



EXAMINATION OF THE CORRELATION BETWEEN TAKING INTO CONSIDERATION ECOLOGICAL AND HEALTHCARE FACTORS IN THE PURCHASE DECISION TOWARD THE ECONOMIC LEVEL OF CONSUMERS: CASE OF THE ALGERIAN FOOD MARKET

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Abstract:

Green marketing is on increase in international level, it is a new paradigm that consists to reduce the negative impacts of products. Before few last decades, every company tries to achieve sustainable development which is a common issue on an international scale, this phenomenon demands the use of renewable resources and all raw materials which are not harmful to people and the natural environment.

The number of green customers is few compared to the whole of community consumers, because of their special characteristics as high-level income, educational level, and awareness to use green products as natural oil, natural juice, for a healthy reason despite their high prices.

The aim of this paper is to check the impact of the occupation level of the Algerian customers toward its awareness in green products markets by taking into consideration ecological and well-being in their purchase process.

To achieve our research objective, we chose an analytic methodology by online investigation between 11 and 25 February 2021, the size of respondents was 100 persons.

In the results, we find that there is no relationship between the economical level of customers and both of healthcare's and the protection of the ecological environment, in other words, the income level in our investigation doesn't affect the awareness toward green products, and so all income categories are concerned by the purchase of green products.

Keywords: Green Marketing- Green consumer- Consumer behavior- Social category professional of the customer- Algerian market – Purchase power of consumer.

1. INTRODUCTION

The traditional marketing is blamed on ecological problems due to several reasons such as over emphasizing the importance of customer which leads to over consumption, lack of environmental factors on marketing systems, social status demonstrated with the help of brands, focus on short term profit maximization and turnover centrality and shorter product life cycles causing waste of resources. [1]. Green products are objects that not all customers are aware of, in this context, it exists several categories of customers in the green marketing approach [2] which will be explained further in this paper.

The major aim of this study is to examine the link between the profession of Algerian consumers and their incorporation of well-being-ecological factors when they make their purchase in food market. In this perspective, the question of this paper research is as follow:

Is there any relationship between the income level and the awareness of Algerian customer over green products in Algerian food's markets by thinking among protection both of health and ecological environment?

To respond for this question, we suggest testing the following hypotheses:

- ***H0. There is no correlation between income level and taking into consideration environmental and healthcare of consumers in purchasing the green product.***
- ***H1. Include of ecological and well-being issues aren't affected by the profession of customers.***

LITERATURE REVIEW

1. Green Marketing

Several authors have defined marketing in various ways. According to the American Marketing Association (AMA), the ecological marketing is defined as the study of positive and negative aspects of marketing activities on pollutions, energy depletion and non-energy resources depletion [3]. Green marketing can be defined as a holistic and responsible management process that identifies, anticipates, satisfies and fulfills stakeholder requirements, for a reasonable reward, that does not adversely affect human or natural environmental wellbeing [4]. The term green marketing describes attempts by marketers to develop strategies that target environmental consumers [5]. Furthermore, green marketing is considered as the marketing that consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. [6]. Moreover, green marketing satisfies two objectives: improved environmental quality and customer satisfaction [7]. In other hands, green marketing is identified as any marketing activity, related to a certain organization, aims at creating negative influence or removing negative influence for a certain product on environment. [8]. The marketing or promotion of a product based on its environmental performance or an improvement thereof. [9]. Basically, Green Marketing is the promotion of healthy and safety products obtained by the honest practices of factories in order to protect both of ecological environment and well-being of citizens (consumers, employers of factories and the rest of the society).

In other hands, the Green Marketing aims to reduce the negative impacts of products on the both of ecological environment and well-being of persons to achieve the sustainable development targets.

2. EVOLUTION OF GREEN MARKETING

2.1. Ecological Marketing

Ecological Marketing is considered as the beginning of the evolution of green marketing by the analysis of positive and negative aspects of marketing activities which was marked in the context of baby boom period (1946-1974), these activates resulted pollution and resource depletion, that's why the American Marketing Association (AMA) launched a workshop under the name ecological marketing in 1975.

Moreover, as it was reported in the book entitled Socio-economic perspectives on consumer engagement and buying behavior, the American Marketing Association (AMA) had added more details about the definition of green marketing based on 3 major dimensions: [10]

1. Retailing vision: The marketing of products that presumed environmentally safe.

2. Social marketing vision: The development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality.

3. Environments vision: The effort by organization to produce, promote, package and reclaim in a manner that is sensitive or responsive to ecological concerns.

2.2. Environmentalism Marketing

It should be noted that the major environmental damage that occurred in the 1980s, such as the discovery of the ozone gap in 1985 and the Exxon Valdez oil spill in 1986 on the coast of Alaska, pushed the world to be more aware among the protection of environment, in this perspective, the governments of developed countries have imposed penalties on any person who destroy the environment.

2.3. Sustainable Marketing

Sustainable marketing is widely characterized by the focus on the environmental and wellbeing issues, it is more developed than the previous types of Green Marketing, especially with the report of Brundtland which aims to tackle ecosystems problems by the ideal use of unrennewable resources such as water and conventional energy.

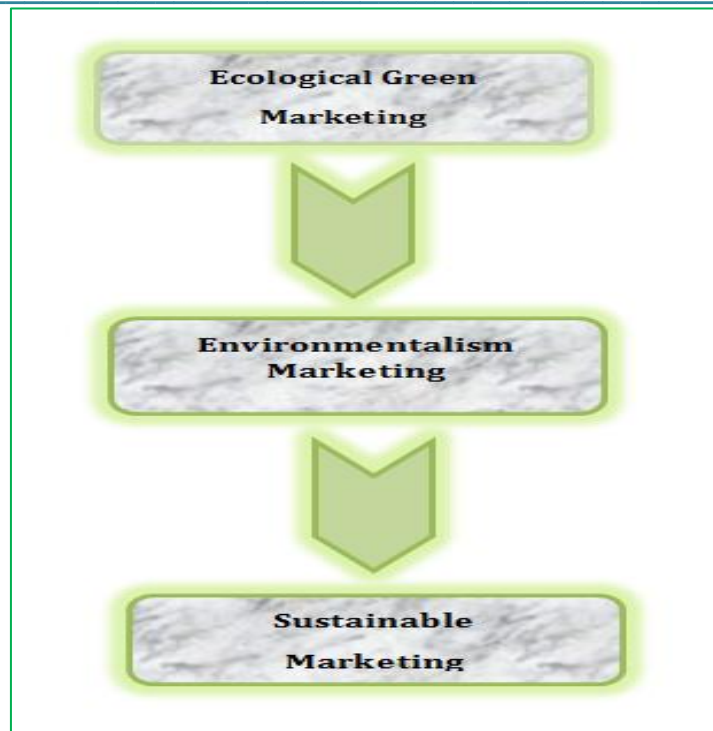


Figure 1 The evolution of Green Marketing.

GREEN CONSUMER

Consumer can be defined as anyone who is impacted by the product or by the process used to produce the product such products characteristics, packaging, prices, advertising...

A consumer is generally thought of as: "a person who identifies a need or desire, makes a purchase and then disposes of the product during the three stages in the consumption process" [11]. These three stages are as follow:

- **Pre purchasing:** This step is known by the evaluation of offers proposed by suppliers.
- **Purchasing:** The consumer in this field makes his choice between all alternatives proposition.
- **Post purchasing:** The customer will have two choices, the reuse of the product obtained or decline the last offer and trying the consumption of other products.

The ideal green consumer is generally defined as one who prefers the consumption of environmentally friendly products voluntarily without feeling pressure from governments.

As reported by an survey research of 100 respondents about the impact of youth category in awareness of green products in the Algerian food market, confirm that all categories age, 82 % of youth respondents and 100 % of persons who are more than 35 years were replied that they are aware of green products, this significant results allow us to confirm the high responsibility of Algerian citizen in term of protection health care and environment. [12]

Regarding to this subject, a study was done by Roper Green Gauge (2000), Roper Starch World wide, there are five segments in green customers, recently, [2] as the figure below shows:

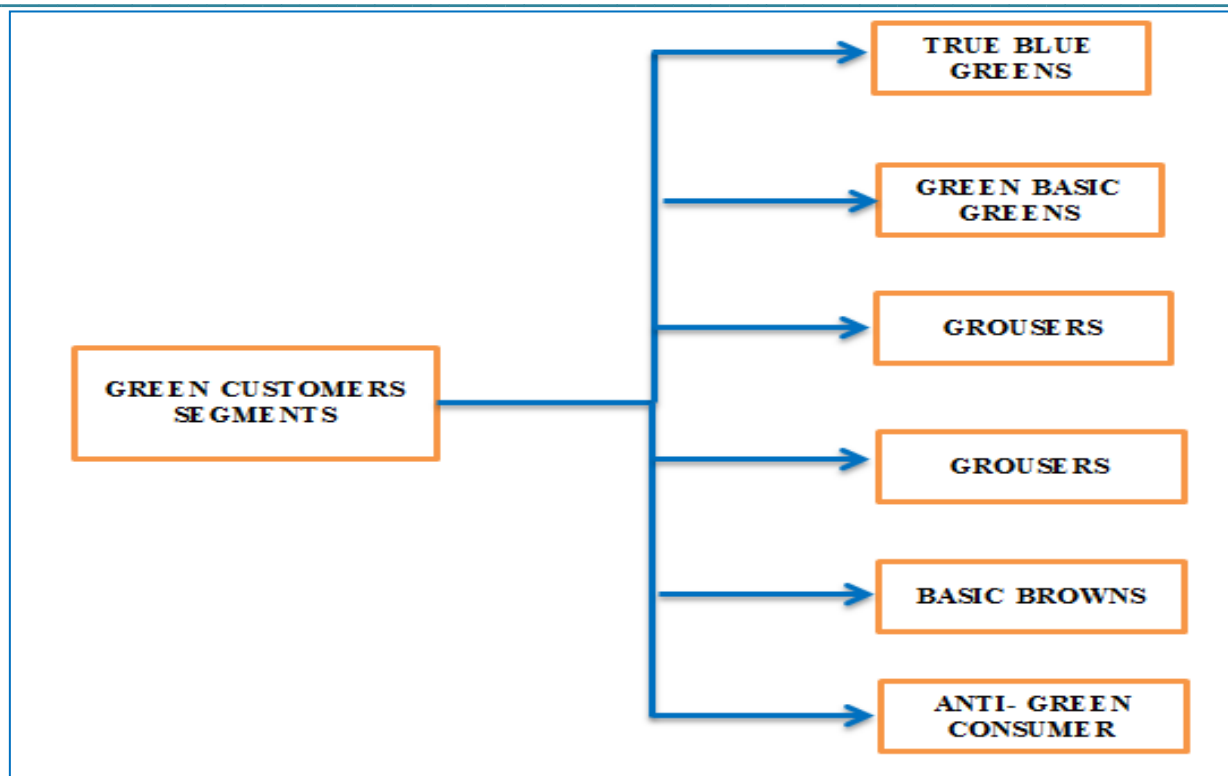


Figure 2. Types of consumer regarding to Green marketing approach

1 TRUE BLUE-GREEN

This group is ideal, especially with their high interest in environmental and healthcare issues. They always contribute to a wide range of pro-environmental activities, like attending environmental seminars, giving a donation to preserve the ecologic environment, besides, they have high socio-economic status (Education: "Masters, & Ph.D.", Economic: High-income level and professional level). Then most of them are managers, engineers, doctors. They avoid buying products that are not made by environmentally friendly companies.

2 GREENBACK GREENS

They share the same characters of True blue Greens (high-income level, awareness about green products) but they are less aware of environmental causes compared to the first category, it means they do not contribute directly to the awareness of others, but they finance organizations and association that care of healthcare and ecological issues.

3 SPROUTS

They are less aware than the Greenback Greens and True Blue Greens and they do not prefer to purchase green products despite their high-income level, so the education level is the main characteristic for this category. For example, they just have some awareness such assets on environmental seminars or buy sometimes green products.

4 GROUSERS

These persons are not involved in pro-environmental behaviors and events in general, because they think that they are not concerned by the ecological issues, and it is the responsibility of companies and governments, especially, their income level is down (most of them are employees and retirees).

They participate only in the recycling operation by participating in the collection of empty bottles, just to avoid the penalties imposed by the authorities.

5. BASIC BROWNS

This group avoids categorically to be involved in environmental problems, and they do not blame others persons for environmental issue as the pollution, basically, they do not make any things to save their environment.

It is real that they have a low-income level, but they haven't ignored that environmental impact soon or later in their well-being.

6. ANTI- GREEN CUSTOMER

It must be stated that, we added a new type of green customers which have a high-income level, but they want not to purchase these safe products, besides, they do not care about ecological and healthcare issues, that's why we choose to call them an **anti-green customer**. [2]

Table 1 Characteristics of consumers in green marketing approach

Green Customer Segment	Income level		Willingness to purchase of a green product			Awareness of ecological and healthcare issues			
			Levels: From 0 to 2			Levels: From 0 to 3			
			0	1	2	0	1	2	3
	Low	High	0%	Less than 50%	More than 50%	0%	Less than 33%	Less than 66%	More than 66%
True blue-greens		✓			✓				✓
Green back greens		✓		✓					✓
Sprout		✓	✓					✓	
Grousers	✓		✓				✓		
Basic browns	✓		✓			✓			
Anti-green consumers		✓	✓			✓			

GREEN PRODUCT

Green products or environmentally products are made from basically from recycled materials which provide it durable or semi-durable comparatively to ordinary products; besides, they are safe and non-toxic, with the use of the minimal amount of raw materials such as water, fuels, and all unrenovable materials used in the production process to ensure energy efficiency, and protection of citizen health. Briefly, green products are about all manufactured things that respect healthcare and ecological issues.

RESEARCH METHOD

This paper is conducted by the following primary data based on a literature review about green marketing, moreover, Survey research by an online questionnaire distributed on 100 respondents, this survey was done between 11- 25 February 2021. The secondary data is the analysis and the interpretation of the customer's answers with the statistical package for the social sciences (SPSS) software version 26. The statistical test that we use to verify our hypothesis in this study is the Chi-Square's test.

We devised the respondents in five categories:

- **Jobless:** unemployed persons beyond students.
- **Student:** High school and university.
- **Liberal profession:** all liberal jobs such as doctor, businessman, lawyer...
- **Senior manager:** the main manager of companies and enterprises in the public sector.
- **Middle manager:** all employees in the public and private sectors.
- **Retirees:** All persons who have retired from an occupation or profession.

RESULT AND DISCUSSION

Table 2 Occupation level of the respondents

Category occupation	Student	Jobless	Liberal profession	Middle manager	Senior manager
Number of the respondents	39	28	5	10	18

In our study, as the results are shown in the table above, there are 39 students; 28 jobless persons, 18 middle managers, 10 high managers, and 5 who work in the liberal professions. The first impression looks that both student and jobless categories represent 67 % of the respondents, as we know their purchase power is low, so it seems clear that the results collected will effect on the purchase of green products.

According to the following figure, the majority of respondents (87%) saw that they take into consideration the both of environmental and healthcare factors in their purchase power, more precisely, the negative thing, we found one high manager and two middle managers who are unaware among green products, it cannot be considered as the green consumer at all, but they can be from persons who donate to save the health of citizens and their ecological environment.

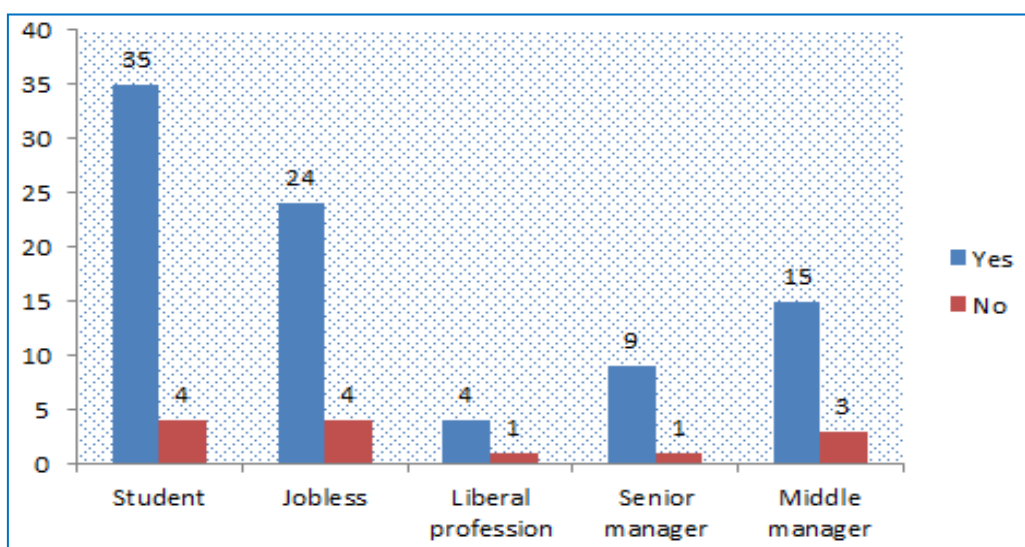


Figure3. The answers of the respondents

Chi-Square’s test

Chi-Square test is used to confirm or deny the existence of the relationship between two qualitative variables. For our case, the variables concerned by the Chi-Square test are:

- The social professional category of Algerian consumer, which refers to income level effect;
- The including of the well-being and ecological factors in a purchase decision of food products.

Table 3 Chi square’s test

	Asymptotic Significance (p-value)
Pearson Chi-Square	0.937

The asymptotic signification shows that the p-value obtained is more than to the significance level of $\alpha = 0.05$ (5%), which means that the variables are independents and the null hypothesis is true, so the alternative hypotheses is rejected.

$0.937 > 0.05$

$93.7 \% > 5\%$

CONCLUSION

It should be noted that the results obtained and interpreted in our research, ensure us to conclude that there is no correlation between consumer’s income level and the take into consideration of ecological and well-being impact on the Algerian food products purchasing, in other words, any income category is concerned by the consumption or

the purchase of healthy products. Unless, the expensiveness of this type of products can't prevent some consumers such as students and jobless, because some of them receive funds from their family member like: father, brother, husband...

Moreover, even the respondents showed their awareness about green products, the size of the sample in this study is very small compared to the full number of Algerian population which is not less than 40 million inhabitants.

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