



People's Democratic Republic of Algeria
Ministry of Higher Education and
Scientific Research
Mohamed Khidir University - Biskra-
Faculty of Economics, Management and
Commercial Sciences
Department of Commercial Sciences



THEME:

The impact of Green Marketing on Brand Reputation
Case Study: SARL Tolga Agro Food Company -biskra-

Thesis submitted in partial fulfillment of the requirements to get a master's degree
in commercial sciences
Marketing Major

Supervisor

-Dr. Izzrech Kamilia

Student:

-Ouafi racha

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Committee members	Rank	Status	University
Rais Abdelhak	Professor	Chairperson	Biskra
Ben Abid Farid	Professor	Examiner	Biskra
Izzrech Kamilia	Lecture B	Supervisor	Biskra

Academic season: 2024/2025



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First and foremost, I would like to express my deep gratitude to my academic supervisor, Izzerich Kamilia, whose guidance, patience, and invaluable expertise have been instrumental in shaping this research. Her insights and encouragement have been a cornerstone in my journey of exploration and learning.

Also, a special acknowledgment goes to SARL Tolga Agro Food, whose cooperation and shared knowledge significantly contributed to the practical aspects of this research. Especially their commercial and marketing manager, Chettouh Meriem, her willingness to provide valuable insights has helped bridge the gap between theory and application.

I would also like to express my sincere gratitude to my esteemed examiners for their invaluable feedback, thoughtful insights, and rigorous evaluation of my work. Your expertise and guidance have been instrumental in refining and improving my research.

Dedication

First, I extend my sincere appreciation to someone who isn't with me, but he was my dream to see me graduate. My precious dad, may God have mercy on his soul.

Also, I thank God for giving me the strength to complete this thesis.

Then my family members, my mother, sister, and brothers, whose unwavering support and belief in me have given me the strength and determination to complete this work. Their patience and encouragement throughout this journey have been invaluable.

Lastly, I am grateful to everyone who has supported and inspired me throughout this academic journey. This research is a testament to the power of collaboration, learning, and the drive to make a meaningful contribution to my field.

ABSTRACT:

Green marketing has emerged as a key strategic approach for businesses aiming to enhance their brand reputation while promoting sustainability. Companies are adopting eco-friendly practices, including green products, green pricing, green promotions, and green distribution. in this research the main objective is measuring the impact of green marketing on brand reputation by examining the four dimensions of green marketing with data collected through electronic survey questions contains 28 Questions divided into sections analyzed by SPSS V25 and interview questions to answer the problem statement accurately, The results of Quantitative and qualitative shows that each dimension of green marketing, product, price, promotion, and place has a significant and positive influence on the SARL Agro Food brand reputation while Green promotion ranks highest in impact, suggesting that effective communication of sustainability efforts is crucial for building a strong green brand reputation.

Key words: Green Marketing, Brand reputation, eco-friendly, sustainability, Agro food

ملخص الدراسة:

لقد بُرِزَ التسويق الأخضر باعتباره نهجاً استراتيجياً رئيسياً للشركات التي تهدف إلى تعزيز سمعة علامتها التجارية مع تعزيز الاستدامة حيث تبني الشركات ممارسات صديقة للبيئة، بما في ذلك المنتجات الخضراء، والتسعير الأخضر، والعروض الترويجية الخضراء، والتوزيع الأخضر و في صدد هذا البحث يهدف الباحث إلى قياس تأثير التسويق الأخضر على سمعة العلامة التجارية من خلال فحص الأبعاد الأربع للتسويق الأخضر مع البيانات المجمعة من خلال استبيان الكتروني الذي يحتوي على 28 سؤالاً مقسمة إلى أقسام تم تحليلها بواسطة SPSS V25 وأسئلة المقابلة للإجابة على الاشكالية بدقة، وتظهر النتائج الكمية والنوعية أن كل بعد من أبعاد التسويق الأخضر والمنتج والسعر والترويج والمكان له تأثير كبير وإيجابي على سمعة العلامة التجارية لشركة أقرو فود طولقة بينما يحتل الترويج الأخضر المرتبة الأولى في التأثير، مما يشير إلى أن التواصل الفعال لجهود الاستدامة أمر بالغ الأهمية لبناء سمعة قوية للعلامة التجارية الخضراء.

الكلمات المفتاحية: التسويق الأخضر، سمعة العلامة التجارية، صديقة للبيئة، الاستدامة، أقرو فود

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Introduction:

In today's business landscape, sustainability has become a key driver of consumer preferences and corporate strategies. Green marketing plays a crucial role in shaping brand reputation. Companies that adopt green marketing initiatives not only contribute to environmental conservation but also enhance their credibility and trustworthiness among consumers.

International Consumers are more likely to support companies that demonstrate a genuine commitment to environmental responsibility; Thus, many companies have adopted a green marketing approach to align with consumer needs and demands. Consumers have become more aware of the necessity of using environmentally friendly products, not only to protect their health but also to preserve the environment at the same time.

In recent years, especially after the emergence of COVID-19, several companies in Algeria have become active in the environmentally friendly products sector, particularly agricultural products such as organic dates from Biskra province. This shift is driven by increased awareness of their local and international benefits. These dates have gained a strong reputation for their high quality on a global scale and are in high demand. As a result, many date-producing companies have started focusing on green marketing, aiming to satisfy their consumers and foster loyalty to their products.

Problem statement:

This study aims to investigate the impact of green marketing on brand reputation by examining consumer responses to green marketing with the following main Question:

- How does green marketing impact the SARL Agro Food company's brand reputation?

Research Sub-Questions:

To fulfill the thesis objective, the researcher drew one main question and five sub-questions as follows:

- A. What is the impact of green products on brand reputation?
- B. What is the impact of green promotion on brand reputation?
- C. What is the impact of green price on brand reputation?
- D. What is the impact of a green place on brand reputation?
- E. What is the green strategy that SARL Agro Food company follows?
- F. What is the green marketing mix of SARL Agro Food company?

Research Objectives:

The purpose of this research is to achieve the following objectives:

1. -Learn about the concepts of green marketing & brand reputation.
2. -Explain the principal elements of green marketing and brand reputation.
3. -Explore the relationship between green marketing and brand reputation.
4. -Measuring the impact of green marketing on brand reputation.
5. -Discovering the company's green marketing strategy.
6. -Exploring the company's green marketing mix.
7. -Knowing how green marketing impacts brand reputation.

Hypothesis:

To answer the main question, " What is the impact of green marketing on Agro food company brand reputation?" we formulated the following:

Main Hypothesis: Green marketing has a positive impact on SARL Agro food brand reputation

Research Sub-Hypothesis:

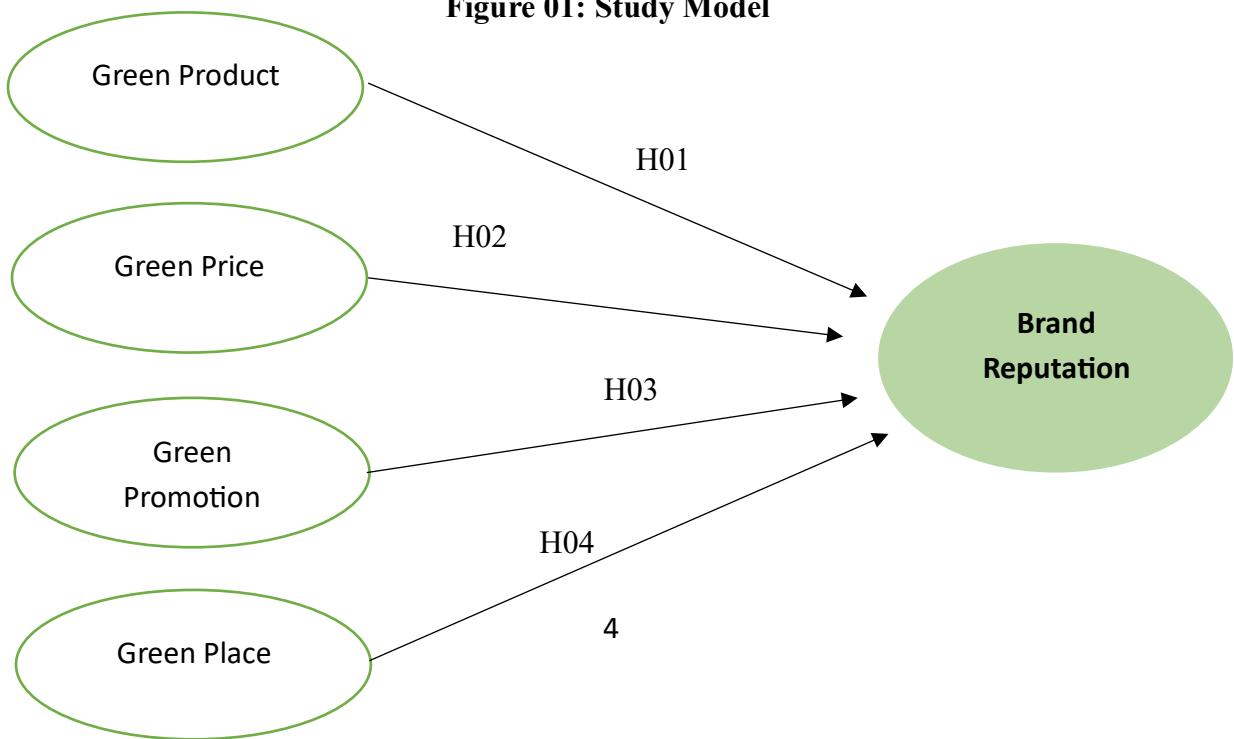
H1: Green product positively impacts the SARL Agro food brand's reputation.

H2: Green price positively impacts the SARL Agro food brand's reputation.

H3: Green promotion positively impacts the SARL Agro food brand's reputation.

H4: Green place positively impacts the SARL Agro food brand's reputation.

Figure 01: Study Model



-In this model, the relationship between green marketing variables (Green Product, Green Price, Green Promotion, Green Place) and brand reputation will be studied. Each hypothesis is linked to a specific variable to determine the impact of green marketing on brand reputation.

Previous studies:

-Here are the previous studies that my research relies on:

1-Jančaitis, Aleksas. “Green Marketing Impact on Perceived Brand Value in Different Generations.” Management Theory and Studies for Rural Business and Infrastructure Development, Vytautas Magnus University

This research explores how green marketing influences the perceived value of brands across different generations, particularly focusing on X and Y generations in Lithuania. The research explores how environmental consciousness influences consumer behaviour and brand perception as results found that Generation Y (Millennials) tends to be more interested in green products compared to Generation X. Price sensitivity is a stronger factor for Generation X when it comes to purchasing decisions, while Generation Y places more emphasis on environmental awareness and environmental consciousness of brands has a greater influence on Generation Y's perception of brand value than on Generation X.

2 -Tu, Jui-Che, Cui, Yang, Liu, Lixia, and Yang, Chun. “Perceived Greenwashing and Its Impact on the Green Image of Brands.” Sustainability, Volume 16, Issue 20, 2024.

This research investigates how greenwashing, misleading claims about environmental practices, affect brand reputation and credibility. It highlights the importance of authentic green marketing strategies to maintain a positive brand image. The researchers found that by addressing greenwashing concerns, brands can improve their green image and build consumer trust.

3-Amer, Sally Mohamed, and Abo El Ezz, Moataz El Sayed Mohamed. “The Impact of Greenwashing on Brand Reputation, Brand Credibility, and Green Brand Equity: Evidence from the Household Appliances Market.” International Journal of Marketing Studies, Vol. 15, No. 2, 2023. 84-90

This research focuses on the negative effects of greenwashing on brand reputation, credibility, and green brand equity, particularly in the household appliances market. The researcher's results are that Greenwashing significantly harms green brand equity, brand reputation, and brand credibility. green brand equity positively influences brand reputation, which in turn enhances

brand credibility, and green brand equity mediates the relationship between greenwashing and brand reputation.

4-Bashir, S., Khwaja, M. G., Rashid, Y., Turi, J. A., & Waheed, T. (2020). Green brand benefits and brand outcomes: The mediating role of green brand image. *SAGE Open*, 10(3), 1–11.

This Research investigates the role of green brand image in the hospitality market, focusing on its mediating effects between perceived functional and emotional benefits and outcomes like green brand preference, trust, loyalty, and sustainable corporate image. It finds that emotional benefits have a stronger impact on green brand image than functional benefits, and green brand image positively influences all the studied outcomes. The study provides insights for hotel managers to enhance green branding strategies and promote ecological awareness among consumers.

-The researcher seeks to contribute added value by establishing a theoretical and empirical link between green marketing and brand reputation. This involves a systematic analysis of the reciprocal relationship between these two concepts through the use of interviews and questionnaires to analyze the results. The goal is to determine how green marketing, in its four dimensions, impacts brand reputation, as well as to identify the challenges and obstacles faced by companies adopting this approach.

Research reasons:

The novelty and importance of the topic in the field of scientific research in Algeria.

- ❖ Personal inclination towards the green marketing field.
- ❖ Addressing the reality of green marketing in Algerian companies.
- ❖ Personal Interest in the dates marketing field in the state of Biskra.

Research Difficulties:

-Difficulty in finding consumers who have access to bio products and dates.

-Limited English references directly relevant to brand reputation.

Research Methodology:

The descriptive approach is used in the theoretical and Practical framework to characterize the phenomena of green marketing and brand reputation. On the other side, primary data, including interview and survey questions, is used in the practical framework to examine the impact of green

marketing on brand reputation by analysing the results of the interview answers and the descriptive statistics of the survey question, such as correlation analysis and regression analysis.

Study Structure:

The master thesis theme is " The impact of Green Marketing on brand reputation: consumer perspective ", which involves a research plan divided into introduction, two chapters, and conclusion:

-Chapter 01: It's the Literature View under the title " Green Marketing & Brand Reputation" divided into two research topics:

- The first topic: Green Marketing Overview
- The second topic: Brand Reputation Overview

-Chapter 02: It's the Practical Section under the title " case study in SARL Tolga Agro food " divides into:

- The first Topic: Introduction of SARL Tolga Agro Food Company
- The second Topic: Data collection Results

Chapter 01

Green Marketing & Brand Reputation

Chapter Introduction:

In this chapter, the researcher aims to focus on the previous researches and discussions about green marketing overview by addressing the evolution and concept of green marketing, its benefits, its marketing mix, its strategies, and the challenges faced by green marketing, and brand reputation overview by addressing the concept of brand reputation, similar terms, its importance and dimensions, and how to measure it. Finally, mentioning the relationship between green marketing and brand reputation by linking the green brand with the green consumer, which in turn will help to analyze the research questions and to conclude the relationship between green marketing and brand reputation.

Green Marketing Overview:

Green marketing is increasingly becoming a necessity in today's business world. Growing customer desires for environmentally friendly products make companies compete to meet these needs by switching to environmentally friendly materials. (Puput, pauziah, & Mulyana, 2018) In this section, the researcher will examine the intellectual evolution and theoretical constructs of green marketing.

1- Green Marketing Evolution:

-Green Marketing is also known as sustainable marketing, Organic Marketing, Eco-friendly marketing, Environmental Marketing, and ecological marketing. In scientific literature and practice, these concepts are used interchangeably. However, they are not synonyms; majority of them cover only a part of the content of green marketing evolution. The evolution of green marketing proves this proposition. During different stages of this evolution, Distinct Constituents (Ecological Marketing, Environmental Marketing, and Sustainable Marketing) gained major attention following the aforementioned argument. This study uses the term of green marketing. (Neringa & ilona, 2019)

Evolution of green marketing covers three phases, which are:-

1.1-Ecological phase: All marketing activities were supposed to be a cure for Environmental problems. At that time, the most damaging and toxic industries (Chemicals, Mining) were at the centre of the focus of researchers and practitioners, the main focus was limited to the front-line polluters (Papadas, Avlonitis, & Carrigan, 2017). The ecological stage did not provide useful results. The only benefits that were gained during that phase were awareness from the government; they recognised green marketing to be a form of response to environmental activism. (Zampse, Moori, & Caldeira, 2016)

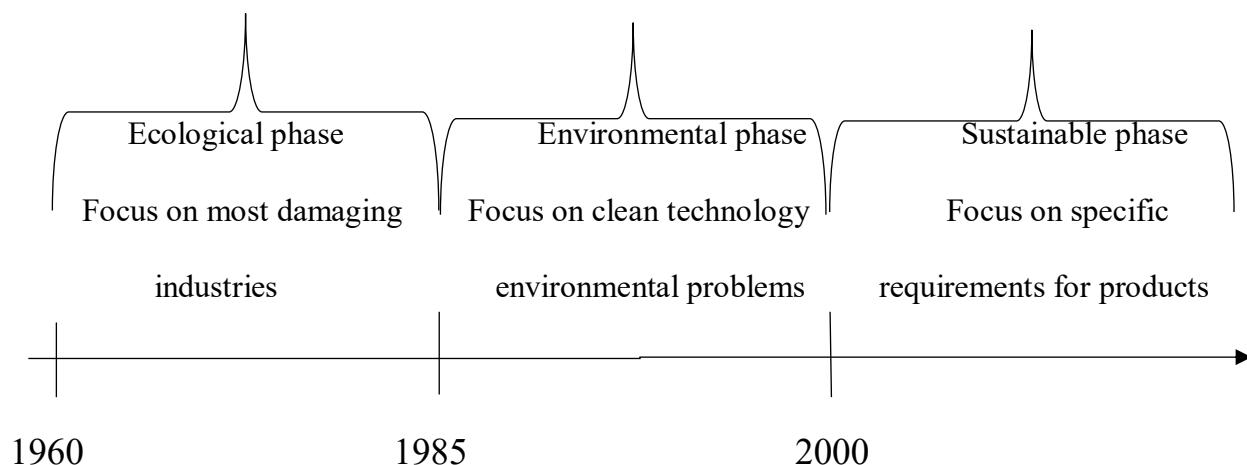
1.2-Environmental phase: In the late 1980s, Changes in social and business landscapes raised environmental issues within the field of green marketing. During the environmental phase, marketers focus on clean technology applicable to the design of innovative Products. A decrease in pollution and waste compared to the ecological environmental phase was not limited to the consumption of resources, but also put a halt to environmental problems. Such as destruction of the ecosystem, Extinction of species, Green Marketing covered not only the most damaging and toxic industries, but electronics, tourism, clothing as well in product markets. Environmental issues became a core competitive factor (Lazar, 2017). During the environmental phase, companies faced difficulties in ensuring the greenery of their products and their attributes. Customers demonstrated

distrust of green initiatives. Still, this stage provided some practical results in the efficient Implementation of packaging recycling environmental stage provided some scientific results as well. (Neringa & ilona, 2019) In the 1990s, the field of green marketing gained considerable interest. However, later this interest declined. This decline might be related to the fact that the majority of companies at that time perceived green issues as a cost factor and a constraint rather than a marketing function. (Papadas, Avlonitis, & Carrigan, 2017)

1.3-Sustainable phase: Started in the 2000s. Features the initiatives of specific requirements for product consumption. To have a low impact on the environment, Marketing becomes more radical to meet the full environmental costs of production and consumption to create a sustainable economy, Sustainability phase raises a special requirement for production and consumption to ensure that the current material standard of living shall not be harmful to the Living of future generations (Peattie, 2001) .In a sustainable stage, green marketing gains considerable relevance in many companies. Companies in various industries began to apply the principles of sustainable marketing, orientation toward the future, justice, and emphasis on needs. (Katrandjiev, 2016)

-Analysing the evolution of green marketing proves that this orientation has matured over the past six decades, and there is no doubt that green marketing is still evolving. As a result, there is a chance that Green Marketing orientation may soon exceed the bounds of the sustainable phase.

FIGURE 02: Development of green marketing orientation (Neringa & ilona, 2019)



2-Green Marketing Concept:

Green marketing is the need of the hour, not only for the corporate world to generate profits but also as a human responsibility towards nature. According to (Ranjan & Kushwaha, 2017) it's all marketing activities that are taken by companies in a way that has a positive effect on the environment. (Mishra & Sharma, 2014) Define it as a holistic marketing concept where marketing, consumption, production, and disposal of products happen in a way that is less harmful to the environment, with increased awareness about the impact on global warming, harmful effects of pollutants, and non-biodegradable solid waste.

Furthermore, (Lazar, 2017) introduce green marketing as the complex of economic methods and production means applied in organization to ensure the achievement organizations objectives without pollution and avoidance of any component that harms environment and (Sharma & Prachi, 2016) described it as the marketing of products that are for both the environment and the society at large it includes a wide range of activities, changes in the product itself advance in packaging and labelling also modification in promotions.

From the previous definitions, we can summarize that (Ranjan & Kushwaha, 2017) focus broadly on marketing activities, while (Mishra & Sharma, 2014) take a holistic lifecycle approach, (Lazar C. , 2017) emphasizes economic and production methods, and (Mishra & Sharma, 2014) includes a wide range of marketing activities and societal benefits. otherwise, all definitions emphasize reducing the environmental impact; each definition includes some aspect of the entire product lifecycle, from production to disposal, and focuses on positive effects on the environment and increasing awareness.

Consequently, we could say green marketing refers to the practice of developing and promoting products and services in a manner that minimizes their negative impact on the environment and enhances positive environmental effects by adopting green marketing strategies, companies strive to reduce pollution, conserve resources, and raise awareness about environmental issues while achieving their organizational objectives.

2-1. Green Marketing Benefits:

-Green marketing fosters increased competition within the market and supports sustained long-term growth through sustainable development initiatives (Ranjan & Kushwaha, 2017). This environmentally conscious approach not only drives businesses to innovate but also ensures that

they remain competitive in an eco-friendly manner, ultimately benefiting both the economy and the planet.

-By focusing on eco-friendly products and sustainable practices, green marketing helps manufacturers provide goods to customers that do not degrade the environment this approach saves time and money in the long run (Mishra & Sharma, 2014), as businesses benefit from reduced waste and more efficient resource utilization, paving the way for a more sustainable future.

-Green marketing practices contribute to better utilization of resources, ensuring that valuable materials are conserved for future generations (Lazar M. , 2017). Additionally, by recycling products into new forms, green marketing reduces the negative impact on the environment and minimizes businesses' carbon footprint.

3-Green Marketing Mix:

Green marketing 4P's are those of conventional marketing, but the challenge before marketers and manufacturers is to practice the 4P's creatively. The Key terms explaining the green marketing mix have been clarified in Figure 3. The composition of the green marketing mix is as follows:

3-1. Green Product:

According to (Singh & Pandley, 2012) in business, the terms environmentally friendly and green products usually refer to items designed to safeguard or enhance the natural environment. These products achieve this by conserving energy or resources and by minimising or eliminating the use of harmful Substances, Pollution, and waste. These products are crafted to contribute to environmental sustainability by promoting responsible resource use and mitigation. The overall Ecological footprint associated with their production, use, and disposal (Albino, Balice, & Dangelico, 2009).

Simon Williams, the CEO of the Michael Peters Group, suggests that a product can be classified as environmentally friendly based on four key aspects: its content, its design, its packaging, and its positioning in the market. However, creating environmentally friendly products poses a significant challenge for the industry because eco-designed products must not only satisfy the fundamental requirements of conventional products but also adhere to specific criteria set by the market. These criteria include meeting functional aspects such as performance, durability, and safety compliance with all applicable regulations and fulfilling the specific needs of the target market segment (Park & Tahara, 2008)

According to (Manjunath, 2014) green products may be:

- ❖ Products that are originally grown.
- ❖ Products that are recyclable, reusable, and biodegradable.
- ❖ Products with natural ingredients.
- ❖ Products containing recycled content, non-toxic chemicals.
- ❖ Product contents under approved chemical.
- ❖ Products that do not harm or pollute the environment.
- ❖ Products that will not be tested on animals.
- ❖ Products that have eco-friendly packaging, i.e., reusable, refillable containers, etc.

The development of green products goes through four stages, as mentioned in Table 1:

Table 1: Green products development stages (Pragati & Kumar, 2022)

First Stage Development Stage	During the first stage, the main objective of a company is to collect raw materials, components parts. Here, the manufacturers are encouraged to check for environmental programs of suppliers, minimal packaging of inputs, and using the raw material which can be easily recycled
Second Stage Production Stage	This stage is focused on encouraging manufacturing companies to reduce waste, emissions, and toxic also encourages manufacturers to conserve resources and find alternative sources of energy
Third Stage	This stage focuses on minimizing packaging, conserving energy, and also

Consumption Stage	focuses on the reduction of waste in environment
Fourth Stage Final Stage	It's the final stage of the development of a green product. It focused on the reuse and recycling of a product

-In conclusion, green products aim to reduce resource consumption and minimize environmental impacts throughout their life cycles. They promote sustainability by using eco-friendly materials, conserving energy, and reducing pollution and waste.

3-2. Green Price:

Green pricing is a profitable aspect in a series of methods to maintain the health of employees and consumers, also optimize efficient production activities. The price of green products is crucial, and it involves adding value to a product by making it more environmentally friendly. This can be done by changing its appearance functionality or customizing it. Green-oriented products usually cost more than regular ones because of the additional expenses in modifying the production, packaging, or disposal processes. Another reason for the higher prices is the belief that consumers are willing to pay more for eco-friendly products (Drozdenco, Jensen, & Coelho, 2011). While most consumers will only be prepared to pay additional value if there is a perception of extra product value, this value may be improved by performance, function, design, visual appeal, or taste (Goyal & Pahwa, 2018).

Ultimately, Green pricing entails enhancing the value of products by rendering them environmentally friendly, which frequently results in higher prices due to alterations in production, packaging, or disposal processes, and consumers are inclined to pay a premium if they perceive added value.

3-3. Green Place (Distribution):

Green place is about a series of product distribution channel activity networks ranging from material procurement to distribution channel management to consumption points that apply environmentally friendly principles and minimize environmental damage around the production

as much as possible (Sohail, 2017). It involves strategically managing logistics to minimize transportation emissions, ultimately working towards reducing the overall carbon footprint. Retailers hold a pivotal role in this process as they facilitate the distribution of green products to final consumers (Solaiman, Osman, & Halim, 2015)

To conclude, green distribution consists of many activities, from packaging to transportation, that have a substantial impact on the earth.

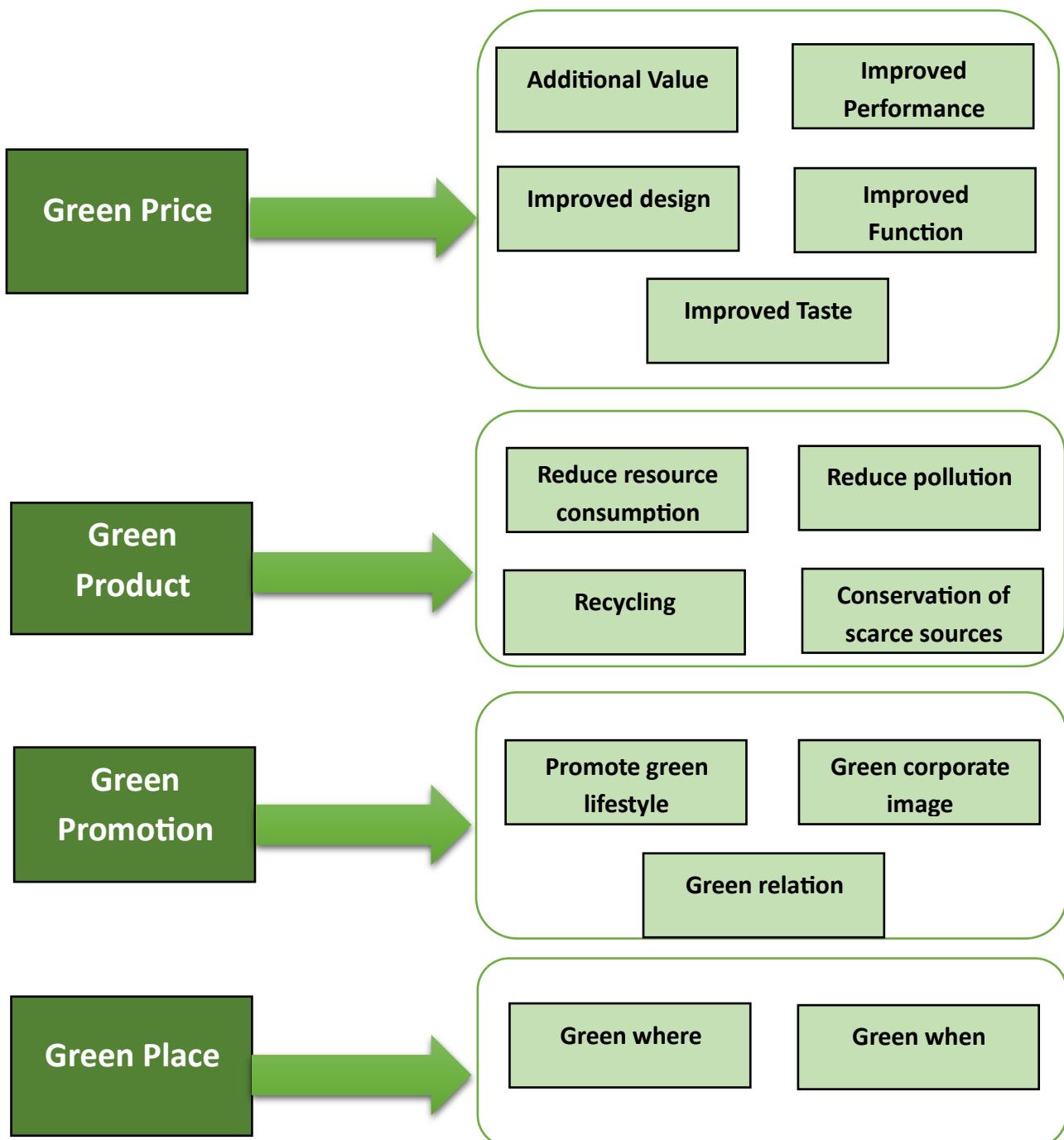
3-4. Green Promotion:

Green promotion is an advertising activity that provides information on eco-friendly products, so this activity can foster customer sensitivity, which will stimulate the customer's desire to pay while using the advertised goods. (Ellitan, Handayani, & Bastian, 2021) It uses various tools and media such as advertisement, marketing materials, online sites, public relations, sales promotions, videos, presentations, and other aspects, with considerations including people, the environment, and profit. (Shil, 2012)

Also, it includes various forms such as personal selling, green packaging, advertising, public relations, and promotional campaigns to present the company and its products in an environmentally friendly way.

To summarize, green promotion encompasses the use of advertising activities to inform consumers about eco-friendly products, aiming to enhance customer sensitivity and stimulate purchase intent. It employs various marketing tools and strategies, including green advertising, public relations, sales promotions, direct marketing, and personal selling, all designed to emphasize sustainability and environmental benefits.

FIGURE 03: Green Marketing Mix (Mredu & Manvinder, 2018)



4-Green marketing strategies:

According to (Ginsberg & Bloom, 2004) there are four green marketing strategy modes determined by the sustainability of the green market segment and the differentiability of the firm's offerings based on greenness, whether it's high or low, as illustrated in the figure:

Table 02: Green Marketing Strategy Matrix (Ginsberg & Bloom, 2004)

Sustainability of Green market Segment	HIGH	Defensive Green	Extreme Green
	LOW	Lean Green	Shaded Green
	LOW	HIGH	

Differentiability on Greenness

4-1. Lean Green: is applied to those companies that are committed to environmental practices for their own sake or cost reduction's sake, but are not interested in advertising or seeking direct financial benefit from those practices. (Ginsberg & Bloom, 2004) The feature of these companies is the backward step taken in terms of promoting products, services, or activities that protect the environment from the perspective of a too high standard that may be imposed on them (Sitnikov, Vasilescu, Ogarca, & Tudor, 2015).

4-2. Defensive Green: is a strategy used either as a precaution or as a response given to a crisis or to competitors' actions. companies are implementing this strategy to strengthen their image or even eliminate the negative effects of their activities. Defensive green strategy will implement either activities of sponsoring small ecological events or programs.

4-3. Shaded Green: companies invest in long-term processes systemically addressed and oriented towards green marketing, and they value green efforts as a strategic opportunity and invest substantially in corporate-level environmentally friendly processes and procedures.

4-4. Extreme Green: The activities and practices of those companies that implement extreme green strategy include the approaches to price establishment at the level of product life cycle, total quality management of the environment, and production focused on the environment and its protection. In some cases, they may also be focused on dedicated small markets and on selling their products or providing their services through exclusive stores or specialized distribution channels.

In conclusion, the matrix outlines four green marketing strategies based on companies' commitment to sustainability and distinctiveness in their eco-friendly efforts. Strategies range from minimal promotion of green practices (Lean Green), reactive reputation management (Defensive Green), to long-term eco-investment (Shaded Green), and fully integrated environmental operations (Extreme Green). Each reflects a unique approach to balancing environmental concerns with business goals.

5-Green marketing challenges:

Green marketing helps create a green environment by adopting eco-friendly marketing practices; however, getting more benefits from green marketing faces multiple challenges:

5-1. Greenwashing: This term describes the act of misleadingly publicizing an organization's environmental initiatives or allocating more resources to portray the organization as environmentally friendly than to genuinely adopt sustainable practices. In essence, greenwashing involves spreading false or deceptive information about an organization's environmental policies, objectives, intentions, and activities. (Becker-olsen & Potucek, 2013)

5-2. Cost factor: Green products necessitate the use of renewable and recyclable materials, which can be expensive. Additionally, green marketing encompasses the promotion of environmentally friendly products and services, sustainable technologies, and renewable energy. This approach demands significant investment in research and development for their creation, along with subsequent promotional efforts, both of which may ultimately result in higher costs. (Sharma & Singh, 2015)

5-3. Sustainability: Initially, profits tend to be minimal due to the higher costs associated with renewable and recyclable products as well as green technologies. The success of green marketing is achievable only over the long term. Therefore, businesses should focus on long-term strategic planning rather than short-term approaches; while ensuring they resist the temptation of adopting unethical practices aimed at generating immediate profits. (Sharma & Singh, 2015)

5-4. Avoiding Green myopia: The primary principle of green marketing is prioritizing consumer satisfaction and the associated benefits, as this approach may encourage consumers to switch brands or even pay a premium for environmentally friendly alternatives. However, this can result in green myopia, where companies become overly fixated on profits rather than the advantages derived from the use of green products. (Singh & Kumar, challenges in green marketing , 2017)

5-5. New Concept: Green marketing is a relatively novel concept that necessitates consumer education and awareness regarding environmental challenges. (Singh & Kumar, challenges in green marketing , 2017) Moreover, the insufficient understanding of environmental issues among consumers can create obstacles for businesses. A significant proportion of consumers often perceive green products as less effective compared to conventional alternatives, and they may also be reluctant to pay a premium price for eco-friendly goods. (Ghoshal, 2011)

FIGURE 04: Green Marketing challenges adopted from (Becker-olsen & Potucek, 2013)

(2017 'challenges in green marketing 'Kumar & Singh)



Brand Reputation Overview:

Brand reputation is a crucial asset for any business, influencing consumer trust, loyalty, and overall success. In today's competitive landscape, companies must actively manage their brand reputation. In this section, the researcher will examine the intellectual evolution and theoretical constructs of Brand Reputation.

1-Brand Reputation Concept:

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you will do things differently." Warren Buffet

1-1. Brand: The term "brand" originates from the Old Norse word "brandr," meaning "to burn," referring to the practice of marking livestock with a heated iron to establish animal ownership. This historical method of identification has evolved into the concept of brands (Kumar, Mishra, & P, 2012). The American Marketing Association defines brand as: A name, term, design, symbol, or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors. (AMA, 1960)

1-2. Reputation: (John & Kay, 1995) recognizes reputation as a " distinctive capability" and defines it as " it's the most important commercial mechanism for conveying information reputation can be costly to build, yet once established it can yield substantial added value, particularly in markets where the quality of the product is immediately observable."

1-3. Brand Reputation: According to (Van & Balmer, 1997) there are three stages of corporate reputation: the first phase was in the 1950s when reputation concentrated on the perception of corporate and brand image, while the 1970s and 1980s experienced the second stage with an emphasis on corporate identity and corporate communication. Finally, the third phase concentrates on corporate brand management and reputation in the 1990s. (Aeker & Keller, 1990) described brand reputation as the perception of quality connected to the brand name, while (Lau & Lee, 1999) showed that brand reputation relates to people's perceptions of a brand's quality and trustworthiness also mentioning that companies have to build their reputation through brand advertising and public relations, as well as by focusing on their performance and quality. Additionally, (Chaudhuri, 2002)defined brand reputation as the total value, esteem, and character of a brand as perceived or assessed by the public, while suggesting that a company can build its reputation by achieving brand uniqueness by offering distinctive value to customers.

From the previous definitions, (Van & Balmer, 1997) discuss the evolution of corporate reputation over the decades. While (Aeker & Keller, 1990) emphasize quality as connected to the brand name, Lau & Lee highlight trustworthiness alongside quality, adding the role of advertising and public relations, and (Chaudhuri, 2002) takes a broader view, defining brand reputation as the total view, esteem, and character also focuses on achieving brand uniqueness and offering distinctive value. Additionally, these definitions agree that reputation is a valuable asset for a brand. It is built through consistent efforts to maintain trust and provide unique value to customers, forming a strong link between the brand and its audience.

In conclusion, we can define brand reputation as the public's perception of a brand's quality, trustworthiness, and value, shaped by its identity, communication, and performance. It evolves with societal and market trends and reflects the brand's ability to foster trust and deliver distinctive value to its audience.

-Otherwise, to thoroughly understand the scope of the brand reputation phenomenon, some of the prominent terms attached to the concept of brand reputation will be briefly explained:

1-4. Brand image: Creates value in a variety of ways, helping consumers to process information, differentiating the brand, generating reasons to buy, giving positive feelings, and providing a basis for extensions (Aeker D. , 1991).

1-5. Brand loyalty: Defined as an amicable attitude and commitment toward a particular brand, it is built around consumer satisfaction and leads to continued maintenance and purchasing of that brand. (Bart, Shankar, Sultan, & Urban, 2005)

1-6. Brand equity: is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers. (Aeker D. , 1991)

1-7. Brand identity: It provides the brand with directions and purpose. It should help to establish a certain relationship between the brand and the customer by creating a value position involving functional, emotional, or self-expressive benefits. (Farquhar, 1990)

1-2-Brand reputation importance:

Brand reputation is the cornerstone of a company's success and it's highlighted by:

- **Increase in competition:** Globalization has intensified market competition, compelling brands to discover unique ways to differentiate themselves, A robust reputation serves as a

critical asset that sets a company apart. Unlike tangible resources, reputation cannot simply be bought; it must be earned and cultivated over time. Consequently, even well-funded companies may struggle to surpass those with stronger, well-established reputations. (Erika, 2025)

- **Reputation can protect your brand:** A company recognized for delivering high-quality products, maintaining ethical practices, and creating a positive impact enhances its reputation and strengthens its brand value. Although brand value cannot be quantified as easily as other assets, it serves as a vital resource during challenging times. In economic downturns, companies with weak reputations may face significant difficulties, whereas those with well-established reputations are better equipped to endure hardships, thanks to the trust and goodwill they have cultivated over time (Erika, 2025).
- **Creates more loyal customers:** For many companies, the majority of their earnings come from a loyal and long-term customer set. By having a brand reputation strategy, you can more closely look at what marketing or sales avenues are more likely to generate brand loyalty. (Kylie, 2023)
- **Attract employees:** A strong brand reputation not only attracts top talent but also enhances employee satisfaction. Job seekers are often drawn to companies with a solid reputation, as they prefer to join organizations that are respected and successful in their industry. A well-regarded brand stands a better chance of appealing to skilled professionals who wish to be associated with excellence. Furthermore, employees who take pride in working for a reputable company are more likely to feel engaged and motivated, ultimately boosting productivity and driving the organization toward greater success. (Trainual, 2025)

2-Brand Reputation Dimensions:

According to (Dorcak, Markovic, & pollak, 2017) brand reputation has three dimensions mentioned in Figure 6:

- **Primary reputation:** It refers to the direct, face-to-face interaction a customer experiences with a brand entity. Often referred to as the "first impression," this type of reputation is immediate and highly personal.
- **Secondary reputation:** This pertains to perceptions formed through indirect sources such as media coverage, word-of-mouth recommendations, or self-perception. Unlike primary reputation, secondary reputation is impersonal and can be easily influenced by external factors, either positively or negatively.

- **Cyclical reputation** is influenced by social attitudes. Social attitudes can be shaped by culture, politics, or geography, and if the social attitudes are favorable for a specific brand, the brand reputation is also perceived as acceptable and vice versa.

In conclusion, as illustrated in the figure, the three dimensions of brand reputation, primary, secondary, and cyclical, emphasize the interplay of direct interactions, external influences, and social attitudes in shaping a brand's public perception.

FIGURE 05: Brand reputation dimensions (Dorcak, Markovic, & pollak, 2017)



3-Achieving and maintaining brand reputation:

Brand reputation spans a spectrum, beginning with an ambiguous perception of the brand's presence in the market and extending to the conviction that it is the leading entity within its product category among customers. (Aeker D. , 1991) This reputation may vary in quality, being either positive or negative, weak or strong. So, to achieve and maintain brand reputation, companies must focus on:

3-1-Product quality & time: serving quality products develops a reputation, repeated positive transactions lead to a positive reputation (high quality and on time delivery), while repeated negative transactions lead to a negative reputation (poor quality or tardy deliveries). (Ekuh & min, 2007)

3-2-Unique Slogan: The link to a slogan might be stronger because it involves a product characteristic that can be visualized. As well as a symbol can be closely linked to a brand and play a major role in creating and maintaining awareness. A symbol involves a visual image which is much easier to learn and to recall than a word or phrase. (Wiechmann & Gregory, 2001)

3-3-Brand identity: Establishing a robust and unified brand identity is essential for gaining a clear understanding of the organization's core values, providing strategic guidance for decision-making in various scenarios, and facilitating company growth through brand extensions while maintaining its integrity. (Aeker & David, 1996)

3-4-Customer satisfaction: According to data from Microsoft, 58% of customers who perceive their experience with a brand as inadequate choose to end their relationship with that brand. Additionally, the impact goes beyond lost business, as dissatisfied customers are far more likely to leave negative public reviews compared to those who have had positive experiences. While potential and current customers may not actively seek reviews from employees, they are highly inclined to research other customers' experiences with the brand. (Microsoft, 2019)

3-5-Social media presence: The social media presence of a company is an important factor in shaping its brand reputation. By actively engaging on social media platforms and addressing customer inquiries promptly and professionally, a company can foster trust and strengthen its relationship with customers. (EMB, 2024)

3-6-Advertising: Advertising is well suited to generating and keeping awareness because it is an efficient way to gain brand exposure. However, there are often creative ways to gain brand exposure besides using advertising, such as exhibitions and fairs. (Aeker D. , 1991)

4-Measuring Brand Reputation:

There are several methods to measure brand reputation, but the most well-known are:

4-1-Brand sentiment analysis: According to (Chris, Ayoolu, & Peter, 2024) Sentiment analysis, or opinion mining, is a method in computational analysis that identifies and evaluates emotions or attitudes expressed in text-based data. When applied to social media, it focuses on examining posts, comments, tweets, and other user-generated content to assess public opinion regarding brands, products, or services. This discussion explores the essential components of sentiment analysis, its techniques, and its role in managing brand reputation effectively.

4-1-1 Fundamentals of sentiment analysis: it lies in the concept that the tone and emotions present in text can be categorized into predefined groups, such as positive, negative, or neutral. The process generally comprises several essential steps:

- **Data collection:** Gathering textual data from social platforms, including posts, reviews, comments, and hashtags.
- **Preprocessing:** Cleaning and preparing the data involves removing noise, fixing spelling mistakes, and normalizing the text to ensure it is ready for analysis.
- **Feature extraction:** Identifying key features from the text, like keywords, phrases, and linguistic patterns, helps in analysing and interpreting the content accurately.

- **Classification:** Using algorithms to classify the sentiment of the text, like positive, negative, or neutral, often with different levels of intensity.

4-1-2 methodologies in sentiment analyses:

-Lexicon-based approaches: use predefined word lists with assigned sentiment scores to analyse text. While simple, these methods can face challenges in understanding context and detecting sarcasm.

-Machine learning approaches: these involve training algorithms on labeled datasets to recognize patterns and classify sentiments.

-Hybrid approaches: combine lexicon-based methods with machine learning techniques to boost accuracy. By merging predefined sentiment lexicons with machine learning algorithms, they take advantage of both methods' strengths for better results.

4-2-Customer surveys: according to (Issac & Micheal, 1997) it's a method to answer questions that have been raised, to solve problems that have been posed or observed, to asses needs and set goals to determine whether or not specific objectives have been met to establish baselines against which future comparisons can be made to analyze trends across time and generally to describe what exists in what amount and in what context.

4-3-Press mentions: (Wiser, 2025) said that Press mentions significantly contribute to a business's success by boosting its visibility, credibility, and reputation. They expose the brand to a larger audience, enhancing awareness and recognition, which can attract new customers, partnerships, or investors. They also help build trust and confidence in the brand. Mentions from respected media outlets provide social proof, affirming the brand's quality and expertise, and making it more appealing to potential customers.

Additionally, press mentions enhance SEO efforts. When media sources include links to the business's website, it improves search engine rankings, making the brand easier to discover online. And you can measure it measures by:

4-3.1. Media Impressions: Measure the number of times your brand was mentioned in the media and the size of the audience reached.

4-3.2. Website Traffic: Analyze the increase in website visits and the referral sources from media mentions.

4-3.3. Social Media Engagement: Monitor the impact of press mentions on social media platforms, such as likes, shares, comments, and follower growth.

4-3.4. Conversion Rate: Track the percentage of website visitors who take desired actions, such as making a purchase or signing up for a newsletter, attributed to press mentions.

4- 4 Employee feedback: Employee feedback can offer insights into how your company is perceived both internally and externally, understanding this perception allows you to strengthen your employer brand and improve your reputation in the market, attracting top talent and loyal customers. (Cristina, 2024)

4-5-Industry awards & ranking: Earning awards and recognition significantly boosts your brand's reputation and drives business growth. Awards serve as powerful tools to attract new clients, retain existing ones, and draw top-tier talent to your company. Organizations that secure industry accolades often gain widespread visibility, fostering enhanced business opportunities and strengthening their brand equity. (Swift, 2025)

5-Green marketing relation to brand reputation:

We can link green marketing to brand reputation through the **green brand** and the **green consumer**, where the green brand reflects the extent to which companies are committed to sustainable practices, while the green consumer represents the segment that prefers environmentally friendly products. This strengthens the brand's reputation and increases customer loyalty.

5-1-Green Branding:

Branding is considered the heart of any marketing strategy. The companies try to position their brands in a compatible position to be successful in the long run, affected by the increased environmental concerns. Companies are now increasingly concerned with positioning their brands as going green and making their brand perceived as eco-friendly to make consumers believe that the brand is offering additional benefits of being environmentally friendly and healthy for consumers (Grimmer & Bingham, 2013)

According to (Parker, Segev, & Pinto, 2009) and (Mourad & Ahmed, 2012) various brand positioning strategies, such as (energy efficiency, organic, and environmentally friendly) can be represented through the "green" term. This usually depends on the adaptability to change in the business philosophy due to the implementation of green marketing initiatives, such as promotions

of natural resource security, responding to the green consumers' perspective. A green brand presents substantial eco-advantages when contrasted with incumbents by appealing to customers who are prepared to prioritize going green (Schmidt, et al., 2017). An appropriately executed green brand identity ought to afford paybacks to ecologically cognizant customers. Subsequently, the ultimate effect of brands on consumers' buying decisions is reckoned as brand equity. (Reginald, 2021)

5-2-Green consumer:

To be a green consumer, it's necessary to have a specific profile; it's not enough to have good intentions for environmentally sustainable consumption, and it's not only a consumer who has intentions to purchase products that protect the environment currently and in the future. (Almeirim, 2024)

According to (Narula & Desore, 2016) they are usually young adults with a medium to high income, and they expect green products to work effectively and with the same quality as non-green products.

In the 60s and 70s, Eastern Europe started to worry about the consequences of consumption patterns and production on the environment due to health effects, industrial contamination, economic impact, and population increase (Mercados, 2024). These concerns have become green consumerism perceived as an environmental reform element in the European Union, resulting in the rise of a consumer who willingly, instead of normatively and has been called "green consumer" (Connolly & Prothero, 2008). Table 2 has a timeline with the most representative events that have marked the evolution of green consumerism.

Table 03: Evolution of green consumerism (Almeirim, 2024)

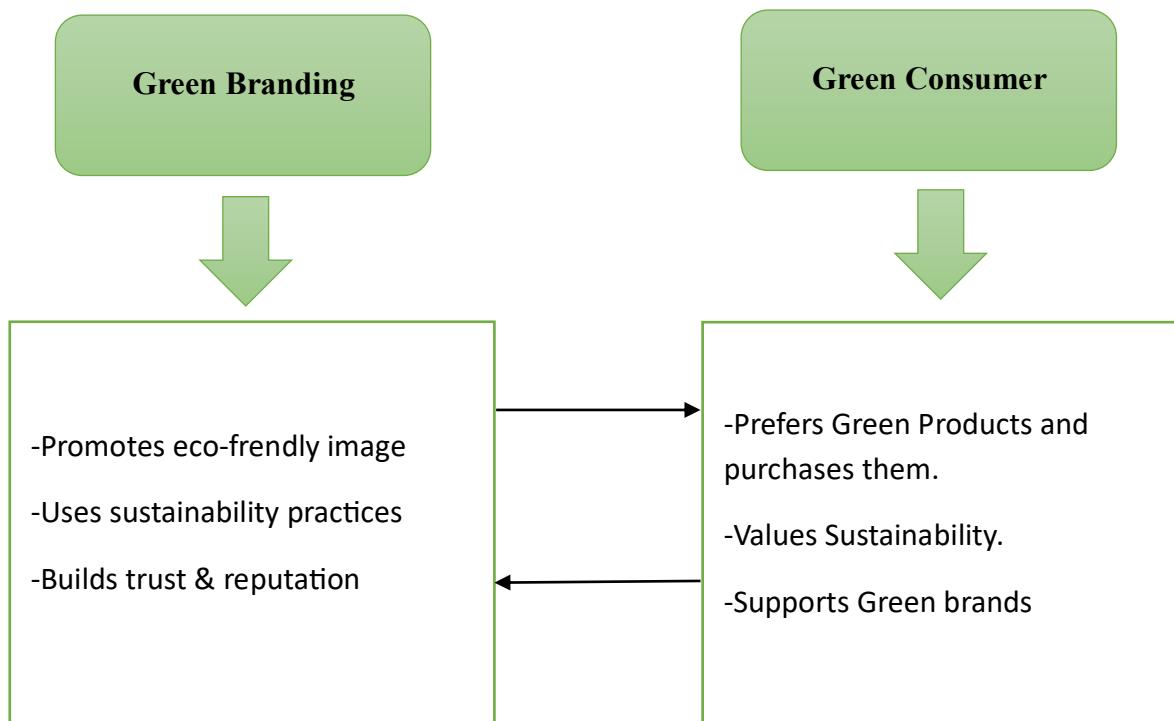
70s and 80s Increase of conscious consumptions	The concept of green consumption started to take force, researchers as (Polonsky, 1995) explored the motivations and behavior of eco-conscious consumers. Opening the way for posterior investigations about green food consumption.
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<p>90s</p> <p>Certifications and eco-labels</p>	<p>These gave a path to clear indicators of environmentally friendly products and ethical production, influencing purchasing decisions. As an example "USDA Organic" (Loureiro & Lotade, 2005)</p>
<p>2000</p> <p>Growth of green products</p>	<p>Green products started to sell on a big scale, and companies as Whole Foods Market that offered organic, sustainable food products gained popularity. (McCluskey, 2015)</p>
<p>2000s</p> <p>Digital era and access to information</p>	<p>The Internet and social networks allowed consumers to have access to information about the environmental footprint of certain products, which empowered them to make more informed consumption. (Dwivedi, et al., 2021)</p>
<p>2008</p> <p>Economic fall and green consumption</p>	<p>The 2008 economic fall brought the theme that the resilience of green consumption would prevail even after economic recession. (Flatters & Willmott, 2009)</p>
<p>2010</p> <p>Corporative efforts of environmental care</p>	<p>Companies recognized the demand for green products and incorporated environmental care into their business model. Corporate social responsibility and reports of environmental sustainability are now common practices in the industry. (Carroll & Shabana, 2010)</p>
<p>2020</p> <p>Regulations and government policies</p>	<p>Examples of these are the Paris agreement and the European Green Pact, which have encouraged the green consumption movement, setting ambitious goals in terms of sustainability and climate change. (commission, 2020)</p>

<p>2021</p> <p>Post-covid tendencies</p>	<p>The COVID-19 pandemic has raised the connection between the environment, the economy, and public health. Many consumers have become more conscious of their environmental footprint and are moving towards practices and consumption that support a sustainable future. (Yang & Lo, 2021)</p>
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In conclusion, the connection between green branding and the green consumer is foundational to sustainability in marketing. Green branding helps companies establish their eco-friendly identity, positioning themselves as environmentally responsible through strategies. On the other side, the green consumer plays a crucial role in reinforcing the success of green brands. These individuals prefer sustainable options and drive demand for eco-friendly products. Their buying decisions influence brands to adopt greener practices to enhance their reputation. To clarify this further, we have explained it in the figure 07.

FIGURE 06: Green Marketing relation to Brand reputation (Authored by the researcher)



Chapter Conclusion:

This chapter has shown that genuine environmental initiatives not only attract and retain customers but also differentiate a company in a competitive market. Sincere efforts in eco-friendly practices help secure consumer trust, while any misleading claims can damage the brand's reputation.

Chapter 02:

Case Study in SARL Tolga Agro Food-Biskra-

Chapter Introduction:

After presenting the overview of green marketing and brand reputation, the case study will be conducted in this theoretical aspect to verify the validity of the proposed theories and answer the research problem. This will be done using two tools: interviews and surveys, to analyze the obtained results and measure the hypotheses across their four dimensions (green product, green price, green place, green promotion). Therefore, we will address:

- Definition of SARL Tolga Agro Food Company
- Data collection
- Discussion and Results

Definition of SARL Tolga Agro-Food Company

1-Overview of the Company and Its Activities:

-Tolga Agro-Food was established in 2003 in the city of Tolga, covering an area of approximately 3,600 square meters. Its capital amounts to 270,000,000 DZD, and the company employs 60 workers. It operates as a limited liability company (LLC) and is classified as a private small and medium-sized enterprise (SME) located in Tolga, Biskra province. Annually, it produces around 3,000 tons. and initially produced only conventional dates. However, in 2018, after obtaining its first organic certification (FSC22000) , Agro Food became a distinguished producer of organic date products and emerged as one of the largest exporters of Deglet Noor dates at the national level.

The company was founded by Sadek kaisran, a businessman from the region. Growing up in a family that owned multiple palm orchards spread across different areas of Biskra, he was deeply familiar with the region's renowned high-quality dates. Tolga and its surroundings are especially famous for producing some of the finest dates in the world, particularly the Deglet Noor variety. This inspired kaisran to explore the export potential of these premium dates, a vision that eventually materialized as he began shipping dates to international markets.

Despite the seasonal nature of date production, the company operates year-round, ensuring the availability of all necessary resources to maintain product freshness throughout the year. This is made possible by state-of-the-art infrastructure, including 10 large refrigerated storage rooms with a capacity of 1,000 tons.

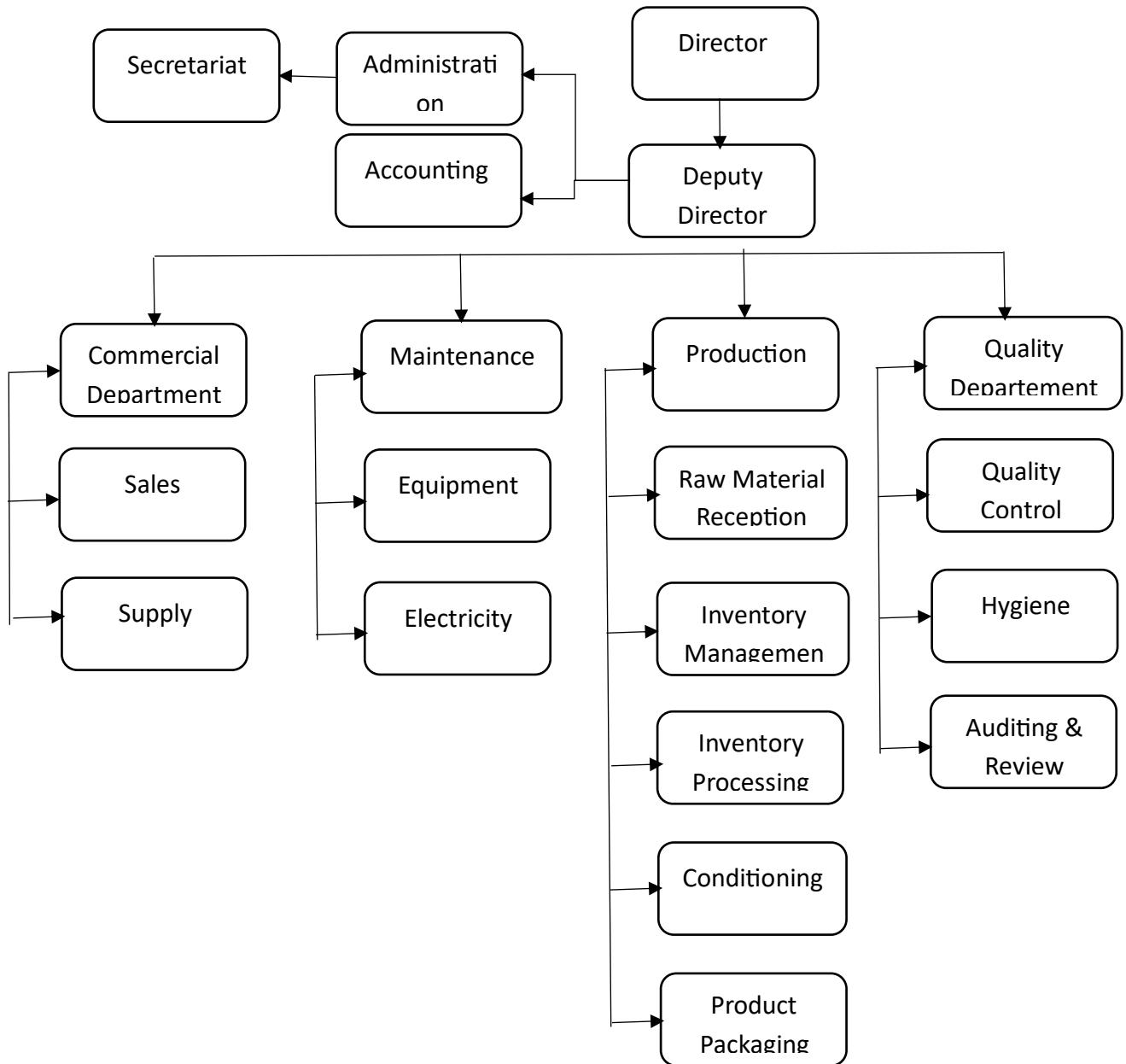
Figure 07: The logo of SARL Tolga Agro Food



2-Organizational Structure of the Company:

The following diagram illustrates the organizational structure of Tolga Agro-Food:

Figure 08: Organizational Structure of Tolga Agro-Food



Reference: The researcher based on documents provided by the company

Table 04: Distribution of employees by position

Position	Number	Role
Director	01	Company Director
Executives	06	Heads of Departments & Deputy Director
Technicians	03	Maintenance & Mechanics Department
Workers	50	Sorting, Packaging & Wrapping
Total	60	//

Reference: the researcher based on documents provided by the company

3-The Company Structure and Departments:

The company consists of the following levels and departments:

A. Company Director: The director is also one of the owners and oversees both internal and external relations of the company. Their responsibilities include:

Making business decisions, promotions, and salary determinations.-

-Representing the company and contracting with financial or commercial firms, whether national or international.

Initiating negotiations and signing employment contracts.-

The director's main priorities are:

Developing and updating the company's policies and objectives.-

Strategic planning and monitoring targets.-

Representing the company effectively.-

B. Deputy Director: The Deputy Director is also one of the owners and handles internal operations, coordinating employees and maintaining direct communication with existing and potential customers.

C. Administration: Responsible for managing various departments and finances, overseeing internal affairs, and supervised by the Deputy Director.

D. Accounting & Finance Department: Responsible for:

Preparing and analyzing the annual budget.-

Ensuring proper financial and legal accounting management within the deadlines.-

Filing tax declarations.-

1-Financial Operations Monitoring:

Overseeing all financial transactions within the company.-

Approving invoices based on evaluated amounts.-

-Assessing the company's financial needs.

Searching for funding sources and analyzing the company's financial status.-

2-Secretariat: Responsible for:

-Answering phone calls and scheduling appointments & meetings.

Welcoming customers and handling visitor reception.-

Organizing meetings and preparing agendas based on the director's instructions.-

-Receiving and responding to faxes & correspondence after consulting with the director.

E- Maintenance Department: Handles the following tasks:

-Maintaining vehicles and refrigeration equipment.

Repairing machinery used for date processing before packaging.-

Fixing electrical equipment.-

F- Production Department: Divided into several sections:

1. Sorting, Processing, Packaging, and Wrapping Section:

Sorting dates based on size, color, type, and quality, while eliminating defective samples.-

-Processing dates using steam treatment, drying them, and preparing them for packaging.

Packing processed dates in various-sized containers according to customer preferences.-

-Labeling packages with product details, including factory name, product name, weight, expiration date, country of origin, etc.

2-Refrigerated Storage Department

-The company places great importance on storage, ensuring that products are properly preserved until delivery to customers. The stored goods in refrigerated warehouses are continuously monitored to maintain quality and freshness.

3-Product Packaging Department

-This department is responsible for wrapping and packaging the products, placing the company logo and official seal on boxes designated for transportation and export.

G-Commercial Department

-This department is divided into two main sections:

1. Sales Department: Responsible for:

-Studying demand quantities and comparing them to production levels to ensure customer supply.

Selecting the best markets.-

Choosing optimal pricing.-

Monitoring sales transactions and deals.-

-Tracking the product from production to final delivery.

Loading goods for shipment.-

Overseeing the transfer process until the product reaches the customer.-

Participating in international exhibitions to promote the product effectively.-

Exploring new markets for expansion.-

2. Supply Department: Given the variety of date types, the company sources dates from suppliers and, before storage, follows these procedures:

-Inspecting the quality and origin of dates.

Negotiating prices and comparing them to quality standards.-

Purchasing dates and packaging materials from local and international sources.-

-Searching for the best suppliers and the most competitive prices.

H-Quality Department

The objective of this department is to achieve the highest possible quality standards, and it is divided into the following sections:

1. Quality Control Section: The company applies strict oversight to ensure the quality of its products. This section plays a vital role in maintaining optimal product standards, and the company is currently in the process of obtaining an ISO quality certification.

2. Hygiene Section: Responsible for maintaining cleanliness across the company, including the workplace and all operational areas, ensuring

3-Auditing & Review Section: This section is responsible for reviewing the work of the Production Department and ensuring that quality is maintained throughout the final stages of the production process until the product reaches the export stage.

3-1-The Company Objectives:

The objectives of **Tolga Agro-Food** are as follows:

a. Achieving progress and economic growth.

b. Increasing profitability

- c. Creating job opportunities.
- d. Maintaining and enhancing the company's reputation and market position.
- e. Expanding into new markets.
- f. Preserving its market share.
- g. Advancing and thriving in the field of marketing.
- h. Developing the product and adopting modern marketing strategies.
- I. Promoting Algerian dates and improving their international image.

3-2-The Company vision:

Tolga Agro Food strives to lead the Algerian date processing and export industry by setting new standards of quality and innovation. The company is committed to continuous improvement, focusing on refining its production processes, expanding its market presence, and consistently delivering premium quality products. Sustainability lies at the heart of its mission with a focus on environmentally responsible and ethical practices to ensure long-term growth and success.

4-The Company Certifications:

At Tolga Agro Food, quality and safety are our top priorities. We are proud to hold the following certifications, which reflect our adherence to international standards and our commitment to delivering excellence.

- **BRCA Food:** Ensuring compliance with Global food safety standards.
- **IFS Food:** Demonstrating the highest level of product quality and safety.
- **FSSC22000:** Guaranteeing robust food safety management systems.
- **Organic Certification:** Acknowledging our commitment to strict organic farming and processing practices.
- **Kosher Certification:** Meeting the requirements of kosher dietary laws, ensuring suitability for kosher consumers worldwide.
- **USDA Organic:** a certification given by the United States Department of Agriculture (USDA) to agricultural products that meet strict organic standards. These standards ensure that food is grown and processed without synthetic pesticides, genetically modified organisms (GMOs), artificial additives, or harmful chemicals.
- **GLOBALG.A.P.:** Demonstrating good agricultural practices, ensuring sustainability, and prioritizing food safety, environmental protection, and worker welfare.

These accreditations underline our dedication to producing safe, high-quality products that cater to diverse consumer needs and meet global standards.

FIGURE 09: Tolga Agro food Certification



4-1-Advantages of Organic Certification:

Organic certification offers numerous benefits, both commercially and environmentally, as well as for brand image:

- **Access to new international markets:** The demand for organic products is growing significantly, particularly in Europe, North America, and Asia.
- **Product valorization:** Organic dates are generally sold at a higher price, increasing profitability.
- **Building customer trust:** Certification ensures environmentally friendly agricultural practices free from chemicals, reassuring consumers.

- **Strengthening partnerships:** International clients increasingly seek certified suppliers to meet regulations and local market expectations.
- **Contribution to sustainable development:** Organic practices promote biodiversity, soil health, and the conservation of natural resources.

4- 2- Evolution of Organic Date Exports of Agro Food:

-Our company observes a continuous increase in the exported volumes of organic dates:

Table 05: Exported Quantities of organic dates in 2023-2024

Year	Exported Quantity (kg)
2023	234,000
2024	258,360
2025 (Target)	Expected Growth

Between 2023 and 2024, we recorded a **10.4% increase** in exported quantities. This growth reflects both the rising global demand for organic dates and our ability to meet international quality and traceability standards.

Figure 10: Quantity of organic dates sold in 2023-2024



-Organic certification is an essential factor for differentiation and growth in our export business in the world. The increase in exported volumes in recent years confirms the relevance of this

strategy. Our ambition is to continue investing in quality, traceability, and sustainability to strengthen our position in the global market for organic dates.

Data Collection Results:

Primary Data can be explained as data collected for a specific research problem that the researcher is facing using a procedure that is appropriate for the problem at hand and utilizing techniques that fit the research problem better (Hox & Boeije, 2005). This research primarily depended on primary data, collected through interviews and survey questions. The process and selection of interview & survey questions is explained in the next topic.

1-The Research Instruments:

1-1-Semi-structured interview:

In this research study, data gathering involves conducting semi-structured interviews using a set of questionnaires that must be followed in a specific sequence. The semi-structured interview is commonly used in research because it allows interviewees to express their views more freely in a flexible and open setting. Unlike the rigid format of questionnaires, which standardizes conversation (Flick, 2006). The semi-structured interviews in this research are tailored to suit the diverse nature of markets and businesses. They are flexible and allow for conversation to flow naturally, with the freedom to change topics or questions as needed. This stands in contrast to structured interviews, where questions are predetermined and asked in the same order for each participant, typically suitable for formal office settings. Semi-structured interviews differ from unstructured ones, where there's no set plan for questioning (Kvale, Interviews: An Introduction to qualitative research interviewing, 1996).

The semi-structured interview of the research has a total of 34 Questions divided into three sections:

The First section: it contains 22 Questions about green marketing distributed across four main dimensions:

- **First dimension:** Green Product (9 questions)
- **Second dimension:** Green price (6 questions)
- **Third dimension:** Green Place (3 questions)
- **Fourth dimension:** Green Promotion (4 questions)

The second section, about brand reputation, consists of 6 questions.

The Third section: about the company challenges faced, 6 questions

1- 2 Survey Question: The survey was originally intended to target bio dates consumers of the Tolga Agro Food company. However, due to difficulties in reaching them as they are international consumers, the survey was instead directed toward local dates consumers in the Biskra province. The electronic questionnaire was used as one of the research tools, benefiting from the theoretical framework in formulating the survey questions while ensuring they cover the research hypotheses. The questionnaire has a total of 28 Questions collected by a Simple Random Sampling and was divided into three sections:

The First Section: Contains general questions related to the personal data of the sample participants. It consists of three items: gender, educational level, and age.

The Second Section: Focuses on the independent variable, green marketing. It consists of 18 questions distributed across four main dimensions:

- **First Dimension:** Green Product (5 questions)
- **Second Dimension:** Green Pricing (5 questions)
- **Third Dimension:** Green Distribution (4 questions)
- **Fourth Dimension:** Green Promotion (4 questions)

The Third Section: Relates to the dependent variable, brand reputation. This section consists of 10 questions.

2-Survey Question Results:

After analyzing the survey question of the study, the researcher obtained the following results:

Table (06): Reliability Analysis Using Cronbach's Alpha for Study Dimensions

Dimensions	N	Cronbach
Green Marketing	18	0.834
brand's reputation	10	0.926
All	28	0.916

Source: Prepared by the student based on outputs from SPSS Version 25

The Cronbach's Alpha values indicate the internal consistency reliability of the measurement scales used in the study. The Green Marketing dimension shows good reliability with an alpha of 0.834, while the Brand's Reputation dimension exhibits excellent reliability at 0.926. Overall, the combined scale of all 28 items demonstrates excellent internal consistency with an alpha of 0.916, confirming that the questionnaire items reliably measure the underlying constructs.

Table (07): Descriptive Normality Statistics for Study Variables

Variable	N	Skewness	Kurtosis
Green Product Dimension	100	-0.944	1.160
Green Price Dimension	100	0.219	-0.100
Green Distribution Dimension	100	-0.896	1.587
Green Promotion Dimension	100	-0.534	0.096
Green Marketing	100	-0.646	1.232
Brand Reputation	100	-1.427	4.466

Source: Prepared by the student based on outputs from SPSS Version 25

This table presents the skewness and kurtosis values for the key variables in the study, with a sample size of 100 for each. Skewness values indicate the degree of asymmetry in the data distribution, where values close to 0 suggest symmetry. Negative skewness values (e.g., Green Product Dimension, Green Distribution Dimension, Green Promotion Dimension, Brand Reputation) imply that the distribution tails to the left, while the Green Price Dimension shows slight positive skewness.

Kurtosis values measure the "tailedness" or peakedness of the distribution. Values around zero suggest a normal distribution shape. Positive kurtosis (e.g., Brand Reputation with 4.466) indicates a leptokurtic distribution, meaning more data is concentrated around the mean with heavier tails. Most other variables show moderate kurtosis, suggesting distributions are somewhat peaked but within acceptable limits for normality assumptions.

Table (08): Pearson Correlation between Variables

Variable	Pearson Correlation	Sig. (2-tailed)	N
Green Marketing	0.936	0.000	100
Green Product Dimension	0.782	0.000	100
Green Price Dimension	0.762	0.000	100
Green Distribution Dimension	0.750	0.000	100
Green Promotion Dimension	0.662	0.000	100
Brand Reputation	0.898	0.000	100

Source: Prepared by the student based on outputs from SPSS Version 25

This table shows the Pearson correlation coefficients between green marketing variables and the overall survey responses. All correlations are positive and statistically significant at the 0.01 level ($p < 0.001$), indicating strong and reliable relationships.

Green Marketing exhibits a very strong correlation ($r = 0.936$) with overall responses, suggesting that it is highly related to participants' general perceptions or attitudes.

Brand Reputation also shows a strong correlation ($r = 0.898$), highlighting its significant role in overall green marketing evaluation.

The Green Product, Price, Distribution, and Promotion Dimensions have moderate to strong positive correlations (ranging from 0.662 to 0.782), confirming their meaningful contribution to the overall green marketing construct.

These results support the interrelated nature of the green marketing components and their collective impact on the overall perception measured in the study

Table (09): Gender Distribution

Gender	Frequency	Percentage
Male	34	34.0%
Female	66	66.0%
Total	100	100.0%

Source: Prepared by the student based on outputs from SPSS Version 25

The table presents the gender distribution of the study sample, showing that females make up the majority at 66%, while males represent 34%. This indicates a higher level of female participation, which could influence perspectives on green marketing and brand reputation. The data helps provide important demographic context for the analysis. All responses were kept confidential to ensure honest and unbiased feedback.

Table (10): Age Distribution

Age Group	Frequency	Percentage
Under 20 years old	12	12.0%
21 to 30 years old	55	55.0%
31 to 40 years old	16	16.0%
41 to 50 years old	13	13.0%
51 years and above	4	4.0%
Total	100	100.0%

Source: Prepared by the student based on outputs from SPSS Version 25

The age distribution of the study sample shows that the majority of participants (55%) fall within the 21 to 30-year age group. Other age groups are represented as follows: 12% are under 20 years old, 16% between 31 and 40 years, 13% between 41 and 50 years, and 4% are aged 51 years and above. This demographic profile highlights a predominantly young adult sample, which may influence their attitudes toward green marketing and brand reputation. All data was collected confidentially to ensure the integrity of responses.

Table (11): Education Level Distribution

Education Level	Frequency	Percentage

High School	8	8.0%
University	79	79.0%
Postgraduate	13	13.0%
Total	100	100.0%

Source: Prepared by the student based on outputs from SPSS Version 25

The educational background of participants is predominantly university-level, comprising 79% of the sample. Additionally, 13% have attained postgraduate education, while 8% have a high school education. This indicates a well-educated sample, which may contribute to a better understanding and perception of green marketing and its impact on brand reputation.

Table (12): Likert Scale for Measuring Level of Agreement and Acceptance

Score	1	2	3	4	5
Level of Agreement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Score Range	1.00–1.79	1.80–2.59	2.60–3.39	3.40–4.19	4.20–5.00
Acceptance Level	Very Low	Low	Moderate	High	Very High

Source: Prepared by the student based on outputs from SPSS Version 25

This table presents the scoring system used to interpret responses on a 5-point Likert scale. Each score corresponds to a specific level of agreement ranging from "Strongly Disagree" to "Strongly Agree." The score ranges define the intervals for each level, which further translate into acceptance levels from "Very Low" to "Very High." This scale helps quantify subjective opinions and categorize them into meaningful acceptance categories for analysis.

Table (13): Descriptive Statistics – Green Product Dimension

Statement	N	Mean	Std. Deviation	Acceptance Level	Rank
Bio dates are higher quality than regular dates.	100	4.05	0.957	Very High	3
I can distinguish the packaging of Bio dates from regular dates.	100	3.49	1.020	High	5
I prefer Bio dates with recyclable packaging.	100	4.07	0.769	Very High	2
Sentences like "Bio product" or "eco-friendly" influence my purchase decisions.	100	4.09	0.986	Very High	1

The availability of a Bio product certification at the company affects my purchase decision.	100	4.01	1.030	Very High	4
Green Product Dimension (overall)	100	3.94	0.594	High	—

Source: Prepared by the student based on outputs from SPSS Version 25

The descriptive statistics for the Green Product Dimension indicate a strong positive perception of environmentally friendly product attributes among the respondents. With an overall mean score of 3.94 and a relatively low standard deviation of 0.594, it is clear that there is a high level of acceptance for green product characteristics.

Among the specific items, the statement “Sentences like 'Bio product' or 'eco-friendly' influence my purchase decisions” received the highest mean score of 4.09, reflecting a very high level of agreement. This suggests that eco-labeling and green messaging play a significant role in shaping consumer buying behavior.

Similarly, respondents expressed a strong preference for Bio dates with recyclable packaging (mean = 4.07) and believe that Bio dates are of higher quality than regular dates (mean = 4.05). These findings indicate that consumers not only value sustainability claims but also associate green products with superior quality and environmentally responsible packaging.

The importance of formal certifications is highlighted by the item “The availability of a Bio product certification at the company affects my purchase decision,” which scored a mean of 4.01. This suggests that certifications contribute significantly to building consumer trust and influencing purchasing choices.

On the other hand, the statement “I can distinguish the packaging of Bio dates from regular dates” scored 3.49, indicating a high but comparatively lower recognition level. This may point to a need for improved packaging design or increased consumer awareness to better differentiate green products in the market.

In summary, the results demonstrate that consumers are highly receptive to green product features and certifications, which enhance brand value and drive purchase intentions. Businesses have an opportunity to leverage transparent eco-labeling, recyclable packaging, and quality positioning to meet the growing demand for environmentally conscious products.

Table (14): Descriptive Statistics – Green Price Dimension

Statement	N	Mean	Std. Deviation	Acceptance Level	Rank
Bio dates are more expensive than regular dates.	100	4.03	0.810	Very High	1
I accept paying higher prices for Bio dates.	100	3.62	1.080	High	5
The price of Bio dates affects my purchasing decision.	100	3.75	0.845	High	4
There is a balance between the price and quality of Bio dates.	100	3.84	0.838	High	3
Green marketing justifies the high price of Bio dates.	100	3.82	0.857	High	2
Green Price Dimension (overall)	100	3.81	0.503	High	—

Source: Prepared by the student based on outputs from SPSS Version 25

The descriptive statistics for the Green Price Dimension reveal a generally positive acceptance of the pricing aspects related to Bio dates among respondents, with an overall mean score of 3.81 and a moderate standard deviation of 0.503. This indicates a high level of agreement on price-related statements within the green marketing context.

The highest-rated item, “Bio dates are more expensive than regular dates,” received a mean score of 4.03, reflecting a very high acknowledgment among consumers that green products tend to carry a premium price. This perception is important for marketers to consider when positioning green products in the market.

Despite the higher prices, respondents showed willingness to pay more for Bio dates, as indicated by the statement “I accept paying higher prices for Bio dates,” which scored a high mean of 3.62. This suggests that while price sensitivity exists, many consumers are ready to invest in environmentally friendly products, recognizing their added value.

The influence of price on purchase decisions was also evident, with the statement “The price of Bio dates affects my purchasing decision” scoring a mean of 3.75. This highlights that, although consumers value green products, price remains an important factor influencing their final choice.

Respondents also agreed that there is “a balance between the price and quality of Bio dates” (mean = 3.84), signaling that they perceive the higher price as justified by better quality. Complementing this, the statement “Green marketing justifies the high price of Bio dates” received a mean score of 3.82, emphasizing that effective green marketing strategies can help consumers understand and accept price premiums.

In conclusion, the data suggest that while Bio dates are recognized as more expensive, consumers generally accept the higher costs when they perceive a corresponding value in quality and sustainability. Companies should keep conveying the advantages of eco-friendly products to sustain consumer confidence and justify premium costs.

Table (15): Descriptive Statistics – Green Distribution Dimension

Statement	N	Mean	Std. Deviation	Acceptance Level	Rank
The availability of Bio dates affects my purchasing decision.	100	3.71	0.967	Moderate	4
I prefer buying from companies that adopt distribution practices that reduce carbon emissions.	100	3.89	0.931	High	2
The wide distribution of Bio dates increases consumer trust.	100	4.21	0.671	Very High	1
The delivery time of Bio dates influences my purchasing decision.	100	3.76	1.055	Moderate	3
Green Distribution Dimension (overall)	100	3.89	—	High	—

Source: Prepared by the student based on outputs from SPSS Version 25

The descriptive statistics for the Green Distribution Dimension indicate a generally favorable attitude among respondents toward environmentally conscious distribution practices, with an overall mean score of 3.89, reflecting a high level of acceptance.

The most strongly agreed-upon statement is “The wide distribution of Bio dates increases consumer trust,” which achieved a very high mean score of 4.21 and a relatively low standard deviation of 0.671. This suggests that consumers place significant value on the accessibility and availability of green products, seeing widespread distribution as a key factor in building confidence in the brand and product.

Respondents also showed a high preference for purchasing from companies that actively adopt distribution practices aimed at reducing carbon emissions, as reflected by a mean score of 3.89. This highlights consumers' growing awareness and support for sustainable logistics as part of the green marketing mix.

The availability of Bio dates itself was rated moderately influential on purchasing decisions, with a mean score of 3.71. Similarly, the delivery time of Bio dates was also moderately important to consumers, scoring 3.76. These findings suggest that while availability and timely delivery matter to buyers, they are somewhat less critical than the environmental aspects of distribution and the breadth of product accessibility.

In summary, the data imply that consumers appreciate and value sustainable distribution strategies and consider wide product availability essential for trust in green products. Companies should thus prioritize eco-friendly logistics and ensure broad market coverage to strengthen consumer confidence and purchase intentions.

Table (16): Descriptive Statistics – Green Promotion Dimension

Statement	N	Mean	Std. Deviation	Acceptance Level	Rank
Promotional offers for Bio dates encourage me to buy them.	100	3.93	0.856	High	4
Discounts on Bio dates increase my interest in purchasing them.	100	3.93	0.935	High	5
Awareness campaigns about Bio dates are effective in convincing me to buy them.	100	3.94	0.851	High	3
Advertisements promoting Bio dates should include scientific evidence to support their claims.	100	4.37	0.774	Very High	1
Green Promotion Dimension (overall)	100	4.04	0.574	High	—

Source: Prepared by the student based on outputs from SPSS Version 25

The Green Promotion Dimension received an overall mean score of 4.04, indicating a high level of acceptance among respondents regarding the impact of promotional activities on their purchasing decisions for Bio dates.

The statement that received the strongest agreement was “Advertisements promoting Bio dates should include scientific evidence to support their claims,” with a very high mean score of 4.37 and a relatively low standard deviation of 0.774. This reveals that consumers highly value credible, evidence-based marketing, which enhances trust and influences their buying behavior.

Other promotional elements, such as promotional offers and discounts on Bio dates, both scored equally high with mean values of 3.93. These findings suggest that financial incentives and special deals play an important role in encouraging consumers to purchase green products.

Additionally, awareness campaigns about Bio dates were also seen as effective in convincing consumers to buy, with a mean score of 3.94. This underlines the importance of educational and informative marketing efforts in shaping consumer attitudes towards environmentally friendly products.

In conclusion, the results demonstrate that scientifically supported advertisements, combined with effective promotional offers and awareness initiatives, are crucial in positively influencing consumers' purchase decisions regarding Bio dates. Marketers should therefore focus on credible communication and attractive promotions to enhance the effectiveness of green marketing campaigns.

Table (17): Descriptive Statistics – Green Marketing Dimensions

Dimension	N	Mean	Std. Deviation	Acceptance Level	Rank
Green Product Dimension	100	3.942	0.594	High	3
Green Price Dimension	100	3.812	0.503	Moderate-High	4
Green Distribution Dimension	100	3.893	0.691	High	2
Green Promotion Dimension	100	4.042	0.574	Very High	1
Green Marketing (overall)	100	3.917	0.465	High	—

Source: Prepared by the student based on outputs from SPSS Version 25

The overall perception of green marketing among respondents is notably positive, with an average acceptance level classified as high (mean = 3.917). This reflects a generally favorable attitude toward the various dimensions of green marketing.

Among the individual dimensions, the Green Promotion Dimension ranks highest with a very high acceptance level (mean = 4.042). This suggests that promotional activities related to

green marketing, such as advertising and awareness campaigns, strongly resonate with consumers and effectively influence their attitudes and behaviors.

The Green Distribution Dimension follows closely, with a high acceptance level (mean = 3.893). Consumers appear to value sustainable distribution practices, such as reducing carbon emissions and ensuring wide product availability, which contribute to their overall trust and purchasing decisions.

Next is the Green Product Dimension, also rated highly (mean = 3.942), indicating that product-related aspects like eco-friendly features and certifications are well appreciated by consumers.

The Green Price Dimension holds a moderate-high acceptance level (mean = 3.812), which reflects some sensitivity among consumers regarding pricing but still shows willingness to pay for green products when justified by value and quality.

In summary, these results demonstrate that green promotion and distribution efforts have the strongest impact on consumer perceptions, followed by product attributes and price considerations. This comprehensive acceptance highlights the effectiveness of integrating all green marketing dimensions to enhance consumer engagement and brand loyalty.

Table (18): Descriptive Statistics – Brand Reputation

Statement	N	Mean	Std. Deviation	Acceptance Level	Rank
Environmental certifications such as ISO influence my trust in a brand.	100	4.04	0.984	Very High	3
The reputation of a green brand affects my purchasing decision.	100	4.06	0.851	Very High	2
Green marketing enhances brand distinction.	100	4.02	0.864	Very High	5
Green marketing makes me perceive the brand as trustworthy.	100	3.98	0.864	High	7
Green marketing enhances brand awareness.	100	4.04	0.777	Very High	4
I prefer buying from brands that follow green marketing practices.	100	3.83	0.842	High	9
A green brand has greater credibility in the market.	100	3.87	0.812	High	8

My loyalty increases toward brands that adopt green marketing.	100	3.84	0.849	High	10
Green marketing strengthens my confidence in a brand.	100	3.90	0.893	High	6
I choose brands that practice green marketing over those that do not.	100	3.91	0.877	High	11
Brand Reputation (overall)	100	3.95	0.668	High	—

Source: Prepared by the student based on outputs from SPSS Version 25

The analysis of the brand reputation dimension reveals a strong positive consumer response toward brands that engage in green marketing practices, as evidenced by the overall high acceptance level (mean = 3.95). This suggests that green marketing is an important factor influencing how consumers perceive and evaluate brand reputation.

The highest rated items in this dimension underscore the critical role of environmental certifications, such as ISO standards, in building consumer trust. With a mean score of 4.04, it is clear that such certifications serve as key credibility signals, assuring customers about the authenticity and environmental responsibility of the brand. This implies that companies investing in obtaining and communicating these certifications can significantly enhance their brand image and consumer confidence.

Additionally, the reputation of a green brand strongly impacts purchasing decisions (mean = 4.06), indicating that consumers are not only aware of environmental issues but also actively incorporate brand sustainability practices into their buying choices. This awareness aligns with the growing global trend where environmentally conscious consumers prioritize brands that demonstrate a genuine commitment to sustainability.

Green marketing's contribution to enhancing brand awareness (mean = 4.04) and brand distinction (mean = 4.02) further highlights its strategic value in differentiating brands within competitive markets. The ability of green marketing to elevate brand visibility and create a unique brand identity adds a competitive edge, which is particularly valuable in sectors where sustainability is increasingly demanded.

While some statements related to trustworthiness (mean = 3.98), preference for green brands (mean = 3.83), and market credibility (mean = 3.87) received slightly lower but still high scores, they reinforce the notion that green marketing strengthens the emotional and rational bonds between consumers and brands. The high levels of loyalty (mean = 3.84) and confidence (mean =

3.90) expressed by respondents suggest that green marketing efforts contribute to long-term customer relationships and repeat purchase behavior.

Moreover, the preference for choosing brands that practice green marketing over those that do not (mean = 3.91) reflects a shift in consumer priorities, where sustainability has become a deciding factor. This shift encourages brands to integrate green marketing deeply into their core strategies to meet evolving consumer expectations.

In conclusion, the data indicates that green marketing significantly enhances brand reputation by fostering trust, increasing awareness, differentiating brands, and cultivating loyalty. For businesses, this highlights the importance of authentic green marketing initiatives as a means not only to contribute to environmental sustainability but also to build a stronger, more reputable brand in the eyes of environmentally conscious consumers.

Table (19): ANOVA Analysis for Regression to Test Model Validity

Source of Variation	Sum of Square s	Degrees of Freedo m	Mean Squar e	Correlatio n Coefficien t (R)	Coefficient of Determinatio n (R ²)	Calculate d F Value	Significanc e Level (p-value)
Regression	20.878	1	20.878	0.687	0.472	87.693	0.000
Error	23.332	98	0.238				
Total	44.210	99					

Source: Prepared by the student based on outputs from SPSS Version 25

The ANOVA results for the regression model indicate a statistically significant relationship between the independent variable(s) and the dependent variable, as shown by a calculated F-value of 87.693 and a p-value of 0.000, which is below the conventional threshold of 0.01 for significance. The coefficient of determination (R²) is 0.472, meaning that approximately 47.2% of the variance in the dependent variable is explained by the model. The correlation coefficient (R) of 0.687 further confirms a moderate to strong positive relationship. These findings demonstrate that the regression model provides a reliable and meaningful explanation of the data, with the independent variable(s) significantly predicting the dependent variable.

2-1-Hypothesis Discussion (Survey Questions):

Table (20): Regression Coefficients and Correlation

Main Hypothesis: Green marketing has a positive impact on SARL Agro food brand reputation

Independent Variable (X)	Regression Coefficient (B)	Calculated T Value	Significance Level (p-value)	Correlation Coefficient (R)	Coefficient of Determination (R ²)
Green Marketing	0.988	9.364	0.000	0.687	0.472

Source: Prepared by the student based on outputs from SPSS Version 25

The regression analysis results indicate that green marketing has a significant positive impact on the brand reputation of SARL Agro Food. The regression coefficient (B) of 0.988 suggests that for each unit increase in green marketing efforts, the brand reputation is expected to increase by nearly one unit, demonstrating a strong effect. The calculated t-value of 9.364 and a p-value of 0.000 indicate that this relationship is statistically significant at a very high confidence level. Additionally, the correlation coefficient (R) of 0.687 confirms a moderate to strong positive association between green marketing and brand reputation. The coefficient of determination (R²) of 0.472 shows that approximately 47.2% of the variation in brand reputation can be explained by green marketing activities. These results support the main hypothesis that green marketing positively influences the brand reputation of SARL Agro Food.

Table (21): Regression Coefficients and Correlation

H1: Green product positively impacts the SARL Agro food brand's reputation.

Independent Variable (X)	Regression Coefficient (B)	Calculated T Value	Significance Level (p-value)	Correlation Coefficient (R)	Coefficient of Determination (R ²)
Green Product Dimension	0.638	6.817	0.000	0.567	0.322

Source: Prepared by the student based on outputs from SPSS Version 25

The regression results reveal that the Green Product Dimension has a significant positive effect on the brand reputation of SARL Agro Food. The regression coefficient (B) of 0.638 indicates that a one-unit increase in the green product dimension is associated with a 0.638-unit increase in brand reputation. The t-value of 6.817, along with a p-value of 0.000, confirms that this effect is statistically significant. The correlation coefficient (R) of 0.567 suggests a moderate positive relationship between the green product dimension and brand reputation. Furthermore, the coefficient of determination (R^2) of 0.322 implies that 32.2% of the variance in brand reputation can be explained by the green product practices. These findings support the hypothesis that green product initiatives positively impact the brand reputation of SARL Agro Food.

Table (22): Regression Coefficients and Correlation

H2: Green price positively impacts the SARL Agro food brand's reputation.

Independent Variable (X)	Regression Coefficient (B)	Calculated T Value	Significance Level (p-value)	Correlation Coefficient (R)	Coefficient of Determination (R^2)
Green Price Dimension	0.723	6.421	0.000	0.544	0.296

Source: Prepared by the student based on outputs from SPSS Version 25

The regression analysis indicates that the Green Price Dimension has a significant positive impact on the brand reputation of SARL Agro Food. The regression coefficient (B) of 0.723 shows that a one-unit increase in the green price dimension leads to a 0.723 unit increase in brand reputation. This relationship is statistically significant, as evidenced by the calculated t-value of 6.421 and a p-value of 0.000. The correlation coefficient (R) of 0.544 reflects a moderate positive association between green pricing strategies and brand reputation. Additionally, the coefficient of determination (R^2) of 0.296 reveals that approximately 29.6% of the variation in brand reputation is explained by green price practices. These results confirm the hypothesis that green pricing positively influences the brand reputation of SARL Agro Food.

Table (23): Regression Coefficients and Correlation

H3: Green promotion positively impacts the SARL Agro food brand's reputation.

Independent Variable (X)	Regression Coefficient (B)	Calculated T Value	Significance Level (p-value)	Correlation Coefficient (R)	Coefficient of Determination (R ²)
Green Distribution Dimension	0.558	6.992	0.000	0.577	0.333

Source: Prepared by the student based on outputs from SPSS Version 25

The regression results demonstrate a significant positive effect of the Green Distribution Dimension on the brand reputation of SARL Agro Food. The regression coefficient (B) of 0.558 indicates that for every one-unit increase in green distribution practices, brand reputation increases by 0.558 units. This relationship is statistically significant with a calculated t-value of 6.992 and a p-value of 0.000. The correlation coefficient (R) of 0.577 suggests a moderate positive correlation between green distribution and brand reputation. Moreover, the coefficient of determination (R²) is 0.333, meaning that 33.3% of the variation in brand reputation can be explained by the green distribution dimension. These findings support the hypothesis that green distribution positively influences the brand reputation of SARL Agro Food.

Table (24): Regression Coefficients and Correlation

H4: Green place positively impacts the SARL Agro food brand's reputation.

Independent Variable (X)	Regression Coefficient (B)	Calculated T Value	Significance Level (p-value)	Correlation Coefficient (R)	Coefficient of Determination (R ²)
Green Promotion Dimension	0.558	5.411	0.000	0.480	0.230

Source: Prepared by the student based on outputs from SPSS Version 25

The results indicate that the Green Promotion Dimension has a significant positive impact on the brand reputation of SARL Agro Food. The regression coefficient (B) of 0.558 shows that an increase of one unit in green promotion efforts corresponds to an increase of 0.558 units in brand reputation. This effect is statistically significant, supported by a calculated t-value of 5.411 and a p-value of 0.000. The correlation coefficient (R) of 0.480 reflects a moderate positive correlation between green promotion and brand reputation. Additionally, the coefficient of

determination (R^2) of 0.230 reveals that 23% of the variation in brand reputation can be explained by green promotion activities. These findings confirm the hypothesis that green promotion positively influences SARL Agro Food's brand reputation.

2-2-Hypothesis Test results (survey Question):

Main Hypothesis: Green marketing has a positive impact on SARL Agro Food brand reputation

The overall regression analysis strongly supports the main hypothesis, with a regression coefficient (B) of 0.988 and a significance level of 0.000, indicating a highly significant positive relationship between green marketing and brand reputation. The correlation coefficient ($R = 0.687$) demonstrates a strong positive correlation, while the coefficient of determination ($R^2 = 0.472$) indicates that green marketing activities can explain approximately 47.2% of the variance in brand reputation. This substantial explanatory power reveals that green marketing is a key factor shaping consumers' perceptions and trust toward SARL Agro Food's brand. The data imply that implementing comprehensive green marketing strategies directly enhances the brand's reputation and competitive position in the market.

H1: Green product positively impacts the SARL Agro Food brand's reputation

The green product dimension exhibits a significant positive influence on brand reputation, with a regression coefficient of 0.638 and a p-value of 0.000, confirming the relationship is statistically significant. The correlation coefficient of 0.567 indicates a moderate to strong positive association between the quality and eco-friendliness of the product and the consumers' perception of the brand. The coefficient of determination ($R^2 = 0.322$) means that 32.2% of the variability in brand reputation can be attributed to the green product attributes such as the use of bio ingredients, recyclable packaging, and certifications. This demonstrates that consumers place considerable value on the tangible environmental benefits of the product itself, which enhances the brand's reputation and consumer loyalty.

H2: Green price positively impacts the SARL Agro Food brand's reputation

The green price dimension shows a robust positive effect, evidenced by a regression coefficient of 0.723 and a statistically significant p-value (0.000). The correlation coefficient is 0.544, suggesting a moderate positive correlation between consumers' acceptance of the green pricing strategy and brand reputation. An R^2 of 0.296 indicates that nearly 30% of brand reputation variance is explained by consumers' perceptions of pricing fairness relative to product quality and

environmental benefits. This suggests that customers are willing to pay a premium for sustainable products and view the brand more favorably when pricing reflects environmental responsibility. Green pricing strategies thus serve as a vital element in strengthening brand trust and perceived value.

H3: Green promotion positively impacts the SARL Agro Food brand's reputation

The green promotion dimension impacts brand reputation significantly, with a regression coefficient of 0.558 and a p-value of 0.000. The correlation coefficient ($R = 0.577$) indicates a moderate positive relationship between promotional efforts emphasizing environmental benefits and consumer perceptions of the brand. The R^2 value of 0.333 means that 33.3% of brand reputation variability is explained by green promotional activities, including eco-friendly advertising, awareness campaigns, and scientifically backed claims. These promotional efforts raise consumer awareness, differentiate the brand, and foster trust by communicating its commitment to sustainability, ultimately enhancing its reputation.

H4: Green place (distribution) positively impacts the SARL Agro Food brand's reputation

The green place or distribution dimension also has a statistically significant positive impact on brand reputation, with a regression coefficient of 0.558 and a p-value of 0.000. The correlation coefficient of 0.480 suggests a moderate positive association, while the R^2 value of 0.230 indicates that 23% of the brand reputation variance can be explained by green distribution practices. This means consumers value companies that adopt sustainable logistics practices, such as minimizing carbon emissions during product distribution. Efficient and environmentally responsible distribution channels enhance the credibility and trustworthiness of the brand, reinforcing consumer confidence and loyalty.

Summary

Overall, the data clearly show that each dimension of green marketing, product, price, promotion, and place has a significant and positive influence on SARL Agro Food's brand reputation. Green promotion ranks highest in impact, suggesting that effective communication of sustainability efforts is crucial for building a strong green brand reputation. The substantial R^2 values across all dimensions reflect that green marketing strategies collectively account for a large part of how consumers evaluate and trust the brand. Thus, investing in comprehensive green marketing practices is essential for SARL Agro Food to strengthen its market position and meet the rising consumer demand for environmentally responsible products.

3-Interview Results:

On 30/04/2025 at 9:02 am, the researcher met the commercial and marketing manager, Chettouh Meriem, of SARL Tolga Agro Food, where a scientific interview was conducted to answer the problem statement "What is the impact of green marketing mix on brand reputation in SARL Tolga Agro Food?" and The Questions are outlined in the following table:

Table 25: Interview Questions of SARL Tolga agro food

Research Variables	Interview Questions
Green Product	<p>1- What are the company's products? Are all of its products biological? And since when have they been biological?</p> <p>2-How do you develop products to meet customer needs?</p> <p>3-Who is the company's primary target audience?</p> <p>4-What unique features or characteristics distinguish the company's products from competitors?</p> <p>5- Does the company periodically introduce new products to address shifting market demands?</p> <p>6- What initiatives does the company implement to minimize waste resulting from packaging?</p> <p>7- Are all production stages compliant with biological and sustainable standards?</p> <p>8- Does the company hold accredited certifications confirming the biological nature of its products?</p> <p>9-Are eco-symbols or icons incorporated into the product packaging to communicate sustainability</p>

Green Price	<p>1- What pricing strategies do the company implement?</p> <p>2- Do the product prices accurately reflect the value delivered to customers?</p> <p>3- On what basis is the price determined?</p> <p>4- Does the company provide discounts or promotional offers?</p> <p>5- To what extent does the packaging cost influence the final product pricing?</p> <p>6- Are product prices subject to seasonal fluctuations, or are they fixed throughout the year?</p>
Green Place	<p>1- What criteria does the company use to select geographic locations for product distribution?</p> <p>2- Where are the company's products primarily distributed, locally or internationally? Which countries?</p> <p>3- Does the company utilize its distributors, or does it collaborate with third-party distributors?</p>
Green Promotion	<p>1- What does the organization employ the primary promotional methods to reach its target audience?</p> <p>2- To what extent does the organization depend on social media platforms for product promotion?</p> <p>3- How do the local promotional methods differ from those employed in international markets?</p> <p>4- What core message or values does the organization aim to communicate through its products and promotional efforts?</p>

Brand Reputation	<p>1- Does the company implement a specific strategy to enhance customer loyalty?</p> <p>- What methods are utilized by the company to gather and analyze customer feedback?</p> <p>3-Through which channels do the company communicate with its customers effectively?</p> <p>4-How does the company address criticism or negative feedback, and what measures are taken to resolve issues?</p> <p>5-What distribution-related challenges does the company confront, particularly in ensuring efficiency and quality?</p> <p>6- What is the most commonly used social platform for communicating with clients? Do you acquire new customers through social media platforms? Is your success measured through social media?</p>
Challenges	<p>1- What challenges does the company encounter in substantiating the biological authenticity of its products?</p> <p>2- What obstacles arise during the production process of biological products?</p> <p>3-To what extent does the company face difficulties in persuading consumers about the value and authenticity of its products?</p> <p>4-Are there specific promotional challenges hindering the company's ability to market its products effectively?</p> <p>5-What distribution-related challenges does the company confront, particularly in ensuring efficiency and quality?</p> <p>6- What are the challenges related to pricing your organic products?</p>

3-1-Interview Questions & Answers:

3-1-1-Green Product:

1- What are the company's products? Are all of its products biological? And since when have they been biological?

-The company started with non-biological products in 2013, consisting of regular dates. Then, in 2018, it began cultivating biological dates and obtaining organic certifications for export. Currently, the company produces biological dates exclusively for external consumption, including Deglet Noor dates in all their varieties (A, B and C grades, depending on the country's and client's requests), pitted dates of all varieties, chopped dates classified by size (large, medium, small), date powder (made from soft date varieties along with other natural ingredients such as starch or rice powder), and date paste in all its varieties. However, for local consumption, the company only produces regular dates paste that is not organic.

2-How do you develop products to meet customer needs?

-Through market research on customer requirements, we are currently producing natural products made from dates, such as date chocolate specially designed for athletes, as well as natural date honey.

3-Who is the company's primary target audience?

International Green Consumer-

4-What unique features or characteristics distinguish the company's products from competitors?

-The company distinguishes itself from its competitors with a short supply chain and equipment that no other organization possesses

5- Does the company periodically introduce new products to address shifting market demands?

-Yes, the company launches new products periodically and always aligns with customer demands. The local products are not the same as the international ones.

6- What initiatives does the company implement to minimize waste resulting from packaging?

-Nothing from the palm tree is wasted; everything is utilized in other industries. Date pits are sold in bulk to others for oil extraction or coffee production. Dates of lower quality are also sold in bulk for other industries. Packaging leftovers are sold for recycling and used to create new packaging.

7- Are all production stages compliant with biological and sustainable standards?

-Yes, from the production stage to the shipping of dates, everything follows biological processes. Additionally, the quality control inspector for certifications can come at any time to inspect the production process. If even a small mistake is found, the organic quality certificate is revoked.

8- Does the company hold accredited certifications confirming the biological nature of its products?

-Yes, the company has two bio certificates the first one obtained in 2018, which is FSC22000, and the second one USDA organic certification

9-Are eco-symbols or icons incorporated into the product packaging to communicate sustainability?

Yes, it is included in all biological products, and also according to the client's request-

3-1-2-Green Price:

1- What pricing strategies do the company implement?

-Dynamic pricing, where the price is determined based on the customer's requests and conditions. The request is studied, and the ability to meet it and the availability of resources are verified before setting the price

2- Do the product prices accurately reflect the value delivered to customers?

-Yes, whether the products are manufactured for local or international consumption, but especially for international markets.

3- On what basis is the price determined?

-The price is determined based on the product's quality, the raw materials used, production costs, packaging, delivery, the available quantity of the product, and labor.

4- Does the company provide discounts or promotional offers?

No, because demand exceeds supply, the company does not offer any discounts.-

5-To what extent does the packaging cost influence the final product pricing?

It has a significant impact, accounting for approximately 40% of the production costs-

6-Are product prices subject to seasonal fluctuations, or are they fixed throughout the year?

-No, the prices aren't fixed; it varies based on several factors, including the seasons, as production increases in autumn. It also depends on customer demand, the quality they require, and distribution conditions. For example, Deglet Noor dates are transported in refrigerated trucks and containers, while date paste does not require refrigeration for transportation. Also, shipping by plane for faster delivery (taking four days), higher costs are incurred.

3-1-3-Green Place:

1- What criteria does the company use to select geographic locations for product distribution?

-Based on demand, the company participates in international exhibitions, and then customers come to us for purchases.

2-Where are the company's products primarily distributed, locally or internationally? Which countries?

Biological products are distributed internationally only to the following countries:-

United States of America (chopped dates and date powder)

Germany (all biological products classified as B)

Russia (all products classified as C)

France (all products classified as A and B)

United Arab Emirates (all products)

Spain (date paste)

Portugal, Bangladesh, Malaysia, Indonesia, Denmark, Italy, Netherlands, England, Turkey (all products)

3- Does the company utilize its distributors, or does it collaborate with third-party distributors?

-Third-party distributors handle the direct transportation of products to maritime or air shipping containers. These are specialized transport companies that ensure the delivery of goods while maintaining their quality.

3-1-4-Green Promotion:

1-What does the organization employ the primary promotional methods to reach its target audience?

-Yes, through the website, email, and international exhibitions. The last exhibition we participated in was in Germany (BioFar). We prioritize these channels because they are the most frequently used by our foreign customers, making it easier to reach them.

2-To what extent does the organization depend on social media platforms for product promotion?

70% of the company's outreach relies on its website, LinkedIn, and business cards.-

3-How do the local promotional methods differ from those employed in international markets?

-Only one product is promoted locally, which is date paste, through local exhibitions such as the Safax for Dates. Additionally, our date paste has a strong reputation, so it sells directly as soon as it becomes available.

4-What core message or values does the organization aim to communicate through its products and promotional efforts?

-The company aims to gain recognition for Algerian products in foreign countries and to promote Tolga's Deglet Noor dates worldwide. It also seeks to strengthen the country's economy by earning foreign currency and showcasing Algerian products as superior to those of neighboring countries in terms of appearance, taste, and quality.

3-1-5-Brand Reputation:

1- Does the company implement a specific strategy to enhance customer loyalty?

-Yes, the company focuses on the quality of its products, as it is the primary factor in retaining customers. Additionally, customer service and responsiveness to their requests are essential. Whenever a customer places an order, a remote meeting is conducted with the presence of the director, the head of production management, packaging, and marketing, to accurately understand their requirements and ensure that all their desires are met. This approach makes the customer feel comfortable working with us and strengthens their trust in us when they see how carefully we consider every detail of their order

2- What methods are utilized by the company to gather and analyze customer feedback?

-Yes, A survey containing six or more questions is used to assess customer satisfaction with product quality, packaging, delivery speed, and service quality. It is sent every 3 to 6 months to the company's regular customers, with an additional question: 'Would you like to change or add anything?' A complaint form is also sent to customers if they have any complaints

3-Through which channels do the company communicate with its customers effectively?

-95% of communication is done via email, while WhatsApp is used by the commercial and marketing manager for simple inquiries related to the shipping day, departure time, and similar matters.

4-How does the company address criticism or negative feedback, and what measures are taken to resolve issues?

-There are no negative responses or complaints from our customers because we always operate according to the client's specifications

5-To what extent is the brand recognized in the market, and what is its estimated market share?

-The Noor brand holds a 40% market share in date paste locally, while internationally, depending on the exporting countries, it holds approximately 30%

6- What is the most commonly used social platform for communicating with clients? Do you acquire new customers through social media platforms? Is your success measured through social media?

-Email and LinkedIn are the most commonly used communication channels. Yes, we gain new customers primarily through LinkedIn. We do not measure our success through social media platforms because many of our clients do not follow our pages for confidentiality reasons.

3-1-6-Challenges:

1- What challenges does the company encounter in substantiating the biological authenticity of its products?

-First, the emergence of new products from competitors. Second, the high costs of international exhibitions, we allocate a specific budget for these events, but sometimes we exceed it. Third, worker turnover during autumn (date harvesting season), as they prefer to earn a daily wage elsewhere, while the company offers only a monthly salary.

2- What obstacles arise during the production process of biological products?

-The first challenge is that production cannot be increased unless more organic certifications are obtained. Each certification has a specific production quota for organic dates that must not be exceeded, leading to demand surpassing supply. Additionally, organic certifications are expensive, with the lowest price being 20,000 euros. The second challenge involves natural fertilizers and

organic medicines, as well as coordination between secondary workshops to remove date pits for producing pitted date products.

3-To what extent does the company face difficulties in persuading consumers about the value and authenticity of its products?

-Not much, as they are convinced to work with us when they see the organic certifications and the company's production chain.

4-Are there specific promotional challenges hindering the company's ability to market its products effectively?

Yes, and the main obstacle is that demand exceeds supply-

5-What distribution-related challenges does the company confront, particularly in ensuring efficiency and quality?

-The company faces issues with international shipping companies due to variations in commercial ship arrival days, weather-related obstacles, and the quality of containers, whether they have refrigeration or not, and whether they maintain product quality. Some of the companies we work with and have contracts with them, such as: MSC, CMCGM, and HongKong.

6- What are the challenges related to pricing your organic products?

-Quantity shortage is a pricing challenge, as loyal customers want to purchase larger quantities. However, we strive to balance allocations among all our loyal customers. Additionally, pricing varies from one customer to another, making it difficult to study and determine the appropriate price based on their specific requests.

3-2-Interview Discussion Results:

3-2-1-Green Marketing:

-Transition to Organic Products:

The Agro food company began as a producer of non-biological dates but shifted towards biological cultivation in 2018 after obtaining organic certifications for export. This reflects a strategic shift towards sustainability, potentially driven by market trends favoring organic consumption. While the organic certification opened a new chapter for the company to begin as a bio dates exportation company so it was a product passport to access global markets.

- Product Development and Innovation:

Through market research, the Agro food company has introduced natural date-based products such as date chocolate for athletes and date honey, showcasing consumer-driven innovation. This adaptability ensures relevance in a competitive market while aligning with green consumer preferences for natural, healthy, and functional food products.

-Target Audience:

By focusing on international green consumers, the company is aligning itself with a market segment that prioritizes organic, ethically sourced, and environmentally friendly products. This strategy enhances brand credibility and market positioning, especially in regions with stringent organic certification requirements such as Europe and the USA.

-Competitive Advantage:

The Agro food company stands out due to its short supply chain and exclusive production equipment, which indicate efficiency and resource optimization. A short supply chain can reduce the brand's carbon footprint. Also, the high quality of dates they offer plays a huge role in their brand reputation and high demand.

-Responsiveness to Market Demands:

The Agro food company introduces new products periodically, adjusting to market preferences and consumer behavior. The variation between local and international products suggests a flexible business model, ensuring alignment with consumer expectations. Which means the company studies the market and the needs of consumers to innovate new products that meet their needs, also to reach larger segments of consumers.

-Waste Minimization and Sustainable Practices:

A zero-waste policy is evident, as every part of the palm tree is repurposed. Date pits are used for oil extraction and coffee production, while lower-quality dates are redirected for industrial purposes. Packaging leftovers are also recycled, reinforcing the company's commitment to circular economy principles. which highlights the interest of the company in following a green marketing strategy to prevent environmental damage.

-Compliance with Sustainable Standards:

All production stages adhere to biological processes, and quality inspectors are crucial in maintaining certification integrity. This ensures consumer trust and regulatory compliance as a result, the Agro food company's brand reputation will get higher, reducing risks associated with certification revocation.

-Certifications and Eco-Labeling:

Holding FSC22000(access to the European and Asian markets) and USDA Organic (access to the USA market) certifications strengthens credibility, especially in export markets. Including eco-symbols on product packaging helps communicate sustainability efforts effectively, fostering consumer confidence and brand transparency.

Conclusion: Green Product's Impact on Brand Reputation

-Agro food company's green product strategy strengthens its market position by meeting consumer expectations for organic and sustainable products. Through innovation and effective waste management, it further solidifies its commitment to sustainability, enhancing its reputation among environmentally conscious consumers. Additionally, international certification and eco-labeling increase trust, making the Noor brand more competitive in the global organic food industry.

3-2-2-Green Pricing:

-Dynamic Pricing and Market Responsiveness:

The Agro Food company's flexible pricing strategy ensures that prices are set based on customer demand, production resources, and product quality. This adaptability allows the company to maintain profitability while responding to varying market conditions. However, dynamic pricing can also create perceived variability, where customers may question consistency in pricing, while it's also a positive strategy that makes the company more flexible to follow consumer conditions and lines the price depending on it.

-Price Reflecting Value Delivered:

The Agro food company ensures its pricing aligns with the value offered to customers, particularly in international markets. Since organic and sustainable products often carry a premium, the company benefits from targeting eco-conscious consumers willing to pay more for quality assurance and sustainability credentials.

-Factors Determining Price:

Pricing is influenced by multiple factors:

-Product quality: (organic certification and biological nature)

Raw materials: (sustainable sourcing)-

-Production costs: (labor, processing, equipment)

-Packaging: (which makes up 40% of costs)

Delivery logistics: (refrigeration, transportation methods, air shipping)-

-Market demand: (customer orders and product availability)

This comprehensive pricing approach ensures that higher-quality, sustainable products justify their price in the marketplace.

-No Discounts Due to High Demand:

The Agro food company does not offer discounts since demand exceeds supply. This is an indicator of strong market positioning, meaning customers perceive high value in the products, leading to less reliance on promotions or price cuts. However, this could also limit customer accessibility, particularly for segments looking for affordability in organic products.

-Impact of Packaging Costs:

With packaging comprising 40% of production costs in Agro food, sustainability in packaging design and materials could be an opportunity for cost optimization while reinforcing environmental branding. Moving towards biodegradable or reusable packaging might help reduce costs over time while maintaining consumer trust in eco-friendly practices.

- Seasonal Price Variability:

Seasonal price fluctuations occur as autumn's higher production impacts supply levels. Logistical factors further influence costs, particularly in transportation, where refrigerated shipping for Deglet Noor dates contrasts with the simpler transport of non-refrigerated date paste. Air freight significantly raises expenses, yet ensures optimal freshness, aligning well with the expectations of quality-conscious green consumers.

Conclusion: Green Pricing and Brand Reputation

Pricing in the organic food sector is primarily demand-driven, emphasizing the premium nature of these products. High demand enhances brand perception, yet the lack of discounts may restrict affordability for certain consumer segments. Additionally, packaging costs pose both a challenge and an opportunity for sustainable cost optimization. Seasonal price fluctuations and logistical factors further highlight supply chain complexities, underscoring the brand's dedication to quality and sustainability.

3-2-3-Green distribution:

-Market Selection Based on Demand:

The Agro food company does not select distribution locations arbitrarily; instead, it relies on participation in international exhibitions to connect with customers and expand its market reach. This interactive approach ensures that distribution aligns with actual market demand.

-International Focus for Biological Products:

Rather than selling biological products locally, the Agro food company exclusively distributes them internationally across diverse markets such as the U.S., Germany, France, Russia, UAE,

Spain, and several other countries. This suggests a strong global positioning targeting eco-conscious consumers and regulatory environments that favor sustainable products.

-Differentiated Product Distribution by Market:

The Agro food company classifies its biological products based on quality grades (A, B, and C), tailoring them to different markets. For instance:

Germany (B-grade products)

Russia (C-grade products)

France (A & B-grade products)

U.S. (date powder and chopped dates)

This reflects market segmentation, ensuring each country receives products aligned with local preferences and quality expectations.

-Third-Party Distribution Model:

Rather than managing logistics internally, the Agro food company partners with third-party distributors specializing in maritime and air transport. This strategy ensures product quality through expert handling while also strengthening brand reputation by collaborating with seasoned logistics providers who guarantee smooth and efficient delivery.

Conclusion: Green Distribution and Brand Reputation

The Agro food company's demand-driven international expansion strengthens its presence in global organic markets. Through market segmentation by quality grades, it ensures targeted consumer satisfaction, reinforcing credibility and trust. Collaboration with specialized distributors enhances product integrity and logistics efficiency, indirectly supporting green supply chain practices. Additionally, the company's promotional strategy prioritizes international outreach, utilizing digital platforms and exhibitions to effectively engage its audience.

3-2-4-Green Promotion:

-Digital and Exhibition-Based Promotion:

The Agro food company utilizes its website, email marketing, and international exhibitions to promote its products. Exhibitions such as BioFar in Germany serve as critical touchpoints for engaging foreign customers, allowing direct interaction and showcasing brand credibility.

-Limited Dependence on Social Media:

The Agro food company strategically focuses its outreach on professional and direct communication channels, with 70% of engagement driven by its website, LinkedIn, and business cards. Given the limited presence of its consumers on other social media platforms, the company chose not to expand into channels like Instagram and Twitter, ensuring a more targeted and effective approach.

-Local and International Promotion Strategies:

Locally, only date paste is actively promoted through exhibitions such as Safax(Algiers exhibition) for Dates, leveraging the existing brand reputation. This suggests that word-of-mouth marketing plays a strong role in local sales, with minimal promotional investment required.

-Core Brand Message and Positioning:

The Agro food company's promotional strategy is designed to elevate the global recognition of Algerian products, with a particular focus on showcasing Tolga's Deglet Noor dates on the international stage. Through exports, it contributes to strengthening Algeria's economy while positioning Algerian dates as superior in quality, taste, and appearance compared to competitors. This robust national branding plays a key role in differentiation, reinforcing cultural heritage, and establishing quality leadership within the global market.

Conclusion: Green Promotion and Brand Reputation

International exhibitions play a key role in enhancing brand credibility and fostering direct engagement with clients. Locally, promotion relies heavily on the company's established reputation, requiring minimal effort. Additionally, incorporating brand storytelling with a strong emphasis on sustainability could further solidify trust among environmentally conscious consumers.

Brand reputation: -3-2-5

-Customer Loyalty Through Quality and Engagement:

The Agro food company places product quality at the core of its customer retention strategy, emphasizing that consistent excellence fosters long-term trust. To ensure customer needs are fully understood before finalizing an order, personalized remote meetings with key department heads covering production, packaging, and marketing offer a tailored approach that enhances client confidence and makes customers feel valued. Additionally, the company's high level of responsiveness reflects an adaptive business model, reinforcing loyalty among international consumers who demand precision in order fulfillment.

-Systematic Customer Feedback Collection:

The Agro food company employs a structured customer feedback process, conducting surveys every 3 to 6 months to evaluate satisfaction with product quality, packaging, delivery speed, and service standards. An open-ended question, "Would you like to change or add anything?" allows consumers to share valuable insights, enabling continuous refinement of products and services. Additionally, a complaint form ensures that customers can easily report concerns, reinforcing the company's commitment to transparency and ongoing service enhancement.

-Communication Channels:

The Agro food company primarily depends on email (95%) for professional customer interactions, ensuring structured and traceable communication with business clients. WhatsApp serves as a convenient tool for operational inquiries, such as shipping schedules, enabling swift responses. While this direct approach reinforces reliability, expanding into more interactive channels could enhance engagement, especially for acquiring new customers.

-Handling Customer Criticism and Negative Feedback:

The Agro food company claims that no complaints or negative feedback exist, as operations strictly follow client specifications. While this suggests strong quality control and a highly customized service, it also raises questions about whether customers feel comfortable expressing concerns.

-Market Recognition and Competitive Positioning:

Noor brand holds a 40% market share in date paste locally, indicating a strong domestic presence. Internationally, market share fluctuates at around 30% based on exporting country performance, demonstrating solid global brand positioning but room for expansion in key international markets.

-Social Media and Customer Acquisition:

The Agro food company gains new clients primarily through LinkedIn, highlighting its professional networking approach. Unlike many brands, success is not measured by social media engagement, as many clients prefer confidentiality and do not follow the brand page.

Conclusion: Brand Reputation Strengths

High-quality production enhances customer trust. -

-Personalized customer engagement fosters strong loyalty.

-Structured feedback collection allows for continuous improvement.

Professional email-based communication ensures business efficiency. -

-Social media presence could expand brand awareness among sustainability-conscious buyers.

3-2-6-Challenges:

-The Agro food company faces multiple operational challenges in sustaining its green business model, spanning biological authenticity, production, pricing, promotion, and distribution.

- Biological Authenticity & Competitive Pressures:

The Agro food company's biological authenticity is firmly established through organic certifications; however, emerging competitors introducing similar eco-friendly products present a growing challenge. Additionally, high costs associated with international exhibitions impact brand visibility, often resulting in budget overruns. Another significant concern is worker turnover during autumn, as seasonal laborers favor daily wages, leading to instability in the workforce and affecting consistency in harvesting and production.

- Production Challenges in Organic Manufacturing:

Certification quotas limit the Agro food company's ability to scale production freely, even in periods of high demand. The financial burden of organic certifications, starting at 20,000 euros, further complicates expansion efforts, making scalability challenging. Additionally, the precise

management required for natural fertilizers and organic medicines adds layers of complexity to operations, particularly when coordinating processing for products like pitted dates

-Consumer Perception of Product Authenticity:

Consumer trust in the Agro food company is firmly established, largely due to its organic certifications and transparent production processes. While customer persuasion is rarely a challenge, educational marketing presents an opportunity to further strengthen trust and enhance brand preference, ensuring long-term engagement with conscious consumers.

-Promotional Challenges Due to Supply-Demand Imbalance:

With demand consistently outpacing supply, traditional promotional efforts become less essential, yet this dynamic also constrains potential market expansion. Rather than focusing on actively marketing new products, the company faces challenges in simply meeting existing demand, a factor that could ultimately limit long-term growth opportunities.

-Distribution Challenges: International Logistics Issues

Dependence on third-party shipping companies introduces several variables beyond the Agro food company's control. These include potential delays in commercial ship arrivals, weather-related disruptions, and inconsistencies in container quality, particularly the distinction between refrigerated and non-refrigerated storage. Managing these challenges is crucial to maintaining product integrity and ensuring reliable delivery timelines.

-Pricing Challenges: Supply Constraints Affecting Market Dynamics

Limited product availability presents challenges in meeting bulk orders from loyal customers, leading to allocation difficulties. Additionally, customer-specific pricing variations add complexity to pricing evaluations, necessitating meticulous cost analysis to ensure profitability and fairness.

Conclusion: Overcoming Challenges for Sustainable Growth

Organic certifications reinforce the company's authenticity, yet high costs and quota restrictions create barriers to expansion. Labor instability challenges production consistency, necessitating improved workforce management strategies. Additionally, limited promotional efforts, due to consistently high demand, restrict potential market growth. International logistics introduces operational risks, highlighting the need for backup distribution plans to enhance efficiency.

3-3-Hypothesis Test results:

Main Hypothesis: Green marketing has a positive impact on SARL Agro Food brand reputation

SARL Agro Food's green marketing approach strengthens its reputation by aligning with consumer expectations for organic and sustainable products. Through innovation, waste management, and internationally recognized certifications, the brand enhances trust and credibility, ensuring competitive positioning in the global organic food market while green marketing strategies contribute significantly to Agro Food's strong brand reputation, helping build trust, ensure customer loyalty, and elevate international credibility.

H1: Green product positively impacts the SARL Agro Food brand's reputation

The focus on organic and sustainable production aligns with growing consumer demand, reinforcing SARL Agro Food's reputation. Through innovation and waste management, the company demonstrates its commitment to sustainability, strengthening trust among environmentally conscious buyers. Moreover, international certifications and eco-labeling further validate its authenticity, enhancing brand credibility and competitiveness in the global organic food industry. These factors collectively confirm that the green product strategy plays a pivotal role in shaping Agro food brand's positive reputation.

H2: Green price positively impacts the SARL Agro Food brand's reputation

Demand-driven pricing reinforces SARL Agro Food's premium brand perception, while high consumer interest strengthens its reputation in the global market. However, limited discounts may pose accessibility challenges for certain consumer segments. Additionally, packaging costs present both an operational challenge and an opportunity for sustainable optimization. Seasonal price fluctuations and logistical complexities further highlight the brand's commitment to maintaining quality and sustainability. Collectively, these factors confirm that green pricing plays a crucial role in shaping the company's reputation, aligning with market expectations, and reinforcing consumer trust.

H3: Green promotion positively impacts the SARL Agro Food brand's reputation

SARL Agro Food's demand-driven international expansion strengthens its global market presence, ensuring credibility through quality-based segmentation. Collaboration with specialized distributors not only enhances product integrity and logistics efficiency but also indirectly

reinforces sustainable supply chain practices. The company's promotional focus on international outreach, leveraging digital platforms and exhibitions, effectively boosts brand visibility and consumer engagement. This approach positions SARL Agro Food as a reputable player in the organic food industry, solidifying trust among environmentally conscious consumers.

H4: Green place (distribution) positively impacts the SARL Agro Food brand's reputation

International exhibitions serve as a crucial tool in reinforcing brand credibility and enabling direct engagement with clients, strengthening SARL Agro Food's global presence. Locally, the company's strong reputation minimizes the need for extensive promotion, allowing it to maintain consumer trust without additional marketing efforts. Furthermore, integrating sustainability-driven brand storytelling could enhance credibility among environmentally conscious consumers, reinforcing the company's commitment to green values while expanding its reach. Collectively, these factors confirm that green distribution plays a significant role in shaping the brand's positive reputation.

Chapter Conclusion:

Through this chapter and by addressing the case study to confirm the validity of the hypotheses, a total of 34 questions were used in the personal interview to obtain more precise results and eliminate any ambiguity that could affect the questionnaire. Additionally, the questionnaire consists of 28 questions divided according to the dimensions of the research study. After processing the survey forms and analyzing the results, the Cronbach's alpha coefficient indicated that the electronic questionnaire possesses an acceptable level of reliability with a rate of 0.916. Furthermore, other statistical analysis results, including the mean, standard deviation, Student's t-test, and other tools, demonstrated that all hypotheses were valid, with their results being supported by the findings from the interviews.

General Conclusion

General Conclusion:

In conclusion, after analyzing both the theoretical and practical aspects of this study, under the title The Impact of Green Marketing on Brand Reputation, to answer the main research question "What is the impact of green marketing on brand reputation" and achieve the study objectives, the following sub questions were derived from the main question to answer the research problem statement:

What is the impact of green products on SARL Tolga Agro Food's reputation? -

The findings from both the regression analysis and interview insights confirm that green products positively impact SARL Agro Food's brand reputation. The statistical results demonstrate a significant positive correlation between eco-friendly product attributes and consumer perception, with green product characteristics explaining 32.2% of brand reputation variability. Customers highly value aspects such as bio ingredients, recyclable packaging, and internationally recognized certifications, viewing these features as indicators of the brand's authenticity and commitment to sustainability. Interview responses further reinforce that SARL Agro Food's focus on organic and sustainable production strengthens its reputation, ensuring alignment with market demand and fostering trust among environmentally conscious consumers. Additionally, the company's dedication to innovation and waste management enhances credibility, while green certifications elevate its positioning in the global organic food industry. Collectively, these factors illustrate that the green product strategy plays a pivotal role in shaping Agro Food's reputation, driving customer loyalty, and reinforcing competitive advantage in the organic food sector. As a result, the H1 hypothesis is accepted.

-What is the impact of the green price on SARL Tolga Agro Food's reputation?

The findings from both qualitative interviews and quantitative regression analysis confirm that green pricing positively impacts SARL Agro Food's brand reputation. The statistical results show a strong correlation between consumer perception of pricing fairness and brand trust, with pricing strategies explaining 29.6% of brand reputation variability. Customers demonstrate a willingness to pay a premium for sustainable products, reinforcing Agro Food's market credibility and competitive positioning. Interview insights highlight that premium pricing enhances brand prestige, but challenges such as limited discounts and seasonal price fluctuations must be managed strategically. Despite cost-related complexities, green pricing strengthens consumer loyalty, ensures transparency, and aligns with sustainability goals, ultimately reinforcing SARL Agro Food's reputation as a trusted, eco-conscious brand. As a result, the H2 hypothesis is accepted.

-What is the impact of green promotion on SARL Tolga Agro Food's reputation?

The findings from both qualitative interviews and quantitative regression analysis confirm that green promotion has a positive impact on SARL Agro Food's brand reputation. The statistical evidence highlights a significant correlation between eco-conscious marketing efforts and consumer perception, with promotional activities explaining 33.3% of brand reputation variance. Through digital outreach, international exhibitions, and partnerships with specialized distributors, SARL Agro Food successfully enhances visibility, strengthens consumer engagement, and reinforces credibility. Interview insights reveal that the company's emphasis on sustainability messaging differentiates it from competitors, fostering trust among environmentally conscious customers. Additionally, promotional strategies aligned with scientifically backed claims and awareness campaigns solidify SARL Agro Food's position as a reputable organic food brand. Collectively, these factors demonstrate that green promotion plays a vital role in shaping the company's reputation, enhancing consumer loyalty, and bolstering its presence in the global organic food industry. As a result, the H3 hypothesis is accepted.

-What is the impact of a green place on SARL Tolga Agro Food's reputation?

The findings from both qualitative interviews and quantitative regression analysis confirm that green distribution positively impacts SARL Agro Food's brand reputation. The statistical results highlight a moderate positive correlation ($R = 0.480$) between sustainable logistics practices and brand perception, with 23% of brand reputation variance explained by green distribution strategies. Consumers increasingly value environmentally responsible distribution approaches, such as minimizing carbon emissions and optimizing supply chain efficiency, which enhances brand credibility and trust. Interview insights further reinforce that international exhibitions contribute to global market presence, enabling direct engagement and boosting Agro Food's reputation without excessive promotional efforts. Additionally, sustainability-driven brand storytelling strengthens credibility among eco-conscious consumers, reinforcing trust and loyalty. Collectively, these findings demonstrate that green distribution plays a crucial role in building SARL Agro Food's reputation, fostering consumer confidence, and ensuring long-term competitive success in the organic food industry. As a result, the H4 hypothesis is accepted.

What is the Green Marketing Mix of the SARL Agro Food company?

Based on the interview insights from green product, green price, green distribution, and green promotion, the Agro food company's Green Marketing Mix (4Ps) can be structured as follows:

- Green Product:

The company transitioned from non-biological to organic date products in 2018, obtaining FSC22000 and USDA Organic certifications for international markets. Focuses on natural, eco-friendly offerings, such as date chocolate for athletes, date honey, and organic date powder. It implements zero waste strategies, utilizing every part of the palm tree for other industries (date pits for oil/coffee, lower-quality dates for processing). Alternatively, Customization for international markets, classifying biological products by grade (A, B, C) depending on country-specific preferences.

- Green Price:

The company uses dynamic pricing based on customer demand, product quality, labor, packaging, delivery, and certification cost and premium pricing strategy, ensuring value alignment, particularly for international markets. It does not offer discounts, as demand exceeds supply, reinforcing the exclusivity and high perceived value of the products. Conversely, Packaging costs represent 40% of production expenses, directly impacting final pricing.

- Green Place:

The company focuses on international distribution rather than local markets, targeting eco-conscious consumers in the U.S., Europe, Russia, and Asia. It also participates in international exhibitions (e.g., BioFar in Germany) to connect directly with buyers. On the flip side, it collaborates with third-party distributors for efficient maritime and air shipping, ensuring product integrity and sustainability in logistics.

- Green Promotion:

Digital marketing focuses on leveraging the website, email marketing, and LinkedIn for professional outreach. It has minimal reliance on social media for direct consumer engagement, with 70% of promotional efforts concentrated on LinkedIn and business networks. In contrast, exhibition-based marketing is prioritized over mass promotions, ensuring high-value partnerships and credibility. Locally, only date paste is actively promoted, relying on word-of-mouth and local exhibitions.

-What is the green strategy that SARL Agro Food company follows?

By analyzing the interview answers, the researcher concludes that the company follows a shaded green strategy. Here are the key elements:

Shaded Green Elements:

-Strong Green Product Commitment: While green marketing isn't the company's primary promotional focus, it adheres strictly to sustainability principles, using zero waste policies (recycling packaging, repurposing date pits) and enforcing rigorous organic certification compliance.

-Investment in Organic Standards: The company holds FSC22000 and USDA Organic certificates, despite their high costs (starting at €20,000), indicating a commitment to organic excellence beyond mere compliance.

-Selective Customer Targeting: The business prioritizes international green consumers, ensuring its brand aligns with high-value organic markets, strengthening its global reputation for biological data production.

Suggestions and recommendations:

Based on the challenges that the Agro food company is facing, the researcher proposes a set of recommendations to maintain a long-term positive green marketing impact on their brand reputation:

- Allocate a special budget from annual profits to acquire a new organic certification to increase production.
- Provide salary increases for workers in the autumn season to prevent employee turnover due to increased production demands.
- Attempt to reduce packaging costs by adopting an economies of scale strategy.

-Raise awareness among local consumers about the importance of organic dates

Training employees on how to use machinery properly to prevent losses.-

Future research:

After discussing this topic with description and analysis within the limits of the available material and time resources, it is clear that it requires much deeper analysis and exploration of its components. The topic is broad and intersects with numerous concepts and variables, necessitating further detailed study. Some suggested study topics include:

- The impact of brand credibility on the purchasing behavior of the green consumer.
- The effect of green brand identity on the organization.

This topic presents valuable research opportunities that can lead to more specialized studies.

-In conclusion, green marketing significantly and positively impacts SARC Tolga Agro Food's brand reputation. Each dimension of green product, price, promotion, and place (distribution) contributes uniquely to enhancing brand reputation, consumer trust, and market positioning. Green products strengthen the brand by aligning with consumer expectations for sustainability and organic authenticity, while green pricing reinforces perceived value and fairness, encouraging loyalty despite cost-related challenges. Green promotion plays a vital role in increasing brand visibility, differentiating SARC Agro Food through eco-conscious messaging, strategic partnerships, and international outreach. Finally, green distribution ensures operational sustainability, reinforcing consumer confidence through responsible logistics and direct engagement in global markets. Together, these factors position SARC Tolga Agro Food as a competitive and trustworthy brand in the organic food industry, fostering long-term sustainability,

customer loyalty, and global recognition. As a result, all four hypotheses (H1, H2, H3, and H4) are accepted.

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Appendix

الجمهورية العربية الديمقراطية الشعبية
وزارة التعليم العام والمعاهد العلمية

مسكرة في: 2025/05/26

جامعة محمد فهد في بحريenne
كلية العلوم التصاميم والتغذية وعلوم التعلم
قسم العلوم التجارية

إذن يالإيداع

أهـ المـعـرـفـيـ أـسـنـادـ الـمـنـادـ: كـبـلـبـاـ بـزـفـ

الـرـبـنـيـةـ: أـسـنـادـ دـانـرـ دـ

قـمـ الـرـبـنـيـاتـ: الـعـلـمـ الـتـجـارـيـ

أـسـنـادـ مـفـرـفـ عـلـىـ مـذـكـرـةـ مـاـبـزـ الـطـلـبـةـ (i):

- وـاـفـ رـثـاـ

الـثـبـةـ: الـعـلـمـ الـتـجـارـيـ

الـنـفـرـ: نـسـوـيـنـ.

The impact of green marketing on brand reputation

Case study: SARL Tolga Agro food company

بيان

ارـخـ يـادـعـ المـذـكـرـةـ.

إـيـفـاءـ الـاسـنـادـ المـشـرـفـ



..... المذكور في 1082 رقم القرارات بالقرار 27 2020

الجمهورية الجزائرية الديمقراطية الشعبية

مؤسسة التعليم العالي والبحث العلمي:

نموذج التصريح الشرفي

أنا الممضى أسفله.

أصرح بشرف أنني ألتزم بمراعاة المعايير العلمية والمنهجية ومعايير الأخلاقيات المهنية والتزاهة الأكاديمية المطلوبة في إنجاز البحث المذكور أعلاه.

التاريخ: ٢٦/٥/٢٠٢٣

توقيع المعنى (ة)



الرقم : 438 / ك.ع.ج.ت.ع ت/ 2025

إلى السيد مدير: SARL TOLGA AGRO FOOD

طولقة

طلب مساعدة لاستكمال مذكرة التخرج

دعاكم للبحث العلمي، ترجو من سعادتكم تقديم التسهيلات الازمة للطلبة:

-1 وافي وشا
// -2
// -3

المسجلون بـ: قسم العلوم التجارية

بالسنة: ثانية ماستر تسويق

وذلك لاستكمال الجانب الميداني لمذكرة التخرج المعروفة بـ

"" The impact of green marketing on brand reputation ""

وفي الأخير تقبلوا منا فائق الاحترام والتقدير

بسكرة في: 2025/04/22

ع/ عميد الكلية



تأشيرة المؤسسة المستقبلة



