

The Impact of Green Product on the Customer Purchasing Behavior: An Analytical Study on a Sample of the Technological Companiesat Amman

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Abstract

The aim of this study is to investigate the impact of green product on customer purchasing behavior, on a Sample of technological Companies in Amman. To achieve the research's objectives the researcher used the descriptive analytical method because of its relevance to this kind of research. Research's population consisted of the clients of (10) technological Companies, while the research sample was a random sample selected from the technological Companies clients. Data collection was conducted through primary resources and secondary resources. A questionnaire designed by the researcher used for collecting the primary data, while the secondary resources like the books, literature review, journals and articles were used to collect the data. (SPSS) program is used for data analysis, the results revealed the following:

Index terms— green product, customer purchasing behavior, technological companies, amman.

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Introduction n time of globalization and acceleration population growth and technology organizations, and its impact on the environment and living organisms, and increasing environmental problems and pollution and its negative impact on life, were to be think seriously about solutions that help solve these negatives resulting from pollution.

A result of increased consumer awareness about the dangers of environmental organizations to think about Profit and Non-Profit, including so-called green products.

Taking into consideration that companies are socio-economic entities, it can't Be expected that they remain unresponsive to the "Environmental Awareness" that May direct consumer behaviors. Particularly marketing managers encounter with Consumers sensible to environmental issues. The old perception on how businesses Are establishments with no other objective but to profit leaves its place rapidly to A new perception which defines companies as establishments

Author: e-mail: salamadeeb@gmail.com that are sensible to Social problems. Apart from producing environment-friendly products and selecting Environment-friendly markets, essentially understanding of 'Environmentally Friendly "is required to be integrated into the corporate culture. Consumers Encounter with terms such as ozone-friendly, environment-friendly and recyclable Products in green marketing. However, green marketing isn't limited to these terms But is a much wider concept of marketing activity which can be applied to consumer Goods, industrial goods and even to services ??Erbaslar, 2010).

The seventies of the last century, and through what is known as a framework of social responsibility And ethical, the world witnessed a noticeable increase environmental awareness at all levels and levels. Among the most important.

The reasons why this trend is the large increase rates of environmental pollution and water pollution, which included Drinking water and the air we breathe, in addition to climate change caused by global warming (Bakri:2007).

Green marketing term was first discussed in a seminar on "ecological marketing" Organized by American Marketing Association (AMA) in 1975 and took its place in the Literature. In this seminar where the impact of

marketing on natural environment was analyzed with the contribution of academicians, bureaucrats and other participants, Ecological marketing concept was defined as follows: Studies regarding adverse or Positive impacts on environmental pollution, energy consumption and consumption of other resources as result of marketing (Cevreorman, 2010).

In view of the importance of the subject of green marketing in the world and marketing, who appeared as a concept at the end of the eighties?

Of the last century, it has attracted the attention of many researchers around the world, for example, indicated A study that 78 % of consumers in America have expressed their willingness to pay higher prices in order to Get items as environment -friendly Confirmed In a study ??Kadlecek, 1991; ??arochr, Bergeron &. Barbaro, products 2001) To test the correlation between the extent of environmental concern and environmental purchasing behavior committed in America, the results showed that The level of education is associated positive environmental awareness and the latter is a motivation for adopting bullish behavior is committed to environmentally (Mainieri 1997) .

1 II.

2 Literature review

A large body of past studies on green product, and this studies despite their merit have some limit with regard to the objective of this study.

Boztepe. A, 2012 titled "Green Marketing and Its Impact on Consumer Buying Behavior "(Boztepe. A, 2012), researcher finds the changes that got the business organizations and the lack of direction for profit only, but became interested in the environment and society, and the resulting increase the interest customers environmental, health and green products to change corporate policies and closer to the environment and the community and gave the researcher an example of According to the consumption report of the EU (Consumers in Europe), it is found That ten percent of the consumers recognize the ecological product labels or green Energy labels on the products sold in the supermarkets and assumptions adopted by the researcher in his research and work to confirm hypothesis There is a significant and positive relationship between environmental Awareness and purchasing behavior of green product Diamantolopous and others (2003) conducted a study on 1697 questionnaires In Britain. According to this study, demographic variables were found insufficient to determine green consumer profile. However, again according to this study Women are more related to the environment and women display pro environmental Behaviors. Married couples are more likely to have pro environmental behavior. There is a negative correlation between age and pro-environment attitude. There is a positive correlation between education, information and attitudes and behavior? However, in high social class, environmental information and environmental quality, and participating in green activities hypotheses were not supported ??Kele?, 2007).The aim of this study, by analyzing the impact of environmental awareness, Green product features, green product prices, green product advertisement and Demographical features of consumers on purchasing behaviors of consumers, is to Determine whether there is a significant relationship between them and if there is, to Reveal direction and level of this relationship and hence to give advices to companies Producing environment-friendly products.

Second, most past studies either focused on green marketing strategy in "Green marketing strategy and the firm's performance: the moderating role of environmental culture" ??Fraj et.al, 2011).The researcher conducted a study entitled "Strategies green marketing and corporate performance," The aim of this study was to investigate the effect of marketing strategies, green and corporate performance, and in order to achieve this purpose, the researcher designed questionnaire; distributed them to (361) of the industrial companies in the European Union, has the researcher on the descriptive analytical method for access to the results of the study, the study concluded that the adoption of marketing strategies green lead to improved profitability of organizations through improved performance and reduce costs, the study showed that the dimensions of organizational sentences are not connected positively to the prosperity of the organization economically However, green strategies have an impact on the organization achieve excellence in performance and profitability , the study recommended the need to adopt green strategies in industrial organizations and to overcome the obstacles that riddled.

Third, we found very few past studies investigated the differences The Relationship Between Information Technology, Process Innovation And Organizational Performance "The Relationship Between Information Technology, Process Innovation And Organizational Performance" ??Ismail et.al, 2012). He conducted a study entitled "The relationship between information technology and the processes of innovation and organizational performance," The study aimed to find out the relationship between the creative process and performance in organizations, high-tech, have embraced the study hypotheses essential, is the first hypothesis that there is a relationship between information technology and the creative process, as was the second hypothesis that there is a positive relationship between information technology and performance, has adopted the study approach analytical descriptive in order to reach the goals and purposes of the study, has been using the questionnaire as a tool to achieve the purposes of the study, has represented a sample study of a group of companies of high technology in Malaysia , has been represented in (50) factor in the high-tech companies, the study concluded that there is a strong relationship between the creative process and the performance of the organization, the study recommended the adoption of information technology in the process of creativity and innovation.

Fourth, there is Relationship Innovation to do more Marketing Performance study of "The Relationship

between Innovation and Marketing Performance in Business Organizations: An Empirical Study on Industrial Organizations in the Industrial City of King Abdullah II" (AL -Zyadaat et. al, 2012). The researcher to determine the relationship between creativity green marketing performance, the study aimed to focus light on lack of care and attention to creativity green, everyone preoccupied in daily practice routine by increasing profits and increase sales, has represented the study sample in the (115) of the managers of industrial companies in the city of King Abdullah II, has been relying on the descriptive analytical approach in order to achieve the purposes of the purposes of this study, the study concluded that there is an essential role and large between creativity green marketing performance, and the study recommended the need to embrace creativity green in the field of marketing; since that benefit of the bumper to the organization as they are capable of excellence over its competitors.

3 III.

Hypothesis H01: There are no statistically significant relationship between all variables green product and all variables customer purchasing behavior in Technologies Company.

H1.1: There is no impact of on overall between products Label and customer purchasing behavior in Technologies Company. H1.2: There is no impact of on relationship between Packaging and customer purchasing behavior in Technologies Company. H1.3: There is no impact of on relationship between Price and customer purchasing behavior in Technologies Company. H1.4: There is no impact of on relationship between Quality and customer purchasing behavior in Technologies Company. H1.5: There is no impact of on relationship between Promotion and customer purchasing behavior in Technologies Company.

4 IV.

5 Methodology

Consumers who have the purchase experience of information and electronics products In Amman. The questionnaires were randomly mailed to consumers who had the, while the study sample represents the questionnaires were randomly mailed to consumers who had the Purchase experience of information and electronics products. In the Hashemite Kingdom of Jordan within purposeful random sample, based on this the sample unit is the clients using the green product.

V.

6 Data Collection Method

For the purpose receiving the data and information to achieve the research objectives and through distributing it to the Jordanian technological Companies sector the research's sample and helps in building the study's scientific frame.

2. Secondary sources: Information will be received through referring to the books and the previous studies related to the research, the articles and the scientific journals to prepare the theoretical frame and to explain the basic terms in the research and enriching the search, also the researcher will use the electronic sites to attain some information.

VI.

7 Variables and Measures

The paper questionnaire was developed to collect data from the sample of the study after reviewing some of the previous literature addressing each of the variables examined in the study, it contains one main variable which consists of questions, the first group is about demographic question, such as (age, gender, nationality, marital status, level of education, and company name) about the study population, the second is about green product which includes five sub domains and was covered by (25 questions): product label (5 questions), packaging (5 questions), price (5 questions), quality (5 questions), promotion (5 questions), The third group is about customer purchasing behavior which includes three sub domains and was covered by (5 questions).

8 VII.

9 Results and Discussion

The study sample characteristics analysis in table (4-1) showed that the male were male 58 and female 42, and also showed that most respondents were green technology group company which 46% while age was the highest was (31-41) was 39% while the lowest respondents were less than 21 and more than 51 which is reflected by 11%, and the highest marital status respondents were married with 54%, and Jordanian respondents were the highest, and in the education section the bachelor degree got the highest number of respondents with 72% of the total respondents.

There is no relation with statistically significant effect between the total dimensions of the green product and the customer purchasing behavioral for the technological Companies customer in Jordan. 1. Primary sources: The researcher will depend on collecting the primary data on the questionnaire, purchasing behavioral because

10 SIMPLE REGRESSION WAS PERFORMED AND THE RESULTS IN TABLE (

of the impact of green product of technological Companies is not less than ($R^2 = .145$), which is an acceptable percentage, meaning that (14.5%) of the total differences in customer purchasing behavioral for the Jordanian is determined through the green product, and the remaining percentage is equal to (85.5%) representing contribution percentage of the excluded variables that were not included in the study model as it shown in table . The value of computed ($F = 16.561$) in addition to significant level of (0.000).

10 Simple regression was performed and the results in table (

This indicates that the curve of regression is good in explaining the relation between green products and customer purchasing behavioral.

The results of the simple regression analysis showed that there is positive impact of the overall green product on the customer purchasing behavioral, ($\beta = .380$) at level of significant (0.000). Accordingly, the researcher rejects the null hypothesis and accepts the alternative hypothesis.

There is no relation with statistically significant effect between the product label and the customer purchasing behavior.

Simple regression was performed and the results in table showed that the strength of the relation between the product label and purchasing customer behavior in technological Companies was ($R = 45\%$), and the coefficient of determination (R^2) showed that the explained difference percentage in the customer purchasing behavior because of the impact product label of technological Companies is not less than ($R^2 = .002$), which is an acceptable percentage, meaning that the(0.002%) of the total differences in customer purchasing behavior for the Jordanian is determined through the product label, and the remaining percentage is equal to (99.998%) representing contribution percentage of the excluded variables that were not included in the study model as it shown in table . The value of computed ($F = 0.202$) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between product labels and customer purchasing behavior.

The results of the simple regression analysis showed that there is positive impact of the product label on the purchasing behavior, ($\beta = -.450$) at level of significant (0.654).

There is no relation with statistically significance between the usage packaging and the customer purchasing behavior.

Simple regression was performed and the results in table showed that the strength of the relation between the packaging and customer purchasing behavior in technological Companies was ($R = 99.6\%$), and the coefficient of determination (R^2) showed that the explained difference percentage in the customer purchasing behavior because of the impact of packaging of technological Companies is not less than ($R^2 = .991$), which is an acceptable percentage, meaning that the (99.1%) of the total differences in purchasing behavior for the Jordanian is determined through the packaging, and the remaining percentage is equal to (99.008%) representing contribution percentage of the excluded variables that were not included in the study model as it shown in table . The value of computed ($F = 10869.029$) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between packaging and customer purchasing behavior.

The results of the simple regression analysis showed that there is positive impact of the packaging on the customer purchasing behavior, ($\beta = .996$) at level of significant (0.000).

There is no relation with statistically significance effect between the price and the customer purchasing behavior.

Simple regression was performed and the results in table showed that the strength of the relation between the price and customer purchasing behavior in technological Companies was ($R = 0.169\%$), and the coefficient of determination (R^2) showed that the explained difference percentage in the purchasing behavior because of the impact of price of technological Companies is not less than ($R^2 = .029$), which is an acceptable percentage, meaning that the (0.029%) of the total differences in purchasing behavior for the Jordanian is determined through the price, and the remaining percentage is equal to (99.971%) representing contribution percentage of the excluded variables that were not included in the study model as it shown in table . The value of computed ($F = 2.893$) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between prices and customer purchasing behavior.

The results of the simple regression analysis showed that there is positive impact of the price on the customer purchasing behavior, ($\beta = -.169$) at level of significant (0.092).

There is no relation with statistically significance effect between the quality and the customer purchasing behavior.

Simple regression was performed and the results in table showed that the strength of the relation between the quality and customer purchasing behavior in technological Companies was ($R = 0.054\%$), and the coefficient of determination (R^2) showed that the explained difference percentage in the customer purchasing behavior because of the impact of quality technological Companies is not less than ($R^2 = .003$), which is an acceptable percentage, meaning that the(0.003%) of the total differences in customer purchasing behavior for the Jordanian is determined through the quality, and the remaining percentage is equal to (99.997%) representing contribution

percentage of the excluded variables that were not included in the study model as it shown in table . The value of computed ($F= 0.286$) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between qualities and customer purchasing behavior.

The results of the simple regression analysis showed that there is positive impact of the quality on the customer purchasing behavior, ($r = .054$) at level of significant (0.594).

There is no relation with statistically significance effect between the promotion and the customer purchasing behavior.

Simple regression was performed and the results in table showed that the strength of the relation between the promotion and customer purchasing behavior in technological Companies was ($R^2=0.046\%$), and the coefficient of determination (R^2) showed that the explained difference percentage in the customer purchasing behavior because of the impact of promotion of technological Companies customer is not less than ($R^2 = .002$), which is an acceptable percentage, meaning that the (0.002%) of the total differences in customer purchasing behavior for the Jordanian is determined through the promotion, and the remaining percentage is equal to (99.998%) representing contribution percentage of the excluded variables that were not included in the study model as it shown in table . The value of computed ($F= .208$) in addition to significant level of (0.650).

This indicates that the curve of regression is good in explaining the relation between promotions and customer purchasing behavior.

The results of the simple regression analysis showed that there is positive impact of the promotion on the customer purchasing behavior, ($r = -0.456$) at level of significant (0.000).

VIII.

Conclusion

This study potentially contributes to knowledge by examining the impact of green product on customer purchasing behavior within technological Companies.

This study could be useful for academics, banks' administrations??? Academically, this work aims to focus academic attention on a much neglected domain such as what costumer should know about the green technological companies provide, making them pay attention and motive them to use. Many technological Companies don't paying attention to green product and how this subject will attract customer. There is currently a lack of appropriate study on this subject by academia in Middle East. Although this research has provided great points for green product, it is been subject to some limitations. One of these limitations was considered to be a new concept. In addition, there were no practical applications of this tool in Jordan and the Arab region possibly leading to some inconsistencies in the data collection process. Future research should take more variables to study with more details, and also should take more time to complete it and also sample should be more to get accuracy and reliability. Future research should be also expanded through other Arab countries.

IX.

Research Limitation

For every study there are four limitations, they are as follow: In green product (product label, packing, price, quality, and promotion) and the dependent variable, which is the customer purchasing behavior.¹

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Figure 1: 1 - 1)

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