows significant difference in searching for green products in favor of the Graduate level when compared to diploma level, and in favor of the secondary level when compared to bachelor level. In addition, there was significant difference in favor of graduate level when it compared to Bachelor degree.

As for the second dimension, the findings in Table (17) indicated that there was significant difference in the purchasing of green products in favor of graduate degree when compared to secondary as less level and diploma degree, and in favor of bachelor and graduate degree when compared to diploma degree; and in favor of the graduate level when compared to the bachelor level.

Concerning the third dimension, the findings in table (17) indicated that there was significant difference in the evaluating green products dimension in favor of the diploma degree when it was compared with the bachelor level, and the graduate level.

4- Monthly Income

Means and standard deviations were calculated for the dimensions of Jordanian consumer decision making related to the green products in (searching for, purchasing, using, evaluating, disposing) attributed to the monthly income. Table (18) presents the results.

Table (18)

Means and Standard deviations for the dimensions of Jordanian consumer decision making related to the green products (in searching for, purchasing, using, evaluating, disposing) according to Monthly income

Dimensions	Monthly income	Mean	Std. Deviation	N
Green products	200-400	3.94	0.539	107
	401-600	3.90	0.567	65
	601-800	4.01	0.593	30
	800 & more	3.87	0.461	58
	Total	3.92	0.535	260
Searching for green products	200-400	3.85	0.549	107
	401-600	3.85	0.700	65
	601-800	3.93	0.303	30
	800 & more	3.97	0.577	58
	Total	3.89	0.575	260
Dimensions	Monthly income	Mean	Std. Deviation	N
Purchasing green products	200-400	3.43	0.782	107
	401-600	3.47	0.802	65
	601-800	3.73	0.780	30
	800 & more	3.90	0.462	58
	Total	3.58	0.749	260
Using green products	200-400	3.77	0.566	107
	401-600	3.88	1.037	65
	601-800	3.73	0.491	30
	800 & more	4.11	0.429	58
	Total	3.87	0.696	260

Evaluating green products	200-400	3.58	0.748	107
	401-600	3.66	0.538	65
	601-800	3.49	0.399	30
	800 & more	3.53	0.437	58
	Total	3.58	0.603	260
Disposing green products	200-400	3.63	0.721	107
	401-600	3.75	0.650	65
	601-800	3.67	0.901	30
	800 & more	3.98	0.546	58
	Total	3.74	0.701	260

There are apparent differences between the means for the dimensions of Jordanian consumer decision making related to the green products (in searching for, purchasing, using, evaluating, disposing) attributed to monthly income. To identify whether these differences are statistically significant, MANOVA was used and table (19) present the result as follows:

Table (19)

The result of MANOVA for the dimensions of Jordanian consumer decision making related to the green products in (searching for, purchasing, using, evaluating disposing) according to monthly income

		Wilks' Lambda		Value	F	Sig.
				0.809	3.063	0.000
Source	Dependent variable	Sum of Squares	df	Means Square	F	Sig.
Monthly income	Green products	0.520	3	0.173	0.603	0.614
	Searching for green products	0.694	3	0.231	0.697	0.555
	Purchasing green products	9.585	3	3.195	6.026*	0.001
	Using green products	4.989	3	1.663	3.537*	0.015
	Evaluating green products	0.833	3	0.278	0.762	0.517
	Disposing green products	4.781	3	1.594	3.329*	0.020

Error	Green products	73.666	256	0.288		
	Searching for green products	84.992	256	0.332		
	Purchasing green products	135.719	256	0.530		
	Using green products	120.379	256	0.470		
	Evaluating green products	93.296	256	0.364		
	Disposing green products	122.561	256	0.479		
Corrected Total	Green products	74.187	259			
	Searching for green products	85.685	259			
	Purchasing green products	145.304	259			
	Using green products	125.369	259			
	Evaluating green products	94.128	259			
	Disposing green products	127.342	259			

* The mean difference is significant at the (0.05) level

Table (19) shows that there are significant differences ($\alpha \leq 0.05$) due to the monthly income of Jordanian consumers in the following dimensions of consumer decision making as a whole (green products, searching for, purchase, using, evaluating and disposing) that the value of Wilks' Lambda is (0.809), which is statistically significant at the level (0.000) and (F) value = (3.063). Table (18) also shows that there is significant difference due to the consumer monthly income in the following dimensions separately: purchasing green products (F = 6.026 and $\alpha = 0.001$) using green products (F = 3.537 and $\alpha = 0.015$), and disposing green products (F = 3.329 and $\alpha = 0.02$), while there is no significant difference due to the Jordanian monthly income in the following dimensions: green products (F = 0.603 and $\alpha = 0.614$), searching for (F = 0.697 and $\alpha = 0.555$), and evaluating green products (F = 0.762 and $\alpha = 0.517$).

In order to identify where the differences occurring in the following dimensions: (purchasing, using and disposing), multiple comparisons between the means were applied using Scheffe test. Table (20). Shows these multiple comparisons according to the categories of consumer monthly income.

Table (20)

Scheffe test for multiple comparisons between the dimensions' means of Jordanian consumer decision related to the green products: purchasing, using and disposing attributed to monthly income

Dimension	Monthly income	Mean	200-400	401-600	601-800	More than 800
Purchasing			3.43	3.47	3.73	3.90
	200-400	3.43	-	0.04	0.30*	0.47*
	401-600	3.47		-	0.26	0.43*
	601-800	3.73			-	0.17
	More than 800	3.90				-
Using			3.77	3.88	3.77	4.11
	200-400	3.77	-	0.11	0.04	0.34*
	401-600	3.88		-	0.15	0.23
	601-800	3.73			-	0.38*
	More than 800	4.11				-
				3.63	3.75	3.67
Disposing	200-400	3.63	-	0.12	0.04	0.35*
	401-600	3.75		-	0.08	0.23
	601-800	3.67			-	0.31
	More than 800	3.98				

Table (20) shows significance difference in purchasing products dimension in favor of the monthly income category (601-800 J.D.) when it was compared with the category (200-400 J.D.), and in favor of the category (more than 800 J.D.) when it was compared with the category (200-400 J.D.) and the category (401-600 J.D.).

As for the using dimension, the finding in table (20) indicated that there was significant difference in favor of the category (more than 800 J.D.) when it

was compared with (200-400) or (601-800) category. In addition, table (20) shows significant difference in disposing products dimension in favor of the income category (more than 800) when it was compared with the monthly income (200-400).

Chapter Five

Results Discussion and Recommendations

This study was conducted to answer two main questions, and to test its hypotheses by using simple regression and MANOVA. This led to the results of this study. The results of the study will be discussed according to their questions as follows:

1. **The discussion of the first question:** what is the effect of green products consciousness on Jordanian consumer decision making? To answer this question. Simple regression was used to answer this questions the result showed the following: There was statistical significant effect of green products consciousness on Jordanian consumer decision making related to: "searching for" dimension, purchasing dimension, evaluating dimension, and disposing dimension, while there was no statistical significant effect on Jordanian consumer behavior related to the using dimension.

This result may be due to many reasons, such as the existence of consciousness of green products and the environment in general. The sample shows interest in making their environment green and knowledge in the importance of green products. They know that these products have positive effect on protecting the environment locally and internationally.

Another reason is the government's attitude towards environment. For example the government reduced the taxes, which enabled consumers to buy green products in less price. This helped the customer to search for, evaluate, purchase, and dispose of such products in the best way.

The study showed that there was no effect on the using of green products. This may due to the increase in direct using in recent years in comparison to the past although it is still not enough in Jordan. Furthermore, the environment consciousness is still immature. This result agreed with (Hartman, et.al., 2005;

Wang 2006; Mchintosh 2009; Shawarah et.al., 2010) and disagreed with (Murthey, 2010).

2. **The discussion of the second question:** are there significant differences ($\alpha \leq 0.05$) in the Jordanian consumer decision making related to: (searching, purchasing, using, evaluating, and disposing) attributed to sex, age, the educational level and monthly income?

MANOVA and Scheffe test were used to answer this previous question, the results were as follows:

2.1. Sex:

There was significant difference due to sex on the following dimensions: green products consciousness, searching for, evaluating in favor of the males and in favor of females on the purchasing dimension while there was no significant difference between males and females in using and disposing dimensions.

This result may be attributed to the man's characteristics in the Jordanian family. The father in the family is responsible for bringing the money so that the consumers in the family can purchase the products. Moreover, the man is more rational in his behavior than the female in the family as she use her passion. Therefore, he is more concerned in searching for and evaluating green products. His evaluation helps him in taking the right decision to buy the products or not.

The using of green products by males and females is equal. This is because they depend in their evaluation on the product itself, the way it is made, and its qualities. The two sexes are also equal in the way of disposing of green products as is displayed on them. The only difference between females and males, which is showed in the study, might be in the amount of care showed by females in disposing of the product.

The results showed significant difference in the purchasing dimension between males and females in favor of the females. This might be because of the interest of women in buying new and unfamiliar products without caring about the rest of the details of the product.

This result agreed with (Shammot, 2011) and disagreed with (Suplico, 2009).

2.2. Age:

There were significant differences in green products consciousness, searching for, using, evaluating, and disposing due to age in favor of (45 - 65), when was compared with (18 - 29 years), and in favor of (30 - 44) when was compared with (18 - 29) on "searching for" dimension. In addition, there was significant difference in favor of (45 - 65) when was compared with (30 - 44) on the following dimensions: using, evaluating, and disposing.

This result means that the more the age is the more environmental consciousness is. This may be because the older people care more about their health than younger people. They become more meticulous about their purchases from all aspects, but more precisely the health aspect.

This result disagreed with (Sachdev, 2011).

3.2. Educational level:

There were significant differences due to the educational level on the following dimensions: searching for, purchasing, and evaluating in favor of the graduate level when was compared with diploma and bachelor level. Furthermore, there was significant difference in the "searching for" dimension in favor of the "secondary and less" level when compared to bachelor level, and in favor of the bachelor level when compared to diploma in relation to the purchasing dimension.

This may be because the post graduates are more open minded than others, which help them evaluate the products readily. They have also ability to search for what satisfy their needs. Moreover, their income is usually high, which facilitate their purchases. the amount of time spent by the diploma consumers in searching for green products is more than the bachelor consumers due to their limited abilities to satisfy their needs. The bachelor consumers have more

purchase consciousness and more ability to purchase because of their often higher salaries.

This result disagreed with (Sachdev 2011; Suptico 2009).

4.2. Monthly income:

There were significant differences in relation to monthly incomes according to the following dimensions: purchasing, using, and disposing in favor of the more monthly income, while there were no significant differences in the other dimensions.

This result may be because the people with higher income are more capable of buying green products despite high prices. They may consider that buying green products is a prestigious act. And, of course, the using and disposing processes follow purchasing naturally. Besides, buying green products gives a good experience in dealing with such products. It increases the knowledge of people who buy them at how to use them and dispose of them. This may be one reason that leads to reducing the prices of these products in Jordan. For although the prices of these products are higher in western countries, it is relatively less in Jordan because of its unfamiliarity in the latter.

The results at this study according to monthly income agreed with the study result of (Sachdev, 2011) and (Suplico, 2001).

Recommendations

In light of the results, the study may recommend the following:

1. The Jordanian government should proceed in spreading environmental awareness and environmental culture.
2. Increasing the amount of use of environment friendly products so as to achieve environmental objectives and public health.
3. Using environmental concepts in media in order to increase environmental consciousness.
4. Increasing environment – friendly advertisements in social media, such as Twitter and face book which is attended by younger generations whose age is less than 45.
5. Encouraging cooperation between the ministry of environment and the ministry of education so as to increase awareness of school students about green products.
6. Developing the environmental skills of basic school students, such as recycling and disposing skills.
7. Reducing the taxes on green products to encourage the consumers in search for them.
8. Conducting studies about the effect of prices upon the purchasing of green products by Jordanian consumers.
9. Conducting studies about the effect of promotion and advertising on the responses of Jordanian consumers toward green products.

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Appendices (1)
Names of Arbitrators Questionnaire

No.	Name	University	Specialty
1	Prof. Mohammad Al-Nuiami	MEU	B.A.
2	Prof. Kamel Al-Moghrabi	MEU	B.A.
3	Dr. Hamza Khraim (Associate Prof.)	MEU	Marketing
4	Dr. Laith Al-Rubaie (Associate Prof.)	MEU	Marketing
5	Prof. Raef Tawfik	Al-Yarmouk	Marketing
6	Dr. Mahmoud Al-Kilani (Associate Prof.)	Al-Yarmouk	Marketing
7	Dr. Ra'ed Gharabat (Assistant Prof.)	The Jordanian University	Marketing
8	Dr. Salem Al-Rohaimi (Associate)	Irbid National	Marketing
9	Dr. Basim Anagreh	Jadara	Marketing

Appendices (2)
Questionnaire: The First Form (Arabic Copy)

بسم الله الرحمن الرحيم

المحترم

حضرة الأستاذ الدكتور

، ، ، تحية طيبة وبعد ، ، ،

نظراً لما تتمتعون به من خبرة وسمعة أكاديمية مرموقة فقد تم اختياركم لتحكيم استبيان دراسة حول التسويق الأخضر، راجياً تأشير ملاحظاتكم حولها.

ولكم جزيل الشكر والتقدير ، ، ،

الطالب : جلال غازي خليفة

المشرف : د. محمد سليم الشورة

جامعة الشرق الأوسط

التعديل المناسب	مدى انتماء الفقرة للمحور الذي يحتويها		مدى ملائمة الفقرة لقياس ما وضعت من أجله		مدى وضوح الفقرة		العبارة	ت
	غير منتمية	منتمية	غير ملائمة	ملائمة	غير واضحة	واضحة		
Green Product								
							أنا مستعد لشراء السلع الصديقة للبيئة.	1
							أنا أقرأ جميع المعلومات المكتوبة على المنتج للتأكد من أنه منتج أخضر.	2
							أشتري المنتج الأخضر حتى لو كان أقل جودة من المنتجات الأخرى.	3
							أفضل شراء المنتجات القابلة للتدوير أكثر من غيره.	4
							كلنا مسؤولون عن اتخاذ قرارات شرائية تخدم البيئة.	5
							أقبل أن يكون المنتج الأخضر أعلى سعراً من المنتجات اللابئية.	6
							المنتجات الخضراء توفر الطاقة ولا تهدف الموارد الطبيعية.	7
							أشعر أنني سأعيش عمراً أطول إذا تناولت من الطعام العضوي.	8
							كل شخص يجب أن يفكر بالنتائج البيئية لسلوكياته الشرائية.	9
							أشجع الآخرين على استخدام المنتجات الخضراء أكثر من المنتجات الأخرى.	10
							أشجع الآخرين على الاهتمام بصحتهم وبالبيئة من حولهم.	11
Searching for								
							أشعر أنني مرتبط عاطفياً بالمنتجات الخضراء.	12
							أنا أتق بالمنتجات الخضراء لذلك أبحث عنها وأبذل الجهد للحصول عليها.	13
							أبحث عن المنتجات الخضراء التي تساعدني على التخلص من المنتجات التقليدية.	14
							أبحث عن المنتجات الخضراء لأتميز عن الآخرين.	15

التعديل المناسب	مدى انتماء الفقرة للمحور الذي يحتويها		مدى ملائمة الفقرة لقياس ما وضعت من أجله		مدى وضوح الفقرة		العبارة	ت
	غير منتمية	منتمية	غير ملائمة	ملائمة	غير واضحة	واضحة		
Searching for								
							كل شخص يجب أن يفكر بالنتائج البيئية لسلوكياته الشرائية.	16
							أشجع الآخرين على استخدام المنتجات الخضراء أكثر من المنتجات الأخرى.	17
							أشجع الآخرين على الاهتمام بصحتهم وبالبيئة من حولهم.	18
							أبحث عن المنتجات التي ترضي احتياجاتي ورغباتي سواء كانت خضراء أم لا.	19
Purchase								
							أشتري كمية أقل من المعتاد عند شراء المنتج للمرة الأولى.	20
							أقيم المنتج من خلال الاستخدام الفعلي له.	21
							أشتري كمية قليلة من منتجات العلامة الجديدة مقارنة بالعلامة المعروفة.	22
							أشجع لشراء المنتجات الجديدة من خلال العمليات الترويجية التي تستخدم محفزات مثل الكوبونات والعينات المجانية وغيرها مثل الخصومات.	23
							أكرر شراء المنتجات الخضراء ذات العلامة التجارية المعروفة.	24
							أشتري المنتجات الخضراء بكميات كبيرة وأكون على استعداد لاستخدامه مرة أخرى بكميات كبيرة.	25
							أشتري منتجات خضراء بشكل مستمر دون الحاجة لعينة تجريبية.	26

التعديل المناسب	مدى انتماء الفقرة للمحور الذي يحتويها		مدى ملائمة الفقرة لقياس ما وضعت من أجله		مدى وضوح الفقرة		العبارة	ت
	غير منتمية	منتمية	غير ملائمة	ملائمة	غير واضحة	واضحة		
Use								
							أجد صعوبة باستخدام المنتجات الخضراء.	27
							أجد الأطعمة العضوية أذ من الأطعمة غير العضوية.	28
							أستمتع بسيارة السيارة للمحافظة على نظافة البيئة.	29
							أستخدم المنتجات الخضراء بسهولة.	30
							أشعر بأمان أكثر عند التعامل مع المنتجات الخضراء.	31
Evaluation								
							حقق لي المنتج الأخضر الرضى مثل ما كنت أتوقعه منه.	32
							حقق المنتج الأخضر الرضى لي أكثر مما كنت أتوقعه قبل استخدامه.	33
							رضائي من المنتج الأخضر الذي استخدمته كان أقل من توقعي قبل استخدامه.	34
Disposing								
							أقرأ على المنتج التعليمات المكتوبة حول كيفية التخلص من المنتج.	35
							عندما تعطل جهاز ما لدي تصعب صيانتته أتخلص منه ببيعه لمحلات الخردة.	36
							أفضل شراء منتجات طويلة العمر بدلاً من المنتجات التي تستخدم لمرة واحدة أو لمرات قليلة.	37
							أعمل على صيانة المنتج عند تعطله بدلاً من شراء منتج آخر.	38
							أشتري المنتجات التي من الممكن إعادة استخدامها.	39
							أتجنب التغليف الزائد للمنتجات لتقليل حجم المواد المتخلص منها.	40
							أعطي المنتجات التي لا أحتاجها إلى أصدقائي أو عائلتي.	41
							أقلل من استخدام المخلفات السامة مثل الدهان والمبيدات الحشرية.	42

Appendices (3)

Questionnaire: The Final Form (English Copy)

Terms of the study

Green products: are those products that have less of an impact on the environment or are less detrimental to human health than traditional equivalents and called eco-friendly goods

Organic foods: is food which is produced using environmentally and animal friendly farming methods on organic farms and does not contain synthetic materials

Recycling product: is the process of re-using a given product (beyond its intended use), or producing a new product from a recyclable material

Traditional products: are those products that impact on environment and human health which are produced without worrying about them.

Demographic variables

Age: 18 _ 29 years

30 _ 44 years

45 _ 65 years

Sex: Male Female

Educational level: Secondary and less Diploma

Bachelor

Graduate

Monthly income: 200-400 JD

401-600 JD

601-800 JD

more than 800 JD

	Items	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
1	I'm willing to buy more goods that are environmentally friends					
2	I read carefully all the information written on the label to make sure it is a green product					
3	I don't mind if the green product is less quality than non-environmental product					
4	I prefer buying recycled products more than other one					
5	We are all responsible for making environmentally conscious decision					
6	I don't if the green products are more expensive than non-environmental products					
7	I like green products save energy which I use for a long time					
8	I feel I will live longer if I eat organic foods					
9	I encourage others to use green products more than non-environmental products					
10	I encourage others to care about their health and environment around them					
11	I feel emotionally attached green product					
12	I trust green products so I searching for green products that helps me narrow the gap between what I am and what I try to be					
13	I'm searching for green products in order to be different from others					
14	I'm searching for product that satisfy my needs and wants whether they are green or not					
15	For the first time , I buy a smaller quantity of products than usual					
16	I purchase smaller trail quantities of new brand than if it were a familiar brand					
17	I can be encouraged to try a new products through promotional tactics as free sample , coupons, and/or sale price					
18	I am likely to repeat purchase when a new brand in an established product category (toothpaste, gum, cola) is found by trial to be more satisfactory than other brands					

	Items	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
19	I purchase green products on big scale and willing to use it again in large quantities					
20	I find difficultly in using green products					
21	I find that organic foods is more tasty than non-organic foods					
22	I enjoy driving hybrid cars					
23	I use green product easily					
24	I feel safer dealing with green products					
25	The green products match my expectation					
26	The green products exceed my expectations that had before using it					
27	The green products which I use was less below my expectation					
28	I follow procedures that are written on products which describe how to dispose of product					
29	I had a product that I have tried to fix , but It seems that it doesn't work , so I sell it to second hand shop					
30	I'm ready to buy durable products instead of those that are disposable or cheaply made					
31	I repair / restore used items before replacing them					
32	I buy items that can be reused					
33	I avoid excesses packaging in order to reduce the amount disposed items					
34	I pass unwanted items to friends and family					

Appendices (4)
Questionnaire: The Final Form (Arabic Copy)

السادة المستجوبين الكرام

تحية طيبة وبعد ، ، ،

أرجو التكرم بالإجابة على فقرات الاستبانة التي بين يديكم والتي تتعلق بدراسة للحصول على درجة الماجستير في إدارة الأعمال/ التسويق, الموضوع **التسويق الأخضر**، راجياً أن تكون إجاباتكم دقيقة، علماً بأن البيانات التي سيتم جمعها لأغراض البحث العلمي **فقط**, ولا داعي لذكر الاسم.

شاكراً لكم تعاونكم ، ، ،

الطالب: جلال غازي خليفة

المشرف: د. محمد الشورة

الجامعة: الشرق الأوسط

يرجى وضع إشارة (X) أمام الإجابة المناسبة حسب رأيك:

المنتجات الخضراء: هي المنتجات الأقل تأثيراً على البيئة أو الأقل ضرراً على صحة الإنسان وتُدعى المنتجات الصديقة للبيئة.

الرقم	العبرة	موافق بشدة	أوافق	محايد	لا أوافق بشدة
1	أنا مستعد لشراء السلع الصديقة للبيئة.				
2	أقرأ جميع المعلومات المكتوبة على المنتج للتأكد من أنه منتج أخضر.				
3	أشتري المنتج الأخضر حتى لو كان أقل جودة من المنتجات اللابئية.				
4	أفضل شراء المنتجات القابلة للتدوير أكثر من غيرها.				
5	كلنا مسؤولون عن اتخاذ قرارات شرائية تخدم البيئة.				
6	أقبل أن يكون المنتج الأخضر أعلى سعراً من المنتجات اللابئية.				
7	المنتجات الخضراء توفر الطاقة ولا تهدر الموارد الطبيعية.				
8	أشعر أنني سأعيش عمراً أطول إذا تناولت الطعام العضوي.				
9	أشجع الآخرين على استخدام المنتجات الخضراء أكثر من المنتجات الأخرى.				
10	أشجع الآخرين على الاهتمام بصحتهم وبالبيئة من حولهم.				
11	لدي مشاعر إيجابية نحو المنتجات الخضراء.				

الرقم	العبرة	موافق بشدة	أوافق	محايد	لا أوافق	لا أوافق بشدة
12	أثق بالمنتجات الخضراء لذلك أبحث عنها وأبذل الجهد للحصول عليها.					
13	أبحث عن المنتجات الخضراء التي تساعدني على الاستغناء عن المنتجات التقليدية.					
14	أبحث عن المنتجات الخضراء لأتميز عن الآخرين.					
15	أبحث عن المنتجات التي ترضي احتياجاتي ورغباتي سواء كانت خضراء أم لا.					
16	أشتري كميته أقل من المعتاد عند شراء المنتج للمرة الأولى.					
17	أشتري كمية قليلة من منتجات العلامة الجديدة مقارنة لها بالعلامة المشهورة.					
18	أتشجع لشراء المنتجات الجديدة من خلال العمليات الترويجية التي تستخدم محفزات مثل الكوبونات والعينات المجانية وغيرها.					
19	أكرر شراء المنتجات الخضراء ذات العلامة التجارية المعروفة.					
20	أجد صعوبة باستخدام المنتجات الخضراء.					
21	أجد الأطعمة العضوية أذ من الأطعمة غير العضوية.					
22	أستمتع بقيادة السيارة التي تحافظ على نظافة البيئة.					
23	أستخدم المنتجات الخضراء بسهولة.					
24	أشعر بأمان أكثر عند التعامل مع المنتجات الخضراء.					
25	حقق لي المنتج الأخضر الرضى مثل ما كنت أتوقعه منه.					

الرقم	العبارة	موافق بشدة	أوافق	محايد	لا أوافق	لا أوافق بشدة
26	حقق لي المنتج الأخضر الرضى أكثر مما كنت أتوقع منه قبل استخدامه.					
27	حقق لي المنتج الأخضر الرضى أقل من توقعي قبل استخدامه.					
28	أقرأ التعليمات المكتوبة حول كيفية التخلص من المنتج.					
29	عند تعطل جهاز ما لدي تصعب صيانتته أتخلص منه ببيعه لمحلات الخردة.					
30	أفضل شراء منتجات طويلة العمر بدلاً من المنتجات التي تستخدم لمرة واحدة أو لمرات قليلة.					
31	أعمل على صيانة المنتج عند تعطله بدلاً من شراء منتج آخر.					
32	أشتري المنتجات التي من الممكن إعادته استخدامها.					
33	أتجنب المنتجات ذات الأغلفة الكثيرة لتقليل حجم المواد المتخلص منها وذلك للحفاظ على البيئة.					
34	أعطي المنتجات التي لا أحتاجها إلى أصدقائي أو عائلتي.					

(35) العمر: 29 - 18 30 - 44 45 - 65

(36) الجنس: ذكر أنثى

(37) المستوى التعليمي: ثانوية وأقل دبلوم جامعي دراسات عليا

(38) الدخل الشهري: 200 — 400 401 — 601 800 — 800 فما فوق

(39) الحالة الاجتماعية: متزوج أرمل مطلق أعزب

ملاحظات أخرى, الرجاء التكرم بذكرها

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