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Consumer Attitudes toward Green Shopping and Their Role in Shaping Sustainable Marketing Strategies: A Field Study at Carrefour – Baghdad Mall

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Abstract. The aim of this study is to analyze consumer attitudes towards green shopping at Carrefour – Baghdad mall and examine how the consumers' attitudes affect the formulation of sustainable marketing strategies. This study focused on a descriptive analytical approach and data collection was carried out on the basis of a random sample of 400 consumers with a field questionnaire.

The findings revealed that majority of consumers have positive attitudes towards green shopping and that these attitudes were different with respect to the demographic variables, including gender and academic education level, with females and those with higher academic qualification showing a higher orientation towards green shopping. Additionally, the results indicated that there was a strong positive correlation between consumer attitudes and sustainable marketing strategies. The result of the regression analysis showed that the direct impact of consumer attitudes on forming these strategies is statistically significant.

The study calls for more environmental consciousness among consumers and incorporation of the environmental aspect in marketing policies of commercial institutions.

Keywords: Green Shopping, Consumer Attitudes, Sustainable Marketing, Marketing Strategies, Carrefour – Baghdad Mall.

1.1 Introduction

Today, it is seen that there is a significant change toward sustainable consumption in the world and environmental protection and the realization of sustainable development are urgent issues in various sectors, especially in the marketing sector. In today's times as consumers become more conscious of their surroundings, there has been a rise in the idea of "green shopping" as people tend to choose green products and practice responsible shopping.

In parallel with this change, companies and large-scale retail markets have started to rethink their marketing approach in one way or another to align it with the shift in consumer preferences to more environmentally friendly products. This has helped develop the concept of "sustainable marketing" as one of the trends of the modern marketing management.

The aim of this study is to examine the attitudes of consumers toward green shopping in Carrefour – Baghdad Mall and to find out how much this attitude affects the formulation of sustainable marketing strategies in this context. The study also aims to offer conclusions which can assist marketing choice makers in adopting more sustainable and effective marketing strategies.

The objectives of this study are to:

This study aims to:

The first step is to analyze the attitude of consumers towards green shopping at Carrefour – Baghdad Mall based on measuring consumers' perceptions and purchasing behaviors concerning environmentally friendly products.

To discover the role of consumer attitudes in developing sustainable marketing strategies in

the market under study.
3. Analyze consumer attitudes towards green shopping in respect to the demographic factors (gender and educational level) and the relationship between these attitudes and sustainable marketing strategies.
The research problem and research questions are listed below:
Given the environmental and social shifts, and increasing consumer consciousness of the value of environmentally friendly products, a need to understand the implications of these new consumer attitudes for the marketing policies and strategies of commercial institutions has grown. The research problem is based on the need to identify the nature of consumers' attitudes towards green shopping and the impact of these attitudes on the process of developing sustainable marketing strategies.
The central research question is what do consumers think about green shopping and how does their attitude towards green shopping affect the creation of sustainable marketing strategies?
This main problem leads to the following sub-questions:
1. Consumer attitudes towards green shopping at Carrefour – Baghdad Mall is at what level?
3. Can these attitudes be detected as statistically significant differences between genders and academic qualifications?
3. How is the attitude of consumers related to sustainable marketing strategies?
How much do consumers' attitudes towards green shopping affect the sustainable marketing strategies that markets employ?
1.4 Research Hypotheses
Based on the study objectives and questions, the following hypotheses were formulated:
H2: Consumer attitudes to green shopping differ by gender.H3: Gender differences in consumer attitudes to green shopping are statistically significant.
H2: The level of education has a statistically significant impact on consumer attitudes towards green shopping.H2: Educational level has a statistically significant effect on consumer attitudes towards green shopping.
H3: Consumer attitudes towards green shopping are statistically significantly positively correlated with their attitudes towards sustainable marketing strategies.
H4: Consumer attitudes towards green shopping have a statistically significant influence on formulation of sustainable marketing strategies.
Theoretical Framework
First Section: Green Marketing
The first part of the class will discuss the concept and evolution of green marketing.The first part of the class will focus on the concept and history of green marketing.
Environmental concerns and social pressure on institutions to go "green" led to the development of the idea of green marketing. The attention was first paid to minimizing the footprint of products and services. The idea, however, grew to include all stages of the marketing process, from product design through to promotion and distribution. According to Abdullah (2020), green marketing refers to the process of institutions making efforts to design, promote and distribute products that do not damage the environment, and to satisfy the needs of consumers in a sustainable way.
The Green Marketing Mix is divided into two sections: Second Subsection: Elements of the Green Marketing Mix
The green marketing mix includes four main components: the green product, the green price, the green promotion and the green distribution. A green product will be environmentally friendly during the whole life cycle, from production to disposal. Green pricing is the cost of the product to the environment and society. Green promotion is to promote the product's environmental benefits to consumers so that they are aware of it; green distribution is to reduce the environmental impact of product transportation and storage operations (Saadi, 2014).

Third part: Green marketing and the consumer behavior.
Green marketing is important because it has a significant impact on consumer behavior, it raises awareness of consumers about environmental problems and motivates them to buy greener products. Research shows that consumers are more concerned about their environmental values and, therefore, companies are implementing green marketing approaches to boost customers' loyalty and market share (Mahmoud, 2024).
The section discusses the problems that hinder green marketing.The section explores problems that impede green marketing.
Although there are numerous advantages of green marketing, it also has some hurdles such as high production costs, consumers' unaccepting attitude towards change, and absence of supportive legislation. Some companies may also use green marketing as an advertisement without actually being environmentally friendly, thus losing customers' trust (Hamza & Ben Salem, 2019).
Second Section: Sustainable Marketing
In this first subsection, the concept of sustainable marketing is discussed.In this first subsection, the concept of sustainable marketing is discussed.
The sustainable marketing concept is a marketing approach that attempts to balance economic, social and environmental goals in marketing operations. It aims to satisfy current demands without endangering future generations' ability to satisfy their own demand through the adoption of responsible and sustainable marketing practices (Nasser & Moussaoui, 2018).
Can the core concepts of sustainable marketing be applied to social responsibility?Is there a connection between sustainable marketing and social responsibility?
Sustainable marketing is closely associated with social responsibility and involves companies taking responsibility for social and environmental consequences. By adopting sustainable marketing practices, companies can enhance their public image, build strong relationships with customers, and achieve a competitive advantage in the market (Al-Saadawi & Mustafa, 2024).
Third Subsection: Sustainable Marketing Strategies
The sustainable marketing strategies include the development of products that have environmental attributes, use recyclable materials, minimize the use of materials and resources, and increase consumer awareness of the environment. These strategies also include partnering and collaboration with suppliers to help reach mutual sustainability goals (Boulteif & Lahoul, 2017).
Furthermore, Fourth Subsection: Benefits of Sustainable Marketing will explain the advantages of sustainable marketing.
There are many advantages for companies using sustainable marketing, such as boosting their image, enhancing customer satisfaction, etc. and lowering costs, due to efficient use of resources, and adhering to environmental laws. It also plays a role in Sustainable Development as it benefits the local communities and the environment (Al-Aidi, 2023).
The connection between Green Marketing and Sustainable Marketing will be addressed in the third section.The Third Section: The Relationship between Green Marketing and Sustainable Marketing will touch on the connection between the two.
First Subsection: Integration between Green and Sustainable Marketing
Green marketing is said to be a subset of sustainable marketing. The former deals with environmental issues, while the latter is concerned with economic, social, and environmental issues. Both concepts are complementary to help attain sustainable development goals by applying responsible and comprehensive marketing practices (Abdelhamid et al., 2022).
The second subsection covers the impact of Green and Sustainable marketing on consumer behaviour.The second subsection is on the impact of Green and Sustainable marketing on consumer behaviour.
Green marketing and sustainable marketing have an impact on consumer behavior, by raising awareness of environmental and social issues and motivating consumers to choose products and services that embody them. Research suggests there is an increasing willingness among

consumers to pay a higher price for sustainable products, prompting companies to adopt sustainable practices (Dweidar, 2018).

Third Section: Common problems

The challenges that both green and sustainable marketing are facing include transformation of consumer culture, high costs and lack of supportive infrastructure. It is also essential to have laws and policies from the government that will encourage these practices and incentivize businesses (Al-Barzanji & Al-Hamdani, 2022).

Fourth Subsection: The Future and Modern Trends

The attention to green and sustainable marketing will likely continue to rise in the future among people being more aware of the environment and social problems. Companies will aim to innovate in their products and services to meet consumer expectations, while maintaining environmental and social standards and so enhance their competitiveness and long-term sustainability (Sukar & Adissa, 2024).

Finally, both green and sustainable marketing are valuable instruments in reaching sustainable development, and can be used to satisfy the needs of consumers in responsible and environmentally friendly ways, which improves the well-being of the society and preserves the environment for future generations.

Chapter Three: Methodology

3.1 Introduction

The research methodology used to investigate consumer attitudes towards green consumer buying at Carrefour – Baghdad Mall and to identify the role of consumer attitudes in developing sustainable marketing strategy is explained in this chapter. It contains description of research type, study population, study sample, data collection instruments and data collection and analysis procedures.

3.2 Research Type

The descriptive-analytical approach was used because this study aims at description and analysis of consumers' attitude towards "Green Shopping" and its impact on sustainable marketing strategies. The study also uses field data gathered from a sample of consumers at the study area.

3.3 Study Population

The study population is all the consumers visiting Carrefour – Baghdad Mall during the study period. From the market management's records, the monthly visitors were about 50,000 with some 15,000 of those making actual purchases.

3.4 Study Sample

A simple random sample of consumers was taken at Carrefour – Baghdad Mall. The sample size was calculated with a sample-size equation for descriptive statistics with a 5% margin of error and a 95% confidence level.

Therefore, the sample size was actually 384 consumers. A total of 420 questionnaires were sent and 400 questionnaires were retrieved and analysed, yielding a response rate of 95.2% to prevent some questionnaires from being lost.

3.5 Data Collection Instruments

The main data collection tool utilized was a questionnaire. It was intended to consist of three sections:

Part one: Demographic information (age, gender, education, and income).

Part Two: A scale of green shopping attitudes, which included five items measuring behaviours, attitudes and interests regarding environmentally friendly products.

Part Three: A scale measuring the role of consumer attitudes in the design of sustainable marketing strategies including five statements about how much consumer attitudes influence marketing decisions, including product, promotion, price and distribution decisions.

The three-point Likert scale was used (Disagree = 1, Neutral = 2, Agree = 3).

3.6 Data Collection Procedures

Questionnaires were distributed to the consumers inside Carrefour – Baghdad Mall between 1 March 2025 and 15 March 2025 to collect data. A field team made up of four persons was in charge of explaining the purpose of the study as well as providing direction to the respondents in completing the questionnaire.

3.7 Data Analysis Methods

SPSS, Version 25, was used to analyze the data. The following analytical techniques were used:

Descriptive analysis: Compute frequencies, percentages, means and standard deviations of variables.

Validity and reliability testing: Cronbach's alpha was used to test the reliability of the questionnaire. The reliability coefficient was 0.87 for the parts of the questionnaire that dealt with consumer attitudes and sustainable marketing strategies.

Simple correlation analysis: to explore the relationship between consumer attitudes towards sustainable marketing strategies.

Simple linear regression: to find how much consumer attitudes impact on the formulation of sustainable marketing strategies.

Reliability Analysis (Validity and Reliability)

Questionnaire Component	Number of Items	Cronbach's Alpha
Consumer Attitudes	5	0.87
Sustainable Marketing Strategies	5	0.87

Since the Cronbach's alpha coefficients are greater than 0.7, the questionnaire demonstrates a high level of reliability.

Chapter Four: Presentation and Analysis of Results

4.1 Introduction

The purpose of this chapter is to expose the findings of the field study of sample consumers from the Carrefour – Baghdad mall to analyze the consumers' attitude towards green shopping and their contribution to sustainable marketing strategies. The questionnaire results are presented and analyzed in the following manner: (1) the means and standard deviations of the items are provided in a statistical table, and (2) the results are categorized as Agree, Neutral, and Disagree.

4.2 Analysis of Consumer Attitudes toward Green Shopping

Part One: Demographic Data of the Study Sample (Sample Size = 400)

Demographic Variable	Category	Frequency	Percentage (%)
Age	Under 25 years	100	25
	25–under 35 years	140	35
	35–under 45 years	100	25
	45 years and	60	15

	above		
Gender	Male	180	45
	Female	220	55
Educational Level	Secondary or below	60	15
	Diploma	100	25
	Bachelor's degree	170	42.5
	Postgraduate studies	70	17.5
Monthly Income	Less than 3,000 riyals	90	22.5
	3,000– less than 6,000	130	32.5
	6,000– less than 10,000	110	27.5
	10,000 riyals and above	70	17.5

4.2.1 Analysis of Items Measuring Consumer Attitudes toward Green Shopping

No.	Statement	Disagree (%)	Neutral (%)	Agree (%)	Standard Deviation	Mean
1	I make sure to purchase environmentally friendly products regardless of their price.	17.0	25.0	58.0	1.05	3.87
2	I prefer products that have recyclable packaging.	14.5	20.0	65.5	0.95	4.02
3	I believe that green shopping contributes to protecting the environment.	7.0	15.0	78.0	0.72	4.40
4	I check whether a product has environmental certifications before purchasing it.	27.5	30.0	42.5	1.15	3.55
5	I prefer reducing the	12.0	18.0	70.0	0.88	4.10

consumption of products with a high environmental impact.

Table 4.1: Consumer Attitudes toward Green Shopping at Carrefour – Baghdad Mall

4.2.2 Conclusions Regarding Consumer Attitudes

The results indicate that most consumers have positive attitudes toward green shopping, as the means of most statements exceeded 3.5, indicating a relative level of agreement regarding the importance of environmentally friendly products and the purchasing behaviors associated with them. For example, more than 78% believe that green shopping contributes to environmental protection, reflecting a noticeable level of environmental awareness among consumers. However, some statements, such as checking for environmental certifications, received a relatively lower agreement rate (42.5%), indicating room for improving knowledge and awareness of green product standards.

4.3 Analysis of the Role of Consumer Attitudes in Shaping Sustainable Marketing Strategies

4.3.1 Analysis of Statements on the Role of Consumer Attitudes in Marketing Strategies

No.	Statement	Disagree (%)	Neutral (%)	Agree (%)	Standard Deviation	Mean
1	Consumer attitudes toward green shopping influence the selection of products offered by the market.	13.0	25.0	62.0	1.00	3.95
2	Promotional strategies in markets rely on increasing awareness of environmentally friendly products.	11.5	20.0	68.5	0.85	4.10
3	Pricing strategies encourage the offering of competitive prices for green products.	15.0	30.0	55.0	1.05	3.75
4	Distribution takes into account the availability of environmentally friendly products in	14.5	25.0	60.5	0.98	3.90

5	easily accessible locations. Green consumers' opinions are taken into consideration when designing sustainable marketing strategies.	13.0	22.0	65.0	0.92	4.00

The results indicate that consumer attitudes toward green shopping play an influential role in formulating sustainable marketing strategies at Carrefour markets. Most statements recorded means exceeding 3.7, reflecting genuine interest among marketing departments in taking consumer attitudes into consideration, particularly in the areas of promotion and distribution. The results emphasize the importance of strengthening strategies focused on environmental awareness and green products, which positively affects consumer acceptance and the achievement of environmental and economic sustainability.

Testing and Statistical Analysis of the Hypotheses

4.6 Study Hypotheses

First Hypothesis (H1)

There are statistically significant differences in consumer attitudes toward green shopping attributable to gender.

Test of the First Hypothesis: Independent-Samples t-Test

Gender	Mean	Standard Deviation	Number
Male	3.78	0.55	200
Female	4.05	0.51	200

Results of the t-test:

Item	Value
t-statistic	4.91
Degrees of freedom (df)	398
Significance level (Sig.)	0.000

Since the Sig. value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. This means that there are statistically significant differences in consumer attitudes attributable to gender, with females demonstrating a stronger tendency toward green shopping.

Second Hypothesis (H2)

There are statistically significant differences in consumer attitudes toward green shopping attributable to educational level.

Test of the Second Hypothesis: ANOVA

Educational Qualification	Mean	Standard Deviation	N
Secondary or below	3.55	0.60	90

Diploma	3.80	0.52	110
Bachelor's degree	4.12	0.49	140
Postgraduate studies	4.25	0.46	60

ANOVA Results:

Item	Value
F	18.33
Sig.	0.000

Since Sig. is less than 0.05, statistically significant differences exist in consumer attitudes toward green shopping according to educational qualification. Based on the means, individuals with postgraduate degrees demonstrate a higher level of green shopping behavior.

Third Hypothesis (H3)

There is a statistically significant positive correlation between consumer attitudes toward green shopping and sustainable marketing strategies.

Test of the Third Hypothesis: Pearson Correlation Coefficient

Variables		Correlation Coefficient (r)	Sig.
Consumer attitudes	×	0.78	0.000
sustainable marketing			

The correlation value of 0.78 indicates a very strong positive correlation. Since the significance level is less than 0.05, the relationship is statistically significant. In other words, the greater consumers' awareness of and positive attitudes toward green shopping, the more the market's marketing strategies are influenced accordingly.

Fourth Hypothesis (H4)

Consumer attitudes toward green shopping have a statistically significant effect on the formulation of sustainable marketing strategies.

Test of the Fourth Hypothesis: Simple Linear Regression

Coefficient of Determination (R^2)	Regression Coefficient (B)	Sig.
0.61	0.74	0.000

The value of $R^2 = 0.61$ indicates that 61% of the variation in sustainable marketing strategies is explained by consumer attitudes. Since Sig. = 0.000 < 0.05, the effect is statistically significant. This means that consumer attitudes play a direct and strong role in shaping the marketing policies adopted by the markets.

Chapter Five: Findings and Recommendations

5.1 Findings

The findings obtained from the statistical analysis of the study sample (400 customers in Carrefour – Baghdad Mall) resulted in the following findings:

1. The data indicated that consumers definitely exhibited a preference for environmental friendly products, most means being above 3.8. The most striking result is that 78% of the respondents agree that green shopping is a contribution to environmental protection, so there is a high level of environmental awareness.

2. The results indicate that marketing departments respond positively to changes in consumer behavior. The mean of the statement 'Green consumers opinions are taken into consideration when designing sustainable marketing strategies' was 4.00, indicating the use of sustainable marketing practices.
3. The females were more inclined to be green shoppers than the males (4.05 vs. 3.78); and the difference was statistically significant (Sig. = 0.000).
4. The ANOVA results showed that there was significant differences between the various educational levels and the tendency towards green shopping was found to be highest among the postgraduate degree holders (mean = 4.25).
5. The correlation coefficient (r = 0.78) indicated that the correlation between consumers' environmental attitudes and green marketing policies was very positive.
6. Results of linear regression indicated that 61% of the variance in sustainable marketing practices was explained by the consumer attitudes, thus indicating that consumers' attitudes play a crucial role in developing marketing plans.

5.2 Recommendations

The following suggestions are based on the results of the study:

1. 2. Awareness initiatives and campaigns should be designed and carried out in the marketing departments in order to explain the concept of green shopping and its environmental and economic benefits, especially in less aware regions, e.g. the environmental certifications.
2. Marketing strategies should be developed to reinforce products that are low in environmental impact by cutting prices, distribution and expanding environmentally friendly products.
3. Women are more likely to engage in green shopping than men, and higher academic qualifications are associated with a greater tendency to engage in green shopping; thus, they could be the main segments of promotional marketing campaigns for environmentally friendly products.
4. The use of sustainability concepts in companies' visions and marketing strategy is needed, so as to make green products the first choice of the consumers.
5. Regularly assess the effects of green products on consumer behavior and sales to keep the marketing process on track with market trends.

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