

Investigating the Impact of Green Marketing Mix on Corporate Reputation with the Mediating Role of Retail Business Performance

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Abstract

This study aims to examine the impact of green marketing mix on corporate reputation with the mediating role of retail business performance. The statistical population of this research includes all major retail stores of food products located in Tehran. Based on Morgan's table, a total of 384 stores were selected for the study. A standard questionnaire of green marketing mix was used to measure the relationships between variables. The questionnaire was distributed among the selected personnel of distribution and collection in the chosen stores through convenience sampling. The research model was tested using structural equation modeling (SEM) method and LISREL software. The results indicated that green marketing mix with the component of green price has a positive and significant impact on corporate reputation with the mediating role of retail business performance. Green marketing mix with the component of green price also has a positive and significant impact on corporate reputation with the mediating role of retail business performance. Furthermore, green marketing mix with the component of green distribution has a positive and significant impact on corporate reputation with the mediating role of retail business performance. Lastly, green marketing mix with the component of green product has a positive and significant impact on corporate reputation with the mediating role of retail business performance. Ultimately, the positive and significant impact of green marketing mix on corporate reputation with the mediating role of retail business performance is confirmed.

Keywords: Green marketing, corporate reputation, social responsibility, retail business.

1. Introduction

Today, the world is facing challenges regarding the optimal use of natural resources and creating an environment to accelerate the performance of various industries through green stimuli. Consequently, consumer social responsibility towards environmental issues, such as energy conservation, environmentally friendly products, waste separation, and recycling, has increased (Haanpää, 2016). With the growing awareness and knowledge of customers regarding the importance of social welfare and the environment, it has become a serious concern for people. With the emergence of new consumer products, the increasing welfare of society, and companies' efforts to outperform their competitors and gain more reputation and credibility, the marketing approach has shifted from a product-centric approach to a customer-centric approach. However, the trend we are facing now requires companies to be more environmentally conscious (Jaiswal et al, 2018). Businesses operating in various countries have come to the conclusion that to become desirable citizens, they need to establish reputation and credibility in their field of activity in the country. In addition to this, the increased global monitoring of business activities (e.g., non-governmental organizations, national standard organizations, ethical investment companies), as well as the increase in national and international standards in business, has compelled companies to address

corporate social responsibility issues more seriously for their internal and external reputation in global markets (Chapple & Moon, 2020). In the new century, the main challenge for humanity is finding fair and sustainable ways of production, consumption, and living. Among the concerns companies face in response to environmental responsiveness, which is aligned with environmental regulations, the growing number of companies has influenced the design and implementation of environmentally friendly programs (Vukmirović et al, 2020).

Environmental pollution resulting from human productions and consumption is among the issues that have been recognized as a threat to humanity by active organizations in this field. These environmental issues remain a major concern for people worldwide. This concern has put marketers under pressure to change their strategies and adopt a marketing strategy called green marketing. Marketing is a subject that is subject to changes. Marketing changes are influenced by consumption patterns, individuals' preferences, and alignment with the corporate reputation and credibility (Hoe et al, 2019). The green marketing movement has gained widespread attention from companies and consumers since the 1980s. Green marketing in companies is one of the best options for engaging consumers because by producing green products, distributing them in retail businesses, and using green marketing, companies can fulfill their social responsibility towards society and gain a competitive advantage over their competitors (Hashemi et al, 2018). Green products encompass products that are produced biologically and generally contribute to long-term goals of security and environmental preservation. They are designed to minimize the use of necessary raw materials and reduce the adverse environmental impacts throughout their life cycle (Hossain and Khan, 2018).

The process of marketing mix holds a special position in determining the company's market position for products and services, as well as attracting new customers. The presence of green marketing mix in relation to environmentally friendly products motivates customers towards green purchasing. Therefore, the availability of appropriate and sufficient information and comprehensive advertising about green products by marketers increases consumers' awareness of these products and their performance, leading to more careful consideration in purchasing such products. From the consumers' perspective, companies' attention to corporate social responsibility in the product supply chain will enhance customers' awareness of green marketing. It also influences the organizational identity associated with corporate social responsibility and encourages product purchase and willingness to consume. To establish strategic marketing performance, the identification of customers with different sensitivities to environmental issues is discussed. Previous studies by (Karolos et al, 2022) have focused more on understanding the value of green marketing and its impact on consumer perception and behavior in a retail business, ultimately leading to retail sales. This study aims to investigate how green marketing mix in companies can create corporate reputation from the perspective of consumers in Iran, particularly in the context of retail businesses that have direct contact with consumers. The specific objectives of this research are to estimate the structural relationship between awareness of green marketing mix, corporate reputation, and purchase intention in retail businesses.

2. Theoretical Foundations and Research Objectives

Green marketing mix is a social process through which individuals and groups fulfill their needs and desires by exchanging products and their value using ethical methods that minimize negative environmental impacts. In other words, according to "Polonsky," green marketing encompasses all activities designed to create and facilitate transactions for the satisfaction of human needs and desires, ensuring minimal harmful effects on the environment (Tayebr et al, 2018). The American Marketing Association defines green marketing as the development and promotion of products that are assumed to be environmentally safe for the company's surroundings. The concept of green marketing is vast and encompasses market responses in product design, production processes, packaging improvements, and advertising methods (Tsai et al, 2020).

H1: The impact of green marketing mix on the corporate reputation, considering the mediating role of small businesses' performance, has a positive and significant effect.



Green Product Design

The most important element in green marketing is the product itself. The term "green" is used to describe a product whose environmental and social performance in terms of production, use, and disposal is significantly improved compared to competing products (Dangelico et al, 2010). A green product contributes to the preservation and improvement of the natural environment, energy conservation, and the reduction or elimination of toxic substances, pollution, and waste. In other words, it is a product that imposes less harm on the environment and is achieved through methods such as repair, refurbishment, remanufacturing, recycling, and reduction. The environmental objective in product design leads to pollution reduction. Green products contribute to the preservation of the natural environment and the reduction or elimination of pollutants and waste materials (Rajshree and Manan, 2021).

H2: Green product design has a positive and significant impact on the corporate reputation, considering the mediating role of small businesses' performance.

Pricing of Green Channels

Price is an important and key factor in green marketing mix. Consumers are often willing to pay an extra cost only when they perceive and value the ethical and exceptional aspects of the product. The main challenge is to strike a balance between environmental and social improvement and offering a price proposition that consumers are willing to pay. For many companies and businesses, price is the ultimate tool for achieving further growth, sustainable development, and a higher reputation. In green marketing, product prices should reflect the actual or at least an approximate value, taking into account not only the direct production costs but also the environmental costs. The price paid for green products is often higher, but the long-term costs are lower. Therefore, consumers need to consider this fundamental insight in choosing their consumer products and take into account all the incidental costs, including environmental pollution costs. Global studies by (Chang et al, 2020) demonstrate that people are willing to pay more for green products. However, companies, manufacturers, and retailers in small businesses must ensure that they do not lose their profitability in higher prices. Usually, there is a gap between awareness and action in consumer markets, which means that expressed concerns do not always align with behavior. This highlights the importance of formulating pricing strategies. Companies need to ensure that their products, along with the company's services, perform, and provide quality and efficiency that is equal to or even significantly better than unsustainable alternatives (Bakhshandeh and Mohammadian et al., 2013).

H3: Green channel pricing has a positive and meaningful impact on the reputation, considering the mediating role of small businesses' performance.

Distribution According to Green Criteria

Green distribution refers to a distribution system that is aligned with green criteria and is expected to enhance the environmental impacts of products. Therefore, it should always be examined to estimate environmental requirements. The belief is that business activities such as sourcing, production, and transportation should be responsible for addressing these issues (Chu et al, 2019). Based on previous studies by Berglund and (Barabba, 2001), most customers have claimed that they will not purchase products from companies that are indifferent to environmental issues and are accused of polluting the environment. In fact, companies that do not comply with environmental standards are boycotted by customers. In other words, customers sanction companies that seek to increase sales by taking advantage of environmental standards violations (Han et al., 2019). In this regard, some actions that companies take to green their distribution system in small businesses include packaging products in a way that minimizes warehouse space, using transportation vehicles that comply with environmental regulations, utilizing green fuels, and using biodegradable bags, etc. (Chen, 2021). Therefore, considering these explanations, the fourth hypothesis of the research can be stated as follows:

H4: Green distribution has a significant and positive impact on small businesses' performance, considering its mediating role.

Green Advertising

Green advertising essentially refers to the exchange of genuine environmental information with customers and consumers who are engaged with a company's activities. In addition, green advertising represents companies' statements of commitment to preserving natural resources in order to attract customers in the target market (Azadmanesh and Yarahadi, 2020). Heydoko and Matulich examined the impact of green advertising on environmentally friendly consumer behavior and found that women demonstrate greater environmental responsibility and have a more positive attitude towards green advertising and green products (Cox et al., 2010).

H5: The green advertising has a positive and meaningful impact on the corporate reputation of retail businesses by acting as an intermediary. By studying the relationships of the mentioned structures (independent, mediator and dependent variables), the background of the research and the literature of the subject, a conceptual model framework has been presented as shown in Figure 1.

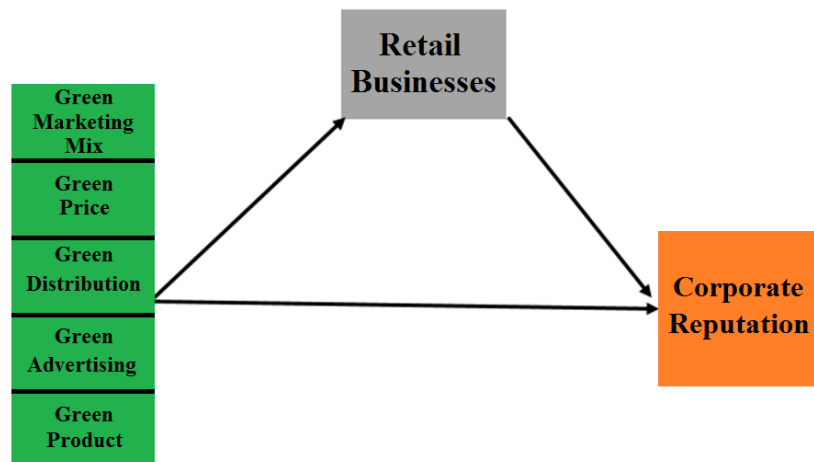


Figure 1. Conceptual Model of the Research.

3. Research Methodology

Sociology and Sample: The present research is based on the goal of non-experimental applied research, descriptive-analytical, and from the category of correlation. The statistical population of this study includes major retail stores located in Tehran, including "Ofogh Koorosh", "Refah", "Shahrvand", "Canbo", and all the companies active in their supply chain are taken into account. In order to select the companies as the sample, the Morgan table was used. Ultimately, the research questionnaire was distributed and collected among the selected store personnel based on the convenience sampling method. Based on this, information related to the population size, sample size, and the number of completed questionnaires in each retail store is presented in Table 1.

Table 1. Information about Statistical Population and Sample.

Main Stores	Total number of active main stores in the supply chain of main stores	Number of selected active stores from the supply chain of main stores	Number of completed questionnaires
Ofogh Koorosh	۵۹۱	۲۳۴	۱۴۰
Refah	۵۲۴	۲۲۵	۱۵۳
Shahrvand	۱۱۹	۹۲	۵۰
Canbo	۹۵	۷۶	۴۱
			۳۸۴



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Data Collection Tool: The data collection tool in this research is a questionnaire. The questionnaire is designed in three sections: a cover letter, demographic information, and specific questions. In the first section, the cover letter, in addition to stating the research title, explains the purpose of data collection through the questionnaire and emphasizes the need for sincere cooperation from the respondents in completing the questionnaire. The demographic section includes questions about the general characteristics of the respondents, such as gender, education level, and income. The final section consists of specific questions regarding independent and dependent variables. The questions related to green marketing: green product, green pricing, green distribution, green advertising (16 questions), corporate reputation (8 questions), and the performance of retail businesses (7 questions) are extracted from the research. The Likert scale with five options is used as the measurement scale. This scale specifically uses completely disagree, disagree, neutral, agree, and completely agree as the response options. Based on this, the members of the sample were requested to respond to the questionnaire questions using the five-option Likert scale. The method used in this research to examine the fit of the measurement model includes three criteria: construct validity, discriminant validity, and convergent validity, as well as reliability based on Cronbach's alpha coefficient. Construct validity is a composite concept that requires several stages of investigation and is assessed through the validity of relationships, including concurrent validity, predictive validity, discriminant validity, and convergent validity. Construct validity refers to the accuracy of the scale in measuring the theoretical constructs or desired attributes. Confirmatory factor analysis is used to examine construct validity. Discriminant validity is also examined using the decomposition of the discriminant function. In this method, there is an initial grouping of participants, and the aim of this analysis is to confirm the initial grouping based on other data. Finally, convergent validity refers to a relatively strong correlation between the question and the main variable, and an acceptable value for it is considered a Pearson correlation coefficient greater than 0.4 (Matthaus, 2019). Lastly, Cronbach's alpha coefficient indicates the internal consistency of the questions, measuring the similarity of variables. A value greater than 0.7 signifies acceptable questionnaire reliability. The results of measuring construct validity, discriminant validity, convergent validity, and reliability, including Cronbach's alpha coefficient for all questionnaire questions, are presented in detail in the findings section in the corresponding table.

Statistical Analysis Methods: In the first step of data analysis, the normality of the data distribution is examined using the Kolmogorov-Smirnov test. The next step involves evaluating the validity and reliability of the questionnaire. Then, for testing the research model, the structural equation modeling (SEM) method is used. Structural equation modeling consists of a structural component that represents the relationships between latent variables and a measurement component that reflects the relationship between the latent variables and their indicators. The use of SEM has important advantages, with the most significant one being the simultaneous estimation of a set of regression equations. In addition to estimating the unknown coefficients of linear structural equations, structural equations of LISERL are used to fit models that involve latent variables, measurement errors in each of the dependent and independent variables, bidirectional causality, simultaneity, and interdependence. The LISERL software is used to perform the desired statistical methods.

4. Analysis of Data and Findings

The demographic characteristics of the respondents are analyzed in Table 2.

According to Table 2, 78.7% of the respondents are male and 21.3% are female. Furthermore, individuals aged 41 to 50 comprise the largest portion of respondents with 42.6%, while individuals between 20 to 30 years old make up the smallest portion with 6.8%. Respondents with a Master's degree have the highest percentage at 49.9%, whereas those with a high school diploma or lower constitute the lowest percentage at 5.5%. The highest income category includes individuals with 10 to 15 million units at 81.6%, while the lowest income category consists of individuals with 20 to 25 million units at 1.6%.

Table 2. Demographic Characteristics of Respondents.

Demographic Characteristics	Class	Number	Percentage
Gender	Male	۳۰۳	۷۸.۷
	Female	۸۲	۲۱.۳
Age	20-30 y/o	۲۶	۶.۸
	31-40 y/o	۳۷	۹.۶
	41-50 y/o	۱۶۴	۴۲.۶
	Above 50 y/o	۱۵۸	۴۱.۰
Education	High school diploma and lower	۲۱	۵.۵
	Bachelor's or Associate's degree	۳۴	۲۷.۵
	Master's degree	۹۰	۴۹.۹
	PhD or higher	۵۴	۱۷.۱
Income	10 Million IRT	۴۸	۱۲.۵
	10-15 Million IRT	۳۱۴	۸۱.۶
	15-20 Million IRT	۱۷	۴.۴
	20-25 Million IRT	۶	۱.۶

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Kolmogorov-Smirnov Test: The Kolmogorov-Smirnov test is used to examine the distribution of quantitative data. In this test, the null hypothesis represents the claim that the data follows a normal distribution. Table 3 displays the results of this test.

Table 3. Results of the Kolmogorov-Smirnov Test.

Variable	Mean	Standard Deviation	K-S Statistic	K-S Probability
Green Marketing Mix	۲۱.۳۸	۳.۴۵	۲.۳۷	۰.۱۲۵
Corporate Reputation	۱۷.۷۴	۴.۲۶	۱.۴۰	۰.۳۹۵
Performance of Retail Businesses	۱۶.۲۲	۳.۱۸	۱.۸۲	۰.۲۷۵

The results of Table 3 indicate that all variables follow a normal distribution because their significance level is greater than 0.05, and the null hypothesis for them is confirmed. Given the normality of the distribution of all variables, LISREL software was used to implement relevant methods for structural equation modeling.

Assessment of construct validity, discriminant validity, convergent validity, and reliability: Before entering the stage of testing the conceptual model of the research, it is necessary to ensure the validity and reliability of the questionnaire. In the structural equation modeling method, the fit of the measurement model is examined based on several criteria, including construct validity, discriminant validity, convergent validity, and reliability. Construct validity is tested using confirmatory factor analysis. Table 4 shows the results of this method, including factor loadings and t-values.

Table 4. Results of Construct Validity (Confirmatory Factor Analysis).

Hidden Variable	Observed/Questioned Variable	Factor Loading	t-Statistic	Level of Significance
Green Advertising	To what extent have environmentally friendly labels been used?	۰.۷۶	۱۲.۳۰	less than 0.05
	To what extent have incentives been used to promote the use of green products?	۰.۷۷	۱۱.۶۵	less than 0.05

	To what extent have public relations tools been used to introduce green products in promotion?	۰.۷۳	۱۲.۳۴	less than 0.05
	To what extent have seasonal discounts been used for the sale of green products?	۰.۷۷	۱۱.۶۵	less than 0.05
Green Distribution	Do green products have recyclable packaging?	۰.۵۳	۷.۱۲	less than 0.05
	To what extent has environmentally friendly transportation been used in marketing?	۰.۵۹	۸.۱۹	less than 0.05
	To what extent have smaller packages been used in product distribution?	۰.۷۶	۸.۲۷	less than 0.05
	To what extent is there a greater focus on local markets for product distribution?	۰.۷۷	۹.۲۰	less than 0.05
	Are customers of green products price-sensitive?	۰.۷۲	۱۰.۶۵	less than 0.05
Green Pricing	To what extent does the price of a green product influence customer satisfaction?	۰.۷۱	۱۱.۷۵	less than 0.05
	Do consumers of green products pay less attention to the price factor?	۰.۷۸	۱۱.۷۰	less than 0.05
	To what extent have government tariffs been effective in supporting green products in pricing?	۰.۷۸	۱۰.۵۰	less than 0.05
	Are green products healthy and harmless?	۰.۷۶	۹.۳۶	less than 0.05
Green Product	Are natural raw materials used in green products?	۰.۶۴	۹.۲۰	less than 0.05
	Are green products fully recyclable?	۰.۶۲	۱۰.۴۶	less than 0.05
	Are natural and beneficial food colors used in green products?	۰.۷۲	۱۰.۳۳	less than 0.05
	Do green product manufacturers strive for long-term relationships with customers?	۰.۳۵	۹.۲۶	less than 0.05
Corporate Reputation	Do customers of these products have complete satisfaction with the services and products of the green company?	۰.۸۱	۱۵.۳۷	less than 0.05
	Do green product manufacturers value customer opinions?	۰.۷۴	۱۳.۵۹	less than 0.05
	Are customers satisfied with the products and support them?	۰.۷۲	۱۳.۰۴	less than 0.05
	Is the sales of these products higher than competitive products?	۰.۸۳	۱۶.۷۴	less than 0.05
	Do customers have a completely positive attitude towards this company's green products?	۰.۷۳	۱۳.۳۳	less than 0.05
	Are all people aware of these products and recommend them to others? (Word-of-mouth advertising)	۰.۷۵	۱۴.۵۲	less than 0.05

Retail Business Performance	In the past three years, has the performance of companies in these products been faster than other products?	۰.۸۱	۷.۳۵	less than 0.05
	In the past three years, has there been more improvement in green products compared to other products?	۰.۶۵	۱۱.۳۲	less than 0.05
	Have innovation skills and the speed of changes in green product production improved?	۰.۷۵	۱۳.۸۳	less than 0.05
	Do green business enterprises offer innovative products to customers compared to competitors?	۰.۷۲	۱۳.۰۹	less than 0.05
	In the past three years, has the competitive advantage of retail businesses selling green products significantly improved?	۰.۶۸	۱۲.۰۱	less than 0.05
	In the past three years, has the sales of these products significantly improved?	۰.۶۶	۱۱.۵۰	less than 0.05
	In the past three years, has the financial turnover and profit of these products significantly improved?	۰.۷۵	۱۳.۷۱	less than 0.05
	In the past three years, has the productivity of salespeople selling these products significantly improved?	۰.۶۹	۱۲.۳۸	less than 0.05

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Two values, 0.4 and 0.5, have been considered for accepting factor loadings. In this study, the standard value for the factor loading was set at 0.5. The results in Table 4 indicate that for all items, the factor loadings exceed the standard level of 0.5, and the t-values are also larger than 1.96 at the 95% confidence level. Based on the reported values, it can be claimed that the questionnaire items have construct validity. In addition to construct validity, discriminant validity, convergent validity, reliability, and divergent validity have also been examined, and the results are shown in Table 5.

Table 5. Results of Discriminant Validity, Convergent Validity, Divergent Validity, and Reliability.

Variable (Construct)	Extracted Average Variance (AVE)	Composite Reliability (CR)	Cronbach's Alpha Coefficient	Measurement Scale Variance (MSV)	Average Shared Variance (ASV)
Green Marketing Mix	0.75	0.92	0.8033	۰.۵۵	۰.۶۱
Company Image	0.74	0.93	0.7875	۰.۳۶	۰.۳۸
Retail Business Performance	0.77	0.90	0.8158	۰.۴۱	۰.۴۸

Discriminant validity would be established when the extracted mean and variance are larger than the critical value of 0.5. There are three necessary conditions for convergent validity: 1. The composite reliability value should be greater than 0.7, 2. The extracted mean and variance should be larger than 0.5, and 3. The composite reliability value should be greater than the extracted mean and variance. If the composite reliability value for each construct is higher than 0.7, it indicates sufficient internal stability for measurement models, while a value of 0.6 suggests a lack of reliability. Researchers have considered the standard value for Cronbach's alpha coefficient to be 0.7. Therefore, based on Table 5 and the standard

values for the respective indicators, it can be concluded that convergent validity is established through the estimation of the extracted mean and variance. The values of AVE for the factors in this study range from 0.70 to 0.77, and since the AVE index is higher than 0.5, this questionnaire has satisfactory convergent validity. To examine the divergent validity of the questionnaire, the variables MSV and ASV were measured. Since the values of MSV and ASV are lower than AVE, the divergent validity of the questionnaire is confirmed.

The estimation of the conceptual model is illustrated in Figures 2 and 3, presenting the research model along with the observed and latent variables in the form of reflective measurement models, including path coefficients between variables, determination coefficients, and t-statistic.

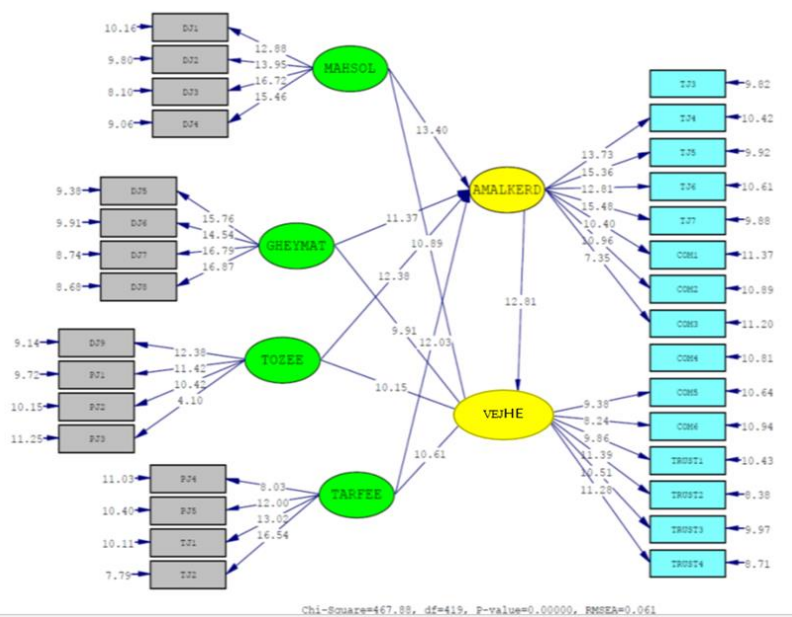


Figure 2. Values of Student's T-Statistic.

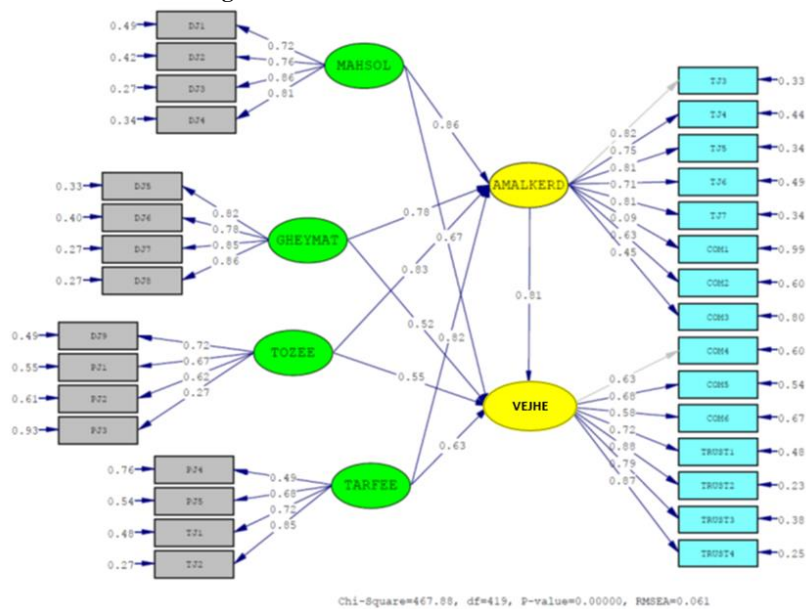


Figure 3. Path Coefficients and Determination Coefficient Values.

One of the most important criteria for assessing the fit of a structural model is the t-statistic. If its value is greater than the absolute value of 1.96, the model parameters are significant. The values of 1.64, 1.96, and 2.58 are considered as benchmark values to confirm the significance of the estimates at 90%, 95%, and 99% confidence levels, respectively. The results of the path coefficients along with the t-statistic values and significance levels are presented in Table 6.

Table 6. Results of Hypotheses Testing (Main).

Hypothesis	Independent Variable	Dependent Variable	Type of Effect	Student's T-Statistic	Path Coefficient	Test Result
H1	Green Marketing Mix	Corporate Reputation	Direct	۳.۶۸	۰.۶۲	Hypothesis is Confirmed
H2	Green Product	Corporate Reputation	Direct	۱۰.۸۹	۰.۶۷	Hypothesis is Confirmed
H3	Green Price	Corporate Reputation	Direct	۹.۹۱	۰.۵۲	Hypothesis is Confirmed
H4	Green Distribution	Corporate Reputation	Direct	۱۰.۱۵	۰.۵۵	Hypothesis is Confirmed
H5	Green Advertising	Corporate Reputation	Direct	۱۰.۶۱	۰.۶۳	Hypothesis is Confirmed

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Based on Table 6, since the coefficient between the mixed variable of green marketing and corporate reputation is 3.68 and greater than the value of 1.96, the influence of green marketing on corporate reputation is confirmed. Additionally, considering that the standardized effect (path coefficient) of green marketing on corporate reputation is 0.62, it can be concluded that green marketing has a positive and significant impact. Hence, the first hypothesis of the study is supported.

Furthermore, based on Table 6, since the coefficients between the variables of green product, green price, green distribution, green promotion, and corporate reputation are greater than the standard t-value of 1.96, the influence of these variables on corporate reputation is confirmed. Additionally, the standardized effects (path coefficients) of green product, green price, green distribution, and green promotion on corporate reputation are 0.67, 0.52, 0.55, and 0.63, respectively. Thus, these variables have a positive and significant impact on corporate reputation. Therefore, the second, third, fourth, and fifth hypotheses of the study are also validated.

In order to examine the mediating role of variables, it is necessary to not only consider the direct effects but also investigate the indirect effects of the variables on each other. The results of path coefficients, along with the values of the t-statistic and the significance level associated with the indirect effects, are presented in Table 7.

Table 7. Results of Hypotheses Testing (Secondary).

Hypothesis	Independent Variable	Mediating Variable	Dependent Variable	t-Statistic	Path Coefficient	Type of Effect	Test Result
H1-1	Marketing Mix	Performance	Corporate Reputation	۷.۵۶	۰.۸۷	Indirect	Confirmed
H2-2	Product	Performance	Corporate Reputation	۹.۵۵	۰.۷۰	Indirect	Confirmed
H3-3	Price	Performance	Corporate Reputation	۱۱.۲۲	۰.۶۳	Indirect	Confirmed
H4-4	Distribution	Performance	Corporate Reputation	۹.۹۲	۰.۶۷	Indirect	Confirmed



H5-5	Advertisement	Performance	Corporate Reputation	۸.۲۳	۰.۶۶	Indirect	Confirmed
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According to Table 7 and the results of hypothesis testing, the coefficient between the mixed variable of green marketing and the performance of retail businesses is 7.56, which is greater than the critical value of 1.96. Therefore, the impact of green marketing on the performance of retail businesses is confirmed. Additionally, since the coefficient between the performance of retail businesses and corporate reputation is 4.95, which is greater than the critical value of 1.96, the influence of the performance of retail businesses on corporate reputation is also confirmed.

Considering the significant effect of green marketing on the performance of retail businesses and the positive and significant effect of the performance of retail businesses on corporate reputation, it can be concluded that green marketing indirectly affects corporate reputation through the performance of retail businesses. The magnitude of the indirect effect is equal to the product of 0.78 by 0.87, which is equal to 0.68. Since the indirect effect of green marketing on corporate reputation (0.68) is greater than its direct effect (0.62), the mediating role of the performance of retail business is confirmed.

Given Table 7 and the results of hypothesis testing and the path coefficient values of the variables, namely green product, green price, green distribution, and green advertising, which are obtained as the product of (0.86 by 0.81), (0.78 by 0.81), (0.83 by 0.81), (0.82 by 0.81), resulting in numerical values of (0.70), (0.63), (0.67), and (0.66), respectively. The direct effect values of these variables are, in order, (0.67), (0.52), (0.55), and (0.63), which are significant and greater than their indirect effect values. Therefore, the hypotheses related to the second, third, fourth, and fifth hypotheses are confirmed, and the mediating role of retail business performance in these hypotheses is validated.

Model fit indices are one of the most important stages in the analysis of structural equation modeling. The results related to the research fit can be observed in Table 8.

Table 8. Comparison of Model Fit Indices with Desired Values.

Index		Value	Desired Value	Status
Relative Chi-Square	(χ^2)	۳.۸۶	less than 5	Desired
Root Mean Square Residual Index	(RMR)	۰.۰۴	less than 0.05	Desired
Adjusted Goodness-of-Fit Index	(AGFI)	۰.۹۴	more than 0.9	Desired
Goodness-of-Fit Index	(GFI)	۰.۹۶	more than 0.9	Acceptable
Relative Goodness-of-Fit Index	(RFI)	۰.۹۴	more than 0.9	Desired
Incremental Fit Index	(IFI)	۰.۹۵	more than 0.9	Desired
Comparative Fit Index	(CFI)	۰.۹۶	more than 0.9	Desired
Non-Normed Fit Index	(NNFI)	۰.۹۵	more than 0.9	Desired
Normed Fit Index	(NFI)	۰.۹۶	more than 0.9	Desired
Root Mean Square Error of Approximation	(RMSEA)	۰.۰۶	less than 0.1	Desired

Considering the values of the fit index and the desired values in Table 8, the relative chi-square index is equal to ($5 > 3.86$), the root mean square residual index is ($0.05 > 0.04$), the adjusted goodness-of-fit index is ($0.9 < 0.94$), the goodness-of-fit index is ($0.9 < 0.96$), the relative goodness-of-fit index is ($0.9 < 0.94$), the incremental fit index is ($0.9 < 0.95$), the comparative fit index is ($0.9 < 0.96$), the non-normed fit index is ($0.9 < 0.95$), the normed fit index is ($0.9 < 0.96$), and finally, the root mean square error of approximation is ($0.1 > 0.06$). This means that the current research model has a good fit and the factor structure considered for it is acceptable. In other words, the data obtained from the research supports and confirms the theoretical model.

5. Discussion and Conclusion

In this study, an attempt was made to examine the impact of green hybrid marketing on the performance of retail businesses with the mediating role of corporate image. The first hypothesis was identified, stating that green hybrid marketing has a significant impact on the performance of retail businesses with the mediating role of corporate image. This hypothesis was confirmed. The results of this hypothesis are consistent with the studies of Karolos et al. (2020), Armstrong (2018), and Hoffman et al. (2017).

In examining the second hypothesis, it was found that green product design of the company has a significant impact on the performance of retail businesses with the mediating role of corporate image, and this hypothesis is confirmed. The results of this hypothesis are consistent with the studies of Mirloo et al. (2015), Moravichcova et al. (2019), and Esmaeili et al. (2017).

In examining the third hypothesis, it was found that the price of the company's green products has a significant impact on the performance of retail businesses with the mediating role of corporate image, and this hypothesis is confirmed. The results of this hypothesis are consistent with the studies of Yunju Ko et al. (2019), Ramezani et al. (1397), and Doaei et al. (1385).

In examining the fourth hypothesis, it was found that the distribution of the company's green products has a positive and significant impact on the performance of retail businesses with the mediating role of corporate image, and this hypothesis is confirmed. The results of this hypothesis are consistent with the studies of Armstrong et al. (2016), Amoo et al. (2019), and Chang et al. (2020).

In examining the fifth hypothesis, it was found that the advertising of the company's green products has a positive and significant impact on the performance of retail businesses with the mediating role of corporate image, and this hypothesis is confirmed. The results of this hypothesis are consistent with the studies of Park et al. (2017), Kim et al. (2020), and Nooshin et al. (1398).

Based on the results of the research, it is recommended that stores and companies utilize their maximum potential to engage in social responsibilities in order to enhance their corporate reputation and credibility. In a dynamic environment, corporate social responsibility plays a significant role in the strategic activities of companies and retail businesses. It is suggested to use appropriate packaging for green products, create diverse and suitable discount offerings, and highlight the unique advantages of the brand to enhance the attractiveness of green brand distribution channels, thereby improving consumer health. This approach aims to increase consumer intention to purchase beloved brands.

It is recommended to utilize green marketing tools such as creating attractive green products, offering prices that align with the market, and designing suitable and appealing distribution facilities for green products, such as visual aesthetics, color, and product shape, to attract consumers. In future research, it is suggested to select environmentally conscious consumers based on their demographic characteristics and lifestyles.

Market researchers should make greater efforts to strengthen the reputation and credibility of companies in the field of green marketing by increasing their focus and attention on advertising campaigns. It is important to note that this study is geographically limited to a specific region of Iran, and Tehran, as the capital city, cannot fully represent the behavior of customers across the country. Therefore, it is necessary for future research to consider a cluster or stratified sampling approach to include all retail stores in the country as the statistical population and eliminate this geographical limitation.

6. References

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