



THE ROLE OF INNOVATIVE MARKETING IN PROMOTING GREEN CONSUMER BEHAVIOR: ANALYTICAL STUDY OF A SAMPLE OF CUSTOMERS OF AL-QADISIYAH DAIRY FACTORY

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Article history:	Abstract:
<p>Received: August 21st 2022 Accepted: September 21st 2022 Published: October 24th 2022</p>	<p>Purpose: The aim of the research is to find out whether there is a strong relationship between Innovative Marketing And Green Consumer Behavior For a Sample of Consumers of Qadisiyah Dairy Factory Products.</p> <p>Design / Methodology: The Data Was Collected Through A Questionnaire Distributed Electronically Through Social Networking Sites to A Random Sample of (200) Single Customers of Al-Qadisiyah Dairy Factory. After Examining The Forms, The (20) Incomplete And Invalid Forms For Analysis Were Excluded, Thus, The forms to be analyzed Is (180) Questionnaires, A Set of Statistical Methods Were Used to Analyze Data And Test Hypotheses Using The Statistical Program (SPSS.V.25).</p> <p>Findings: If the results prove the validity of the hypotheses, it reached a set of conclusions, the most important of which was The difference in the behavior of the green consumer from the behavior of the ordinary consumer, and this difference stems from the individual's belief that the safety of the environment is affected by many threats and problems, Therefore, there was a need for the individual to seek to participate in solving these problems by directing his behavior towards green consumption to protect the environment.</p> <p>Originality: The Current Research Tests A Model That Reveals The Role of Innovative Marketing In Promoting Green Consumer Behavior.</p>

Keywords: Innovative Marketing, Green Consumer Behavior, Promotion Innovation.

INTRODUCTION

The current era is characterized by rapid developments and changes in all fields, including the marketing field. The consumer is not easily satisfied with satisfying his needs in light of those changes. Therefore, organizations have to keep pace with these changes and face intense competition in the markets by introducing innovative modifications and changes to their products to suit the tastes of their customers. Considering that the consumer is the main focus, its satisfaction, happiness and fulfilling its desires is the duties of the institutions in order to maintain their position. As a result of these developments and increased competition, the importance of innovation has increased, as organizations will be at risk of disappearing because of their lack of interest in developing and marketing new and innovative products and services effectively that serve the environment and keep pace with developments and changes that are taking place. To eliminate this risk, organizations seek to attract consumers to their innovative products through marketing innovation, which is one of the most important new concepts that have added value to the course of enterprise trends. Innovative marketing is the industry of the future, it comes with the production of safe and environmentally

friendly products that drive the organization to increase the efficiency of its production processes and achieve social acceptance of the organization by gaining new customers and strengthening the relationship with existing customers. These products contribute to supporting the consumer's orientation towards green marketing, through its use of products and services that meet its basic needs and desires while ensuring the quality of life by preserving the environment.

According to the above, the researcher wanted, through the current study, to find out who the green consumers were? How can innovative marketing affect green consumer behavior?

1. Methodology

1.1 Research Problem

In the era of globalization, organizations face rapid changes and developments in customer needs and the nature of markets to gain a competitive advantage and improve performance, so they must develop new products and strategies to attract new customers and satisfy existing customers, and as a result of these developments and rapid change and the increasing importance of innovation, Marketing innovation should be part of a marketing philosophy and strategy that differs significantly

from the original marketing approach. The problem that organizations face is reflected in their dependence on adherence to current marketing rules, which alone are not sufficient to ensure success and competitiveness in a crowded market.

Therefore, it has to change or modify its products by introducing new innovative products that are environmentally friendly, especially after consumers have become looking for those green products. As green products become more prevalent and more and more demanded by consumers. Therefore, the problem of the study can be embodied in obtaining an answer to the following questions:

1. Is there an actual marketing innovation in the organization (research sample).
2. Does creative marketing affect green consumer behavior?
3. Does green consumer behavior have a role in causing changes within the organization.
4. Explanation of the existence of an obstacle in the application of creative marketing among the target sample?
5. What are the strategies used to address the application of creative marketing for employees of the target sample?

1.2 Research Importance

The research deals with one of the most important, most important and effective topics at the organizational level. This importance can be illustrated by the following points:

1. Show the role of innovative marketing in organizations and the extent of its impact on green consumer behavior.
2. Providing the organization (the research sample) with a set of data and information, which affects directing attention to the research variables.
3. Organizations need to adopt new ideas, follow advanced approaches, and make maximum use of their resources, especially innovative ones.

1.3 Research Objectives

The research objectives can be summarized as follows:

1. Recognize the importance of innovative marketing and the added value it achieves.
2. Investigation of consumer awareness and attitude towards environment friendly consumer goods products.
3. Exploring barriers to purchasing environment-friendly consumer goods products.
4. Highlighting the impact of innovative marketing on green consumer behavior.

1.4 Hypothetical Model

Figure (1) shows the hypothetical model of the research, which shows the nature of the relationship between the

variables of the study, as follows:

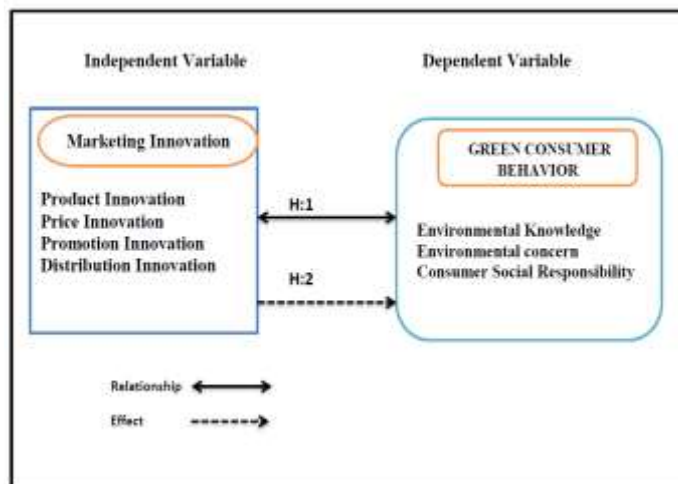


Figure 1. The hypothetical search scheme

1.5 Research Hypotheses

H1: (There is a positive, statistically significant relationship between innovative marketing and its dimensions (Product Innovation, Price Innovation, Promotion Innovation, Distribution Innovation) and Green consumer behavior its dimensions (Environmental Knowledge, Environmental concern, Consumer Social Responsibility). This hypothesis has Three sub-hypotheses:

- Sub- H11:** There is a positive correlation between innovative marketing and environmental knowledge.
- Sub- H12:** There is a positive correlation between innovative marketing and Environmental concern.
- Sub- H13:** There is a positive correlation between innovative marketing and Consumer Social Responsibility.

H2: (There is a positive effect relationship between innovative marketing and its dimensions (Product Innovation, Price Innovation, Promotion Innovation, Distribution Innovation) and Green consumer behavior its dimensions (Environmental Knowledge, Environmental concern, Consumer Social Responsibility). This hypothesis has Three sub-hypotheses:

- Sub- H21:** There is a positive effect between innovative marketing and environmental knowledge.
- Sub- H22:** There is a positive effect between innovative marketing and Environmental concern.
- Sub- H23:** There is a positive effect between innovative marketing and Consumer Social Responsibility.

2. Literature Review

2.1 Innovative Marketing

2.1.1 Concept of Innovative Marketing

Before delving into the concept of Innovative marketing, it is important to understand creativity. Creativity is an



integrated unit of a collection of subjective and objective criteria that encourages an individual or group to produce new work and value. According to Ibrahim (2021:307) and Al-zoubi (2017:78), the Penguin Psychological Dictionary, creativity is a mental activity that results in solutions, ideas, thoughts, forms, theories, and products that are distinguished by modernity. A new service or a novel method of service development and distribution might be proposed as an example of Innovative marketing in the services industry. The perspective of the customer or interactions between the staff and the client are the main sources of inspiration for service organizations. Customers inspire creativity in the service industry, which is known as a customer-driven approach and can be generated through structured thought. The ability of a company to interact with its customers and meet their demands through existing products or the creation of new items that continuously adapt to the customers' shifting preferences serves as a representation of that organization's need for Innovative marketing.

The main requirement for Innovative marketing is originality, and a commitment to gaining the favor of customers. While the operating system, technology, production method, pricing, quality, etc. can be borrowed, the goal of Innovative marketing is to create and develop something that cannot be replicated or adopted, such as the enterprise's brand and corporate culture. The brand encompasses and embodies the company's values, mission, and strategy. With its aid, the consumer may identify a certain company's products and forge a bond with it. For the aim of starting, creating its own brand, and making it known, a running firm always needs to support and build its brand. This is why Innovative management is utilized. (Samiilenko et al.,2021:93). added (Magboo et al.,2020:31) Branding, goods and services, promotions, customer experience, and visual merchandising are the five categories of Innovative marketing. With the aid of commercials, promotions, designs, and other marketing techniques, branding creates a favorable and powerful perception of a business, its goods, and services. that promotion is an interaction between customers that motivates them to purchase goods. Customer experiences are the perceptions and emotions that customers have toward a product or service, whereas visual merchandising refers to the store's appearance and overall design in order to increase sales and encourage customers to make impulsive purchases..

2.1.2 Dimensions of Innovative Marketing

Innovative marketing can be measured through the following dimensions (Ibrahim,2021; Al-zoubi, 2017):

1) **Innovative Products:** It means the innovation and creativity, whether in the quality of

services provided by banks or in the manner in which these services are provided in order to achieve the largest possible satisfaction for the unInnovative needs of customers, which requires banks to conduct extensive marketing studies on the behavior of customers and predict The future needs in line with developments in the political, legal, economic, technological, and social environment surrounding the banking institution, in addition to focusing on research and development activities (Ibrahim,2021:308).

2) **Innovative Pricing:** Pricing is susceptible to a number of continually changing circumstances that are outside the control of the business, making it the most challenging responsibility for managers in any organization. Several pricing strategies that take demand, cost, competition, and product shaping into account (Al-zoubi, 2017:82).

3) **Innovative Promotion:** It is intended to present a new idea or way to promote and present everything new for the purpose of increasing customers' knowledge and awareness of products and encouraging their purchase decision. . Innovative promotion includes creating special events to advertise the products (Ali, 2016:2).

3) **Innovative Distribution:** Distribution is defined as the delivery or distribution of goods to the public or several parties in a particular place (Dwina et al.,2020:109).

2.2 Green consumer behavior

2.2.1 the concept of green consumer behavior

An environmental supporter is a person involved with or advocates for the protection of the environment. An environmentalist can be deemed a supporter of the purposes of the environmental campaign, a political and ethical movement that attempts to promote and preserve the quality of the natural environment by modifications to environmentally destructive human actions (Safiullin et al.,2021:801). According to (Tekade& Sastikar, 2015:308 ; Xie et al., 2015:333) Green consumers are consumers that favor buying goods that won't threaten their health or the environment In this study, the term green consumerism refers to more than only green customers. Green customers are the primary proponents of green consumerism, which also include a broader social awareness of green consumer practices (Zhu & Sarkis, 2016:289).

(de Oliveira& Sousa,2020:74) The definition of a green consumer is a person who avoids eating unhealthy products and seeks out goods that have a minimal environmental impact both during manufacturing and after they are sold. They must also be careful not to use energy pointlessly. Additionally, goods sourced from threatened or environmentally harmful species are rejected by this type of consumer. and see (Alamsyah et al.,2021:1) that Green consumer behavior is Studying



green customer behavior is a priority of marketers due to the importance of environmental sustainability in addressing the problem of climate change.

2.2.2. Dimensions of green consumer behavior .

Green consumer behaviour can be measured through following dimensions (Amrawi, 2016 ; Safiullin et al.,2021):

1. Environmental Knowledge: Environmental knowledge has drawn a lot of attention in empirical research and development discourse as a fundamental determinant of pro-environmental behavior. Environmental knowledge is widely thought to influence people's conduct. Similar to that, this study aims to investigate the connection from the viewpoint of a developing nation. In addition to theoretical predictions, Experimental research has demonstrated that people are more likely to engage in pro-environmental activity "the more environmentally conscious they are." (Amoah& Adoah,2021:2720).

2. Environmental Concern: Consumers' positive attitudes toward organic products as environmentally friendly are influenced by their environmental concerns, which encourages them to purchase them due to the benefits they provide. Environmental concern is frequently thought of as the direct cause of green consumption intention, which refers to an individual's level of concern for ecology and environment (Cachero-Martínez,2020:4 ; Yue et al.,2020:2).

3. Consumer Social Responsibility: Consumers who are socially aware or morally driven and who make ethical purchasing decisions are said to practice consumer social responsibility. A refined and broader scope of Consumer social responsibility was formulated as the application of instrumental, relational, and moral logics by individual, group, corporate and institutional agents seeking to influence a broad range of consumer-oriented responsibilities (Arli& Tjiptono,2018:303 ; Caruana & Chatzidakis,2014:578).

3. Method

3.1 Sample

The study population is the Al-Qadisiyah Dairy Factory. As for the sample, it represented the customers who consumed the products of the laboratory, The questionnaire was distributed electronically through social networking sites to a random sample of (200) customers of Al-Qadisiyah Dairy Factory, and after examining the forms and excluding the incomplete and invalid forms for analysis which number (20) forms The forms subject to analysis shall be (180) questionnaires only, ie the percentage of (90%).

Table (1) presents the characteristics of the research sample in terms of demographic information represented by (age, gender, educational attainment).

Table (1)

The characteristics of the research sample

Level	Frequency	The ratio
Age		
- 30	30	%17
31-40	45	%25
41-50	68	%38
51-	37	%21
Total	180	%100
Gender		
Male	84	%47
Female	96	%53
Total	180	%100
Qualification		
Educated	105	%58
Not Educated	75	%42
Total	180	%100

The results of the table show that the age group (41-50) got the largest. And that females have a greater percentage than males at a rate of (53%), while the percentage of males is (47%). The predominant group concerned with environmentally friendly products were the educated and educated individuals, at a rate of (58%). The dominant group with interest in environmentally friendly products were the educated and educated individuals, at a rate of (58%).

3.2 Scale selection

1. Innovative Marketing

The researchers used a scale (Al-zoubi, 2017) to measure the innovative marketing variable, which includes Four dimensions (Product Innovation, Price Innovation, Promotion Innovation, Distribution Innovation), This scale consists of (21) items for all dimensions according to a five-way Likert scale (strongly agree) - (strongly disagree). The Cronbach's alpha coefficient for this variable was (0.811), As for Krumbach's alpha coefficient of dimensions, respectively (0.841, 0.836, 0.879, 0.896), This indicates that the answers of the research sample are characterized by the presence of internal consistency towards this scale.

2. Green Consumer behavior

It depends on the scale (Safiullin et al.,2021) to measure the green consumer behavior variable, which includes three dimensions (Environmental Knowledge, Environmental concern, Consumer Social Responsibility). As for Cronbach's alpha coefficient for each dimension, respectively (0.868, 0.877, 0.868), which indicates the presence of internal consistency in the answers of the research sample towards this scale.

3.3 Statistical Description

This paragraph deals with the issue of the statistical description of the research results with the analysis and



interpretation of these results. This paragraph includes a statistical analysis of the research variables and its dimensions using statistical measures (arithmetic mean, standard deviation, and relative importance).

The research determined the level of answers based on arithmetic averages and according to their belonging to the categories mentioned in Table (2) below:

Table (2)
 The degrees of mean values of arithmetic levels

Estimating the answer	1.80-1	2.60-1.81	3.40-2.61	4.20-3.41	5.0-4.21
The level of the answer	very low	Low	Normal	High	Very high

Source: Dewberry, C. (2004) Statistical Methods for Organizational Research: Theory and Practice. Routledge, New York, 364. <https://doi.org/10.4324/9780203414897>.

Table 3. Explain the statistical description of the research variables (Marketing Innovation & Green Consumer behavior variable) and dimensions.

Table 3

Means, Standard Deviations and Relative Significance of Marketing Innovation & Green Consumer behavior variable. (N=180)

(Marketing Innovation)

N o.	Dimensio ns	Mea n	Std. Deviati on	Level ans wer	Relative significa nce
1	Product Innovation	4.35	0.717	High	1
2	Price Innovation	3.71	0.868	High	4
3	Promotion Innovation	3.75	0.783	High	3
4	Distributio n Innovation	3.76	0.806	High	2
	Average	3.89	0.241	High	2

(Green Consumer behavior)

1	Environme ntal Knowledge	3.79	0.878	High	3
2	Environme ntal concern	4.01	0.586	High	1
3	Consumer Social	4.00	0.603	High	2

Responsibil ity	3.93	0.131	High
Average	3		

Through the results of Table (3) above, it was found that all dimensions had a high response level to the Marketing Innovation variable, And the general average of the innovative product dimension has obtained the highest mean of (4.35) and with a standard deviation of (0.717). As for the last dimension, it was Price Innovation, as it obtained an arithmetic mean of (3.71) and with sd. (0.868). In the figure () the arithmetic means of the dimensions of innovative marketing.

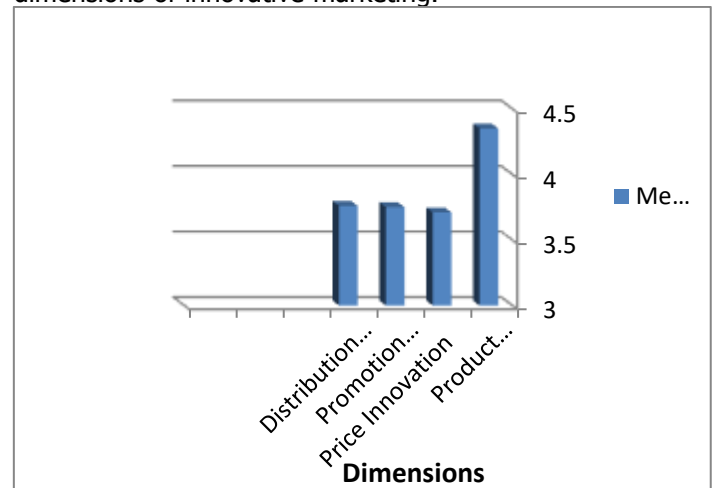


Figure 2. Arithmetic mean of dimensions of innovative marketing.

As for the green consumer behavior variable, all dimensions had a high response level, And the general average of the Environmental concern dimension has obtained the highest mean of (4.01) and with a standard deviation of (0.586). As for the last dimension, it was Environmental Knowledge, as it obtained an arithmetic mean of (3.79) and with a sd. (0.878). Figure (3) shows the arithmetic averages for each of the dimensions of green consumer behavior.

Ind. Var.	X	X1	X2	X3	X4		
Dep Var.							
Y	0.762*	0.862*	0.855**	0.869**	0.866*		
Y1	0.633*	0.956*	0.759*	0.787*	0.752*		
Y2	0.819*	0.840*	0.630*	0.896**	0.663**		
Y3	0.832*	0.730*	0.591**	0.881*	0.745*		

* $p < 0.05$; ** $p < 0.01$.

X = Marketing Innovation, X1=Product Innovation, X2=Price Innovation, X3=Promotion Innovation, X4= Distribution Innovation, y= green consumer behavior, y1= Environmental Knowledge, y2= Environmental concern, y3= Consumer Social Responsibility

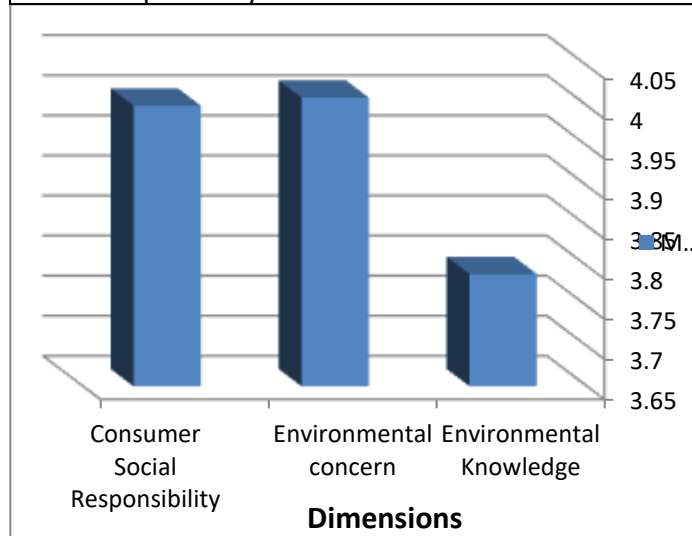


Figure 3. the arithmetic averages of the dimensions of green consumer behavior.

3.4 Hypotheses Testing

For the purpose of testing its hypotheses, the current research relied on two statistical methods (the simple correlation coefficient (Pearson) and multiple regression analysis). The simple correlation coefficient was used for the purpose of knowing the strength of the correlation relations that exist between the study variables, while the multiple regression analysis was used to measure the effect.

- Correlation Hypothesis

Table (4) shows the correlation matrix for the search variables.

Table (4)

Correlation Matrix (N = 180)

It was clear from the above table (4) that there is a positive and strong significant correlation between the dimensions of innovative marketing and the dimensions of green consumer behavior. These results support the validity of the first main correlation hypothesis (H1) and its sub-hypotheses (H11, H12, H13). This indicates that whenever the Diwanayah Dairy Factory cares and supports new and innovative ideas that serve the consumer and meet his desires and needs for green, environmentally friendly products, in addition to that, providing new ways to increase customers' understanding of products and their awareness and encourage them to buy....etc., The greater the purchasing power of the consumer towards those products, especially green products.

- Impact Hypothesis Test

For the purpose of testing the research hypotheses and demonstrating the validity of the hypothesis, the regression analysis equation was used, as the second main hypothesis states that: (there is a positive impact relationship between innovative marketing and green consumer behavior with its dimensions (environmental knowledge, environmental concern, consumer social responsibility). Three sub-hypotheses emerge from it:

H21: (There is a positive effect between innovative marketing and environmental knowledge)

Table (5) shows the results of the first sub-hypothesis test

Table (5)
Impact of Innovative Marketing on Environmental Knowledge (N=180)

Ind. Var.	F	Sig.	T	Sig.	R ²
Marketing Innovation					
Product Innovation	78.325	0.001	3.430	0.022	0.81
Price Innovation			4.789	0.000	
Promotion Innovation			4.892	0.000	
Distribution Innovation			6.781	0.001	

It is noted from table (5) above that there is a significant effect between innovative marketing and its dimensions (Product Innovation, Price Innovation, Promotion Innovation, Distribution Innovation) and Environmental Knowledge. Through the calculated F value, which amounted to (78.325) and it is less than its tabular value at the significance level (0.05). and the t-values were significant, and this indicates that there is an impact for each dimension of innovative marketing on environmental knowledge, The explanatory power of this model was high, which is (R² = 0.81), and this indicates the ability of



innovative marketing to explain the amount of (0.81) of the differences in the environmental knowledge dimension. Thus, the validity of the first sub-hypothesis (H21).

- H22: : (there is a positive effect between creative marketing and the environmental concern).

It is noted from table (6) above that there is a significant effect between innovative marketing its dimensions and Environmental concern. Through the calculated F value, which amounted to (29.13) and it is less than its tabular value at the significance level (0.01). and the t-values were significant, and this indicates that there is an impact for each dimension of innovative marketing on Environmental concern, The explanatory power of this model was high, which is ($R^2 = 0.79$), and this indicates the ability of innovative marketing to explain the amount of (0.79) of the differences in the dimension Environmental concern. Thus, the validity of the second sub-hypothesis (H22) . Table (6) Displays the results of the second sub-hypothesis test.

Table (6) Impact of Innovative Marketing on Environmental Concern (N=180)

Ind. Var. Marketing Innovation	F	Sig.	T	Sig.	R ²
Product Innovation	29.13	0.01	5.426	0.003	.079
Price Innovation			2.204	0.001	
Promotion Innovation			3.011	0.003	
Distribution Innovation			2.106	0.000	

H23: (there is a positive effect between innovative marketing and consumer social responsibility).

Table (7) shows the results of the third sub-hypothesis test.

Table (7) Impact of Innovative Marketing on consumer social responsibility (N=180)

Ind. Var. Marketing Innovation	F	Sig.	T	Sig.	R ²
Product Innovation	10.39	0.001	2.851	0.02	.077
Price Innovation			2.520	0.04	
Promotion Innovation			3.075	0.02	
Distribution Innovation			3.155	0.01	

It is noted from table (7) above that there is a significant effect between innovative marketing its dimensions and

consumer social responsibility. Through the calculated F value, which amounted to (10.39) and it is less than its tabular value at the significance level (0.01). and the t-values were significant, and this indicates that there is an impact for each dimension of innovative marketing on consumer social responsibility, The explanatory power of this model was high, which is ($R^2 = 0.77$), and this indicates the ability of innovative marketing to explain the amount of (0.77) of the differences in the dimension consumer social responsibility. Thus, the validity of the first sub-hypothesis (H23).

As a result, the validity of the second main hypothesis H2 has been verified.

4. Conclusions and Recommendations

4.1 Conclusions

1. Green consumer behavior is different from ordinary consumer behavior, This difference is the result of the individual's belief that the environment is affected by many threats and problems that affect its safety. Therefore, the need for the individual to seek to participate in solving these problems by directing his behavior towards green consumption.

2. It turns out that the dimensions of innovative marketing were all high according to customer perceptions, But the most common dimension in the Qadisiyah Dairy Factory is the dimension of the innovative product, This shows that the factory has innovation in generating new ideas for products based on inspiration, perceptions and expectations that the customer needs.

3. The perceptions of customers in the Qadisiyah Dairy Factory see that the dimension of environmental concern is the most present dimension among the dimensions of green consumer behavior, all of which obtained a high level.

4. Displayed search results shown that the relationship between innovative marketing and green consumer behavior was a strong, statistically significant and positive relationship, that is, the more interested the Diwaniyah Dairy Factory and supporting new and innovative ideas, the greater the purchasing power of the consumer towards those products, especially green products.

5. There is a significant effect between innovative marketing and green consumer behavior in Qadisiyah Dairy Factory, meaning that the dimensions of innovative marketing explain the changes in green consumer behavior at a rate ranging between (0.77 - 0.81).

4.2 Recommendations

1. The factory management should support the innovations presented by the employees, especially those that serve the environment and attract consumers who are oriented towards green marketing.

2. A superior management system must be maintained to protect the environment, and a reward system should be established for the accomplishment of environmental tasks within the factory.



3. Working on finding a marketing information system that includes information about customers in terms of their income, desires, trends and needs in order to create products and services that are offered to a customer.

4. Searching for new and innovative ideas and methods for the problems facing the factory. This is in order for the factory to be able to compete and improve its performance.

5. The factory management should implement new marketing strategies that are consistent with what exists in the surrounding environment and suit the tastes of consumers.

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