

## The Role of Digital Green Marketing campaigns on Consumer's Purchase Intention: Comparison Study between Saudi Arabia and Egypt

Tahani Alrasheed<sup>1</sup>, Eiman Mohammed AbalMahmmoud Habib<sup>2</sup>, Ikhlas Ahmed Mohammed Ali<sup>3</sup>, Inas Mohammed Ebrahim Elshiety<sup>4</sup>

### Abstract

The concept of green marketing has become widely accepted in many Arab countries and many organizations have made serious steps to produce environmentally friendly goods. Also, Arab consumers are increasingly concerned about protecting the environment and purchasing eco-friendly goods. So, this research aims to determine the role of digital green marketing campaigns on consumers' purchase intention in Saudi Arabia and Egypt. The research based on a descriptive analytical approach. The primary data was collected through the questionnaire for this study, and statistical methods were used to analyze data that was collected from the research sample. Results indicated that most of respondents in Saudi Arabia and Egypt had high awareness about concepts of green products, green marketing and digital marketing. Also, results showed that most Saudi respondents visited shopping sites more than Egyptian respondents to know green products, and these sites had a big impact on purchase intention, but Egyptian respondents visited social media more than Saudi respondents to know green products, and these sites had a big impact on purchase intention. The research recommended that Companies should invest and develop more on eco-practices to have a bigger impact on the market and emerge as environmentally conscious organizations.

**Keywords:** *Green Products, Digital Marketing, Eco-Friendly.*

*JEL Classification:* [M5, M3, L1, D4].

### Introduction

The traditional idea of product marketing has developed in response to societal changes, particularly in people's behavior (Tariq et al., 2022). The phrase "green marketing" first appeared in Europe in the late 1980s and early 1990s after it was discovered that some products were detrimental to both the environment and society as a whole (Singh, 2012). As a result, new products known as "green products" were developed to lessen the harm done to the environment. The concept of green marketing evolved in three phases. The first phase, known as Ecological Marketing, took place in the late 1970s and early 1980s and aimed to solve environmental problems. The second phase, which began in the early 1990s, focused on clean technology and involved creating innovative goods while paying close attention to waste and pollution concerns. The third stage, known as "sustainable," began in the early 2000s, when businesses had to start producing eco-friendly goods as consumers' awareness and demand for eco-friendly goods and services increased (Kumari & Yadav, n.d.). Green marketing, also known as environmental marketing, involves many activities, such as altering production processes, packaging, and advertising (Gaikwad & Ingavale, 2011).

(Hadi et al., 2023) claimed that in order to monitor the effects on the economy and be responsive to environmental restrictions, green marketing aims to improve the relationships between industries and

---

<sup>1</sup> Sudan University of Peace, Assistant Professor in Collage of Administrative and Financial Sciences, Email: Tahaniaalrasheed51@gmail.com

<sup>2</sup> Assistant Professor in Human Resources Management. Faculty of Administrative Sciences and Humanities, Buraydah Private Colleges, Saudi Arabia, Email: 2015eiman@gmail.com.

<sup>3</sup> Assistant Professor in Human Resources Management. Faculty of Administrative Sciences and Humanities, Buraydah Private Colleges, Saudi Arabia, Email: akhlaasmahhmad128@gmail.com

<sup>4</sup> Assistant Professor in Management. Information systems Faculty of Administrative Sciences and Humanities, Buraydah Private Colleges, Saudi Arabia, Email: enasmes@yahoo.com, Insa.Mohammed@bpc.edu.sa, (Corresponding Author), 00966500920427

their environment. The goals of green marketing are to eliminate waste, reinvent products, and make environmental issues profitable. In addition, green marketing aims to introduce product modifications, production methods, packaging, and promotion (Singh, 2012). So, we defined “green marketing” as any activity that a business could carry out to reduce environmental harm. Green marketing consists of four components, which are, namely, product, price, place, and promotion.

The definition of digital marketing appeared in the 1990s and early 2000s and was further sophisticated in the late 2000s and 2010s, changing how companies and brands use internet for marketing (Desai, 2019). The idea of digital marketing has evolved beyond simply disseminating content due to the growth in internet usage and social media marketing. Furthermore, digital marketing facilitates customer interaction for manufacturers and acts as a platform for advertising (Low et al., 2020; Ruyter et al., 2018; Tariq et al., 2022) In the digital economy, using social media for advertising can quickly increase brand loyalty and help businesses to communicate with potential customers, so that many companies will recognize the value and necessity of doing so (Chin et al., 2018).

Search engine optimization, search advertising, online advertising, affiliate marketing, video marketing, social media, and email marketing are some of the digital marketing strategies that can be employed (Erwin et al., 2021).

The concept of green marketing has become widely accepted in many Arab countries, and many organizations have taken serious steps to produce environmentally friendly goods. Also, Arab consumers are increasingly concerned about protecting the environment and purchasing eco-friendly goods. Businesses have started using digital marketing strategies for green products, or so-called environmentally friendly products, in response to the growing demand on the part of consumers, particularly in Saudi Arabia and Egypt, who shopping online. As a result of the rise of electronic purchasing over traditional markets, digital green marketing has become increasingly significant for businesses. Thus, the purpose of this study was to determine the role of “Digital Green Marketing” campaigns on consumers' purchase intention in Saudi Arabia and Egypt.

### **Problem Statement**

Green marketing has now emerged as one of the main areas of interest for marketers and companies, as it provides competitive advantages. Thereby, it requires investment in terms of technological advancement, process modification, and consumer benefit communication. Because of specific government rules and a change in customer preferences, several businesses in Saudi Arabia and Egypt have lately begun to represent themselves as green enterprises. However, there has not been much research on green marketing in Arab countries, and there are concerns over customer understanding of green products. The intention of customers to purchase green products and the role of digital green marketing campaigns will be debatable.

As digital green marketing is different from traditional marketing, marketers need to know the factors that persuade the consumer to purchase green products. So, the objective of this study is to resolve the research question, "What is the role of digital green marketing campaigns on consumers' purchase intention in Saudi Arabia and Egypt?"

Based on the above, the questions of this research are:

1. Do you have awareness about the concepts of green products, green marketing, and digital green marketing?
2. What are websites that Saudi Arabian and Egyptian consumers visit to know about green products and green marketing campaigns?
3. What is the role of digital green marketing campaigns on consumers' purchase intention in Saudi Arabia and Egypt?

### **Research Objectives**

1. To investigate the awareness of Saudi Arabian and Egyptian consumers about the concepts of green products, green marketing, and digital green marketing.
2. The study aims to identify the websites that Saudi Arabian and Egyptian consumers visit to learn about green products and green marketing campaigns.
3. To assess the role of digital green marketing campaigns on consumers' purchase intention in Saudi Arabia and Egypt.

4. Drawing results and recommendations that benefit companies and marketers by giving them confidence to use digital marketing tools.

The significance of the research

### **Theoretical Significance:**

The research examines the role of digital green marketing campaigns on consumers' purchase intention in Saudi Arabia and Egypt, as it is considered one of the types of research that discusses digital green marketing in Middle Eastern countries and its role which motivating consumers to purchase green products.

### **Practical Significance**

The research is expected to contribute to the following:

- The researcher hopes to help companies (especially marketing managers) to develop marketing strategies and plans depending on digital tools, which improve reliability and strategic direction more than traditional marketing campaigns.
- Consumers: The research's results will assist consumers knowing the impact of green products on their health, environment and make them concentrate on digital green marketing campaigns that have motivated them to purchase green products.

### **Limitations**

- Objectivity limits: The research will examine the role of digital green marketing on consumers' purchase intention from the point of view of consumers in Saudi Arabia and Egypt
- Spatial limits: Emirate of Qassim, Saudi Arabia, and Cairo City in Egypt.
- Human limits: adult individuals who have a good knowledge of marketing and purchasing from websites.
- Time limits: Research was conducted from Mar. 2025 to April 2025.

### **Terminology**

Green products should be composed of recyclable or decomposable materials and are usually long-lasting, non-toxic, and recyclable. These products should have minimum packaging and have a minimal impact on the environment (Gaikwad & Ingavale, 2011).

Green marketing, as defined by the American Marketing Association, is the promotion of commodities that are thought to be environmentally safe (Kumari and Yadav, 2012). The goal of Green Marketing is to meet consumer demands and preferences that keep companies accountable for sustaining long-term environmental and social benefits (Zulficar & Shafaat, 2015).

Digital marketing is the process of creating and connecting information between businesses and selected consumers using the internet and other interactive technologies (Bala & Verma, 2018). Digital marketing can be in the form of websites, search engine marketing, web banners, social networks, viral marketing, email marketing, and affiliate marketing (Schwarz, 2024).

Social media is a group of internet-based applications that use the principles and technology of Web 2.0, allowing users to create or share information on these applications (Townsend, 2017).

### **Consumer's Purchase Intention**

Purchase intention is the first step of buying behavior, where consumers are interested in making purchase, then the purchase may happen (Yudhya, 2016). Purchase Intention is identified as the degree of motivating consumers who have to buy a product the next time, then make a transaction (Townsend, 2017).

### **Literature Review**

(Schwarz, 2024). The purpose of this study was to investigate strategies for improving the effectiveness of social media advertising in connecting with Gen Z's sustainable ideals. The study revealed that Gen Z values sustainability highly, but advertising's reachability is the problem. Participants appear to benefit from social media marketing techniques like content marketing and paid

media. The study suggested that Instagram and TikTok should be used as preferred communication channels.

(Sanjaya et al., 2024). The study examines the role of digital green marketing campaigns and the tourists' beliefs about the environment on tourist pro-environmental behavior and their desire to revisit eco-destinations. The study found that digital green marketing campaigns and visitors' beliefs about the environment have a positive effect on tourists' environmental behavior and their desire to revisit eco-destinations. The study recommended that destination marketing organizations should adopt an efficient digital green marketing strategy in order to make tourists protect the environment actively.

(Hadi et al., 2023). The purpose of the study is to analyze whether the strategy of the green marketing mix dimensions consisting of product, price, place, promotion affecting and purchasing decisions mediated by brand image. The study's findings demonstrated that green marketing influences consumers' decisions to buy organic products. Brand image has a significant positive effect on purchasing decisions, and green marketing indirectly has a significant influence on purchasing decisions through brand image as a mediating variable.

(Aydin & Altuntaş, 2023). The aim of this study is to provide a proposed model for doing SWOT analysis based on AI technologies in digital transformation and sustainable green marketing strategies in the transition process of the European Green Deal. The study revealed that the integration of AI technologies plays a significant role in easing the transition towards the European Green Deal. The SWOT analysis method provides a comprehensive picture of the company and makes it easier to prioritize certain goals and objectives over others. When SWOT analysis is applied efficiently, it could help organizations in making the right decisions and achieving their goals. The study recommended that companies should employ AI marketing to improve decision-making, increase productivity, and improve the management of energy resources in a more sustainable and optimized manner.

(Tariq et al., 2022). Their study aimed to determine the role of digital marketing, CSR policies, and green marketing in brand development. The data was gathered from respondents who worked in the UK manufacturing sector, and the sample size was based on 404 respondents. The study revealed that digital marketing, CSR policy had statistically significant effects on the growth of UK manufacturing companies' brands. The study recommended that manufacturing companies in the UK should concentrate on environmental disclosure, green innovation, green alliances, and promotional activity for the purpose of ensuring brand development.

(Rao, 2012a). The study aimed to explain how social media influences customers' intentions to buy green products concerning their demographic characteristics.

The study sample consisted of 231 Indian respondents that included marketers and consumers. The study concluded that social media is encouraging consumers to change their attitude and purchase intention for green cosmetics and choose companies that produce green goods. There is a significant impact of social media marketing on green consumption behavior.

(Korucuk et al., 2022). The study proposed a practical and applicable model to the decision problem including indicators for determining green approaches and digital marketing strategies for ICTs in logistics sector in Istanbul. Green approaches and digital marketing strategies were assessed using an integrated Fermatean Fuzzy Step-wise Weight Assessment Ratio Analysis (FF-SWARA) and Fermatean Fuzzy Complex Proportional Assessment (FF-COPRAS) methodology. The results revealed that there are no previous studies that had used quantitative research methodologies to examine green approaches in the province of Istanbul. Green approaches and digital marketing strategies for ICTs specifically, the proposed model provides solutions to green approaches and Digital Marketing strategies for ICTs at different levels of significance, which decision-makers should determine for each criterion and alternative. The study recommended that logistics companies can choose an integrated digital strategy based on green information that suits them using the decision model proposed in this study, which can successfully handle uncertainties.

(Joju et al., 2022). The study aimed to design the regen marketing strategy for ICT-enabled and environment-friendly marketing for the MSMEs in Palakkad district, Kerala, India, with reference to investment amount, price sensitivity, and level of awareness. The study concluded that large investments, price sensitivity of consumers, and low awareness of consumers have a significant effect on the Green Marketing adoptability. The study recommended that any policy decision regarding the adoption of green marketing philosophy needs to be taken after giving due regard to the effects of large investment (for adoption of green marketing) on the financial position of the business firm.

(Erwin et al., 2021). The purpose of this study is to determine how the Silk Cluster's sustainability business performance in Polewali Mandar, West Sulawesi, is impacted by digital marketing, green marketing, networking, and product innovation. The results showed that only product innovation significantly affects sustainability business performance ( $\beta=0.328$ ;  $=0.022$ ), while digital marketing and networking have a positive but insignificant impact on sustainability business performance. The study recommended that it is very necessary to sustain innovation in silk weaving and other products made from silk.

(Ghareeb et al., 2021). The purpose of this study is to determine the role of online green marketing campaigns in raising environmental awareness among adolescents in the Egyptian community. The study's findings were as follows: Facebook is used extensively by the majority of the study sample, which demonstrated how Egyptian adolescents prioritize Facebook above other social media. The study sample shows that adolescents have a high level of environmental awareness, especially the information related to the environment. There is a statistically significant correlation between the level of environmental awareness among adolescents and their concern with the content of green marketing campaigns on social media.

(Chygryn et al., 2019). The main purpose of the study is to analyze the modern methods in entrepreneurship with the concern of green marketing and using digital technologies in marketing strategies. The study proved that it is necessary to analyze social media outlets (Facebook, Twitter, YouTube, Google+, Pinterest, Flickr, and Instagram). Also, the study proposed that it is necessary to develop digital marketing strategies regarding the opinion of online green consumers. The study recommended that the companies should use digital marketing that leads to generate demand on green goods and allows to get high value in the form of time, attention and support from the green consumer.

(Townsend, 2017). This study aimed to examine the impact of green marketing efforts directed at the consumer and determine if consumers are aware of greenwashing when it occurs in advertisements. The proposed hypotheses regarding green marketing on social media and greenwashing of advertisements were tested using an experimental design (with ANOVA and an independent sample (t-test)). The results showed that consumers had a higher purchase intent and positive attitude when green marketing advertisements appear on social media. The study recommended that businesses should use social media advertisements to inform potential consumers of their environmental activities if they want to increase consumer purchase intention.

(Yudhya, 2016). This research aimed to analyze the green marketing strategy on consumer purchase intention by applying it in The Body Shop Bandung in Indonesia. The results showed that the biggest impact on the environmental dimensions of green marketing is labeled by 28.94%, followed by environmental impact of advertisement by 13.91%, then 11.69% environmental brand to customer purchase intention in The Body Shop Bandung Indonesia. The study recommended that marketers should add environmental labels to indicate that the product is environmentally friendly, which can further increase customer purchase intention.

(Fonseca, 2015). The aim of this research is to examine the customers' perceptions of companies' attitudes when these apply to green marketing efforts and also how it affects customers' buying decisions. The results showed that customers are aware of green products and a brand that is environmentally-friendly; customers feel impacted by Green Marketing, even though the main reason for shopping is the product features. They appear more willing to purchase these products and pay more attention to marketing strategies because they care about the environment. The research recommended that companies should invest and develop more eco-activities to increase their market share and establish themselves as environmentally concerned companies.

### **Comments on Previous Studies**

- This research is consistent with most of the previous studies, like (Ghareeb et al., 2021; Rao, 2012b; Sanjaya et al., 2024; Yudhya, 2016) which aimed to analyze the impact of campaigns of digital marketing and green marketing in consumers' purchase intention for green products and services.
- This research is consistent with studies from (Chygryn et al., 2019; Erwin et al., 2021; Schwarz, 2024; Tariq et al., 2022) which proved that digital marketing and green marketing have a high effect on business performance, especially SMEs.
- Also, this research is consistent with previous studies from (Fonseca, 2015; Hadi et al., 2023; Townsend, 2017; Yudhya, 2016) which aimed to analyze the impact of green marketing strategies on consumers' intention and decision to purchase green products.

- While analyzing the previous studies, there were no articles related to the role of digital green marketing on consumers' purchase intention in Arab countries except (Ghareeb et al., 2021).
- The previous studies were reviewed, and this helped to define the field of study, set questions and hypotheses, choose the methodology, population, design the questionnaire, and define the conceptual framework for the study.

**Methods**

The study used a descriptive analytical methodology. The study's questionnaire was utilized to gather primary data, and statistical techniques were applied to analyze the data that was collected from the research sample. Additionally, publications, references, previous studies, and Google Search were employed as secondary sources.

**Population and Sample**

Since the individuals who know digital green marketing in Saudi Arabia and Egypt are unknown and difficult to access, we will therefore use the non-probability sampling method to determine the research population.

The research population is based on previous studies that justify the selection of a highly educated sample as a way to ensure that respondents have a higher knowledge of marketing and the Internet, and to ensure that the data collected is appropriate for the purpose of the research (Erwin et al., 2021; Hadi et al., 2023; Rao, 2012b; Schwarz, 2024).

A non-probability sampling (the purposive sample) was used to define this research sampling. Purposive sampling is a technique for identifying and choosing cases that will make efficient use of scarce research resources (Palinkas et al., 2015), and is used to choose respondents who are most likely to provide relevant and useful information (Suri, 2011).

Data is collected from two samples, the first one from Saudi individuals who live in Qassim City and the other one from Egyptian individuals who live in Cairo City. A purposive sample consisted of (400) to whom the questionnaire link was sent via e-mail and WhatsApp program. 372 responses were received from the two samples. 17 responses were incorrect for analysis and were deleted. So, the number of valid responses for statistical analysis was 345 by 93%. The following table shows the distribution of the respondents according to demographic data.

**Table (1). Demographic Data**

Variable	Items	Saudi Arabia (SA)		Egypt	
		No.	Ratio %	No.	Ratio %
Gender	Male	69	38.3	109	66.1
	Female	111	61.7	56	33.9
Age	Less than 20 years old	22	12.2	18	10.9
	20-30 years old	77	42.8	59	35.8
	31-40 years old	50	27.8	42	25.5
	41-50 years old	21	11.7	27	16.4
	51 years old and more	10	5.6	19	11.5
Educational Qualifications	Undergraduate Students	87	48.3	76	46.1
	Bachelor degree	42	23.3	63	38.2

	Master Degree	18	10.0	9	5.5
	Ph.D. Degree	33	18.3	12	7.3
	Government Employee	41	22.8	53	32.1
Occupation	Private Employee	29	16.1	11	6.7
	Not working (House wife, student)	110	61.1	96	58.2
Monthly Income	Less than 1000\$	14	20.0	64	100.0
	1000–3000\$	47	67.1	0	0.0
	More than 3000\$	9	12.9	0	0.0

The following points were explained from Table 1:

- **Gender:** The majority of respondents in SA were female by 61.7% and 38.3% were male; this result agrees with results from (Erwin et al., 2021; Fonseca, 2015; Rao, 2012a; Sanjaya et al., 2024; Schwarz, 2024). The majority of respondents were male (66.1%) in Egypt, where 33.9% were female. This result is consistent with results from (Joju et al., 2022; Townsend, 2017; Yudhya, 2016).
- **Age:** Based on Table 1, it can be seen that the majority of respondents were people aged 20–30 years (42.8% in SA and 35.8% in Egypt), followed by people aged 30–40 years (27.8% in SA and 25.5% in Egypt), and the lowest percentage were people aged above 50 years (5.6% in SA and 11.6% in Egypt). These results are consistent with the majority of previous studies.
- **Educational Qualifications:** Most of the respondents were undergraduate (48.3% in SA and 46.1% in Egypt), followed by bachelor's degrees (23.3% in SA and 38.2% in Egypt), and the lowest percentage were people who had master's degrees (10% in SA and 5.5% in Egypt). These results are consistent with Townsend (2017) and Fonseca (2015).
- **Occupation:** The majority of respondents were people who did not work, such as university students in. and housewives (61.1% in SA and 58.2% in Egypt), followed by employees in the government sector (28.8% in SA and 32.1% in Egypt), then the rest were employees in the private sector. These results are consistent with most of the previous studies.
- **Monthly Income:** The majority of respondents in SA got monthly income (1000–3000\$), followed by respondents who got monthly income (less than 1000\$); this result is not consistent with (Sanjaya et al., 2024). All respondents in Egypt got monthly income (less than 1000\$); this result agreed with Sanjaya et al. (2024).

### **Research Tool**

The questionnaire was relied upon as the primary source for gathering the necessary information from the research sample. The questions in each part were identified by reference to previous studies and benefit from related literature such as (Chygryn et al., 2019; Erwin et al., 2021; Fonseca, 2015; Rao, 2012a; Sanjaya et al., 2024; Schwarz, 2024; Townsend, 2017; Zulfiqar & Shafaat, 2015). The questionnaire consists of four parts, as follows:

**Section one:** This section includes the demographic data (gender, age, educational qualifications, occupation, monthly income).

**Section Two:** This section includes 8 sentences and is designed to measure the awareness of consumers in Saudi Arabia and Egypt about the concept of green products, green marketing, and digital green marketing. This section is based on graded answers according to yes or no.

**Section Three:** This section includes 8 sentences and is designed to determine which websites consumers in Saudi Arabia and Egypt are dealing with to know about green products and green marketing campaigns. This section is based on graded answers according to the use of a 3-point Likert scale, as shown in the following table:

**Table (2). Weighted Average For 3-point Likert scale**

Websites	Scale
High	3–2.32
Medium	2.31–1.67
Low	1.66–1

Section Four: This section includes 15 sentences and is designed to determine the role of digital green marketing campaigns on consumers' purchase intention in Saudi Arabia and Egypt. This section is based on graded answers according to the use of a 5point Likert scale, as shown in the following table:

**Table (3). Weighted Average For a 5-point Likert scale**

Websites	5 Likert Scale
Strongly Agree	5–4.20
Agree	4.19–3.40
Neutral	3.39–2.60

**Reliability and Validity Analysis**

The validity: To verify the validity of the research tool, the questionnaire was sent to judges in the field of information technology and marketing in order to get acquainted with their views in the questionnaire in terms of:

- The correctness of the language formulation of the paragraphs,
- The inclusion of paragraphs for all the themes of the questionnaire,
- And the relevance of the questionnaire to the research objectives.

The judges' modifications were taken in terms of deleting the incorrect paragraphs, and language errors were corrected. Before sending the questionnaire to research sampling, a pilot test was done with 10 respondents. Respondents were asked to evaluate whether the content is easy to understand.

**Reliability Analysis**

Cronbach's alpha was used in this research to test the reliability and internal consistency of each section and sections as a whole. If the value of Cronbach's alpha is below 0.70, this would indicate that the reliability of the data is not acceptable.

**Table (4). Reliability Analysis**

No.	Sections	Cronbach's Alpha
1	The level of awareness of consumers in Saudi Arabia and Egypt about the concept of green products, green marketing and digital green marketing	0.901
2	Websites that consumers in the Saudi Arabia and Egypt deal with to know green products and green marketing campaigns	0.942
3	The role of digital green marketing campaigns on consumer's purchase intention in Saudi Arabia and Egypt	0.953
Cronbach's Alpha for all sections		0.932

It is clear from the previous table that all the coefficients of persistence were high. The model reliability coefficient is 0.932, which over 0.70. This indicates the availability of a high degree of credibility and internal stability of the answers.

**Apply Questionnaire**

The electronic questionnaire was created on Google drive and its URL is as follows:

<https://docs.google.com/forms/d/1dMidn48DmTO7wRHBE9uKEYk6YQcdUkV-F8uOfLzPxzM/preview>

It was sent to research sampling from Mar. 2025 to April 2025.

**Statistical Treatment**

The aim of this research is to identify the role of digital green marketing campaigns on consumers' purchase intention in Saudi Arabia and Egypt. Since the research follows the descriptive analytical approach, and for the purpose of analyzing, the appropriate statistical methods were used for the nature of the available data, which were used as follows:

- The Cronbach Alpha Stability Test for Internal Consistency and measure the reliability of the study instrument
- Descriptive statistics:
  - o Frequencies and percentages were used to describe the characteristics of the research sample.
  - o Mean and standard deviations were used to analyze questions.

T Test was used to determine the role of digital green marketing campaigns on the consumer's purchase intention in Saudi Arabia and Egypt

**Results**

Question One: Do you have awareness about the concept's green products, green marketing and digital green marketing?

**Table (5). Awareness About the Concept's Green Products, Green Marketing and Digital Green Marketing**

No.	Items	Saudi Arabia				Egypt			
		Yes		No		Yes		No	
		No.	Ratio	No.	Ratio	No.	Ratio	No.	Ratio
1	I have awareness about the color green in the product as being an eco-friendly product	153	85.0	30	16.7	135	81.8	30	18.2
2	I consider myself a green customer	157	87.2	23	12.8	133	80.6	32	19.4
3	I aware that green products better than other products with the exact same features	144	80.0	36	20.0	129	78.2	36	21.8
4	Awareness about products that would be recycled, reused or repaired after using it.	142	78.9	38	21.1	120	72.7	45	27.3
5	Awareness about risks that nongreen products could done in environment	139	77.2	41	22.8	119	72.1	46	27.9

6	I know green marketing concept that focus on eco-friendly marketing and use marketing strategies for promoting products with less risks to environment.	140	77.8	40	22.2	132	80.0	33	20.0
7	Awareness about digital green marketing campaigns that companies are following to sell their products and stand out as eco- friendly companies	143	79.4	37	20.6	122	73.9	43	26.1
8	I think digital green marketing campaigns very useful to increase awareness about green products or as called eco-friendly	147	81.7	33	18.3	137	83.0	28	17.0
Total No. of Respondents		180				165			

It is obvious from table (5):

- Most respondents have awareness about green products and their features.
- Most respondents have higher awareness about green products in Saudi Arabia than in Egypt.
- 77.8% of respondents have awareness about green marketing concepts in Saudi Arabia, but 80% in Egypt.
- 79.4% of respondents have awareness about digital green marketing campaigns that companies follow to sell their products and stand out as eco-friendly companies in Saudi Arabia, and 73.9% of respondents were in Egypt.
- 81.7% of respondents in Saudi Arabia think that green marketing campaigns are very useful to increase awareness about green products, but 83% of respondents were in Egypt.
- These results conformed with (Fonseca, 2015; Ghareeb et al., 2021), who proved that respondents had high awareness about green products and green marketing.
- These results disagreed with (Joju et al., 2022), who proved that the respondents had low awareness about green marketing in Palakkad district, Kerala, India.

Question Two: What are websites that consumers in Saudi Arabia and Egypt are dealing with to know green product and green marketing campaigns:

**Table (6). Websites That Consumers in Saudi Arabia and Egypt Are Dealing with to Know Green Products and Green Marketing Campaigns**

N o.	Websites	Saudi Arabia			Egypt			Total		
		Mean	Std. Deviation	level of dealing	Mean	Std. Deviation	level of dealing	Mean	Std. Deviation	level of dealing
1. social networks										
1	Facebook	2.25	0.68	medium	2.57	0.68	high	2.40	0.70	high
2	Twitter	2.33	0.76	high	2.25	0.67	medium	2.30	0.72	medium
3	Instagram	2.41	0.75	high	2.22	0.78	medium	2.32	0.76	high
4	YouTube	2.38	0.70	high	2.75	0.68	high	2.56	0.71	high
4	Flickr	1.69	0.77	medium	2.15	0.69	medium	1.91	0.77	medium
6	Snapchat	2.37	0.77	high	2.26	0.75	medium	2.32	0.76	high
2. shopping sites										
7	Amazon	2.56	0.62	high	2.71	0.57	high	2.63	0.60	high
8	eBay	2.22	0.85	medium	1.82	0.81	medium	2.03	0.86	medium
9	Noon	2.73	0.58	high	1.57	0.72	medium	2.17	0.87	medium
10	iHerb	2.23	0.99	medium	1.48	0.72	medium	1.88	0.95	medium
11	SheeIn	2.66	0.65	high	1.41	0.68	low	2.06	0.91	medium
12	brands' own sites (L'Oreal, Apple)	2.73	0.54	high	2.61	0.67	high	2.67	0.61	high
13	Google AdWords (as Google Ads)	2.19	0.80	medium	2.07	0.86	medium	2.13	0.83	medium
14	online supermarkets (likes Carrefour, hypermarket)	2.31	0.68	medium	2.51	0.65	high	2.40	0.67	high
15	online magazines	2.23	0.70	medium	2.55	0.63	high	2.38	0.69	high

16	online TV programs	2.12	0.75	medium	2.70	0.49	high	2.39	0.70	high
17	E-mail marketing	2.18	0.77	medium	2.24	0.79	medium	2.21	0.78	medium

Table (6) shows the websites that consumers are dealing with to know green products and green marketing Campaigns as follows:

- The majority of respondents in Saudi Arabia are dealing with social media such as Twitter, Instagram, Snapchat, and YouTube. These results conformed with (Rao, 2012a; Townsend, 2017), who proved that the highest perception of respondents visited social media to know about green products and green marketing campaigns.
- Most of the respondents in Egypt are dealing with social media like Facebook and YouTube. This result is consistent with (Ghareeb et al., 2021), who proved that the adolescents in Egyptian community give special concern to Facebook much more than other social media
- The majority of respondents in Saudi Arabia are dealing with shopping sites such as Amazon, Noon, SHEIN, and iHerb, Brand's own sites.
- The majority of respondents in Egypt are dealing with shopping sites like Amazon, Brands' own sites, online supermarkets, and online magazines.
- Also, these results conformed with (Chygryn et al., 2019), who proved that the respondents visited websites like social media, shopping sites, and brands' own sites to know about green marketing campaigns.

Question Three: What is the role of Digital Green Marketing Campaigns on consumer's purchase intention in Saudi Arabia and Egypt?

**Table (7). The role of digital green marketing campaigns on consumer's purchase intention in Saudi Arabia and Egypt**

No.	Items	Country	Mean	Std. Deviation	T Value	Sig.
1	Social media marketing encourages consumers towards green products	Saudi Arabia	3.99	0.8015	20.46	0.001
		Egypt	4.23	0.6111		
2	I think marketing campaigns on social media (especially on Facebook and Snapchat) has most effect on consumers intention to purchase green products	Saudi Arabia	3.88	0.9352	16.84	0.000
		Egypt	4.20	0.7746		
3	Promoting campaigns on shopping sites (Amazon, Noon, iHerb) are motivating consumers to purchase green products	Saudi Arabia	4.04	0.7501	19.37	0.022
		Egypt	3.72	0.9344		
4	I prefer to purchase from brand Site which have brand logo as being an eco-friendly logo	Saudi Arabia	4.14	0.7228	17.78	0.002
		Egypt	3.73	0.9248		

5	I prefer brands which social media has much posts shown	Saudi Arabia	4.07	0.7912	22.01	0.047
		Egypt	4.26	0.7233		
6	I always purchase from online supermarkets which their products have minimum impact to people and the environment	Saudi Arabia	3.83	0.8684	22.07	0.041
		Egypt	3.56	0.8927		
7	Social media is changing consumers' intention towards useless and harmful products	Saudi Arabia	3.82	0.8467	18.94	0.001
		Egypt	4.04	0.8363		
8	Shopping sites always include offers for green product to increase consumers intention to purchase	Saudi Arabia	3.93	0.8229	15.2	0.000
		Egypt	3.67	0.7989		
9	I prefer buy from shopping sites which provide services to prepare faults with materials non harmful to environment	Saudi Arabia	4.13	0.7277	21.29	0.003
		Egypt	3.86	0.9100		
10	I think online supermarkets provide green products higher quality than products with the exact same characteristics	Saudi Arabia	3.98	0.8811	24.06	0.000
		Egypt	3.66	1.1661		
11	I concern about Google Ads which promoting to green products	Saudi Arabia	3.70	0.9329	18.72	0.002
		Egypt	3.61	1.1454		
12	I always search about green marketing campaigns from online magazines	Saudi Arabia	3.33	0.7156	12.66	0.024
		Egypt	3.18	0.8334		
13	E-Mail Marketing has important role to motivate consumers to purchase green products	Saudi Arabia	3.28	0.8540	15.17	0.003
		Egypt	3.19	0.8182		
14	I prefer green consumption to reduce environmental pollution	Saudi Arabia	4.08	0.6968	19.23	0.000
		Egypt	4.12	0.7224		
15	I remain loyal to companies which digital marketing campaigns are eco-friendly (decrease	Saudi Arabia	4.04	0.8038	21.05	0.000
		Egypt	4.12	0.6226		

wastes, recycle materials, etc.)						
----------------------------------	--	--	--	--	--	--

**Discussion**

Based on the above findings, it noted that respondents agreed to most items, like item 1, with a mean value of 3.99 in Saudi Arabia and a mean value of 4.23 in Egypt. And item 2 with a mean value of 3.88 in Saudi Arabia and a mean value of 4.20 in Egypt. The answers from respondents were neutral to some items, like item 12 with a mean value of 3.33 for Saudi Arabia and a mean value of 3.18 for Egypt, and item 13 with a mean value of 3.28 for Saudi Arabia and a mean value of 3.19 for Egypt. The T-test shows that all the items are significant, as the value under the significant column is below 0.05. These results have shown the role of digital green marketing campaigns in motivating consumers in Saudi Arabia and Egypt to purchase green products. Also, it is found that digital green marketing campaigns on shopping sites have the highest impact on Saudi respondents, while digital green marketing campaigns on social media have the highest impact on Egyptian respondents. These results are consistent with the previous studies of (Yudhya, 2016), who proved that green marketing influences customer purchase intention in The Body Shop Bandung Indonesia, (Ghareeb et al., 2021), who proved that a significant correlation exists statistically between Egyptian adolescents' exposure to campaigns of green marketing on social media and Egyptian adolescents' desired satisfactions, (Sanjaya et al., 2024), who revealed that digital green marketing campaigns positively impact tourists' environmental behavior and their desire to revisit eco-destinations; (Townsend, 2017), who proved that green social media marketing efforts (i.e., environmental Facebook posts, environmental Tweets, etc.) have a more significant influence on product purchase intentions than non-green social media marketing efforts; and (Schwarz, 2024), who concluded that social media marketing strategies have a positive effect on the participants.

**Conclusion**

The evolution of digital marketing keeps using new methods and developing the relevant approaches for promoting green products. As opposed to traditional marketing, digital marketing increases the demand for green goods by using the Internet technology as an interactive tool that has many values, such as saving time and attracting consumers. This research examined the role of digital green marketing campaigns on consumers; purchase intention and compared consumers in Saudi Arabia and Egypt. Results indicate that most respondents in Saudi Arabia and Egypt have high awareness about concepts of green products, green marketing, and digital marketing. Also, results show that shopping sites are visited by Saudi respondents more than Egyptian respondents to know green products, and these sites have the biggest impact on purchase intention in SA, but Egyptian respondents visited social media more than Saudi respondents to know green products, and these sites have the biggest impact on purchase intention in Egypt. So social media stood out as an essential touchpoint for companies and marketers to design their campaigns. In conclusion, using digital media to reach sustainable consumers will lead to a healthier and greener future. The most important implications for green product manufacturers are that they should concentrate on how digital media can be used to promote green products, which will benefit consumers, the environment, and society as a whole.

**Recommendations**

Companies and marketers should focus on the following topics to design suitable campaigns related to digital media:

1. Companies should pay attention to enhancing customers' intentions towards green products and increasing their feelings towards them when considering purchasing them.
2. In order to gain a larger market share and make themselves as environmentally conscious organizations, companies should invest and focus more on producing eco-friendly products and give more attention to consumers who are interested in environmentally-friendly products.
3. Companies should not only invest in digital green marketing but also focus on marketing products similar to green products so that customers do not turn away from their products.

With the impact of increased awareness and interest in environmental and social issues, green marketing is considered the best way to achieve sustainable development in the twenty-first century

## **Implications, Limitation and Future Directions**

This study has practical implications, the findings can help both managers and marketers to develop dynamic digital green marketing plans and strategies for developing their companies and move towards smart digital technology in Saudia Arabia and Egypt. It is expected that the respondents' opinions on green product and digital green marketing strategies and explanation of its usage in the local companies can help develop the local industry into a smart and sustainable development sector and reduce environmental pressure.

This study has certain limitations, focus on Qassim city in Saudi Arabia and Cairo City in Egypt, its findings might not be applicable in other cities due to differences in income, culture and green products availability. Nonetheless, it is anticipated that the wide range of respondents, including businesses of different sizes and stages of development, will increase the significance and generalizability of the findings in the context of developing countries. Furthermore, the information gathered is restricted to quantitative analysis and may be supplemented in the future with further qualitative information and interviews.

Future research could explore other major cities of Saudia Arabia and Egypt as well as increase the scope of the study to include other developed countries. This can help in formulating a holistic comparison and adding more value to the body of knowledge. It would also be interesting to explore green digital marketing practices utilized by Saudia Arabian and Egyptian companies based on their presence in the main city and the regional suburb areas.

## **References**

- [1] Aydin, S., NALBANT, Kemal Gökhan & Altuntaş, C. (2023). Artificial Intelligence in Digital Transformation and Sustainable Green Marketing Strategies in the European Green Deal Process. *IMGELEM*, 7(13), 467–492.
- [2] Bala, M., & Verma, D. (2018). A Critical Review of Digital Marketing. *International Journal of Management, IT and Engineering*, 8(10), 321–339. <http://www.ijmra.us>,
- [3] Chin, J., Jiang, B. C., Mufidah, I., Persada, S. F., & Noer, B. A. (2018). The investigation of consumers' behavior intention in using green skincare products: A pro- environmental behavior model approach. *Sustainability (Switzerland)*, 10(11). <https://doi.org/10.3390/su101113922>.
- [4] Chygryn, O., Pimonenko, T., Bilan, S., & Starchenko, L. (2019). Digital Marketing for Green Goods Promotion: Modern Trends in Entrepreneurship. Conference proceedings: THE IMPACT OF INDUSTRY 4.0 ON JOB CREATION 2019.
- [5] Desai, V. (2019). Digital Marketing: A Review. *International Journal of Trend in Scientific Research and Development*, special issue, 196–200.
- [6] Erwin, E., Suade, Y. K. M., & Poernomo, W. (2021). Analyzing Digital Marketing, Green Marketing, Networking and Product Innovation On Sustainability Business Performance, Silk Cluster In Polewali-Mandar, West Sulawesi. *Business and Accounting Research (IJE BAR) Peer Reviewed-International Journal*, 5(3). <https://jurnal.stie-aas.ac.id/index.php/IJE BAR>.
- [7] Fonseca, J. C. G. (2015). The Impact of Green Marketing Practices on Consumer Buying Decision. Master thesis, University Institute of Lisbon.
- [8] Gaikwad, A., & Ingavale, D. (2011). A study of Consumer Awareness for Green Marketing. National conference on "Business strategies for Emerging Markets" at SIBACA, Lonavala Pune. At: Pune, 1-16.
- [9] Ghareeb, S. M., Ibrahim, M. M., & Abdel Halim, M. M. (2021). حملات التسويق الأخضر عبر الانترنت وعلاقتها بمستوى الوعي البيئي لدى المراهقين. *مجلة دراسات الطفولة*, 24(7), 128–123. <https://doi.org/10.21608/jsc.2021.199221>.
- [10] Hadi, A. S., Sari, N. P., & Khairi, A. (2023). The Relationship Between Green Marketing Mix and Purchasing Decisions: The Role of Brand Image as Mediator. *AEBMR* 243, 194-205. [https://doi.org/10.2991/978-94-6463-160-9\\_20](https://doi.org/10.2991/978-94-6463-160-9_20).
- [11] Joju, J., K, M. P., Baig, A. B. A., Babu, A. S., & K, G. (2022). Green Marketing for Eco-Friendly Business Growth In The ICT Era: The Case Of The Digital Economy Of Kerala. *International Journal of Early Childhood Special Education*, 14(5), 3620–3928. <https://doi.org/10.9756/INTJECSE/V14I5.402>.
- [12] Korucuk, S., Aytakin, A., Ecer, F., Karamaşa, Ç., & Zavadskas, E. K. (2022). Assessing Green Approaches and Digital Marketing Strategies for Twin Transition via Fermatean Fuzzy SWARA-COPRAS. *Axioms*, 11(12). <https://doi.org/10.3390/axioms11120709>.
- [13] Kumari, M. S., & Yadav, M. S. (n.d.). Awareness Of People Towards Green Marketing and Its Impact on Environment Management. XIII Annual International Conference on Global Turbulence: Challenges & Opportunities, May 5-6, 2012 at Bangkok, Thailand.
- [14] Low, S., Ullah, F., Shirowzhan, S., Sepasgozar, S. M. E., & Lee, C. L. (2020). Smart digital marketing capabilities for sustainable property development: A case of Malaysia. *Sustainability (Switzerland)*, 12(13). <https://doi.org/10.3390/su12135402>.
- [15] Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N., & Hoagwood, K. (2015). Purposeful Sampling for Qualitative Data Collection and Analysis in Mixed Method Implementation Research.

- Administration and Policy in Mental Health and Mental Health Services Research, 42(5), 533–544. <https://doi.org/10.1007/s10488-013-0528-y>.
- [17] Rao, M. V. (2012a). Role Of Social Media Marketing on Green Consumption Behaviour-An Empirical Study. In I) International Journal of Food and Nutritional Sciences, 11(1), 2923-2931.
- [18] Rao, M. V. (2012b). Role Of Social Media Marketing on Green Consumption Behaviour-An Empirical Study. In I) International Journal of Food and Nutritional Sciences, 11(1), 2923-2931.
- [19] Ruyter, K. de, Isobel Keeling, D., & Ngo, L. V. (2018). When nothing is what it seems: A digital marketing research agenda. *Australasian Marketing Journal (AMJ)*, 26(3), 199–203. <https://doi.org/10.1016/J.AUSMJ.2018.07.003>.
- [20] Sanjaya, D., Arief, M., Setiadi, N., & Heriyati, P. (2024). *Journal of Eastern European and Central Asian Research*, 11, 553–572. <https://doi.org/DO-10.15549/jeecar.v11i3.1693>.
- [21] Schwarz, A. H. (2024). *Green Marketing: The influence of sustainable digital marketing content on Gen Z. A case study on Germany. Master thesis, Umea University.*
- [22] Singh, S. (2012). *Green Marketing: Challenges and Strategy in the Changing Scenario. International Journal of Advanced Research in Management and Social Sciences Satpal Singh*, 1(6). [www.garph.co.uk](http://www.garph.co.uk).
- [23] Suri, H. (2011). Purposeful sampling in qualitative research synthesis. *Qualitative Research Journal*, 11(2), 63–75. <https://doi.org/10.3316/QRJ1102063>.
- [24] Tariq, E., Alshurideh, M., Akour, I., Al-Hawary, S., & Kurdi, B. Al. (2022). The role of digital marketing, CSR policy and green marketing in brand development. *International Journal of Data and Network Science*, 6(3), 995–1004. <https://doi.org/10.5267/j.ijdns.2022.1.012>.
- [25] Townsend, A. O. (2017). *Green Marketing Effects on the Consumer.*
- [26] Honors Theses. 482 University of Southern Mississippi. [https://aquila.usm.edu/honors\\_theseshttps://aquila.usm.edu/honors\\_theses/482](https://aquila.usm.edu/honors_theseshttps://aquila.usm.edu/honors_theses/482).
- [27] Yudhya, I. T. B. (2016). Analysis Of Green Marketing Strategies on Consumer Purchase Intention Studies On: The Body Shop Bandung Indonesia. *I J A B E R*, 14(2), 1027–1040.
- [28] Zulfiqar, Z., & Shafaat, M. (2015). *Green Marketing: Environmental Concern and Customer Satisfaction. In European Journal of Business and Management www.iiste.org ISSN (Vol. 7, Issue 1). Online. www.iiste.org.*

**Appendix (2): Questionnaire**

Section One: Demographic Data

1. Gender \*
  - Male
  - Femae
  
2. Age \*
  - < 20
  - 20-30
  - 31-40
  - 41-50
  - > 50
  
3. Country \*
  
4. Educational Qualification\*
  - Undergraduate
  - Degree Bachelor
  - Master Degree
  - PhD – Doctoral Degree
  
5. Occupation\*
  - Employees in Government Sector
  - Employees in Private Sector
  - Not worked (housewives and students)
  
6. Monthly Income\*
  - Less than 1000 \$
  - 1000 – 3000 \$
  - More than 3000 \$

Second Section: The level of awareness of consumers in Saudi Arabia and Egypt about the concept's green products, green marketing and digital green marketing?

No.	Items	Yes	No
1	I have awareness about the color green in the product as being an eco-friendly product		
2	I consider myself a green customer		
3	I aware that green products better than other products with the exact same features		
4	Awareness about products that would be recycled, reused or repaired after using it.		
5	Awareness about risks that nongreen products could done in environment		
6	I know green marketing concept that focus on eco-friendly marketing and use marketing strategies for promoting products with less risks to environment.		

7	Awareness about digital green marketing campaigns that companies are following to sell their products and stand out as eco- friendly companies		
8	I think digital green marketing campaigns very useful to increase awareness about green products or as called eco- friendly		

Third Section: websites which consumers in the Saudi Arabia and Egypt deal with to know about green products and green marketing campaigns.

No.	Websites	Always	Sometimes	Rarely
1. social networks				
	Facebook			
	Twitter			
	Instagram			
	YouTube			
	Flickr			
	Snapchat			
2. shopping sites				
	Amazon			
	eBay			
	Noon			
	iHerb			
	Sheeln			
3	brands' own sites (L'Oreal, Apple)			
4	Google AdWords (recently rebranded as Google Ads)			
5	online supermarkets (likes Carefoor, hypermarket)			
6	online magazines			
7	online TV programs			
8	E-mail marketing			

Forth Section: The role of digital green marketing campaigns on consumers intention to purchase in Saudi Arabia and Egypt

No.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Social media marketing encourages consumers towards green products					
2	I think green marketing practices affect positively my perception of the brand					
3	I think marketing campaigns on social media (especially on Facebook and Snapchat) has most effect on consumers intention to purchase green products					
4	I prefer to purchase from brand Site which have brand logo as being an eco- friendly logo					
5	I prefer products which cause less pollution					
6	I prefer brands which social media has much posts shown					
7	How likely is it you would purchase from the above brand based off the social media post shown					
8	I always purchase from online supermarkets which their products have					

	minimum impact to people and the environment					
9	Social media is motivating consumers to change their attitude and purchase intention for green cosmetics					
10	Social media is changing consumers' intention towards useless and harmful products					
11	Consumers prefer green consumption to reduce environmental pressure					
12	Shopping sites always include offers for green product to increase consumers intention to purchase					
13	Consumers are consuming green products even they are expensive					
14	I prefer buy from shopping sites which provide services to prepare faults with materials non harmful to environment					
15	I remain loyal to companies which digital marketing campaigns are eco-friendly (decrease wastes, recycle materials, etc.)					