

Evaluating the Green Marketing Performance, an Empirical Study for Dates Factories in Al-Kharj Province, Saudi Arabia

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Abstract : The research aims to survey the dates factories in Al-Kharj Province, and then identify the nature of a series of different production processes and the using of raw materials, as well as their finished products, and the extent of their impact on the environment or consumers satisfaction. Twenty dates factories were selected according to their willingness to participate. The participants of dates factories consist of approximately 40 % of all dates factories in Al-Kharj province. All of the dates factories which were visited were observed. The research team also administered number of questionnaires to the public to know their satisfaction levels of the dates products as well as their suggestions. It is accounted to 237 participants who gave their opinion about the dates products and their suggestions. This study is one of rare studies about green marketing in dates factories. What is new about this study is that it depends upon both of the managers and consumers as well as the researchers to look into the factories' production line and to observe the level of satisfaction. The study resulted in a very good ending because that the green marketing of dates is in its highest level. This indicates that the factories in general using natural materials and no bad materials or subsidies used in the production, the levels of satisfaction by consumers are very good, preferring mostly lose product of dates. The preference of lose dates means the tendency to use the dates in their natural product. The recommendations of this study suggest solving marketing problems in transforming raw dates into manufacturing products. This includes biscuits and other types of sweet products.

Keywords : green marketing, dates factories, environment impact, consumer satisfaction

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