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-----MANUSCRIPT DETAILS-----

Journal: Frontiers in Sustainability, section Sustainable Consumption

Article type: Original Research

Manuscript title: Investigating the Current State of Implementing Sustainable Green Marketing and Its Relation to Some Educational Variables

Manuscript ID: 1290938

Authors: Abdullah Ambusaidi, Huda Al Dayri and Younis I ALnaamani

Submitted on: 08 Sep 2023

Edited by: Maria Alzira Pimenta Dinis

Abstract: This study investigated the current state of implementing sustainable green marketing and the requirements for its future implementation in the Sultanate of Oman from higher education institution students' perspectives. The study used the descriptive approach, and two tools were used to collect data. The first tool was a questionnaire consisting of 30 items distributed over two main domains: the current state covering two sub-domains (importance of implementation and challenges), and future requirements. Both the validity and reliability of the questionnaire were checked, and it was given to a sample of 907 students from higher education institutions in Oman. The second tool was focused group interviews with ten groups for a total of 53 students from higher education institutions. The study concluded that students perceive it to be important to implement sustainable green marketing in the Sultanate of Oman. It also revealed several challenges restricting implementation, including a lack of awareness. In addition, the study showed there was no statistically significant difference in the gender, university, and college variables in the implementation of sustainable green marketing and its future requirements. Accordingly, the authors recommend spreading societal awareness about sustainable green marketing while ensuring the adoption of young people's ideas in the fields of entrepreneurship.

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Investigating the Current State of Implementing Sustainable Green Marketing and Its Relation to Some Educational Variables

Abdullah Ambusaidi^{1, 2*}, Huda Al Dayri¹ and Younis I ALnaamani¹

¹Ministry of Education, Oman

²Sultan Qaboos University, Oman

Handling Editor



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☆ Investigating the Current State of Implementing Sustainable Green Marketing and Its Relation to Some Educational Variables

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Original Research, Front. Sustain. - Sustainable Consumption

Received on: 08 Sep 2023, Edited by: [Maria Alzira Pimenta Dinis](#)

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Abdullah Ambusaidi*, Huda Al Dayri and Younis I ALnaamani

Original Research, Front. Sustain. - Sustainable Consumption

Received on: 08 Sep 2023, Edited by: [Maria Alzira Pimenta Dinis](#) ✉

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Investigating the Current State of Implementing Sustainable Green Marketing and Its Relation to Some Educational Variables

Abdullah Ambusaidi^{1, 2*}, Huda Al Dayri¹, Younis I ALnaamani¹

¹Ministry of Education, Oman, ²Sultan Qaboos University, Oman

Submitted to Journal:
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Review



Scope Statement

Dear Editor, Our manuscript investigated the current state of implementing sustainable green marketing and the requirements for its future implementation in the Sultanate of Oman from higher education institution students' perspectives. The topic is very important as it reflects the movement towards achieving SDGs within each country and worldwide. We believe that our manuscript will enhance other researchers to perform more research in sustainable consumption.

Conflict of interest statement

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest

CRedIT Author Statement

Abdullah Ambusaidi: Writing - review & editing. Huda Al Dayri: Writing - original draft. Younis I ALnaamani: Writing - review & editing.

Keywords

Current state, Higher education institutions, green sustainable marketing, Challenges, Future requirements

Abstract

Word count: 202

This study investigated the current state of implementing sustainable green marketing and the requirements for its future implementation in the Sultanate of Oman from higher education institution students' perspectives. The study used the descriptive approach, and two tools were used to collect data. The first tool was a questionnaire consisting of 30 items distributed over two main domains: the current state covering two sub-domains (importance of implementation and challenges), and future requirements. Both the validity and reliability of the questionnaire were checked, and it was given to a sample of 907 students from higher education institutions in Oman. The second tool was focused group interviews with ten groups for a total of 53 students from higher education institutions. The study concluded that students perceive it to be important to implement sustainable green marketing in the Sultanate of Oman. It also revealed several challenges restricting implementation, including a lack of awareness. In addition, the study showed there was no statistically significant difference in the gender, university, and college variables in the implementation of sustainable green marketing and its future requirements. Accordingly, the authors recommend spreading societal awareness about sustainable green marketing while ensuring the adoption of young people's ideas in the fields of entrepreneurship.

Funding statement

The author(s) declare that no financial support was received for the research, authorship, and/or publication of this article.

Ethics statements

Studies involving animal subjects

Generated Statement: No animal studies are presented in this manuscript.

Studies involving human subjects

Generated Statement: The studies involving humans were approved by Ministry of higher education and participated universities. The studies were conducted in accordance with the local legislation and institutional requirements. The ethics committee/institutional review board waived the requirement of written informed consent for participation from the participants or the participants' legal guardians/next of kin because Usually in Oman, the first approval obtained from a participating university is enough. then, each individual was informed verbally to participate in such a study.

Inclusion of identifiable human data

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In review

Investigating the Current State of Implementing Sustainable Green Marketing and Its Relation to Some Educational Variables

Abstract

 This study investigated the current state of implementing sustainable green marketing and the requirements for its future implementation in the Sultanate of Oman from higher education institution students' perspectives. The study used the descriptive approach, and two tools were used to collect data. The first tool was a questionnaire consisting of 30 items distributed over two main domains: the current state covering two sub-domains (importance of implementation and challenges), and future requirements. Both the validity and reliability of the questionnaire were checked, and it was given to a sample of 907 students from higher education institutions in Oman. The second tool was focused group interviews with ten groups for a total of 53 students from higher education institutions. The study concluded that students perceive it to be important to implement sustainable green marketing in the Sultanate of Oman. It also revealed several challenges restricting implementation, including a lack of awareness. In addition, the study showed there was no statistically significant difference in the gender, university, and college variables in the implementation of sustainable green marketing and its future requirements. Accordingly, the authors recommend spreading societal awareness about sustainable green marketing while ensuring the adoption of young people's ideas in the fields of entrepreneurship.

Keywords: current state, higher education institutions, green sustainable marketing, challenges, future requirements.

Introduction:

Countries always pursue the highest rates of progress; hence, they initiate economic projects and facilitate local and foreign investment. Undoubtedly, this requires natural and human resources, which if not well managed, can lead to the emergence of several problems. These problems include the depletion of natural resources and high rates of pollution. Data released by the Food and Agriculture Organization (FAO) (2020) indicated the presence of food insecurity among many

populations, reaching an annual rate of 11.9% globally. The FAO also revealed that 768 million people around the world suffer from undernourishment. This makes research and consideration of sustainable solutions, in line with economic growth and environmental protection, a necessity.

Since sustainable production and consumption have become priorities of almost all enterprises, it has become necessary for them to adapt their plans to keep up with this trend and contribute to Oman's economic development. Among these plans, sustainable green marketing stands out, which is one of the most important steps toward achieving sustainable growth (United Nations, 2020). The term 'sustainable green marketing' is a new concept that emerged in the early nineties (Al Bakri & Al Nouri, 2009).

The term 'sustainable green marketing' emerged as a concept in the early nineties. It has developed through several stages: The first stage was labelled “Environmental Marketing” and was primarily concerned with examining the relationship between social responsibility and environmental responsibility. Soon, interest in environmental marketing started to expand to researchers and specialists in consumer protection. They incorporated procedures that guaranteed consumer protection from harmful products, and, therefore, in its second stage underwent a name change to “Marketing for Consumer Protection”. The third stage, which came to be called "Sustainable Green Marketing", appeared as organizations began adopting strategies that ensured the sustainability of the environment on the one hand, and the maximizing of profits on the other (Al-Bakri & Al-Nouri, 2009; Barahimi, 2017).

It is clear that sustainable green marketing has been focused on both social and environmental aspects; it has developed as a result of the damage caused by some products to the environment and has become influential in many economic fields. Due to this evolution it has become a thorny concept owing to the overlapping of its dimensions and elements. Al-Awadi (2009) believes that sustainable green marketing aims at integrating the elements of marketing (e.g., production, pricing, distribution, etc.) in a sustainable manner. The main objectives of sustainable green marketing are eliminating waste, and rethinking manufacturing to obtain environmentally friendly products. This can be done by focusing on the extent to which it can be recycled, and bringing about changes in production, packaging, and the packaging processes (Singh, 2012; Chopra, 2015)

The green marketing philosophy is based on innovative ideas and practices, rather than the traditional focus on purchases and sales of products. The focus is on scientific research, the

development of relevant educational programs, and constant communication with consumers to enable product development and modification (Al Bakri, 2011; Al Awadi, 2009). Despite the importance of sustainable green marketing and the interest shown by some countries, its implementation has not yet gained widespread support. Many challenges limit its popularity, for one, the return on investment may take a long time, and also green products require sourcing renewable and recyclable materials that may not be readily available (Chopra, 2015). Therefore, enterprises must search for solutions and suggestions in order to ensure marketing sustainability. Vijai and Anitha (2021) suggest that for institutions to adopt sustainable green marketing, there needs to be ethical commitment, social responsibility, and government support. Kinoti (2011) states that organizations should aim to reorient people's needs and change their attitudes related to environment-friendly consumption; this can be done by enhancing their awareness of environmental issues and empowering them with solutions to safeguard their health, and ensure environmental and social safety. Enhancing awareness of the importance of sustainable green marketing is needed in both governmental and private institutions, but for this to happen, educational institutions need to play a key role in changing the attitudes of individuals by providing them with the necessary knowledge and skills that contribute to adjusting their behavior towards the environment.

Literature Review

Universities are an effective and influential factor in the sustainable green marketing, as they are at the top of the pyramid of educational institutions and have a high level of intellectual advancement. It contributes to updating environmental practices, which enhances its sustainability and adopts market-oriented activities (Al-Sharif & Al Afaishat, 2021). Gilbert (2007) believes that the role of the university in increasing marketing sustainability is basically to prepare students – to educate them and develop their skills related to green business practices. Green education enhances students' green attitudes and awareness toward the environment and, in turn, influences their behavior (Tu et al., 2017). Green awareness usually refers to a strong sense of interest by individuals in the environment, which is a reflection of the knowledge, skills, and values that the individual possesses. This awareness leads to them to adopt behaviors that promote green products, as well as protect and preserve the environment (Wang et al., 2019). Universities play a leading role in achieving a sustainable future by developing the

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The basic theory has been presented well, but the theoretical foundation for the scope of the model has not been described optimally.

et al., 2020; Khraim &

knowledge, skill, and values of graduates who are counted on to build the future and develop societies in a way that ensures sustainability (Al-Sharif et al., 2020). The United Nations Agenda for Sustainable Development 2030 emphasizes the need for educational institutions, and especially universities, to foster a shift toward a knowledge economy by capitalizing on intellectual capital; and implementing science, technology, and innovation strategies (United Nations, 2019).

Sustainable green marketing is one of these strategies. Rahma (2017) refers to some tools educational institutions have to support innovation in sustainable green marketing, including conducting scientific research to address environmental and technological issues, and developing educational programs to educate students and enhance their awareness. Therefore, enriching curricula with strategies that enhance knowledge and innovation in sustainability, and improving training systems and student activities would improve the knowledge and awareness of students, and hopefully translate to increases in the number of innovation-based economic projects (United Nations, 2019). The leading role of a university, as a center for education and training of the work force, means it is ideally placed to spread knowledge and awareness on sustainable marketing (Lakhdar & Nassima, 2019). Students' awareness, and acquisition of knowledge and skills related to green products will shape their attitudes toward sustainable green marketing, and this, in turn, will be reflected in their behaviors regarding sustainable green marketing.

Several studies have tackled the role of higher education in promoting the green marketing system. Al-Sharif et al., (2020) and Morgan (2010) investigated the implementation of sustainable marketing at the Universities of Benghazi in Algeria and Michigan in the United States of America, respectively. The results of the two studies were contradictory: for the university of Benghazi study, the results revealed that university management were of the opinion that the implementation of sustainable business practices is still in its early stages; as for the Michigan University study, the results describe ongoing efforts that were supporting sustainable marketing, including monitoring energy use, improving waste management, and integrating sustainability via training courses and student organizations. Maman and Belcidum (2019) investigated the realities of Arab small and medium enterprises which are adopting the philosophy of green marketing within the framework of achieving sustainable development; they argued that there was a need to begin teaching specialist courses concerned with green marketing at universities and encourage governments to promote the concept of green marketing. A study by De Jesus et al (2021) aimed

to reveal the impact of green marketing on the purchasing behavior of consumers and their perceptions of green products in the Philippines. The study concluded that green marketing has a positive impact on the environment and the presence of green brands contributes to reducing many environmental problems. In addition, the researchers state that the implementation of sustainable marketing falls short in some areas of sustainability. A study by Kardos et al. (2019), targeting faculties of medicine, pharmacy, sciences, and technology at Trego Morris University in the USA, indicated that most students know brands through television, friends, and the internet. Hence, they recommend that sustainability education should be a combination of both family and institutional education.

Based on the analysis of previous studies, the researchers of the current study find it feasible to draw several conclusions. Most of the previous studies discussed the importance of green marketing and its role in achieving the different dimensions of sustainable development - environmental, social, and economic. Earlier studies contributed to the formation of the theoretical framework and the development of the data collection tools used in the current study. Yet, these previous studies differed in some important aspects, including the sample, and the study tools utilized. In terms of location, the studies mentioned were carried out in a variety of different countries, which indicates the importance of sustainable green marketing, especially in light of the growing number of environmental and economic issues at the global, regional, and local levels. The literature review led to the identification of a knowledge gap that the current study aims to fill, namely: focusing on the important and influential category of students in higher education institutions, for it is at this stage that students' intellects are crystallized, personalities are refined and defined, and talents and interests are explored and developed. It is because at this stage people are passionately searching for knowledge and contributing to their communities. Thinking in terms of the future, higher education students will also create the families of the future and will be responsible for educating their children to have awareness of environmental issues. Additionally, the study will address a knowledge gap related to sustainable green marketing in the Sultanate of Oman from two angles: the current state of sustainable green marketing and potential strategies that may aid Oman in embracing sustainable green marketing in the future.

Study Problem and Research Questions

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It has become imperative to advance the economy but also ensure sustainability to make sure the planet is protected for future generations. These joint goals are outlined by The Omani government's 'Oman Vision 2040' document, which seeks to create a knowledge and innovation-based diversified and sustainable economy and embrace ecosystems for the protection and sustainability of the environment (The Supreme Council for Planning, 2019). In addition to the Oman Vision 2040 goals, targeting sustainable economic initiatives, Oman also has strategic scientific goals; the most notable of which is outlined in the 'Omani National Innovation Strategy 2040', which champions sustainability, environmental protection, and knowledge in empowering innovation (The Education Council, 2017). Hence balancing environmental concerns and scientific progress are of great importance.

To gain a general sense of students' perceptions of sustainable green marketing in higher education institutions, the researchers conducted a pilot study. It consisted of a survey given to a random sample of 112 students (49 males and 63 females) from two higher education institutions outside the main sample in the Sultanate of Oman. The survey showed that 60.7% of students are interested in green products and 68.75% have bought green products. Promisingly, 64.28% of the respondents indicated they were satisfied when purchasing green products. The results of the survey also showed the perceived value of green products, as 70.5% of the students indicated that the availability of these products in the Sultanate's markets is very important. Regarding universities' role in promoting a sustainable green marketing system, the results concluded that 90% of students did not study a course on sustainable green marketing at the university level. These views demonstrate the feasibility of sustainable green marketing as part of the solution to the environmental issues impacting the planet. Hence, we can begin to see the importance of the study and research into sustainable practices by university students, particularly as they are the group who will work, be leaders, and form families in the future. Thus, this study looked at attitudes related to sustainable green marketing and the requirements for its future implementation in the Sultanate of Oman from the perspective of students of higher education institutions. Accordingly, the study is seeking to answer the following questions:

- 1- What are the perspectives of students in higher education institutions in the Sultanate of Oman toward sustainable green marketing?

- 2- What are the requirements for the future implementation of sustainable green marketing in the Sultanate of Oman from the perspective of students in higher education institutions?
- 3- Do the perspectives of higher education students related to sustainable green marketing in the Sultanate of Oman differ based on gender (male, female), university (public, private), college (science, humanities), and the interaction between them?
- 4- Do the views of higher education students on the future requirements for the implementation of sustainable green marketing in the Sultanate of Oman differ based on gender (male, female), university (public, private), college (science, humanities), and the interaction between them?

Research Methodology:

Study sample: The study sample consisted of 906 male and female students from public and private higher education institutions in the Sultanate of Oman who completed the Sustainable Green Marketing Scale (SGMS). The sample was selected using a simple random approach. The three study variables (Gender, university type, and type of institutions) were considered when selecting the sample. The five universities mentioned previously were contacted officially to have their help with selecting the participants. The targeted universities were informed not to include students who were in the first or second year of their study, but rather select students in the third year and above in the hope that their maturity would mean their responses were more considered. Table (1) shows the demographic characteristics of the sample.

Table 1: Demographic characteristics of the study sample who answered SGMS

Demographic characteristics		Number	Percentage (%)
Gender	Male	204	22.4
	Female	703	77.5
University	Public	580	63.9
	Private	327	36
College Type or Stream	Scientific	293	32,3
	Humanities	614	67.7

From this sample, 53 male and female students were chosen to take part in focus group interviews. The criteria for selecting these students were as follows: they had to be a good speakers, active in student activities, and academically proficient. The researchers sought help from higher education institutions to select the students according to the set criteria. Students' consent to take part in the

interviews was obtained beforehand. Table 2 shows the demographic characteristics of the focus group volunteers and the dates the interviews were conducted.

Table 2: The demographic characteristics of the study sample who participated in an interview

University	Number of focus groups	Number of students			Date of the interview (2021)
		Male	Female	Total	
Sultan Qaboos University	G(1)	4	1	10	29 July
	G(2)	5	0		31 July
Al Sharqiyah University	G(1)	3	3	12	28 July
	G(2)	4	2		1 August
University of Nizwa	G(1)	0	6	12	2 August
	G(2)	2	4		5 August
Sohar University	G(1)	2	2	12	10 August
	G(2)	5	3		11 August
The University of Technology and Applied Sciences	G(1)	3	0	7	2 August
	G(2)	1	3		3 August
Total		10	29	24	53


Study Method: For the current study a descriptive-analytical method or approach was adopted, and both quantitative and qualitative data were collected. This approach seems more appropriate to reveal the reality of sustainable green marketing and the requirements for its future implementation in the Sultanate of Oman from the perspective of students of higher education institutions. Mixing qualitative and quantitative methods is suggested by Greene et al. (1989) as a way to allow researchers to get in-depth answers and clear and accurate results.

Study Tools: To achieve its objectives, the current study used two data collection tools as detailed below.

The Sustainable Green Marketing Scale (SGMS): This scale was developed following a review of several previous studies (Chopra, 2015; Singh, 2012; Talloush, 2016). It aims to reveal the views of university students regarding sustainable green marketing and the requirements for its future implementation. In its preliminary form, the SGMS consisted of 33 phrases distributed over

two main domains: a) the current state which includes two parts (importance of the implementation and challenges), and b) future requirements. The first domain included 11 statements on the importance of the implementation and 10 statements on challenges, while the second domain included 12 statements. The scale relied on a five-point Likert scale, with the following grades: very high (5), high (4), medium (3), low (2), and very low (1). The scale is inversed for negative statements in the first part of the first domain (the importance of implementation). The validity of the SGMS was checked using three methods: the first method, face validity, was examined by thirteen experts in economics and marketing who worked as academics, educational supervisors, and company owners. These experts provided comments about the scale, verifying its linguistic formulation, its relevance to the main domains, and its relevance to the sample. The second method was using Exploratory Factor Analysis. The results from this analysis concluded that the latent root of the first factor (items 22-33) was 7.49, which explained 22.69% of the total variance. All of the items are centered around green marketing and ways to implement it in the future, so this factor was designated the future requirement for implementing sustainable green marketing. The latent root of the second factor (statements 1, 4, 5, 6, 7, 8, 9, 10, 11) was 4.08, explaining 12.36% of the total variance. These phrases are all centered around the current state of green marketing; hence, this factor was designated as the current state of the importance of implementing sustainable green marketing. The latent root of the third factor (consisting of nine statements, 3, 12, 14, 15, 17, 18, 19, 20, 21) was 3.67, and explained 11.14% of the total variance. All of these statements centered around the challenges facing the implementation of sustainable green marketing. Initially, statement 3 was placed within the first part of the first domain (the importance of implementing sustainable green marketing), but it became clear that its content is more related to the second part of the first domain (challenges facing sustainable green marketing). As for the statements not grouped under any factor, (2, 13, 16), they were omitted from the analysis. Hence, the final scale consisted of 30 statements, divided into three factors: the importance of implementation, which included 9 statements; challenges, which included 9 statements; and future requirements, which included 12 statements.

The reliability of the SGMS was checked using two methods: Cronbach's alpha, and the split-half method. Table 3 shows these reliability coefficients for each domain and subdomain.

 Table 3: Cronbach's alpha and the split-half method coefficients

	Domain	Number of Statements	Cronbach's alpha	Split-half
Domain one (part one) 1	The importance of implementing sustainable green marketing	9	0.8	0.79
Domain one (part two)	Challenges to sustainable green marketing	9	0.75	0.74
Domain two	Future requirements for the implementation of sustainable green marketing	13	0.95	0.93
The tool as a whole		30	0.92	0.89

Table 3 shows that the values of Cronbach's alpha coefficient for the different domains of the SGMS ranged between 0.75 - 0.95, with an overall reliability of 0.92, and the split-half reliability ranged between 0.74 - 0.93. The overall reliability of the SGMS using the split-half method was 0.89.

Students were divided into the following five levels (from very high to very low) based on their calculated average responses: 'very high' if the average response ranged between 5.00 and 4.20, 'high' if their average response ranged between 4.19 and 3.40, 'medium' if their average response ranged between 3.93 and 2.60, 'low' if their average response ranged between 2.59 and 1.80, and 'very low' if their average response ranged between 1.79 and 1.00 (Matosas, 2019).

Focus group interviews (focused interviews): Through these interviews, data was collected on sustainable green marketing in accordance with the domains mentioned above. The number of questions was (11). They were checked and examined by 13 specialists in marketing and economics who were academics, educational supervisors, and business owners. Before conducting the interviews, the five universities were contacted to obtain approvals for carrying out the study and select participating students, whose personal consent was essential before researchers communicated with them. Following the identification of the sample, a pre-meeting using WhatsApp was held one day before the real interviews to get the research team acquainted with respondents and inform them about the interview process. Before moving to actual interviews, the researchers conducted pilot interviews to ensure respondents understood the interview questions and to check whether the time allotted for the interviews was appropriate. The researchers calculated the validity and reliability of the interview analysis by selecting and analyzing one of the actual interviews to check how well it achieved the goal for which it was designed. This was

conducted in two ways: calculating the inter-rater reliability between the principal researcher and another member from the research team (the third researcher) and then calculating the coefficient of agreement between them. There was high agreement between the two researchers, which indicates the appropriateness of the interviewed questions. During the interview, the research team presented the questions in an atmosphere of free interaction. The names of participants were not disclosed in accordance with scientific research ethics. Using Google Meet, the interviews ran between one to two hours, depending on the group. The interviews were conducted between 28 July - 15 August. Following the interviews, data was typed, encoded, and read multiple times to understand it in depth. Later, data were classified and analyzed.

Data Analysis

For the quantitative tool (the questionnaire), data were analyzed using the statistical package SPSS, version 23, and descriptive statistics (mean value, standard deviations) and inferential statistics (Multiple Variance Analysis and Triple Variance Analysis - MANOVA) were obtained. As for the interview tool, data was organized in Microsoft Word, where data from each of the focus groups was transcribed separately. Later, the data were classified into sub-categories using the open classification method.

Results and Discussion

Results and Discussion of Question One: *"What are the perspectives of institutions students in the Sultanate of Oman toward sustainable green marketing?"* shows the mean values and standard deviations that were calculated for two 'attitude' domains (importance of implementation and challenges).

Table 4: Mean values and standard deviations for responses to the 'attitudes towards sustainable green marketing' domain

Reality Sub-Domains	Mean values	Standard Deviation	Level
The importance of implementing sustainable green marketing	3.55	0.37	High
Challenges to sustainable green marketing	3.85	0.53	High

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Table (4) shows that the mean response value for the 'importance of implementing sustainable green marketing' domain was 3.55, which is high. As for the 'challenges facing sustainable green marketing', domain the mean was also high at 3.85.

To identify students' perspectives on the importance of implementing sustainable green marketing, the mean values, standard deviations, and significance was calculated, and the highest and lowest scoring statements are presented in Table 5.

Table 5: Mean values, standard deviations, and significance of the three highest and lowest statements for the importance of implementing sustainable green marketing.

Statement	Man Value	SD	Significant
Highest Mean Value Statements			
Sustainable green marketing enriches cooperation among the members of society about preserving the environment.	4.28	0.79	Very high
A culture of sustainable green marketing opens up the horizon for investment in renewable energy-based products.	4.23	0.81	Very high
Sustainable green marketing is changing the consumption culture of individuals.	4.20	0.82	Very high
Lowest Mean Value Statements			
The marketing activities of many companies do not comply with environmental requirements.	2.34*	0.93	High
Promotional corporate advertisements focus on the product regardless of its ingredients.	2.20*	0.93	High
The high cost of green products discourages companies from marketing them.	2.18*	1.00	High

* **Negative statements**

Table 5 demonstrates that the mean values of the statements on the 'importance of implementing sustainable green marketing' ranged between 2.18 - 4.28, indicating that all statements were highly significant. The highest scoring statement was “sustainable green marketing enriches cooperation among the members of society about preserving the environment”, with a mean value of 4.28 (very high significance). On the other hand, the statement “the high cost of green products discourages companies from marketing them”, earned the lowest score with a mean value of 2.18, (high significance). The qualitative results supported and confirmed the statistical results, for instance, a respondent from the University of Nizwa indicated that she prefers to buy Omani products for several reasons. These include supporting Omani products, the company’s adoption of reliable production methods, and the company’s knowledge and concern for the health of the people in the country. In addition, some of the respondents’ behaviors as consumers indicate a level of support

for sustainable green marketing. Some students, for example, often read the ingredients of products, believing it is important for their health. A respondent from the University of Technology and Applied Sciences points out that major may affect a person's choice of product: "*Being a chemistry specialist, I always focus on the physical and chemical properties of the product to check how heat or moisture impacts it, its expiration and I always buy healthy products*". The results reveal that students value sustainable green marketing and products that take into account environmental and health requirements, especially after the Covid- 19 pandemic. During and after the pandemic, many people in Oman and elsewhere became much more aware of how nutrition affected health and came to view green marketing as a better alternative. This increased awareness could result in more green products becoming available. For example, Cardos et al. (2019) concluded that individual awareness of sustainable green marketing is important in encouraging environmental entrepreneurship and, thus, the availability and consumption of more green products.

To identify students' perspectives on the challenges facing the implementation of sustainable green marketing, the mean values and standard deviations of the responses were calculated, and the highest and lowest scoring statements are presented in Table 6.

Table 6: Mean values, standard deviations, and degree of challenge of the three highest and lowest statements related to the 'challenges facing the sustainable green marketing' sub-domain.

Statement	Man Value	SD	Degree of Challenge
Highest Mean Value Statements			
Lack of government policy support for sustainable green marketing strategies	4,04	0,89	High
Lack of community awareness of sustainable green marketing	3,96	0,88	High
Lack of green products and limited availability in some major shopping centers	3,96	0,91	High
Lowest Mean Value Statements			
Green products need large investments to find their way to the market	3,78	0,92	High
Weak consumer confidence in the credibility of the green product	3,66	0,96	High
Companies do not market green products in an attractive way to the customer	3,59	1,00	High

As shown in Table 6, the mean values of the statements related to the challenges to sustainable green marketing ranged between 3.59 - 4.04. The highest score was obtained for the statement "lack of government policy support for green marketing strategies", which had a mean value of 4.04 (considered a 'high' degree of challenge). The lowest mean value was for the statement "companies do not market green products in an attractive way to the customer", which had a mean value of 3.59. The mean value of this sub-domain indicated that students viewed the level of challenges facing the implementation of green marketing in Oman to be 'high'. Some of the challenges are related to individuals, others to production by companies, and others related to the green product itself.

The qualitative data helped illuminate student perspectives on the three types of challenge. At the individual level, and according to the interview it seems that students' lack of awareness of sustainable green marketing is the biggest challenge according to the student's interviewed. As for the challenges faced by companies in terms of production, the high costs required by sustainable green marketing was thought to be the biggest challenge they face. Students also thought that most products on the market do not necessarily meet the desires and interests of the community. Other challenges faced by companies that were mentioned are challenges related to legislation and competition. This is in line with Alshubiri's (2017) and Raude and Borman's (2013) studies, which also found some challenges facing companies, including pressure on the environment, and a lack of incentive to implement sustainable marketing. However, this result differs from Maqri's (2014) findings which concluded that there are positive attitudes toward adopting mixed green marketing policies in Algerian institutions; and that employees are aware of the importance to integrate both environmental protection and entrepreneurial trends. At the product level, the sample highlighted some challenges that may limit the Omani community's acceptance of these products. These include limited availability of these products in commercial centers and rural areas, a lack of efficiency and quality, and a mismatch between products and the psychology of the people.

Results and Discussion of Question Two: Question two stated that *“What are the future requirements for the implementation of sustainable green marketing in the Sultanate of Oman from the perspectives of students of higher education institutions?”*. To answer the question, the mean values and standard deviations of the related responses were calculated, as well as the overall mean (see Table 7).

Table 7: Mean values, standard deviations and perceived degree of need, and ranking of the three highest and lowest statements of the future requirements for the implementation of sustainable green marketing.

Statement	Man Value	SD	Perceived Degree of Need
Highest Mean Value Statements			
Reduction of value-added tax on green products	4.21	0.98	High
Supporting innovation and new methods of promoting green products	4.20	0.92	Very high
Encouraging and implementing green store initiatives	4.17	0.88	High
Lowest Mean Value Statements			
Investing intellectual capital to implement projects related to sustainable green marketing	4.08	0.90	High
Developing university-level educational specializations to introduce sustainable green marketing	4.05	0.99	High
Providing a package of facilities for investors toward establishing environmentally friendly businesses	3.99	1.02	High

As shown in Table 7, the mean values for the statements on the future requirements for the implementation of green marketing ranged between 3.99 - 4.21. Two statements scored very high in perceived degree of need: they were the statements “reducing the value-added tax on green products” with a mean value of 4.21, and “supporting innovation and new methods of promoting green products” with a mean value of 4.20. The remaining statements scored high, with the lowest score being the statement “providing a package of facilities for investors toward establishing environmentally friendly businesses,” with an average of 3.99. The qualitative data garnered suggestions for the future implementation of sustainable green marketing. At the individual level (consumers), promoting awareness was given almost unanimously as a suggestion. This is in agreement with Dvorour and Elias’ (2017) study which emphasized spreading awareness of green marketing by following several methods, including green advertising. It also agrees with Delafrooz et al.’s (2014) findings, which revealed the important role of environmental advertising and branding in the purchasing behavior of a sample of Iranian consumers.

As for the companies, the respondents put forward several recommendations for companies in the implementation of a sustainable green marketing system. These recommendations can be grouped into two areas. The first area involves innovations related to the operation of companies -

respondents suggested establishing a funded governing body that supports small and medium-sized companies to produce and market green products, diversify product lines to suit different segments of society, and provide feedback on attempted sustainable green marketing initiatives. The suggestions were not limited to production but touched on the development of employees also. Some respondents perceived a need to provide seminars and courses for employees to develop their awareness and abilities, and learn from academics specialized in their field, so they can make innovative changes to their products. This result is in agreement with Chukwuka and Eboh's (2018) study which revealed the positive impact of green practices, represented by recycling, paperless work, and producing and recycling of products on the productivity of companies in Nigeria. In addition, the result is in line with Kamel's (2013) study which indicated the positive impact of sustainable green marketing on the entrepreneurial activities of a sample of managers from Zain Telecom in Iraq.

The second area is related to the task of satisfying consumers' desires by studying the characteristics of community members (feasibility study) before proceeding with the production of a green product. These suggestions are in line with Al Bakri's (2011) study on the necessity of applying a social-responsibility based sustainable green-marketing philosophy and considering the consumer an active member in the successful marketing process. It also has parallels with Al Awadi's (2009) study which concluded that there were shortcomings in the performance of the Al Furat State Company for Chemical Industry in the Babil Governorate in Iraq regarding adopting a sustainable green-marketing philosophy and its effect on marketing performance and designing products that suit consumers' tastes and needs.

Results and Discussion of Question Three: The third research question stated that “*Do the perspectives of higher education students related to sustainable green marketing in the Sultanate of Oman differ based on gender (male, female), university (public, private), college (science, humanities) and the interaction between them?*”. To answer this question, first, the mean values and standard deviations were calculated (see Table 8).

Table 8: Mean values and standard deviations of the two sub-domains related to sustainable green marketing for gender, university and college variables.

Variable		Sub-Domain	Mean Value	SD
Gender	Male		3.56	0.36

	Female	The importance of implementing sustainable green marketing	3,54	0.38
	Male	Challenges to green marketing	3.91	0.51
	Female		3.83	0.54
University	Public	The importance of implementing sustainable green marketing	3,55	0,38
	Private		3.54	0,36
	Public	Challenges to green marketing	3,85	0,53
	Private		3,85	0,54
College	Science	The importance of implementing sustainable green marketing	3.55	0.36
	Humanities		3.55	0.38
	Science	Challenges to green marketing	3.86	0.54
	Humanities		3.85	0.53

Table 8 shows that there is a difference in the mean values related to sustainable green marketing in the two sub-domains (importance of implementation and challenges) for gender (male, female), university (public, private), and college (science, humanities). To identify the significance of these differences, a Multivariate Analysis of Variance (MANOVA) was used (Table 9 shows the value of Wilk's lambda).

Table 9: Wilks' Lambda value and significance levels for gender, university and college variables.

Variable	Value	F	Level of significance
Gender (a)	0.996	1.74	0.176
University (b)	0.999	0.47	0.623
College (c)	0.998	0.97	0.380
Interaction (a × b)	0.999	0.27	0.764
Interaction (a × c)	0.997	1.13	0.324
Interaction (b × c)	0.995	2,11	0.122
Interaction (a × b × c)	0.999	0.61	0.543

As can be seen from Table 9, there are no statistically significant differences in the mean values in the two sub-domains. The value of Wilks' Lambda was higher than the significance level ($\alpha = 0.05$). This means that regardless of students' gender, the type of university attended (public or private), or their college stream, students share similar views about the implementation of green marketing.

Results and Discussion of Question Four: Question four stated that “*Do the views of higher education students on the future requirements for the implementation of sustainable green marketing in the Sultanate of Oman differ based on gender (male, female), university (public, private), college (science, humanities) and the interaction between them?*” To answer the question, the mean values and standard deviations for the three variables were calculated and presented in Table 10.

Table 10: Mean values and standard deviations of the perceived future requirements for the implementation of sustainable green marketing based on gender, university, and college.

Variable		Sample	Mean Value	SD
Gender	Male	204	4,10	0,62
	Female	703	4,13	0,74
University	Public	580	4,14	0,69
	Private	327	4,10	0,75
College	Science	293	4,13	0,76
	Humanities	614	4,12	0,70

Table 10 demonstrates that there are differences in the mean values of all three variables. However, to identify if this difference is significant or not, a three-Way ANONA was used (Table 11).

Table 11: Results of a three-Way ANOVA test.

Variable	Sum of squares	Df	Mean Squares	F	Level of significance
Gender (a)	0,06	1	0,06	0,12	0,734
University (b)	0,17	1	0,17	0,33	0,563
College (c)	0,02	1	0,02	0,04	0,836
Interaction (a × b)	1,33	1	1,33	2,59	0,108
Interaction (a × c)	0,01	1	0,01	0,02	0,890

Interaction (b × c)	0,10	1	0,10	0,19	0,662
Interaction (a × b × c)	0,01	1	0,01	0,01	0,910
Error	460.60	899	0,51		

As evident in Table 11, there are no statistically significant differences for the three variables in the views of the respondents regarding the future requirements for the implementation of sustainable green marketing in the Sultanate of Oman. The results of the third and fourth questions could be explained as follows:

Gender: Amrawi (2016) showed that there were no statistically significant gender differences in consumers' responses to the role of green marketing in protecting the environment. Students of both genders in higher education institutions in Oman receive similar content knowledge and study courses appropriate to their specializations. Hence, regardless of gender, they have had many of the same study experiences. Add to that, they come from the same age groups and went to schools with the same curriculum; hence, they likely have similar ideas and attitudes. However, results from the current study differed from Boztepe's (2012) study on the effect of gender on consumers' green purchases, which found that males are more inclined to buy green compared to females.

Type of University or College (Public/Private): Almost all universities in Oman, whether they are public or private, integrate sustainable marketing topics in their curricula to more or less the same degree. Moreover, both public and private universities encourage their students to participate in competitions aimed at developing entrepreneurial skills such as the "Injaz Oman" competition. In addition, all students live in the same geographical location and have common interests, especially in the current world of openness with the surrounding world through social media. Furthermore, there are communication channels between public and private universities and colleges for the advancement of academic cooperation and to serve common interests. Previous studies did not consider university (public and private) as a variable that has an impact on students' perspectives on green marketing. However, some studies concluded that consumers with a university degree tend to have a more positive attitude toward green marketing (Alamin & Ratnasari, 2019; Tu et al., 2017)

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There must be a separation in the "results and discussion" component (mia. new subchapter). In addition, the discussion presented includes an extensive review of similar past

Stream of Study (Science/Humanities): The topics of sustainable green marketing are not readily available in either tertiary science or humanities courses in Oman, though it is touched on but not dealt with comprehensively.

Conclusion Implications and Recommendations:

Sustainable green marketing is one of the methods countries have to help their development goals, and it will undoubtedly play a prominent role in advancing progress. In the current study, the results revealed the presence of high importance among respondents regarding implementing sustainable green marketing importance. However, this is not an straightforward issue as respondents believed there were high levels of challenges that need to be addressed. In light of these challenges, the respondents put forward several suggestions for the successful future implementation of a multiple-sector green-marketing system in the Sultanate of Oman. In light of the abovementioned results, the researchers recommend the following:

- Spreading societal awareness about sustainable green marketing using multiple strategies and methods that suit different sectors of society.
- Working on adopting young people's ideas in the fields of entrepreneurship, including green marketing, and providing support to facilitate this.
- Forming partnerships between public and private sector institutions to support the national economy in a way that ensures environmental preservation.
- Paying attention to scientific research and innovation at all stages of the marketing process.
- Integrating sustainable green marketing in all of the country's sectors, in line with each sector's vision and mission.

The current study has two major limitations which could be addressed in future research. Despite efforts, there was an unequal number of students participants from each university in the study. There was also an unequal gender ratio in some of the focus groups due to some students pulling out of the interviews at short notice.

Finally, future studies are needed to explore alternative solutions, for example, the research into the effectiveness of a training program based on sustainable green marketing for university students on their awareness of sustainable green marketing and their attitudes toward

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The implications do not fully reflect the current results. I suggest adding 1 special paragraph that follows up the study findings with the situation in the field.

and understanding its

environmental sustainability. Further research is needed in the form of case studies on educational institutions to reveal the degree to which they practice the principles of sustainable green marketing.

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