

THESES OF THE DOCTORAL (PhD) DISSERTATION

The Impact of Green Marketing on Green Purchase Behavior: The Mediating Role of Consumption Values in the Jordanian Food Industry.

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Table of Contents

1. BACKGROUND, OBJECTIVES AND HYPOTHESES OF THE RESEARCH.....	4
1.1 Research Background.....	4
1.2 Statement of Problem and Research Gap	5
1.3 Research Questions	7
1.4 Research Objectives	7
1.5 Research Hypotheses and Model.....	7
1.6 Research Importance	10
1.7 Ethical Considerations.....	10
2. MATERIAL AND METHODS	10
2.1 Research Design	10
2.2 Population, Sample & Unit of Analysis	13
2.2.1 Qualitative Methods (In-depth interviews).....	13
2.2.2 Qualitative Methods (Consumer Focus Group).....	13
2.2.3 Quantitative Methods (Questionnaire)	14
2.3 Research Instruments	14
2.4 Data Analysis Techniques	15
2.4.1 Qualitative Methods (In-depth interviews).....	15
2.4.2 Qualitative Methods (Consumer Focus Group).....	18
2.4.3 Quantitative Methods (Questionnaire)	18
3. MAIN FINDINGS OF THE DISSERTATION	18
3.1 Qualitative Methods (In-depth interviews).....	18
3.2 Qualitative Methods (Consumer Focus Group).....	21
3.3 Quantitative Method (Questionnaire Survey).....	25
3.3.1 Descriptive Statistics	25
3.3.2 Measurement Model Assessment	27
3.3.3 Summary of Hypotheses Testing results	33
4. NOVEL FINDINGS AND FUTURE DIRECTIONS	34
4.1 Novel findings and contribution	35
4.2 Future Research Directions	35
5. LIMITATIONS	36
6. PRACTICAL RECOMMENDATIONS	37
6.1 Recommendations for Food Companies and Managers	37
6.2 Recommendations for Policymakers and Regulatory Authorities:	38
6.3 Recommendations for Marketers and Consumer Education	38
SUMMARY	38

REFERENCES	41
LIST OF PUBLICATIONS FROM TUDÓSTÉR.....	45

1. BACKGROUND, OBJECTIVES AND HYPOTHESES OF THE RESEARCH

1.1 Research Background

Global warming has been universally accepted as posing the greatest environmental threat to mankind in the current century. The hotter temperatures helped fuel a slew of natural disasters as the world finally confronted the realities of climate change (Borunda, 2020; Sharma & Gandhi, 2016). Nowadays, costumers start becoming more aware about environmental problems. On global scale, there has been a 71% increase in online searches for sustainable items over the previous five years (Alisat & Riemer, 2015). As individuals' environmental consciousness grows, they actively search for eco-friendly products. The growing preoccupation about the sustainability of the natural environment is forcing firms to start showing concern towards the environment through green practices. Accordingly, adjusting marketing programs to achieve ecological sustainability is one way that companies can work toward sustainable development (Capatina & Stoenescu, 2015; Chandel et al., 2023). Therefore, a new concept has been used; Green Marketing (GM). In the past, the concept of green marketing was emphasized mainly on packaging and labelling of products and incentive strategies, but now the environment is an increasingly important issue for marketing, as it helps businesses to try to identify safe and environmentally friendly ways to conduct their day-to-day operations (Martins, 2022). Awareness about the negative impact of human activities on the environment raised the importance of starting to take action especially in consumer behavior. In the recent years, the notion of green purchase behavior (GPB) has received significant research attention because of its impact on the environment (Jaini et al., 2020). Therefore, there is a need to have a paradigm shift from conventional purchase behavior to green purchase behavior to reduce the negative impact on the environment (Quoquab & Mohammad, 2017; 2019). To have more understanding about the nature of customer's decision making and behavior; it's important to start looking closely at the consumption values (CV). The influencing of customer decisions and behavior through green marketing strategies determines the success of the marketing initiative (Papadas et al., 2017). However, even though the environmental issues are well-known globally, not all consumers exhibit green purchase behavior in their day-to-day activities (Joshi & Rahman, 2016; Quoquab & Mohamad, 2019). And, studies found that a positive attitude toward green product purchases does not lead to green purchase behavior all

the time (Amin & Turun, 2021). Though most consumers hold positive intentions toward green product, but some of them still refuse to purchase it, so adding the consumption values as a mediator is an important issue to consider.

Over the past decades, the food market has grown significantly across the globe; as it should has a safer processes and not using synthetic inputs that impact the health and environment negatively (Tan et al., 2022). This is due to the growth of customer awareness of the environmental impact of food distribution and manufacturing, as their attitudes and behaviors around food production have shifted. However, an important aspect that is crucial for the success of any organization, especially in the food industry, given the current competitive market is focusing on customer satisfaction. So, to maintain a balanced degree of satisfied consumers, companies must prioritize meeting and surpassing customer expectations due to the presence of discerning consumers who highly value quality, taste, and above all protecting the environment. Additionally, there is a significant amount of information to be gained regarding the precise effects of environmentally-friendly activities on the environment, in particular within Jordanian companies (Rahahleh, et al. 2020). Thus, the main focus is on the food industry sector in Jordan.

Likewise, in order to enhance the comprehension about the behavioral intentions, changing behavior in an environmental context, and understanding consumer behavior in the selection of products and services, two highly influential psychology theories are introduced to investigate the internal and external elements that encourage Green Purchase Behavior (GPB). One is the Theory of Planned Behavior by Ajzen, (1991), the second is Stimulus- Organism- Response model (SOR) by Mehrabian and Russell (1974), and the other is the Theory of Consumption Values by Sheth et al. (1991).

1.2 Statement of Problem and Research Gap

The continuous alarm of climatic situation and environmental state has created an urgent need to give a new direction to economic activities, especially toward sustainable development (Troudi & Bouyoucef, 2020). Environmental problems, including Climate changes, the depletion of natural resources and environmental pollution are results of unsustainable degree of consumption globally. Awareness of environmental concerns has risen, and many individuals are willing to support companies that are developing and launching greener products to reduce their environmental impact (Thieme et al., 2015).

The topic of green marketing has gathered a lot of attention in the past few years, as it had carved a niche for itself as a determining factor for consumer buying behavior. Hence, the need

to delve deeper for the understanding is apparent when it comes to understanding consumer buying behavior, and the relationship between green marketing and consumer green behavior has been observed on the low side (Ali & Salhab, 2025), and the purchase decisions of green consumers are found to be the central theme in the present state of research on green consumer behavior (Kumar & Ghodeswar, 2015). Subsequently, the phenomenon of green consumer behavior has been developed as a new model of marketing discipline of both scholars and marketers in the range of recent consumer studies. Therefore, more studies are needed (Vu et al., 2021). Although the environmental issues are well-known globally, not all consumers exhibit green purchase behavior in their day-to-day activities (Joshi and Rahman, 2016; Quoquab and Mohamad, 2019). Studies found that a positive attitude toward green product purchases does not lead to green purchase behavior all the time (Jaini et al., 2020). It can be explained as: though most consumers hold positive intentions toward green product purchases, but some of them still refuse to purchase it, so adding the consumption values as a mediator is an important issue to consider. For instance, in food and food material productions, the green production process can be conducted by minimizing environmental impacts, and the process should be in a sustainable manner (Martins, 2022). And focusing on the food sector is important; because the production of food should be carried out in way to provide the necessary quantities, at the right level of quality products, and to comply with basic ecological requirements (Ruscheva, 2019). Finally, determining what are the identification regarding the use of green concept in the Jordanian food industry, is an important issue to consider; as it can help pinpoint specific areas that need to be improved.

This research dose not only focuses on the ecological concern of marketing that may influence the green purchase behavior, but also identifies the influence of consumption values on customer's green purchase behavior. Considering this, the present research attempts to shed some light the impact of green marketing on green consumer behavior and also the influence of consumption values as a mediator in the food industry sector.

Research Gap and Contribution

While previous research, has extensively examined green marketing and green purchase behavior, several important gaps remain. First, much of the existing literature has concentrated on industrialized markets, paying very little attention to emerging economies like Jordan, where market and institutional dynamics are very different (e.g., Paul, 2020; Taufique et al., 2021). Second, prior research has frequently examined green marketing practices or consumer behavior in isolation, without sufficiently integrate firm-level green strategies with consumer

consumption values (Dahlquist, 2021). Third, a lot of research mostly uses single quantitative approaches, which limits deeper insight into how businesses and consumers interpret green marketing practices. Furthermore, despite its resource-intensive character, the food industry has seen relatively little sector-specific attention in research on green marketing (Esmaelnezhad, 2023).

This dissertation addresses these limitations by adopting a mixed-methods approach that integrates in-depth interviews with Jordanian food companies, consumer focus groups, and a quantitative SEM-based analysis to examine how green marketing practices shape consumption values and, in turn, green purchase behavior within the Jordanian food industry.

1.3 Research Questions

The research aim to address the following research questions:

1. What is the influence of green marketing on green purchase behavior?
2. How do consumption values mediate the relationship between green marketing and green purchase behavior?
3. How do consumption values mediate the relationship between green marketing strategies and green purchasing behavior among consumers?

1.4 Research Objectives

This research aims to identify the relationship between Green Marketing (GM), Consumption Values (CV) and Green Purchase Behavior (GPB) in the Jordanian food industry sector. In order to do so, the following sub- objectives had been identified:

- Study the relationship between GM-CV.
- Study the relationship between CV-GPB.
- Study the relationship between GM-GPB
- Identify the use of Green concept in the Jordanian food industry.
- Recommend some practical suggestions to related parties in the food industry.

1.5 Research Hypotheses and Model

Based on the objectives of the study, the following hypotheses were formulated:

H1: Green Marketing has a significant positive influence on Consumption Values.

This hypothesis is divided into sub-hypotheses based on the GM Dimensions:

- H1.1: Green Product has significant positive influence on Consumption Values.
- H1.2: Green Price has significant positive influence on Consumption Values
- H1.3: Green Marketing Channels has significant positive influence on Consumption Values.
- H1.4: Green Marketing Communication "Promotion" has significant positive influence on Consumption Values.

H2: Consumption Values has a significant positive influence on Green Purchase Behavior.

This hypothesis is divided into sub-hypotheses based on the Consumption Values Dimensions:

- H2.1: Environmental Concerns has significant positive influence on Green Purchase Behavior.
- H2.2: Emotional Values has significant positive influence on Green Purchase Behavior.
- H2.3: Epistemic Values has significant positive influence on Green Purchase Behavior.
- H2.4: Conditional Values has significant positive influence on Green Purchase Behavior.
- H2.5: Social Values has significant positive influence on Green Purchase Behavior.
-

H3: Green Marketing has a significant positive influence on Green Purchase Behavior.

- H3.1: Green Product has significant positive influence on Green Purchase Behavior.
- H3.2: Green Price has significant positive influence on Green Purchase Behavior.
- H3.3: Green Marketing Channels has significant positive influence on Green Purchase Behavior.
- H3.4: Green Marketing Communication "Promotion" has significant positive influence on Green Purchase Behavior.

H4: Consumption Values mediate the relationship between Green Marketing & Green Purchase Behavior

Research Model

Based on the theoretical background and literature studies, the following model had been built, then present the hypotheses of the study. Figure 1 present the research model that summarize the hypotheses and their connection.

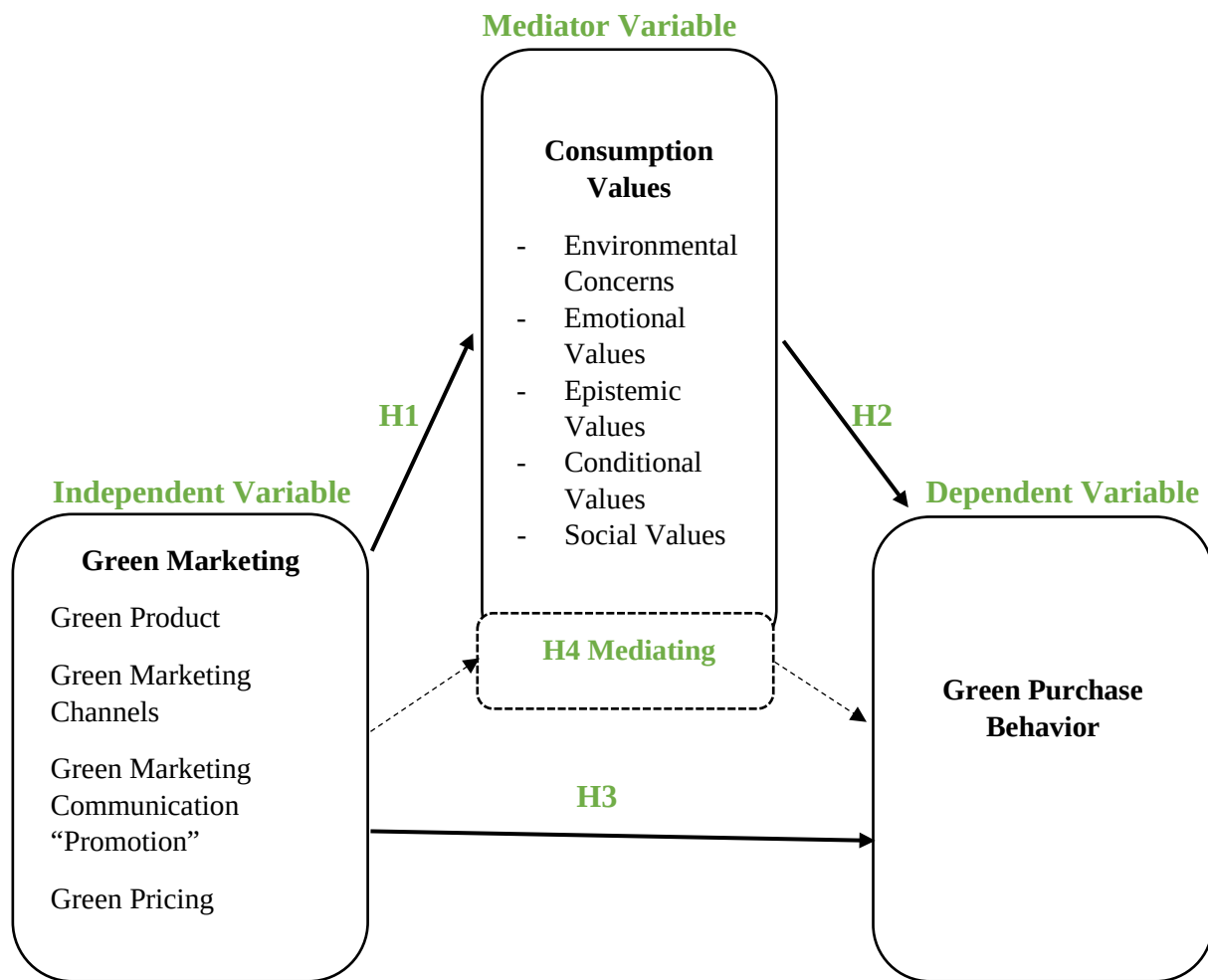


Figure 1: Research Model
Source: Developed by Alzu'bi (2025)

This research model developed for the aim of capturing the complex relationship between green marketing, consumption values and green purchase behavior. It assume that green marketing have a direct influence on consumer's green purchase behavior, by reflecting the immediate impact of environmentally focused marketing strategies on consumer behavior. However, the model propose that the relationship is partially mediated by consumption values; which means that green marketing influence green purchase behavior not only directly, but also indirectly through the values that drive environmentally conscious behavior. This means that **green marketing can still have a direct effect** on green purchase behavior, but this effect might be **partially or fully** explained by the influence of consumption values. So, the model tests:

1. The **direct effect** of green marketing on green purchase behavior.
2. The **indirect effect** of green marketing on green purchase behavior through consumption values (mediator).
3. The **total effect**, which is the sum of the direct and indirect effects.

This approach aim to provide a more comprehensive analysis, capturing both direct and indirect pathway through which green marketing can influence green purchase behavior. Thus it provide a deeper insights into the motivation and psychological factors that shape decisions and behaviors.

1.6 Research Importance

The contribution of this study is in investigating the relationship between Green Marketing, Consumption Values and Green Purchase Behavior, and identifying the use of green concepts in the Jordanian food industry sector.

- The practical importance: Is to suggest a number of recommendations to increase the environmental awareness about the environmental issues and green practices impact.
- The theoretical importance: due to the limited number of studies about the GM, CV, GPB concepts, and identifying the use of green concepts in the food industry in Jordan, so this study participates in filling the literature gap.

1.7 Ethical Considerations

All interviews were conducted according to the guidelines laid down in the Declaration of Helsinki and all procedures involving human subjects were approved by the Research Ethics Committee at the University of Debrecen, Faculty of Economics and Business (approval number: GTK-KB 002/2025. Verbal informed consent was obtained from all subjects. Verbal consent was witnessed and formally recorded.

2. MATERIAL AND METHODS

2.1 Research Design

The first step in properly addressing the study problem and choosing a suitable methodological approach is to establish specific research objectives (Heide-Jørgensen et al., 2018). Although this research was built upon descriptive findings, reported in previous literature review on green marketing & consumer behavior, its main goal is to explain how green marketing practices can

impact green purchase behavior within the Jordanian food industry. Furthermore, it seek to investigate how consumption values mediate this relationship, thereby adapting an explanatory research approach offer a more comprehensive understanding of the factors driving environmentally conscious consumers decision.

Based on the Literature review, this study proposed a conceptual framework that examine the relationship between (green marketing & consumption values, consumption values & green purchase behavior, green marketing & green purchase behavior and the mediating effect of consumption values on green marketing & green purchase). Using a combination of methods to answer research questions helped overcome some of the limitations of examining the relationship using a single method. Figure 9 below show the final Conceptual Framework illustrating the relationships between green marketing (GM), consumption values (CV), and green purchase behavior (GPB), including the mediating role of CV.

On the other hand, to provide a clear overview of the research design and to illustrate how the research phases build upon one another, a summary methodological diagram in Figure 10 presents the sequential mixed-methods design employed in this study. With the research began with in-depth interviews with food Mangers from multiple departments, to explore green marketing practices within the Jordanian food industry. Insights from this phase informed the refinement of the consumer focus group discussion guide. Focus group participants were classified into environmentally conscious and non-conscious groups based on screening survey criteria. Findings from both qualitative phases contributed to the refinement of the quantitative survey instrument, which was subsequently administered to test the proposed research model using SEM-PLS analysis.

Conceptual Framework
Examining the influence of Green Marketing (GM) on Green Purchase Behavior (GPB), with Consumption Values (CV) as a mediating factor.

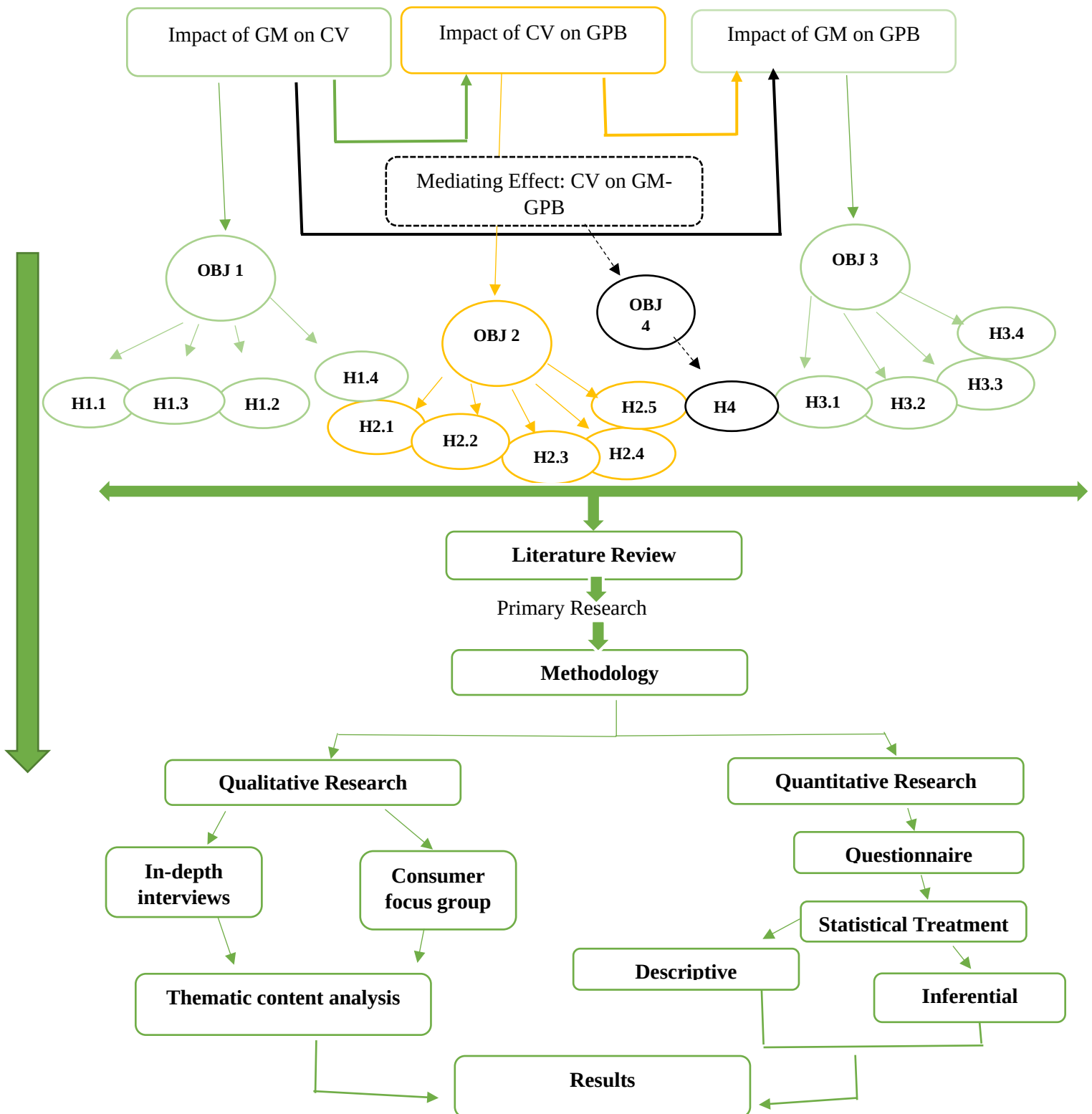


Figure 2: Research Process

Source: Own construction (2025)

2.2 Population, Sample & Unit of Analysis

2.2.1 Qualitative Methods (In-depth interviews)

This research the whole population was focusing first on all Jordanian food companies to explore the adoption and impact of green marketing practices within this sector. After obtaining permission to access company records, 33 Jordanian food companies were identified under the broader “Food and Drinks Industries” sector. These firms were classified into 11 categories based on their primary products. Given the large population, a **quota sampling** method was applied. The 11 categories were consolidated into six key categories most relevant to green marketing practices: (1) Meat and Meat Products, (2) Frozen and Ready-Made Foods, (3) Juice and Beverages, (4) Biscuits and Confectionery, (5) Chips and Cornflakes, and (6) Grain Mills and Bakeries. These categories were prioritized for three reasons like relevance to green marketing and firm size and representation.

Ultimately, 10 interviews were completed (six with large companies and four with medium companies), covering departments such as operations, marketing, sales, logistics, and production. One interview was excluded due to a not using this concept. The firm was treated as the primary unit of analysis, with managers’ perspectives providing the data.

2.2.2 Qualitative Methods (Consumer Focus Group)

Jordanian food industry consumers were the population, as for the sampling Purposive sampling was used for the consumer focus groups in this research. This non-probability sampling method was selected to guarantee that participants had certain characteristics related to the research's objective. It was crucial to include customers with varying degrees of environmental awareness because the research's primary objective was to investigate green purchasing behavior and the mediation function of consumption values. A screening survey was carried out before the focus group sessions in order to accomplish this. The purpose of the survey was to determine participants' environmental consciousness, enabling the creation of two separate groups: 7 environmentally aware and 7 non-aware consumers. Resulting in 14 interviews. They were representing various cities across Jordan, including Amman, Irbid, Zarqa, and other regions. This first aware group consists of (3 females and 4 males), aged between 23 and 60 years old, each of whom had completed at least a bachelor’s degree. As for the second non-aware group, consists of (5 females and 2 males), aged between 22 and 55 years old, each of whom had completed at least a diploma-level education. This distribution ensured a balanced mix of

gender, age and educational background, conforming a variety of viewpoints and experiences, as well as a thorough representation of various geographical and cultural perspectives.

2.2.3 Quantitative Methods (Questionnaire)

The population of this study consists of consumers in the Jordanian food industry, as the research investigates the impact of green marketing practices on green purchase behavior in this sector. Since it was not feasible to survey the entire population, a sampling strategy was required. The study employed a non-probability convenience sampling approach, as the questionnaire was distributed online and participation depended on respondents' accessibility and willingness to take part. While the sample naturally included variation in demographic characteristics such as gender, age, and education, no quotas were imposed to mirror the exact proportions of the Jordanian population. This approach was chosen due to practical constraints and is widely used in marketing and consumer behavior research, particularly when the focus is on testing theory-driven relationships rather than achieving perfect representativeness. A total of 519 responses were initially collected, of which 492 valid responses remained after data screening.

2.3 Research Instruments

The framework of this study encompass 9 eleven latent variables. To collect primary and empirical, a questionnaire was created relying on academic, scientific sources and reference to previous studies. The researcher developed a questionnaire tool to collect the primary data necessary for analyzing the impact of green marketing practices on green purchase behavior, with a focus on the Jordanian food industry. As for the core variables of the questionnaire it consist of 51 questions, concerning the independent variable, mediator variable, and dependent variables. Table 1 show those items in details. A five-point Likert scale was used, since it was simple to understand.

Table 1: Distribution of the Variable's Question

Variables	Number of items that measure the variable	Questions number revered to each variable	Literature Sources
Green Marketing (GM)	21	1-21	7 Questions from Literature & 14 by researcher
Green Product	5	1-5	(Yadav & Pathak, 2017)
Green Marketing Channels	6	6-11	(Paik & Lee, 2021)
Green Marketing Communication "Promotion"	5	12-17	Developed by researcher
Green Pricing	5	17-21	(Bae & Rishi, 2018)
Consumption Values (CV)	25	22-46	12 Questions from Literature & 13 by researcher
Environmental Concerns	5	22-26	(Joshi & Rahman, 2019)
Emotional Values	5	27-31	(Haj-Salem et al., 2022)
Epistemic Values	5	32-36	(Nguyen et al., 2020)
Conditional Values	5	37-41	(Tanrikulu , 2021)
Social Value	5	42-46	(Escadas et al., 2019)
Green Purchase Behavior (GPB)	5	47-51	2 Questions from Literature & 3 by researcher. (Chen, 2020) (Mahadeval et al., 2024)

Source: Own construction (2025)

2.4 Data Analysis Techniques

2.4.1 Qualitative Methods (In-depth interviews)

1. Justification of the Analytical Approach for In-Depth Interviews

The analytical objective of the in-depth interview phase was to uncover latent structural relationships within the strategic discourse of food manufacturing companies. Specifically, the study sought to identify semantic clusters and visualize structural proximities between strategic

terms and company characteristics. Given this objective, a computational qualitative approach was adopted.

While traditional inductive qualitative methods such as the Gioia methodology (Gioia et al., 2013) emphasize manual coding and hierarchical category development, recent advancements in marketing and consumer research increasingly advocate the integration of automated text analysis techniques to enhance analytical rigor and transparency (Humphreys & Wang, 2018; Berger et al., 2020). These approaches allow researchers to bridge qualitative richness with systematic, data-driven pattern recognition.

In this study, Non-negative Matrix Factorization (NMF) was employed as a topic modeling technique to identify latent semantic structures based on word co-occurrence patterns. As originally introduced by Lee and Seung (1999), NMF provides a “parts-based” representation of data, enabling the extraction of interpretable thematic components without imposing predefined researcher categories. This characteristic is particularly valuable when the objective is to allow patterns to emerge from the discourse itself rather than from externally imposed coding frameworks. Recent applications of NMF in marketing and consumer research further demonstrate its ability to extract interpretable semantic structures from unstructured textual data (Hu et al., 2025; An et al., 2023).

Furthermore, Multiple Correspondence Analysis (MCA) was applied to project textual elements into a low-dimensional Euclidean space, enabling the visualization of geometric relationships between strategic terms and company types (Greenacre, 2017). Correspondence Analysis has been widely applied within textual statistics (leximetry) and marketing research to explore structural associations within categorical data (Opoku et al., 2006; Kumar et al., 2023; Pareschi & Lusiani, 2020). This visualization technique allows for the identification of proximity patterns that may not be readily observable through traditional tabular or purely thematic representations.

Although manual thematic coding remains a valuable and widely respected qualitative technique, the objective of the present analysis extends beyond category construction toward structural mapping of discourse across organizational contexts. Therefore, computational qualitative analysis was considered methodologically appropriate for achieving the specific analytical aims of the in-depth interview phase. The resulting outputs serve as an evidential foundation for substantive interpretation rather than as purely technical artifacts.

2. Non-negative matrix factorization

In the course of the Non-Negative Matrix Factorization (NMF) procedure, authors have analyzed the term-document matrix that was constructed from the occurrence of subcategories in each sections studied. Each row in this matrix symbolizes a term (subcategory), while each column signifies a respondent (a given company), and the entry denotes the term's frequency. NMF was applied to the term-document matrix to yield the grouping of the subcategories into clusters (called term clusters). Moreover, respondents (as well as the six sections) could be associated with the most relevant term cluster. To find the appropriate number of clusters (components) in the NMF procedure, three methods (Ward, K-means, and complete linkage) were utilized in the clustering of the term-document matrix prior to the application of NMF. In order to validate the results three cluster quality measures (Silhouette, C-index, Dunn) were utilized in this process.

3. Multiple Correspondence Analysis and moonplots

Multiple Correspondence Analysis (MCA) is an extremely useful tool to study the relationships between qualitative data and capture patterns in the dataset geometrically. Simple Correspondence Analysis was first developed by Benz  cri (1973), only in order to analyses cross tables of two nominal variables. On the other hand, MCA was also applied as a factor analysis or principal component analysis of qualitative data (de Leew, 1973; Nishisato, 1980).

In this way, MCA allows the representation of complex datasets of more than two categorical variables as „clouds of points” by locating each variable/objects of analysis in a low-dimensional Euclidean space (generally two dimensions represented by component 1 and 2) (Costa et al., 2013). The so called „moon plot” can be created to detect special patterns and clusters. Objects are arranged within a circle so that the ones lie near the origin show similar characteristics to the average pattern with less variance, while objects located far from the origin have unique characteristics with more variance (Costa et al., 2013). Therefore, our major goal by the application of the MCA and moonplot was to create a joint map of the mentioned factors and clusters and relate factors to their clusters. MCA was applied on the result of the Non-negative Matrix Factorization.

4. Calculations

All calculations were performed using R 4.2.3. and RStudio 2022.07.2. (Build 576) software's. The term-document matrix (X) was constructed from the pre-processed corpus utilizing the "tm" package. Non-negative matrix factorization was applied using the NMF package. To

detect the appropriate number of clusters and validate the results, the "Nbclust" package was employed. MCA analysis was conducted using the "correspond" function in the "MASS" package, while moon plots were generated using the "rthmlMoonPlot" and "plotrix" packages, saved, and subsequently edited in a support vector graphics format using Inkscape 0.91.

2.4.2 Qualitative Methods (Consumer Focus Group)

The qualitative data collected from the two focus group interviews was analyzed using **manual thematic analysis**, following the principles outlined by Braun and Clarke (2006). A manual approach (instead of software) was chosen due to the manageable dataset and to enable closer, more reflective engagement with the participants' voices. This analysis ensured a systematic process for answering the study's qualitative research questions and provided the foundation for linking consumer insights to the subsequent quantitative analysis. The analysis was conducted in several stages: (Familiarization with the Data, Initial Coding (Open Coding), Generating Categories and Sub-Categories (Axial Coding), Theme Development, Comparative Analysis between Groups and Presentation of findings).

2.4.3 Quantitative Methods (Questionnaire)

The data collected were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS (version 4). This method was selected because it is well-suited for complex models with multiple constructs and mediation effects, works effectively with non-normal data, and provides prediction-oriented results. The statistical treatment conducted: Descriptive Statistics, Measurement Model, Structural Model and Mediation Analysis.

3. MAIN FINDINGS OF THE DISSERTATION

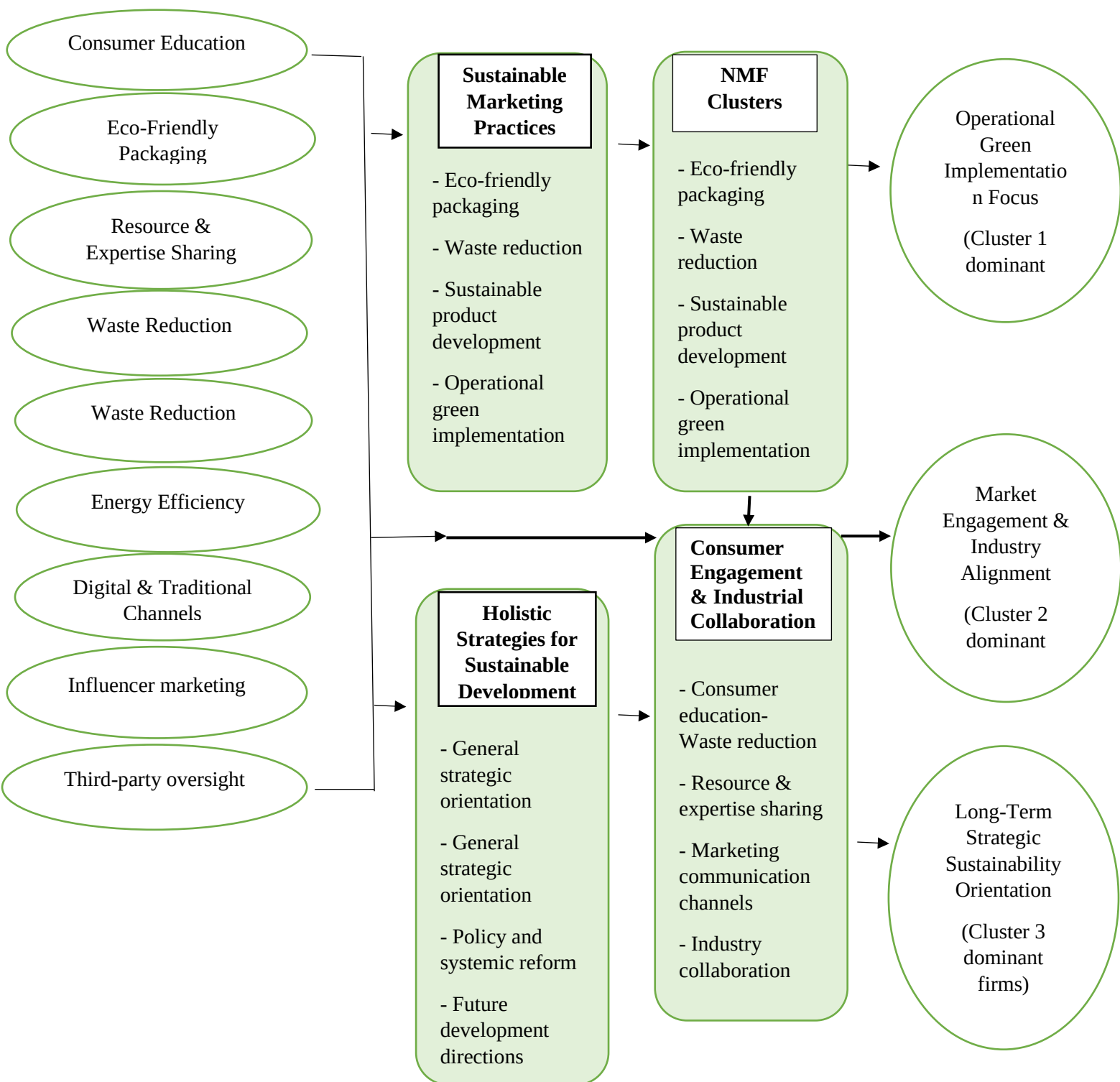
3.1 Qualitative Methods (In-depth interviews)

The examination of the term-document matrix identified the most prevalent subcategories within each part. Notably, two terms "consumer education" and "eco-friendly packaging" consistently emerged in various areas, showing their extensive impact on green marketing strategies within the industry. Moreover, it also identified the most influential categories, consumer education was the most frequently mentioned category, followed by resource and expertise sharing and eco-friendly packaging. The findings indicate that Jordanian food companies emphasize customer awareness, resource-sharing partnership, and sustainable packaging as fundamental elements of their green marketing strategy. On the other hand, the Moonplot representation of clusters and non-negative matrix factorization (NMF) outcomes

offers a visual overview of the interrelations across major subcategories revealed in the analysis. A closer examination of the Moonplot uncovers significant clusters of subcategories, illustrating interconnected elements of green marketing implementation within Jordanian food companies. In this regard, "consumer education," "resource and expertise sharing," and "eco-friendly packaging" are situated closely together. Furthermore, concepts like "waste reduction," "energy efficiency," and "green practices" are situated in the margins of the plot, signifying a greater variance in corporate approaches to sustainability initiatives. The clustering of "digital and traditional channels," "influencer marketing," and "third-party oversight" emphasizes the transforming function of marketing communication methods in the promotion of green products. Overall, the Moonplot investigation offers profound insights on the adoption of green marketing strategies by Jordanian food companies, highlighting prevailing strategies, developing trends, and areas of significant variance.

Building on the insights from the Moonplot visualization, the factor map generated via Non-Negative Matrix Factorization (NMF) enhances the thematic framework of green marketing strategies among Jordanian food companies. The study revealed three separate clusters of phrases, each signifying a particular aspect of sustainability initiatives within the sector. The clusters- Sustainable Marketing Practices, Consumer Engagement & Industrial Collaborative, and Holistic Strategies for Sustainable Development- provide a structured review of the key drivers and obstacles in the adoption of green marketing. Building on the thematic cluster analysis, a company-level perspective, demonstrating which enterprises closely correspond with the detected term clusters. This differential provides vital insights into the approaches particular enterprises within the Jordanian food industry take towards green marketing, further strengthening the distinctions noted in prior investigations.

To enhance analytical clarity and visually summarize the computational qualitative findings, Figure 2 below, presents the thematic structure derived from the Moonplot and NMF clustering results. The figure illustrates how dominant subcategories identified in the term-document matrix were grouped into three data-driven clusters, which represent distinct strategic orientations in the implementation of green marketing practices among Jordanian food companies. This visual synthesis clarifies the progression from textual data to strategic interpretation.



Term–Document Matrix → Moonplot Proximity → NMF Clustering → Strategic Dimensions

Figure 2: Data-Driven Thematic Structure of In-Depth Interviews- Quotes\Codes\Themes

Source: Own construction (2026)

3.2 Qualitative Methods (Consumer Focus Group)

The focus group firstly focus on participants, as they were divided into two distinct segments according to their level of environmental awareness, explained: an **environmentally aware group** (P1–P7) and a **non-aware group** (P8–P14). The second section focus on an association game showed the clear contrasts between aware and non-aware consumers, in their understanding and emotional engagement with green-related concepts. The aware group showed a deeper familiarity of sustainability words, frequently use expressions like "trust", "conviction" and "responsibility" that are motivated by emotions and ethics. These responses, which demonstrate a **higher level of environmental literacy**. In contrast, the non-aware group, showed limited exposure and more literal associations, often associating green terms with fundamental notions such as cleanliness or farming. Their focus on **practical** or **price-related concerns** highlights a more utilitarian approach to eco-friendly behavior. The third section results, showed that the environmentally aware group shows conscious, responsible buying patterns that are in line with their personal beliefs, sustainability, and health. Their decision-making is **value-driven**. In contrast, the non-aware group showed a **habitual** and **cost-driven** purchasing, prioritizing convenience, price, and brand familiarity. The fourth section results showed a clear behavioral distinctions between environmentally aware and non-aware consumers in their approach to evaluating and selecting food products. Participants in the aware group demonstrate a **value-driven decision-making** process. On the other hand, non-aware participants mostly concentrated on **practical and functional aspects**, such as taste, price, and convenience. The fifth section illustrate a clear contrasts between the aware and non-aware participants in how they perceive and evaluate green products, as well as how they balance values and price considerations in purchase decisions. The aware group demonstrated deeper engagement with sustainability cues including ingredient transparency, recyclable packaging, and eco-labels. In contrast, the non-aware group relied primarily on surface-level features such as packaging design, color, and visual appeal, with limited recognition of sustainability indicators. The sixth section present a distinct orientations toward green product choices. The aware group showed a value-driven decision-making, integrating sustainability, health, and ethical principles into their purchasing behaviour. While non-aware participants relied on brand familiarity, affordability, and availability. Social factors, such as peer recommendations, had an impact on both groups, but in different ways. The final section focused on Participants giving varying perspectives on Jordan's future eco-friendly consumption. The environmentally aware group adopted a value-driven and optimistic perspective, the non-aware group maintained a

skeptical and pragmatic outlook, asserting that behavior change would occur only with financial incentives or visible discounts.

The focus group analysis was conducted in seven main sections, each aligned with the interview guide. Within each section, participant responses were summarized, categorized into themes and subthemes, and interpreted in relation to the research questions. Comparative insights between the two groups were also developed to highlight key differences and similarities. Below in Figure 3, you can find the analytical structure of focus group results.

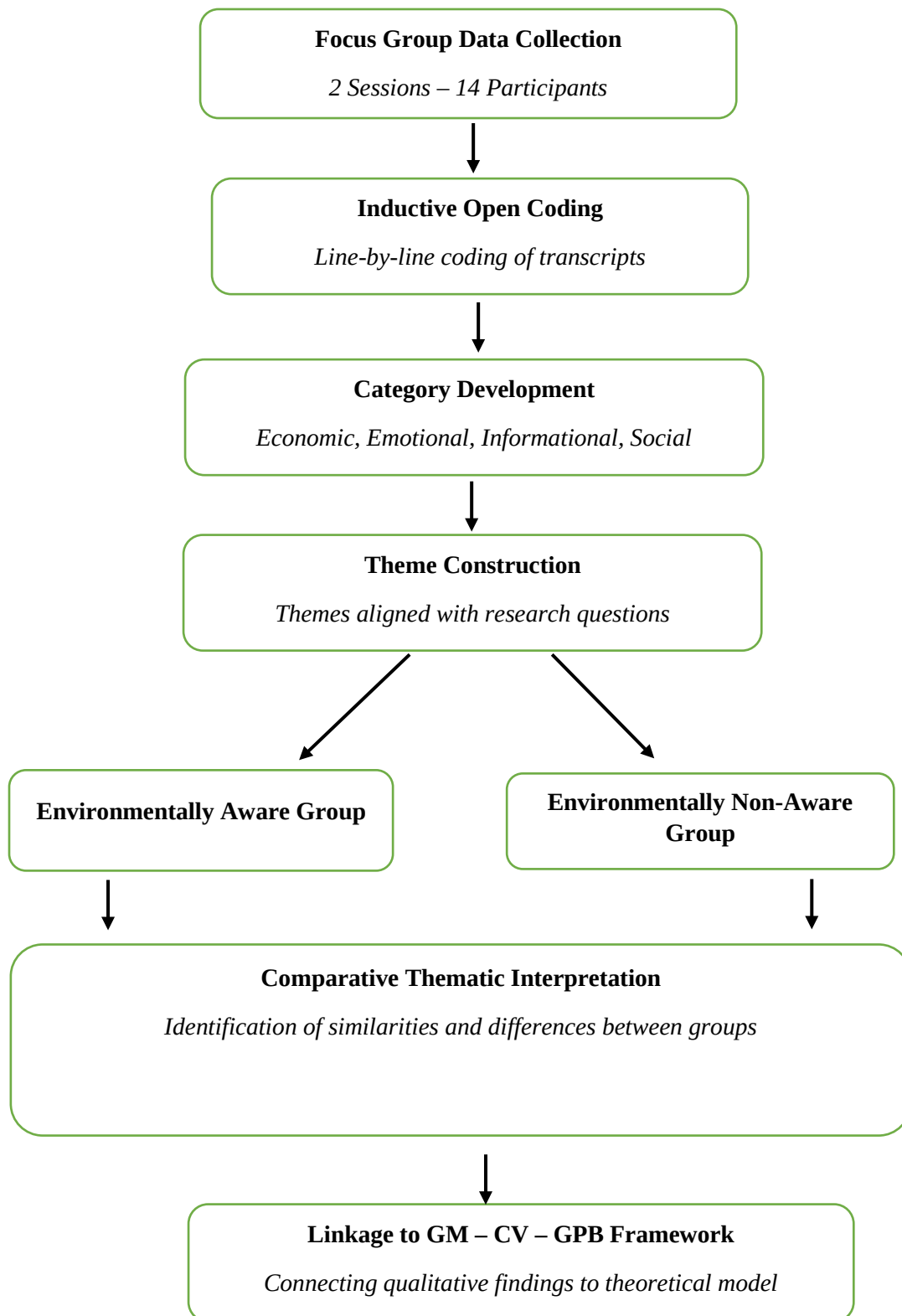


Figure 3: Analytical Structure of Focus Group Results.

Source: Own construction (2026)

On the other hand, to enhance transparency and provide a clearer synthesis of the qualitative findings, Figures 4 and 5 visually summarize the thematic structures of the environmentally aware and non-aware consumer groups.

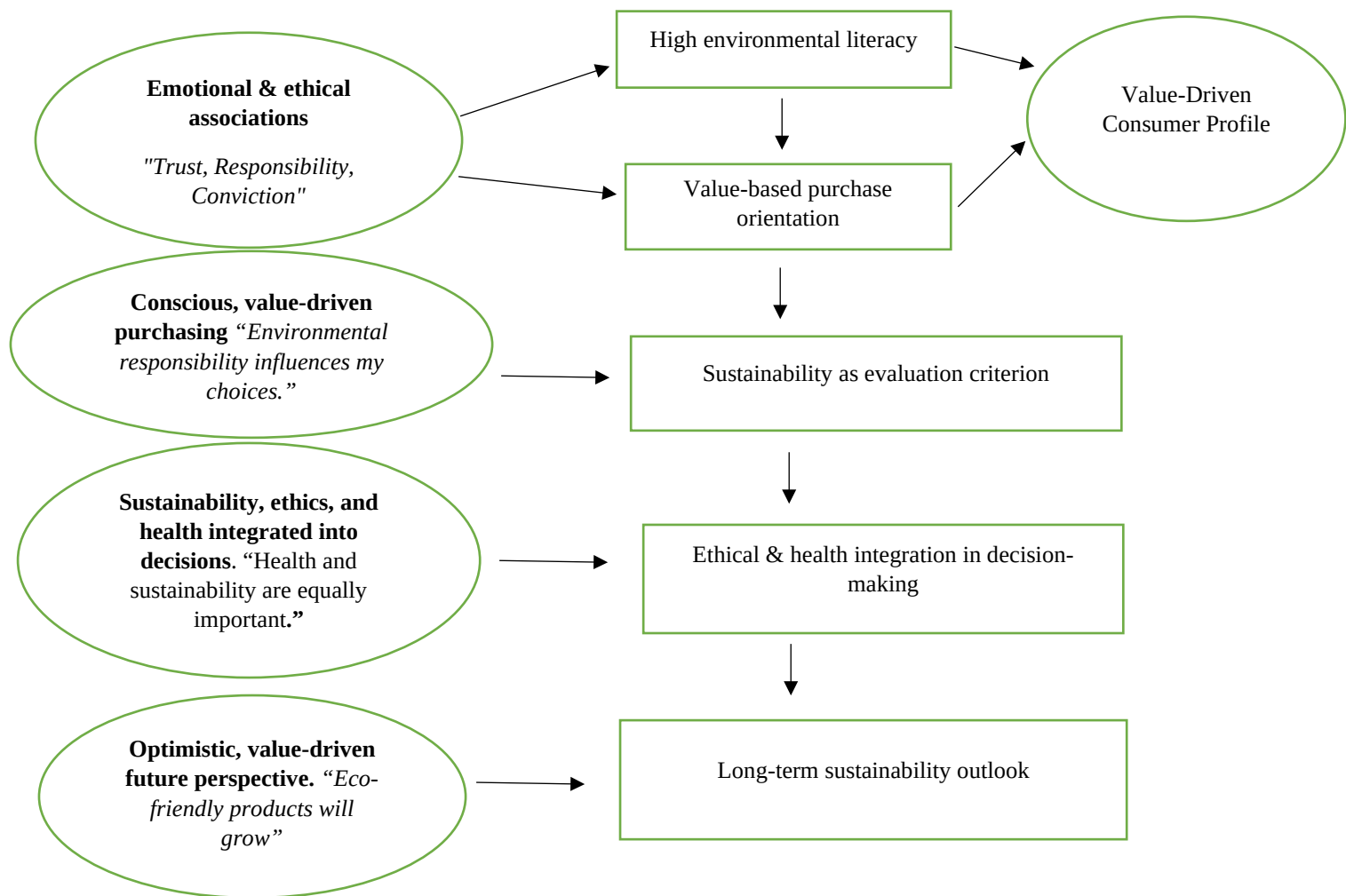


Figure 4: Thematic Structure of Aware Consumers Quotes\Codes\Themes

Source: Own Construction (2026)

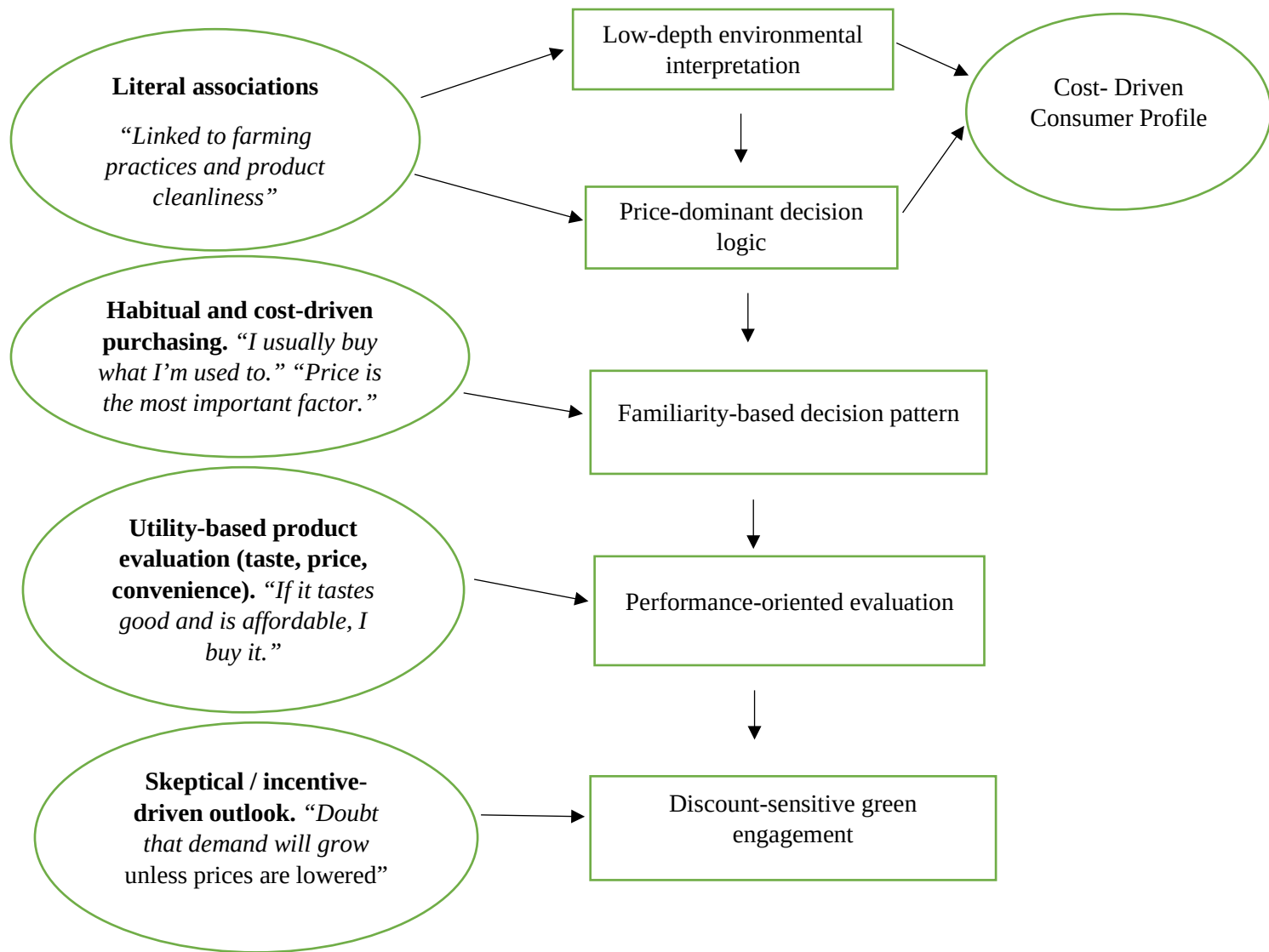


Figure 5: Thematic Structure of Non-Aware Consumers Quotes\Codes\Themes

Source: Own Construction (2026)

3.3 Quantitative Method (Questionnaire Survey)

3.3.1 Descriptive Statistics

Below in Table 2 a summary of combined descriptive statistics of respondents' characteristics. It showed that, according to gender, 58.1% of the respondents were male ($n = 286$), while 41.9% were female ($n = 206$). Males are somewhat overrepresented and females somewhat underrepresented in the sample. This difference is acceptable given the convenience sampling method used, and the sample still provides a reasonably representative view for the purpose of this study. On the other hand, the age distribution of the study participants indicate that the

majority of respondents (54.1%, n = 266) were older than 35 years. The age group 18–26 years accounted for 30.5% (n = 150), while the smallest group was 27–35 years, representing 15.4% (n = 76). On the other hand, the distribution of the respondents according to their educational level show that nearly half of the participants held a Bachelor's degree (47.2%, n = 232). Respondents with a PhD degree accounted for 22.6% (n = 111), while those with a high diploma or less represented 15.4% (n = 76). In addition, 11.8% (n = 58) of the respondents had a Master's degree, and only a small proportion (3.0%, n = 15) reported having primary education. As for the the distribution of respondents according to their occupation it revealed that almost half of the participants were employed (49.0%, n = 241), followed by students who constituted 29.9% (n = 147). Retired individuals accounted for 11.8% (n = 58), while 8.1% (n = 40) were self-employed, and only a small minority (1.2%, n = 6) reported other occupations. Finally, the distribution of the respondents according to their monthly income sjowed that the largest group of participants (42.1%, n = 207) reported an income between 0 and 400 JD. This was followed by 25.2% (n = 124) who earned more than 1000 JD, while 19.7% (n = 97) fell in the 401-700 JD category. The smallest group, representing 13.0% (n = 64), reported an income between 701 and 1000 JD.

Table 2: Combined Descriptive Statistics of Respondents' Characteristics

Variable	Categories	Frequency	Percent
Gender	Male	286	58.1%
	Female	206	41.9%
Age	18-26	150	30.5
	27- 35	76	15.4
	More than 35	266	54.1
Educational level	Primary Education	15	3.0
	High Diploma or less	76	15.4
	Bachelor	232	47.2
	Master Degree	58	11.8
	PHD	111	22.6
Occupation	Student	147	29.9
	Self-employed	40	8.1
	Employed	241	49.0

	Retired	58	11.8
	Other	6	1.2
Income Level	0 JD – 400 JD	207	42.1
	401 JD -700 JD	97	19.7
	701 JD -1000 JD	64	13.0
	More than 1000 JD	124	25.2

Source: Own constructions (2025)

3.3.2 Measurement Model Assessment

To ensure the reliability and validity of the constructs, the measurement model was assessed before testing the structural relationships. This evaluation focused on three main aspects: (1) convergent validity, which examines whether the indicators of each construct are strongly correlated and measure the same underlying concept; (2) discriminant validity, which assesses whether the constructs are distinct from one another; and (3) collinearity assessment, using the variance inflation factor (VIF), to ensure that multicollinearity was not present among the constructs. Convergent validity was tested using item loadings, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). Discriminant validity was examined using the Fornell-Larcker criterion. Collinearity was assessed based on VIF values. **Firstly**, Figure 6 below explains the convergent validity. The outer loadings of the items are displayed on the paths linking each indicator to its corresponding construct. Most indicators showed satisfactory loadings above the recommended cut-off value of 0.70, according to Hair et al. (2014), it reflected a good indicator reliability. Nevertheless, a number of items demonstrated loadings below this cut-off and were deleted to improve the measurement model, specifically GP2, GMC2–GMC4, GMCP3, GPricing2, GPricing4, SV4, and GPB5. These items were excluded because they did not adequately contribute to their respective constructs, while the remaining items were retained to preserve the theoretical integrity of the model. **Secondly**, table 3 presents the reliability and convergent validity results for all constructs based on Cronbach's Alpha (α), Composite Reliability (CR), and Average Variance Extracted (AVE). In general, the results demonstrate that the measurement model has satisfactory internal consistency and convergent validity. Overall, all constructs met the commonly accepted thresholds of $\alpha \geq 0.70$, $CR \geq 0.70$, and $AVE \geq 0.50$ (Hair et al., 2014), thereby confirming that the measurement model demonstrates satisfactory reliability and convergent validity across all constructs. **Thirdly**, table 4 presents the results of the discriminant validity assessment using the Fornell-Larcker criterion. Overall, the results confirm that the Fornell-Larcker criterion was satisfied for all

constructs, supporting the presence of discriminant validity in the measurement model, which was further supported by the guidelines of Hair et al. (2014) for PLS-SEM applications. **Finally**, table 5 presents the collinearity assessment using the Variance Inflation Factor (VIF). According to Hair et al. (2021), VIF values below 5.0 indicate that collinearity is not a critical issue, while more conservative cut-off values of 3.3 are often recommended to ensure robust results in PLS-SEM. Overall, the findings confirm that multicollinearity does not pose a threat to the estimation of the measurement or structural models, thereby supporting the robustness of the PLS-SEM results.

In addition to the indicator-level assessment, collinearity was also examined at the structural level using inner model VIF values. This step ensures that multicollinearity among predictor constructs does not bias the estimation of path coefficients (Hair et al., 2019). As shown in Table 6, the inner model VIF values ranged from 1.854 to 3.428. The highest value (3.428) was observed for Environmental Concerns predicting Green Purchase Behavior. Although this value slightly exceeds the conservative threshold of 3.3, it remains below the commonly accepted cut-off value of 5.0. Therefore, multicollinearity at the structural level does not pose a critical concern, and the estimation of the structural relationships can be considered reliable.

Overall, the findings confirm that multicollinearity does not pose a threat to the estimation of the measurement or structural models, thereby supporting the robustness of the PLS-SEM results.

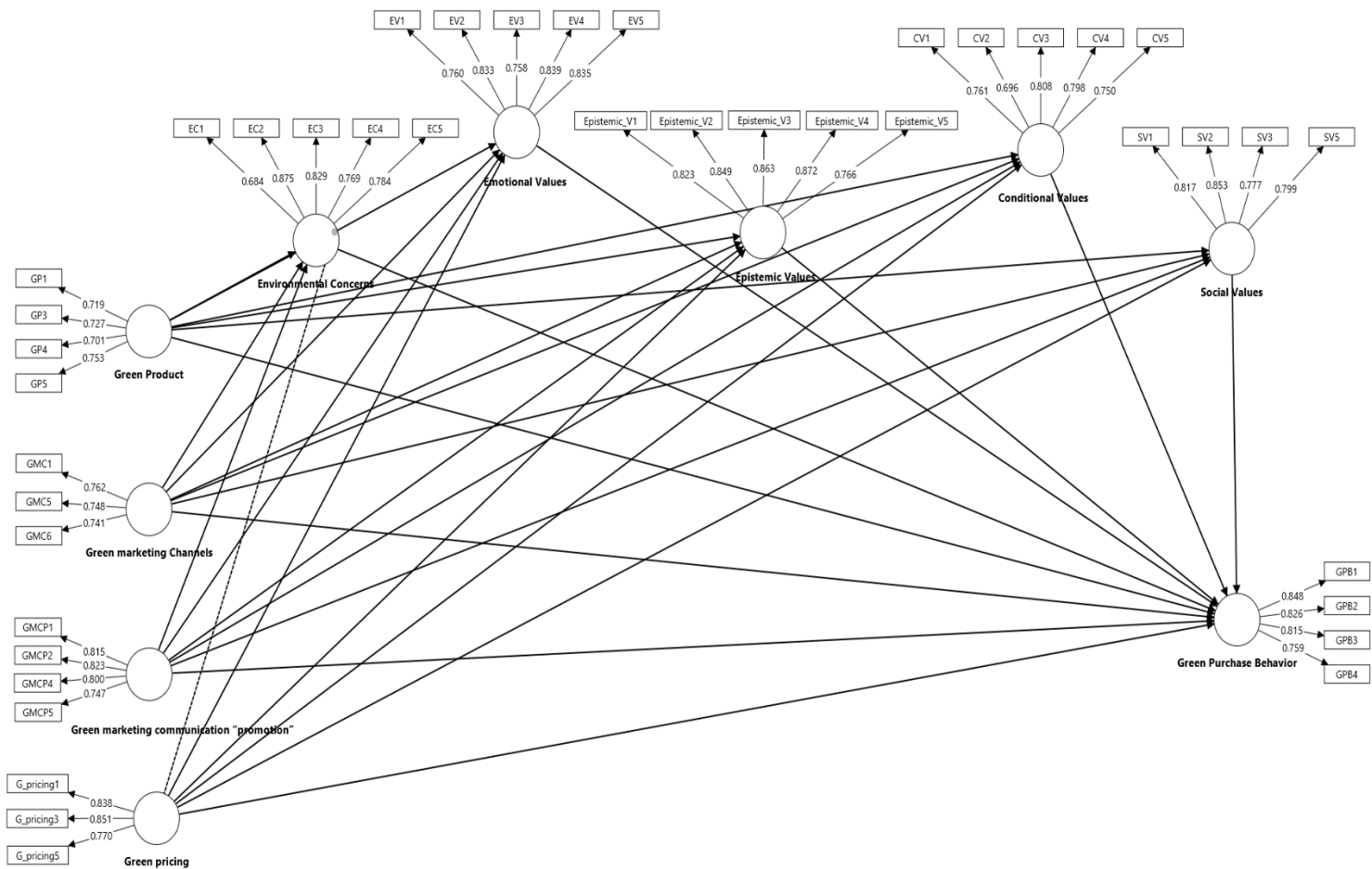


Figure 6: The Value of the Weights for Each Question of the Study Variables (Items Loading)

Source: Own constructions (2025)

Table 3: Cronbach's Alpha (α), Average Variance Extracted (AVE), Composite Reliability (CR)

Dimensions	α	CR	(AVE)
Conditional Values	0.824	0.875	0.583
Emotional Values	0.865	0.902	0.650
Environmental Concerns	0.848	0.892	0.625
Epistemic Values	0.891	0.920	0.698
Green Product	0.701	0.816	0.526
Green Purchase Behavior	0.829	0.886	0.660
Green marketing Channels	0.615	0.794	0.563
Green marketing communication “promotion”	0.808	0.874	0.635
Green pricing	0.756	0.860	0.673
Social Values	0.828	0.885	0.659

Source: Own constructions (2025)

Table 4: Discriminant Validity

Dimensions	1	2	3	4	5	6	7	8	9	10
1.Conditional Values	0.764									
2. Emotional Values	0.597	0.806								
3. Environmental Concerns	0.523	0.750	0.791							
4. Epistemic Values	0.573	0.724	0.735	0.836						
5. Green Product	0.500	0.604	0.672	0.601	0.725					
6. Green Purchase Behavior	0.590	0.666	0.659	0.692	0.582	0.813				
7. Green marketing Channels	0.428	0.455	0.540	0.485	0.625	0.496	0.750			
8. Green marketing communication	0.517	0.555	0.615	0.551	0.714	0.589	0.652	0.797		
9. Green pricing	0.512	0.606	0.697	0.642	0.708	0.595	0.591	0.701	0.820	
10. Social Values	0.600	0.664	0.677	0.670	0.609	0.717	0.515	0.601	0.621	0.812

Source: Own constructions (2025)

Table 5: Collinearity Assessment (VIF Values)

Items	VIF
CV1	1.674
CV2	1.666
CV3	1.897
CV4	1.704
CV5	1.660
EC1	1.432
EC2	2.535
EC3	2.194
EC4	1.768
EC5	1.765
EV1	2.062
EV2	2.396
EV3	1.761
EV4	2.176
EV5	2.137
Epistemic V1	2.142
Epistemic V2	2.439
Epistemic V3	2.557
Epistemic V4	2.667
Epistemic V5	1.780
GMC1	1.158
GMC5	1.280
GMC6	1.263
GMCP1	1.709
GMCP2	2.006
GMCP4	1.845
GMCP5	1.408
GP1	1.264
GP3	1.310
GP4	1.424
GP5	1.503
GPB1	1.900
GPB2	1.888
GPB3	1.837
GPB4	1.565
G pricing1	1.633
G pricing3	1.732
G pricing5	1.370
SV1	1.894
SV2	2.282
SV3	1.760
SV5	1.573

Source: Own constructions (2025)

Table 6: VIF values for Inner Model

Variables	VIF
Conditional Values -> Green Purchase Behavior	1.854
Green marketing Channels -> Environmental Concerns	1.914
Green marketing Channels -> Conditional Values	1.953
Green marketing Channels -> Epistemic Values	1.953
Green marketing Channels -> Social Values	1.953
Green marketing Channels -> Emotional Values	1.980
Green marketing Channels -> Green Purchase Behavior	1.982
Green Product -> Environmental Concerns	2.240
Green marketing communication “promotion” -> Environmental Concerns	2.375
Green pricing -> Conditional Values	2.428
Green pricing -> Epistemic Values	2.428
Green pricing -> Social Values	2.428
Green pricing -> Emotional Values	2.455
Social Values -> Green Purchase Behavior	2.524
Green Product -> Conditional Values	2.593
Green Product -> Epistemic Values	2.593
Green Product -> Social Values	2.593
Green Product -> Emotional Values	2.599
Green marketing communication “promotion” -> Conditional Values	2.666
Green marketing communication “promotion” -> Epistemic Values	2.666
Green marketing communication “promotion” -> Social Values	2.666
Green marketing communication “promotion” -> Emotional Values	2.667
Green marketing communication “promotion” -> Green Purchase Behavior	2.773
Green Product -> Green Purchase Behavior	2.835
Epistemic Values -> Green Purchase Behavior	2.866
Green pricing -> Green Purchase Behavior	2.867
Emotional Values -> Green Purchase Behavior	2.988
Environmental Concerns -> Green Purchase Behavior	3.428

Source: Own construction (2026)

3.3.3 Summary of Hypotheses Testing results

Below in Table 6 a summary of Hypotheses Testing Results

Table 6: Summary of Hypotheses Testing Results

Hypothesis	Path	B	t-value	p-value	R ²	Decision
H1	Green Marketing → Consumption Values	0.768	34.320	<0.001	0.589	Supported
H1.1	Green Product → Consumption Values	0.691	27.081	<0.001	0.477	Supported
H1.2	Green Pricing → Consumption Values	0.712	27.428	<0.001	0.507	Supported
H1.3	Green Marketing Channels → Consumption Values	0.567	16.447	<0.001	0.322	Supported
H1.4	Green Marketing Communication → Consumption Values	0.672	25.045	<0.001	0.451	Supported
H2	Consumption Values → Green Purchase Behavior	0.760	24.449	<0.001	0.578	Supported
H2.1	Environmental Concerns → Green Purchase Behavior	0.659	19.694	<0.001	0.434	Supported
H2.2	Emotional Values → Green Purchase Behavior	0.666	16.429	<0.001	0.443	Supported
H2.3	Epistemic Values → Green Purchase Behavior	0.692	20.530	<0.001	0.479	Supported
H2.4	Conditional Values → Green Purchase Behavior	0.590	15.399	<0.001	0.348	Supported
H2.5	Social Values → Green Purchase Behavior	0.725	25.986	<0.001	0.526	Supported
H3	Green Marketing → Green Purchase Behavior	0.655	19.568	<0.001	0.430	Supported
H3.1	Green Product → Green Purchase Behavior	0.587	17.652	<0.001	0.345	Supported
H3.2	Green Pricing → Green Purchase Behavior	0.598	15.051	<0.001	0.358	Supported
H3.3	Green Marketing Channels → Green Purchase Behavior	0.498	12.567	<0.001	0.248	Supported
H3.4	Green Marketing Communication → Green Purchase Behavior	0.595	17.033	<0.001	0.353	Supported
H4	Mediation Effect (Green Marketing → Consumption Values → Green Purchase Behavior)	0.482 (Indirect)	10.761	<0.001	CV = 0.587 GPB = 0.591	Supported

Source: Own constructions (2025)

The structural model analysis confirmed support for all proposed hypotheses, indicating that the relationships among Green Marketing (GM), Consumption Values (CV), and Green Purchase Behavior (GPB) are statistically significant and theoretically robust.

- **H1 (GM → CV):**

Green Marketing has a strong positive influence on Consumption Values ($\beta = 0.768$, $t = 34.320$, $p < 0.001$, $R^2 = 0.589$), suggesting that green marketing practices effectively shape consumers' underlying value perceptions.

Among the dimensions, Green Pricing ($\beta = 0.712$) and Green Product ($\beta = 0.691$) demonstrated relatively stronger effects compared to Green Channels ($\beta = 0.567$),

- **H2 (CV → GPB):**

Consumption Values significantly and positively influence Green Purchase Behavior ($\beta = 0.760$, $t = 24.449$, $p < 0.001$, $R^2 = 0.578$), confirming that value formation is central to driving green consumption. Within sub-values, Social Values ($\beta = 0.725$), Epistemic Values ($\beta = 0.692$), and Environmental Concerns ($\beta = 0.659$) were among the strongest predictors.

- **H3 (GM → GPB):**

The direct relationship between Green Marketing and Green Purchase Behavior was also significant but comparatively weaker ($\beta = 0.655$, $t = 19.568$, $p < 0.001$, $R^2 = 0.430$), suggesting partial mediation through Consumption Values.

- **H4 (Mediation Effect – GM → CV → GPB):**

The indirect effect of Green Marketing on Green Purchase Behavior via Consumption Values was statistically significant ($\beta = 0.482$, $t = 10.761$, $p < 0.001$), confirming partial mediation. This highlights that values act as a key psychological mechanism through which green marketing impacts consumer behavior.

4. NOVEL FINDINGS AND FUTURE DIRECTIONS

This research represents one of the first comprehensive empirical investigations within the Jordanian context to explore the interrelationships among of Green Marketing (GM), Consumption Values (CV) and Green Purchase Behavior (GPB). A topic that has received limited scholarly attention in developing countries, particularly in the Middle East. Through, it mixed- methods design, the research not only validated theoretical relationships but also

uncovered context-specific insights relevant to emerging markets. It provides a holistic and multi-perspective understanding of how green marketing practices influence consumer behavior through the mediating role of consumption values.

4.1 Novel findings and contribution

The dissertation offers several novel contributions:

1. Contextual Originality: To the best of the researcher's knowledge, this is the first research in Jordan's food industry to systematically examine green marketing using the SOR theoretical model combined with the Theory of Consumption Values (TCV), offering region-specific insights into sustainability-driven consumer behavior.

2. Methodological Innovation through Triangulation: The integration of three complementary research methods allowed triangulation of findings, bridging managerial perspectives (in-depth interviews), consumer perceptions (focus groups), and behavioral modeling (survey). This approach provides a more comprehensive picture of the market dynamics in emerging economies, and strengthens the validity of the results.

3. Practical Framework for Segmented Green Marketing Strategies: The research developed actionable insights for practitioners, by identifying distinct attitudinal and behavioral profiles of consumers. The clear differentiation between value-driven (Aware group), and price-driven (Non-aware group), segments offers a practical roadmap for targeted green marketing strategies, balancing ethical appeal and affordability messaging. This segmentation model can inform marketing interventions and policy across other developing markets. These insights extend prior research, which has largely focused on Western markets, and highlight the distinct motivations and barriers in developing countries.

Overall, this research contributes original knowledge to the fields of Green Marketing, Consumer Behavior, and Sustainability studies, offering both practical guidance and theoretical enrichment for policymakers and marketers seeking to foster environmentally responsible consumption in Jordan and similar developing markets.

4.2 Future Research Directions

Building upon these contributions, several promising research paths emerge:

1. Cross-Sectoral Application: In order to investigate if the mediating function of consumer values is consistent across industries, future research could apply the integrated model to other areas like fashion, energy, or tourism.

2. Cultural and Regional Comparison: Cross-cultural generalizability can be improved by comparing Jordan with other Middle Eastern or developing countries, in order to pinpoint cultural differences that affect green behavior.

3. Longitudinal and Behavioral Tracking: Given the dynamic nature of consumer values, behavioral tracking studies or longitudinal designs may be able to track changes in green behavior over time and evaluate the long-term effectiveness of marketing.

4. Experimental and Neuromarketing Approaches: To deepen understanding of cognitive and emotional drivers, future research can adopt experimental or neuroscientific methods to measure subconscious responses to green stimuli.

5. Digital and AI-Based Green Marketing: With the rise of digital transformation, future research could explore how e-commerce platforms, AI and social media shape consumers trust and perceptions toward green products in emerging economies.

5. LIMITATIONS

While this study makes significant contributions to understanding the impact of green marketing on green purchase behavior with the mediating role of consumption values, within the Jordanian food industry, it is not without limitations. These limitations provide essential context for interpreting the findings and simultaneously highlight avenues for future research.

1. Sampling and Generalizability

The results might not be fully generalizable to other industry sectors or the total Jordanian population. Selection bias may be introduced since the sample is primarily reflective of participants who are accessible and willing. Nonetheless, this approach was deemed appropriate for a mixed-method exploratory study in an area with limited previous research. Future studies could apply probability-based sampling for example to ensure proportional representation across demographics.

2. Measurement and Analytical Scope

Since PLS-SEM was selected, due to its strength in handling multiple latent constructs, moderate sample sizes, and mediating effects, which provided robust insights into both

measurement and structural relationships. However, as with most cross-sectional designs, the data capture responses at a single point in time, which may limit the ability to infer long-term causal relationships. Thus, future research could adopt experimental or longitudinal designs to explore behavioral evolution over time. Also, researchers can apply the same research model in the scope of Hungary or other European countries and make a comparative study, which would be a valuable contribution to this topic.

3. Thematic and Cultural Interpretation

Although qualitative data were rigorously coded and analyzed using thematic content analysis, the interpretation of participant language may still contain subjective aspects, particularly given cultural differences in expressing environmental awareness or ethical values. To mitigate this, Cross-method triangulation and several coding cycles were used. Future research could benefit from mixed qualitative techniques, such as participant observation or cognitive mapping, to further validate interpretations.

In conclusion, this chapter provide the key findings from the qualitative and quantitative levels, demonstrating how the integrated use of in-depth interviews, consumer focus groups, and SEM-PLS survey analysis, provide a comprehensive understanding of green marketing dynamics, in the Jordanian food industry. The findings confirmed the crucial role of consumption values as a mediating tool linking green marketing practices to green purchase behavior, guided by the SOR, TCV, and TPB frameworks.

6. PRACTICAL RECOMMENDATIONS

6.1 Recommendations for Food Companies and Managers

1. Segment and target consumers strategically: The research identified two distinct consumer segments “environmentally aware and non-aware”. Thus, for the aware segment, marketing should highlight transparency, ethical values, and environmental impact. For the non-aware, communication should focus on convenience price, and health benefits, steadily building awareness through relatable messaging.

2. Integrate sustainability into core strategy: Instead of treating sustainability concepts as isolated marketing campaigns, businesses should incorporate them into their operations and goals. Using comprehensive green marketing strategies for product design, pricing, distribution, and promotion is part of this.

6.2 Recommendations for Policymakers and Regulatory Authorities:

1. Strengthen public awareness campaigns: To create national environmental education programs, policymakers should work with the media and civil society, focusing on the link between environmental sustainability, ethical consumption, and individual health. This can close the awareness gap found among consumers that less environmentally conscious.

2. Incentivize sustainable business practices: Provide tax reductions, incentives, or subsidies to businesses who adopt sustainable sourcing, renewable energy, and eco-friendly packaging. The cost barriers that businesses perceive when implementing sustainable strategies can be addressed with the use of financial incentives.

6.3 Recommendations for Marketers and Consumer Education

1. Utilize multi-channel campaigns: To expand the reach of your message, combine digital and conventional marketing channels. Social media campaigns and collaborations with influential people can significantly increase the credibility of your brands.

2. Foster experiential learning and community engagement: Organize workshops, farmers' markets, and green fairs so that customers can have a hands-on look at sustainable products. Direct engagement encourages behavioral change and emotional connection.

SUMMARY

This dissertation investigates *the impact of green marketing on green purchase behavior, with the mediating role of consumption values in the Jordanian food industry*. This study is motivated by the growing importance of sustainability in business and consumer behavior. Particularly in developing economies where environmental awareness is still emerging. It aims to identify how green marketing practices, through the 4 marketing mix (Product, place “channels”, price and promotion), shape consumer purchasing behavior, and how different consumption values (Environmental concerns, Emotional, Epistemic, Conditional and social), influence this relationship.

This study adapts a **mixed- methods approach**, to ensure a comprehensive understanding of the phenomenon. The **qualitative phase** includes in-depth interviews with managers of the Jordanian food companies, and two focus groups with consumers, one environmentally aware, and the other non-aware, to explore the perceptions, motivation, and barriers toward green product. The **quantitative phase** employs a survey (n=492), analyzed using **Partial Least**

Squares Structural Equation Modeling (PLS-SEM), to test the conceptual model and hypotheses.

Findings from the **in-depth interviews** reveal that Jordanian food companies are increasingly aware of the importance of green marketing, particularly in areas such as consumer education, eco-friendly packaging and resource-sharing partnerships. However, they face challenges related to cost, consumer's awareness and regulatory support. The **focus group discussions** highlights clear differences between environmentally aware and non-aware consumers. The aware group demonstrates value-driven decision making, linking sustainability, ethics and health, while the non-aware group prioritizes affordability, convenience and familiarity. These insights emphasize the need for segmented marketing strategies tailored to consumer awareness levels.

Results from the **quantitative analysis** confirm that green marketing significantly influence both consumption values and green purchase behavior. Among the four dimensions **green product** and **green pricing** have the strongest direct effects on consumption values, which in turn significantly affect purchase intentions. The mediating analysis shows that consumption values partially mediate the relationship between green marketing and green purchase behavior, conforming the relevance of the **Stimulus- Organism-Response (SOR) model** and the **theory of consumption values (TCV)**. The findings collectively support the hypotheses and extend understanding of how psychological and conceptual factors shape green purchase in developing contexts.

The study contributes to the theory by integrating Stimulus- Organism-Response (SOR) model, theory of consumption values (TCV) and Theory of Planned Behavior (TPB) frameworks, demonstrating their joint applicability in explaining green consumer behavior. It also provides managerial and policy implications, urging Jordanian food companies to invest in consumer education, value-based marketing communication and pricing strategies that balance affordability with sustainability. Policymakers are encouraged to design emotional and epistemic appeals to strengthen consumer engagement.

Despite its robust design, the study is limited to the food industry in Jordan and to cross sectional data, which may restrict generalization. Further studies could explore longitudinal designs, comparative concepts, and additional mediating variables such as trust.

Overall, this dissertation advances academic understanding of green marketing impact on consumer behavior and offers practical guidance for promoting green consumption. By

bridging theoretical frameworks with empirical evidence. It underscores the strategic role of green marketing and consumption values in shaping environmentally responsible purchasing decisions with emerging markets.

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List of publications related to the dissertation

Articles, studies (5)

1. **Alzubi Rama, M. O.**, Kontor, E., Kovács, S.: A qualitative study of using green marketing practices within Jordanian food companies: a content analysis approach.
Discover Sustainability. 6 (1), 14, 2025. EISSN: 2662-9984.
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2. Alhazaimah, A. S., Alzoubi, M., **Alzubi Rama, M. O.**: Planning and Development of International Human Resources as an Entry Point for Raising Local Administrative Efficiency and Effectiveness: Zain Telecommunications Case Study.
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3. AL-Khatib, S., **Alzubi Rama, M. O.**: Zöld ellátásilánc- menedzsment és fenntartható teljesítmény: a zöld marketing szerepe a Jordán élelmiszeriparban = Green Supply Chain Management and Sustainable Performance: The Role of Green Marketing in The Jordanian Food Industry.
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4. **Alzubi Rama, M. O.**, Kontor, E.: The impact of green marketing on green purchase behavior- bibliometric literature review.
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List of other publications

Articles, studies (3)

6. Ashraf, A., **Alzubi Rama, M. O.**, Imam, H., Karim, M. M., Ahmed, S. M. S. U., Debnath, G. C., Arie, F. V., Fenyves, V.: The Impact of Green Marketing on Employee Green Performance: A study on Green Banking Practices in an Emerging Economy.
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7. **Alzubi Rama, M. O.**, Banihani, T. N., Alhawamdeh, Z. M., Al-Zoubi, M. O., Awawdeh, H. Z.: The role of knowledge management on quality of decisions in government institutions.
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8. **Alzubi Rama, M. O.**, Kontor, E.: The Impact of Green Marketing Strategies on Employees Green Performance: An HRM Perspective.
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The Candidate's publication data submitted to the Tudóstér have been validated by DEENK on the basis of the Journal Citation Report (Impact Factor) database.

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