The Application of the Concept of Green Marketing in the Productive Companies form the Perspective of Workers

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Abstract
This study aimed to identify the role of marketing communications on influencing the marketing performance and confirmed the important of the integration of marketing communications because of their direct impact on the organization's marketing performance sample consisting of (100) items of the research community.

1- There are the level of The Application of the Concept of Green Marketing in the Productive Companies form the Perspective of Workers.
2- There are a statistically effect at ($\alpha=0.05$) between Sample about The Application of the Concept of Green Marketing in the Productive Companies form the Perspective of Workers. Depending on the different variables (income, scientific, Qualification, Gender, Age), the study recommends the following: The study also recommended by a set of recommendations including: Taking care of the fundament shifts of the production processes making them consistent with the orientations of the green marketing which are the green operations. Taking care of the fundamental shifts of the production processes making them consistent with the orientations of the green marketing which are the green operations. Formulating plans, policies and strategies for the companies in the light of the philosophy of the green marketing in addition to setting policies and procedures. Working on not depleting the natural resources and presenting green products which require significant change in order to be consistent with the organization's goals.

Keywords : Green Marketing, the Perspective, The Application, Productive, Perspective of Workers.

1- Introduction
In the recent years, different associations and bodies around the world called for preserving the environment to make it a safe place to live for us and for the future generations. The pressure imposed on both governments and official bodies increased to enact legislation and take appropriate action to regulate the relationship between man and the environment in order to ensure that the environment is kept along with its natural resources making it a safe place for living.

A number of laws and legislations in the world have been issued in this regard; in response to such legislations and appeals from the official and non-official bodies, many business organizations started reconsidering their social and ethical responsibility towards the community giving the environmental dimension a prominent importance in their productive and marketing strategies.

In the latter half of the eighties of the last century, there appeared a new pattern in the committed marketing, known as green marketing, which is centered on a strong commitment to the environmental responsibility in exercising all the marketing activities, therefore the business organizations adopted the concept of green marketing because of its large benefits. It might grant the organization the top of the competitive pyramid or may provide them with the leadership in the market especially with the increased environmental awareness in the market in general. The adoption of the green marketing philosophy gets the organization closer to its customers, particularly those with environmental orientation (Al-Smadi, 2007).

2- Problem and questions of the study:
In the recent years, there was an increased demand for consuming natural resources as a result of increased income; consumers started to buy various and expensive products most of which are not friendly to the environment causing damage to the natural environment and its resources in addition to what caused by the industrial revolution of negative consequences that are harmful to both plants and soil, which led to an imbalance in the ecological balance. Hence the problem of the study which is to identify the “green marketing impact on the performance of productive companies”

The problem of the study includes the following points:
- Consumers do not have sufficient awareness in adopting an eco-friendly culture of buying goods.
- There is no close association between green goods and cost.
- There is no association between green goods and marketing performance
- There is no association between green goods and their selling rates.

3- The importance of the study:
The green marketing opens new horizons and market opportunities for the organizations that practiced it providing them with the opportunity to avoid traditional competition, and thus achieving a competitive advantage in the market, especially when heading to the market with eco-friendly products in addition to targeting those who have environmental trends in the market, thus contributing to higher gains and profits, as well as gaining a good reputation in the community and meeting the needs of owners. In the Arab region in general, the environmental awareness increased in response to the global developments in the field of commitment towards the environment, especially in recent years, hence the importance of the study comes which is to know the relationship between green marketing and the environment and how it affects it.
Objectives of the study:
This study aims to identify the impact of green marketing on the performance of the productive companies through:
1. Cancelling or reducing waste.
2. Redesigning the concept of the product.
3. The clarity of the relationship between price and cost.
4. Making the environmental orientation profitable.
5. Customer satisfaction.

4-Hypotheses:
Main hypothesis: there is a statistically significant relationship at (a = 0.05) between the application of the concept of green marketing and the performance of productive companies.
It has the following sub-hypotheses:
• There is a statistically significant relationship at (α = 0.05) between the application of the concept of green marketing and marketing share.
• There is a statistically significant relationship at (α = 0.05) between the application of the concept of green marketing and the social responsibility.
• There is a statistically significant relationship at (α = 0.05) between the application of the concept of green marketing and the mental status or the perceived picture of efficiency.

5- Model of the study:

6- Method and Procedures:
6-1 The limits of the study:
This study was limited to the staff of the productive companies and the results were also limited to the data collected through the study tool, so it is difficult to generalize the results outside the scope of the information that has been collected, and outside the scope of the study population; this does not diminish the importance of the study because its results will show the impact of the application of the concept of green marketing on the performance of productive companies.

6-2 Factor Analysis:
Factor Loadings in addition to the fit indices, for the Impact of The Application of the Concept of Green Marketing in the Productive Companies form the Perspective of Workers.
Table 2: Result of factor analysis for Items.

<table>
<thead>
<tr>
<th>Item</th>
<th>Market share</th>
<th>Social responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item</td>
<td>Factor</td>
<td>Item</td>
</tr>
<tr>
<td>1</td>
<td>0.74</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>0.13</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>0.76</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>0.70</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>0.24</td>
<td>11</td>
</tr>
<tr>
<td>6</td>
<td>0.78</td>
<td>12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Mental status or perceived efficiency</th>
<th>Green marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item</td>
<td>Factor</td>
<td>Item</td>
</tr>
<tr>
<td>13</td>
<td>0.75</td>
<td>19</td>
</tr>
<tr>
<td>14</td>
<td>0.70</td>
<td>20</td>
</tr>
<tr>
<td>15</td>
<td>0.80</td>
<td>21</td>
</tr>
<tr>
<td>16</td>
<td>0.82</td>
<td>22</td>
</tr>
<tr>
<td>17</td>
<td>0.25</td>
<td>23</td>
</tr>
<tr>
<td>18</td>
<td>0.35</td>
<td>24</td>
</tr>
</tbody>
</table>
Table (2) shows that there are correlation between items & same sub scale, the Lowest correlation reached (0.40) for items no.2,5 in (Market share) scale, items (9,10) in (Social responsibility) scale, items (17,18) in (Mental status or perceived efficiency) scale, and items (23,24) in (Green marketing) scale, but all other item for each sub scale were more then (0.60), this indicate high correlation between scales & it is items for each one.

6-3 Study tool:
For the purpose of conducting this study, a questionnaire was designed to study the views of the staff of productive companies about green marketing and its impact on the performance of companies; afterwards, such views would be judged by specialists. Accordingly, the necessary modifications and improvements were conducted to come out with the questionnaire in its final form consisting of (20) items that are distributed to the following (4) areas:
- Market share, consisting of (4) items.
- Social responsibility, consisting of (4) items.
- Mental status or perceived efficiency, consisting of (4) items.
- Green marketing, consisting of (4) items.

6-4 The Stability of the study tool:
To verify the stability of the study tool, a Cornbach alpha equation was applied on all the items of the study tool where the value of reliability coefficient was (0.82), which is a high value that is acceptable for applying the study.

6-5 Statistical treatments:
The researcher uses the following statistical methods:
1. Factor analysis.
2. Frequencies and percentages for the distribution of the members of the research sample.
4. Multiple regression analysis.

6-6 The study population:
The research community is composed of all the employees of productive companies in the governorate of Irbid.

6-7 The study sample:
In order to select a representative sample of the research community, an exploratory sample consisting of (50) items of the research community was selected on whom the questionnaire was applied. After data collection and discharging, the researcher calculated the value of the standard deviation which was (0.25), and then applied the following equation to determine the appropriate sample size according to the various answers of the questionnaire:

\[ n = \frac{Z^2 \sigma^2}{e^2} \]

Where:
- \( n \): the sample size to be calculated.
- \( Z \): the area calculated under the value (1-2/ \( \alpha \)) and equals (1.96).
- \( \sigma \): standard deviation which was (0.25).
- \( e \): error rate which equals (0.05).

After applying the above equation, the value of the sample representative of the community for the purposes of applying the research was (97) researchers, which considered good for the research community, where the search tool was distributed to the sample consisting of (100) employees in the productive companies in order to conduct the statistical analysis (Khalil, 2008).

Table (1) shows the distribution of the sample members depending on the personal variables.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Level</th>
<th>frequency</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>less than 300 dinars</td>
<td>52</td>
<td>52.0</td>
</tr>
<tr>
<td></td>
<td>300-500 dinars</td>
<td>28</td>
<td>28.0</td>
</tr>
<tr>
<td></td>
<td>More than 500 dinars</td>
<td>20</td>
<td>20.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td>100.0</td>
</tr>
<tr>
<td>Scientific Qualification</td>
<td>Diploma</td>
<td>5</td>
<td>5.0</td>
</tr>
<tr>
<td></td>
<td>Bachelor</td>
<td>86</td>
<td>86.0</td>
</tr>
<tr>
<td></td>
<td>Graduate</td>
<td>9</td>
<td>9.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td>100.0</td>
</tr>
<tr>
<td>Gender</td>
<td>Male</td>
<td>68</td>
<td>68.0</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>32</td>
<td>32.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td>100.0</td>
</tr>
<tr>
<td>Age</td>
<td>20-30 years</td>
<td>91</td>
<td>91.0</td>
</tr>
<tr>
<td></td>
<td>31-40 years</td>
<td>7</td>
<td>7.0</td>
</tr>
<tr>
<td></td>
<td>41-50 years</td>
<td>2</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table (1) shows that the highest percentage for the distribution of the sample members according to the variable of income was (52.0%) for the level of income (less than 300 dinars), while the lowest percentage was (20.0%) for
the level of income (more than 500 dinars). The highest percentage for the distribution of the study members according to the scientific qualification was (86.0%) for (BA), while the lowest percentage was (5.0%) for (Graduate). Also, the percentage of the males in the sample was (68.0%) and the percentage of the females was (32.0%) and the highest percentage for the distribution of the sample according to the variable of age was (91.0%) for the age group (20-30 years old), while the lowest percentage was (2.0%) for the age group (41-50 years old).

7- Definition of terms:

- green marketing: a systematic and integrated process that aims to influence the details of customers driving them to consider products that are not harmful to the environment and adjust their consumption habits in line with it. Furthermore, such process aims to provide the products that satisfy this trend so as the final outcome would be maintaining and keeping the environment, protecting consumers and achieving profitability for the company (Al-Bakri, 2006).
- Environmental awareness: feeling the environmental responsibility and adopting behavioral patterns that are eco-friendly (such as consumption reduction and maintaining a clean environment) (Al-Smadi, 2007).
- consumption culture that is eco-friendly: the adoption of a consumption pattern that is eco-friendly (such as commitment to the purchase and use of goods that are eco-friendly which consumes the minimum limit of power in addition to keeping away from commodities that pollute the environment and deplete its resources, which exceeds guiding and advising the others to adopt this behavior) (Al-Smadi, 2007).
- Green consumer: it means the customer or the consumer who has a deep environmental awareness and who mainly depends on the values he believes in which drive him to avoid buying products whose environmental orientation is questionable not merely avoiding consuming goods that are harmful to the environment. (Al-Bakri, 2006).
- Goods that are eco-friendly (green goods): It means the product that uses eco-friendly materials (which can be recycled), with its need for follow-up to guarantee its existence within the environmental commitment (Al-Smadi, 2007).

8- Previous studies

The previous studies are considered one of the key focal points upon which the researcher depends to support his ideas. The following is a detailed presentation of a number of selected previous studies which are relevant to the subject of the study.

1. Rauf, 2005 study which is entitled with ‘The Relationship and The Effect of Green Marketing Contents and The Factors of Determine The Location of Project’.

   It aims to identify the way in which the contents of green marketing affect determining the location of the project and their important implications in determining the location.

   The study found some results, including the importance of suppliers, employees, customers, environment, packaging and production processes in affecting the location of the project through their impact on the factors determining the location which are the economic, social, natural and strategic factors.

   The study also referred to the importance of green marketing as a new philosophy in the area of marketing production being an important concept working to achieve the goals of the organization and customers at the same time without harming the environment surrounding the organization.

   Furthermore, the study focused on using the green strategies which help the organization to improve its image and mental status for the customers to maintain its competitive position among the other organizations in the same industry where the organization operates.

2. Olwan, 2005 study which is entitled with ‘Effectiveness of Marketing Strategy and Its Effect in Achieving Marketing Performance’.

   The study aims to determine the impact of the effectiveness of the marketing strategy in the marketing performance in the company of textile industries in the province of Babylon.

   The study found that the marketing strategy has an important role in improving the marketing performance of the organization which will reflect on the profitability of the organization.

   The study confirmed that the success and the excellence of the organizations depend on their ability to achieve the best marketing performance and keep up with the changes and developments in the work environment, which imposes the adoption of effective marketing strategies that keep up with the changes and developments related to the nature of the activities and tasks of the organization.

3. Al-Nury study which is entitled with ‘Consumer Behavior Analysis According to Green Marketing Approach’.

   This study studies and analyzes the impact of the factors and the psychographic on the consumer behavior, according to the green marketing. The study also attempts to divide the sample members into categories with varying features to determine the size of the categories of customers both environmentally accepted and non-accepted.

   The study provided a model of its own to illustrate the possible relationships between the independent variables of demographic and psychographic factors as well as the dependent variable of consumers’ behavior.

   The study confirmed the importance of the green marketing as a marketing entrance aiming to protect the environment and the natural resources in addition to study this issue in depth in order to achieve a possibility of applying this introduction in the local environment.

4. Qura Dagi study, which is entitled with ‘Integrated Marketing Communications and Their Relationship With Marketing Performance’.

   This study was carried out on a selected number of hotels in the North region.

   This study aimed to identify the role of marketing communications on influencing the marketing performance.
and confirmed the importance of the integration of marketing communications because of their direct impact on the organization's marketing performance.

The study found that there was a need to change the traditional models used in the administrative and marketing operation as a result of changing the management methods and the organization operations; therefore, the organizations headed to searching for marketing methods and strategies to enhance their ability to interact and compete, which led to the widespread integration of marketing communications and the emphasis on the interaction between diverse sources of marketing messages in order to achieve a high degree of marketing performance.

9- Theoretical framework:

Green marketing philosophy: The actual beginnings of green marketing goes back to 1975 when many terms were used to express the relationship between the marketing activity and the environmental considerations; researchers believe that the term ‘green marketing’ is more comprehensive and has a wider use in the contemporary literary frameworks; some agreed on the definition of green marketing as an administrative entrance which aims to achieve integration between the elements of the marketing mix in order to achieve the wishes and needs of customers as well as the objectives of the organization represented in achieving profitability in a sustainable manner without harming the environment.

The term ‘green marketing’ emerged as a result of pressure by the green movements and the consumer protection movements on the business organizations and governments to keep the environment and provide products; green movements are conducted by customers committed with increasing the environmental awareness making change in the production, marketing and consumption (Dibb, Etal, 1997: p41).

Green movements see that there are serious reasons for reordering priorities, even if it was on the expense of tasks in order to ensure them being environmental and ethical as well as physical (being green at the expense of its pollution and waste (291:2006 Najim))

Justifications for the emergence of green marketing:
The weak awareness of most organizations, lack of caring with the environment, and the excessive and unorganized consumption of natural resources prompted the environmentalists to take an important role in keeping the environment; there is no doubt that our world today lives in the so-called era of the Green Revolution (Friedman, 2007:81).

According to (Kotler, 2000, p147), marketers should be aware of the threats and opportunities that exist in the natural environment which accompany four key trends, which are:

1 - a contradiction of raw materials:
The raw materials in the environment consist of three types:
- A – The first type is the unlimited material represented in the air and water.
- B – The second type is represented in the limited renewable resources which include forestry and food.
- T – The third type is represented in the limited non-renewable resources which include coal and iron.

2 - Raising the energy costs: energy is a vital artery in the business success; the cost of products depends directly on the cost of energy used in the production process and the prices of the energy in the recent period are high, which has a serious impact on the business organizations; it leads to higher product prices and contributes in the emergence of serious economic problems in various countries around the world which made many countries look for other less expensive alternatives such as coal, sun, wind or other types of energy.

3 - The high level of pollution:
Pollution means making a certain thing unclean or filthy; some literature link the physical harm provided by most human activities to the environment with such a term (William, et al.2005:p.329).

Most human activities either directly or indirectly harm the environment. The polluted water is a result of intensive agricultural uses, the use of agricultural pesticides and insecticides, the use of phosphate in home chemicals in addition to burying waste in lakes and rivers (Obeidat, 2004: p. 204).

Green marketing mix:
It can be defined as a set of marketing tools and elements which are sought to be integrated by the organization in order to serve the target market and achieve the goals of the organization without harming the natural environment.

Green marketing mix elements:
Internal marketing mix:
1- product:

- In order to succeed, business organizations must respond to the needs and desires of customers, especially on the part of the matters which are related to the environment. Such organizations must have the customers’ satisfaction as their first priority. Pride and Ferrell,200, p.250 have defined the product as a physical and non physical material that can be obtained through exchange.

- Organizations strive to form a good reputation in the minds of customers using many strategies that aim to protect the customer and the environment. Often, organizations withdraw any of its products in the market if they figure out the fact that such products have negative effects on the environment or customers so as to maintain their perceived image for customers and avoid having problems with governments and green movements.

2- Price: The price is considered one of the general and simple concepts which is often accompanied by a kind of misunderstanding due to the capacity and comprehensiveness of such a concept; Kotler and Armstrong, 1999: p302 defines it as a group of monetary values which he replaces by the benefits, possession or use of products or services. Such definition refers to the fact that the customer uses the monetary power in order to benefit from the item and the service; the customer who wishes to obtain green products will be responsible for paying higher prices to get them because the additional cost associated with the production process is added to such products especially the costs of research and development being constant for obtaining the raw materials which are not harmful to the environment.
3 - Distribution: it is considered one of the most important activities in the marketing process and it represents one of the pillars of the marketing mix; retailers and distributors benefit from using the philosophy of green marketing in order to serve their interests through strengthening their relations with their clients because of the continuing relevance and permanence of the relationship with the two parties through a two-way distribution system that is used in the green marketing philosophy rather than the traditional system (Al-Bakri and Al-Nouri 2007:90). The two-way distribution system depends largely on what is known as the recycling process which is defined by (Al-Nouri 2004:27) as the process of re-cycling the remnants of the materials used such as empty containers, plastic bags and leaves ... etc. to their places of production, known as the point of sale, rather than throwing them. Such a system is followed in many countries of the world but in different ways; for example, in the United States of America, there are specialized organizations for re-collecting plastic and glass containers and they contract with organizations that own trademarks in order to send them the empty containers after sorting them for a certain amount of money for each item.

4 - Promotion: it is considered one of the elements of the main green marketing mix and defined as the communication process which aims to build a relationship with customers through informing and convincing them with all that can be sold or marketed. (Pride and Ferrell, 2000: p432). It aims to connect with customers and transfer the orientations of the organization and its environmental image to them through sending its marketing message related to the products or services offered by them. It is consisted of a group of elements which are integrated with each other for the success of the promotional process; such elements are called the promotional mix elements which include environmental advertisement and posters, sales and public relations’ promotion, personal sale, and packaging.

5 - The provided information: it did not receive a large attention by administrators except in the recent years that some consider it one of the key inputs in the production processes. Form the part of the green marketing philosophy, it is considered very important for organizations, which led them to examine and control the internal and external issues related to the environmental performance of the organization in addition to the information on the tastes of customers, their preferences and attitudes to adopt the organization in the production process as well as the information about how to find raw materials, other substitutes, suppliers, modes of supply and other information which is essential in the process of formulating marketing decisions (Peattie, 1992.p.107 ).

6 - Operations: The concept of green marketing cares greatly in conducting fundamental transformations for the production processes in the organization. Such operations must be consistent with the orientations of green marketing that are, green operations, which seek to reduce the amount of consumption of used energy as well as attempt to cancel defective products in the productivity process, reduce damage and loss and work on the lack of natural resources depletion. The process of presenting green products requires significant change procedures in order to be consistent with the objectives of the organization under the direction of green marketing.  

7 - Policies: for the success of any business, it is required to develop certain plans, policies and strategies. In light of the philosophy of green marketing, administrative policies and procedures must be conducted in order to carry out control, evaluation and stimulation of the environmental performance of the organization as well as working on developing certain strategies that are compatible with the objectives of the environmental organization which are consistent with their vision aimed at protecting and preserving the environment.  

8- individuals: in light of the green marketing philosophy, the organization must provide the administrative staff and the employees who have technical attributes and high belief in the task of the organization regarding keeping the environment (peattie, 1992.p.108). This gets wider with the importance of creativity in the green marketing and the fact that the green products are characterized with developed properties, so the staff using such devices and products must have high creativity in order to adjust them in line with the wishes and needs of customers and environmental requirements; it is also necessary to test the appropriate promotional tools for the success of the marketing process.  

10- This part including the result of study depend on it’s hypotheses:  
Main hypothesis: there is a statistically significant relationship at (α = 0.05) between the application of the concept of green marketing and the performance of productive companies. 
It has the following sub-hypotheses:  
• There is a statistically significant relationship at (α= 0.05) between the application of the concept of green marketing and marketing share.  
• There is a statistically significant relationship at (α= 0.05) between the application of the concept of green marketing and the social responsibility.  
• There is a statistically significant relationship at (α= 0.05) between the application of the concept of green marketing and the mental status or the perceived picture of efficiency. 
To study hypotheses Multiple Regression between application of the concept of green marketing with the performance of productive companies was applied, table (3) shows that:
Table (3): Result of Multiple Regression between application of the concept of green marketing with the performance of productive companies

<table>
<thead>
<tr>
<th>independent variables</th>
<th>B</th>
<th>T</th>
<th>Sig.</th>
<th>R</th>
<th>R-Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market share</td>
<td>0.62</td>
<td>7.47</td>
<td>0.00</td>
<td>0.85</td>
<td>0.71</td>
<td>18.77</td>
<td>0.00</td>
</tr>
<tr>
<td>Social responsibility</td>
<td>0.60</td>
<td>7.10</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mental status or perceived efficiency</td>
<td>0.19</td>
<td>2.20</td>
<td>0.03</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table (3) shows that:

1. There is a significant relationship between the application of the concept of green marketing and marketing share, β value reached (0.62), T. value reached (7.47) by Sig. (0.00), This indicate to accept first hypotheses.

2. There is a significant relationship between the application of the concept of green marketing and the social responsibility, β value reached (0.60), T. value reached (7.10) by Sig. (0.00), This indicate to accept second hypotheses.

3. There is a significant relationship between between the application of the concept of green marketing and the mental status or the perceived picture of efficiency, β value reached (0.19), T. value reached (2.20) by Sig. (0.03), This indicate to accept third hypotheses.

4. correlation coefficients (R) reached (0.85), R-Square value reached (0.71), F value reached (18.77) by Sig. (0.00), this indicate to there is relationship between the application of the concept of green marketing and the performance of productive companies, This indicate to accept Main hypothesis.

11- Conclusions and recommendations:

11-1Conclusions:
The results of the statistical analysis of the data on the impact of applying the concept of green marketing in the productive companies on the performance of companies form the perspective of workers show that the correlation between the application of the concept of green marketing on the performance of companies was strong, which might be attributed to the increase of the trends of companies towards applying the concept of green marketing in the last periods of time in addition to the increase of the companies’ social responsibility.

11-2Recommendations:
Based on the above, the study recommends the following:

1. Taking care of the fundamental shifts of the production processes making them consistent with the orientations of the green marketing which are the green operations.

2. Formulating plans, policies and strategies for the companies in the light of the philosophy of the green marketing in addition to setting policies and procedures.

3. Working on not depleting the natural resources and presenting green products which require significant change in order to be consistent with the organization's goals.
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