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## **The Effect of Innovative Green Marketing Strategies on the FMCG's Sales Performance in Aswan, Egypt. (By applying on the FMCG's Retailers in Aswan, Egypt)**

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**Abstract** The purpose of this research is to examine how innovative green marketing strategies with all dimensions (innovative green product strategies, innovative green promotional strategies, innovative green place strategies, and innovative green price strategies) impact Improving FMCG's Sales Performance in Aswan, Egypt. Also, the research aims to identify the dimensions of innovative green marketing strategies that can be used by Egyptian FMCG companies that influence customer retention and thus improve sales performance.

To generate innovative green marketing strategies, data was collected from retailers by using a survey. Where 380 valid responses were obtained from the 385 surveys distributed to the retailer. Correlation and regression analysis were carried out to test the relationship between research variables by using SPSS.

The Findings of the study confirmed the existence of a statistically significant impact on all dimensions of Innovative green marketing strategies represented by Innovative Green Price Strategies, Innovative Green Promotional Strategies, and Innovative Green Product Strategies, and are significant Impact on the dependent Improving FMCG's Sales Performance in Egyptian Retailer. The originality value of the Innovative Green Marketing Strategies studies is a subject which has not been reviewed its impact on Improving FMCG's Sales Performance in the literature previously.

**Keywords:** Green Marketing, Green Innovation, FMCG, Sales Performance, Aswan, Egypt.

## **Introduction**

The overall importance and influence of marketing, particularly green marketing, have expanded within companies, involving research and tackling vital questions about their ongoing survival (Gbandi and Iyamu, 2022).

The core concept of a green marketing strategy involves a company's overall strategy, including the decisions that influence its fundamental choices about products, markets, marketing activities, and marketing resources in creating, communicating, and providing products that deliver value to customers in their interactions with the company, thus enabling the company to achieve specific objectives (Gnizy, 2019).

This was stated in the past four to five decades, whereas businesses of all kinds and shapes incessantly attempted to achieve commitment to the natural environment by eliminating waste, reducing pollution, enhancing their effectiveness, gain operational market-related benefits. Consequently, environmental concerns have become increasingly important in marketing as companies seek to showcase their environmental responsibility. These developments have highlighted the necessity for developing new and improving existing practices that support eco-friendly production and services. As a result, environmental issues have gained more attention in marketing literature, prompting many companies to take a greater interest in environmental conservation. This shift has resulted in a growing need for innovative green marketing approaches (Chang et al., 2019).

Their commitment to promoting social and environmental responsibility has motivated them to develop several eco-friendly marketing campaigns. (Stahl et al., 2023). These innovations have not just provided them with a competitive advantage in the market but have also compelled them to embrace a marketing-centric stance towards their environmental management strategies and implement alterations in procurement, manufacturing, and environmental management procedures. (Kumar, 2015). The FMCG market has been a prominent sector of the economy for several decades. This is because fast-moving consumer goods (FMCG) are generally affordable, leading to significant profits due to their high sales volume and frequent consumption. Successful FMCG green marketing strategies require customized approaches for sales frequency, product portfolio, product range management, logistics, and advertising. As a result, examining the innovative green initiatives of FMCG companies has become increasingly important (Fareniuk, 2022).

The consumer goods market is constantly changing, requiring businesses to adapt quickly, make efficient operational decisions, and stay flexible to new developments to achieve and maintain leadership. Success in the FMCG market relies on a thorough understanding of product and market prices, a diverse product range, developing an effective green and innovative marketing strategy, and an

understanding that FMCG consumers make both impulsive and pre-planned purchase decisions, so the retailers need to understand that several innovative green marketing strategies contribute to their competitive advantage. (Solomianiuk et al., 2018).

According to Previous literature, most businesses have not experienced an increase in sales revenue due to insufficient green marketing strategies (KESIDE EJIKE, 2020). Over the past three years, marketing expenses have increased for fast-moving consumer goods companies in the Egyptian market. However, there has been no corresponding increase in sales, according to the available data in the financial report of the Egyptian FMCG companies (Analysis by the researcher).

This research aims to investigate how innovative green marketing strategies affect improving FMCG's Sales Performance. The researchers' commitment to social responsibility influenced the study of the population in Aswan. The governors and its residents' interest in adopting environmentally friendly products and processes, for marketing or other purposes, also played a part in this decision. This interest was a determining factor in selecting Aswan as the research community. And, after analyzing the researcher found a significant positive relationship between dependent and independent variables was found. The research gap of the current study is that focuses on fast-moving consumer goods enterprises in Egypt, which hasn't been explored before. Also, questionnaires were used to collect data, while other studies used interviews. Additionally, there are differences in methodology where the previous studies used different modelling techniques, whereas the current study uses descriptive analysis, based on what was mentioned in the previously mentioned literature, the study aims to:

1. to investigate the relationship between innovative green product strategies and Improving FMCG's Sales Performance in Retailers.
2. to investigate the relationship between innovative green promotional strategies and Improving FMCG's Sales Performance in Retailers.
3. to investigate the relationship between innovative green place strategies and Improving FMCG's Sales Performance in Retailers.
4. to investigate the relationship between innovative green price strategies and Improving FMCG's Sales Performance in Retailers.
5. To identify the dimensions of innovative green marketing strategies that can be used by Egyptian FMCG Retailers that influence customer retention and thus improve sales performance.

## **Literature Review**

### **Green marketing strategies**

According to Gryshchenko et al., (2022), the business environment in recent years has seen a shift towards the adoption of green marketing strategies. This shift is driven by the increasing emphasis on sustainable production methods and

environmentally friendly procedures (Han et al., 2022). Companies embracing green philosophies have not only increased their profitability but also gained a competitive edge over their peers (Chandran & Bhattacharya, 2019). Meanwhile, this led to green marketing has evolved from being a niche area to becoming an essential business practice (Apaza et al., 2024). The rise of new green industries underscores the positive response that green growth has garnered from global markets (Kautish & Sharma, 2019). This underscores the importance of further research into the realm of green marketing, given its significant implications for business strategy and performance. In the same vein Esmaelnezhad et al., (2023) define the green marketing strategy as a collection of those tools and elements of marketing promoting the company to target consumers and achieve the organizational goals in a sustainable environment. Also, Welford (2000) describes green marketing as a process of management that enables marketers or enterprises to create repeat clients as well as satisfy the desires and needs of society sustainably and profitably. This reflects the fact that sustainability marketing is a large component of business efforts towards sustainability.

According to the significant importance of green marketing mentioned, Fuller (1999) said that companies that fail to adopt and implement innovative green marketing strategies will struggle in this competitive, dynamic emerging global market. Moreover, such firms do so at their peril and run the risk of being labelled as uncompetitive and unresponsive to the changing environment. Also, studies by Hartman et al., (2006), indicate that green marketing aids businesses by increasing their market share and accumulating more profit. Hence, this research aims to close the research gap in previous studies by examining the connection between the tactics of eco-marketing and FMCG's sales performance in the retail business. Previous research studies have shown that marketers can use various aspects of the green marketing mix for example to produce greener products that help to meet current needs without compromising the ability of the future generations to meet their own needs (Zainon et al., 2016). Hence, a lot of studies attempted to solve the issue through green marketing strategies with dimensions (green product, green price, green distribution, and green promotion) channelled to boost FMCG's sales performance (Mukonza and Swarts, 2020).

### **Green Innovation Strategies**

Amid increased concerns regarding climate change and environmental calamities around, there is increasing recognition among businesses and policymakers about the relevance of green innovation (Herman et al., 2023). Green innovation implies the creation of products, processes, or organizational practices that either lessen important or otherwise detrimental environmental consequences (Fouquet, 2019). The legitimate role of green innovation in sustaining business growth is more and more emphasized. However, there is a lack of clarity on its influence at the firm level (De Jesus and Mendonça, 2018). The literature tackles the issue of the relationship between regulation, technology

development, and market demand, as well as the role they play in supporting green innovation but does not secure a consensus on the impact of these factors on the progress of the company, the growth of employment, and the productivity levels. This gap underscores the necessity to pursue research on intervention to boost green innovations which largely contrasts with other forms of innovation, with this process being expensive and complex (Rehman et al., 2023). Without appropriate market incentives, the companies can be nervous about working with environmentally friendly innovation that is potentially harmful to the efforts to find a more sustainable world (Becker, 2023). Additionally, there is a limited amount of substantial literature regarding the influence of implementing environmentally friendly innovative techniques on the prosperity of companies that have embraced these approaches as opposed to those that have not (Xiaoyi et al., 2024). Theoretically, the link between green innovation and company performance in terms of revenue growth, job growth, and labour efficiency is an area that requires empirical research and is currently unclear. Successful outcomes from green innovation are linked to improved market perceptions, entry into new markets, and cost reductions through improved resource efficiency. However, in the short run, green innovation may lead to increased expenses and consequently lower growth returns (Horbach and Rammer, 2020). The literature review conducted recently suggests that, on the whole, there is a constructive factual association between green innovation and the Sales performance of firms. Accordingly, the literature review notes that the relationship between green innovation and sales performance in the FMCG sector is a critical factor for competitive advantage. Also, research indicates that implementing green practices not only enhances environmental sustainability but also positively impacts sales growth and market share (Natalie et al., 2024). As evidenced by a study conducted through Widiatami et al., (2023) on Indonesia's food and beverage sector, there is a direct positive impact of green innovation on sales growth as green innovation significantly enhances sales performance. Finally, the literature review notes In the FMCG sector, that green innovation has a positive significant influence on the sales performance of firms (Zheng and Iatridis, 2022).

#### Innovative Green Marketing Strategies

Academics have spent the past two decades defining, categorising, and analyzing the impact of green marketing strategy innovation on company performance. The practical significance of this topic has been a driving force behind their research (Tang et al., 2021).

According to Karjaluoto and Vaccaro (2009), the strategy of green marketing innovation refers to creative solutions that help companies reduce the negative impact on the environment while addressing the needs of the green market through marketing efforts. This approach is based on environmental sustainability and can provide economic value and a competitive advantage for businesses. previous studies suggest that going green and using good innovation strategies

leads to great results in terms of performance, especially when introducing new products to the market, which results in improving FMCG's Sales Performance (Becker, 2023). The perspective of green innovation in the FMCG business is promoted as a crucial element in the companies' performance by highlighting the internal dedication to the industry rather than being swayed by external pressures (Chen et al., 2023). In addition, FMCG companies exporting internationally with a green plan that embraces environmental innovation such as energy and water savings, may differentiate themselves from competitors and can position for and sustain long-term global success, outsourcing the power of green strategies. The results mentioned above underline the importance of eco-friendly practices and innovation in reaching to improving FMCG's sales performance and getting one step forward in competition with rivals (Martínez and Merino, 2023). As a result, FMCG companies are starting to adopt Innovative green marketing strategies to maintain a leading position in the international environmentally friendly market (Chang et al., 2019).

These strategies encompass innovative green product designs and innovative eco-friendly promotion tactics that align with environmental standards, including voluntary eco-labelling, franchising, licensing, and pricing activities (Boros et al., 2023). By promoting green consumption, these strategies encourage customers to choose environmentally friendly products. For firms seeking to reduce the environmental impact of their products, green marketing strategy innovation offers a clear and direct means of communicating their goals to customers (Naini and Reddy, 2023).

Previous studies indicate that companies that are interested in improving their sales performance should focus on the relationship between green innovation and green marketing strategy innovation. So that, Green marketing innovation promotes a culture of sustainability within the organization thereby creating an organizational climate that is conducive to improving sales performance (Kim et al., 2023).

### **Innovative Green Product Strategies**

Becker (2023) explored the ways in which innovative strategies for environmentally friendly products can improve environmental sustainability, competitiveness, and sales performance. Studies show that integrating these strategies can enhance overall corporate performance, particularly when introducing new products to the market. This underscores the significant advantages of innovative green product strategies in promoting sustainable development (Popescu, 2020).

Green product strategies encompass energy conservation, material reuse, and pollution management throughout a project's lifecycle. They also involve creating eco-friendly product packaging with descriptive labels in the form of stickers,

tags, or printed materials, detailing the innovation behind the green product and its design (Kaletnik & Lutkovska, 2020 and Dorasamy, 2023 ).

Organizations focused on developing innovative green products prioritize a green market orientation, adapt to environmental changes, and foster a corporate culture that emphasizes sustainability and a competitive edge (Alsharif & Tong, 2019). Furthermore, effectively handling green supply chains in fast-moving consumer goods industries necessitates understanding customer expectations through customer relationship management and developing new services/products as part of key innovation strategies (Qu, K., & Liu, 2020). These factors aid in creating efficient green product strategies that support environmental sustainability and competitive advantage, ultimately leading to improved sales performance (Tuan, 2023).

#### Innovative Green Promotional Strategies

Improving environmental awareness among consumers in the fast-moving consumer goods sector has put pressure on FMCG companies to develop innovative green promotional strategies. Green marketing is a tool which may help to respond to this trend. Whereas, previous studies indicate a rising demand for green fast-moving consumer goods, as a result of a transition from traditional promotional approaches to innovative green promotional strategies (Marecki, 2023).

The purpose of these strategies is to attract consumers who are among those who make eco-friendly practices the basis of their purchasing decisions (Saenko et al., 2020). Companies can create a strong brand image and boost their competitive advantage by leveraging innovative green product promotions as part of their branding strategy (Arora, 2018). Also, innovative green marketing strategies are based on creative include many methods such as Green Events and digital campaigns where social media is used to spread awareness about innovative sustainability practices and also incentives for green choices which is represented in offering discounts or rewards to customers who make innovative sustainable choices (Pacevičiūtė & Razbadauskaitė, 2023).

By including environmentally friendly features in their marketing efforts, businesses can attract environmentally sensitive consumers and thus help achieve sustainability goals, creating a good reputation in the market which leads to improved sales performance in the fast-moving consumer goods sector (Dragomir & Dragomir, 2020).

#### Innovative Green Place Strategies

Inventive approaches to environmentally friendly distribution involve various techniques to reduce carbon emissions and promote sales performance in the fast-moving consumer goods sector. Previous research indicates that integrating cutting-edge technologies such as blockchain with creative environmentally friendly distribution methods can enhance confidence and efficiency in FMCG business activities (Jaekel et al., 2014).

Successful innovative eco-friendly distribution strategies generally consist of multiple approaches, including the adoption of renewable energy sources such as solar or wind power for warehouses and distribution centres, the use of electric vehicles and hydrogen fuel cells for transportation, as well as route optimization to minimize travel distances and decrease fuel consumption (Susilo et al. 2023 and Ogunlela, 2018). Additionally, they involve consolidating shipments to reduce the number of necessary trips, as well as engaging in collaborative logistics to propose ideas for maximizing the innovative green distribution strategies in today's business climate (Sutawidjaya & Nawangsari, 2017). These strategies also encompass tasks such as innovative environmentally friendly order processing, eco-friendly procurement, green inventory control, and innovative environmentally conscious transportation (Kaletnik & Lutkovska, 2020). Furthermore, these methods focus on improving network layouts, resource allocation, and streamlining delivery processes in order to promote environmental sustainability within sectors like express delivery (Sutawidjaya & Nawangsari, 2017).

By incorporating big data technology and principles related to a low carbon economy, innovative green distribution management strategies are evolving to meet the demands of the era of big data, cloud computing, and the Internet of Things, thus driving the advancement sales performance in the fast-moving consumer goods sector (Zhou et al., 2020).

### **Innovative Green Price Strategies**

Incorporating new environmentally conscious pricing approaches into the FMCG business entails considering factors like collaboration, governmental financial aid, and educating consumers. Previous studies indicate that these methods result in enhanced sales performance and greater profits in the fast-moving consumer goods industry. Consumer awareness concerning the environment is essential for shaping innovative pricing strategies for environmentally friendly products. Additionally, incorporating green pricing components can offer competitive advantages to companies, irrespective of their primary emphasis on environmental friendliness (Ghomi et al., 2022).

Developing innovative green pricing strategies involves various aspects to enhance sustainability and profitability within the business, these strategies involve establishing different pricing levels based on the sustainability of fast-moving consumer goods, introducing subscription services for eco-friendly fast-moving consumer goods, utilizing dynamic pricing to adjust prices based on the demand and supply of sustainable fast-moving consumer goods, and integrating other creative elements of the green marketing mix (Zheng & Xu, 2013).

Companies also need to consider the impact of corporate social responsibility in setting the price range that consumers are willing to pay for eco-friendly fast-moving consumer goods, thereby improving their appeal and profitability (Peng & Kwon, 2019). Furthermore, effective green pricing strategies can be devised

through adaptive pricing models that take into account factors such as supply and demand, renewable resources, and real-time electricity prices to maximize profits and improve sales performance (Liang et al., 2021).

#### 2.4 Improving FMCG's Sales Performance.

Sales are an important part of all business which comprises a process that includes discovering customers, growing relationships with the customers and in the end, convincing them to buy products or services. Measurement of sales performance is throughout by several tools, which may include the sales value, lead conversion rate, and the flavour in which deals are closed. This is one tool that the company utilizes to determine its future forecasts and how much it plans to increase its revenue and goal attainment. Consequently, mastering sales processes and the factors determining the performance is essential to evolving the sales strategies and achieving the enterprise goals. (Ingram et al., 2019).

The Sales Performance sub-dimensions offer a helpful framework to evaluate the effectiveness of sales team operations, identify areas that require attention, and develop strategies to improve overall sales performance. These sub-dimensions include Sales Result, which measures the products or services sold within a specific period, Profitability Indices, which explain sales figures that may not necessarily mean profits, and Sales Growth, which refers to the increase in sales and revenues (Rana et al., 2020).

In order to improve sales performance in the fast-moving consumer goods sector, it is important to take into account various factors. This involves adopting a comprehensive approach that encompasses consumer engagement, such as omnichannel communication and loyalty programs. These aspects are essential for developing strong consumer-brand relationships, which have a direct impact on sales (Akhmetova & Kim, 2023). Additionally, predictive analytics can enable FMCG companies to optimize stock and shipment planning (Pavlyuchenko & Panfilov, 2021). According to a study by Wang et al. (2018), the use of geographic methods to estimate market demand has been shown to result in sales improvements of over 6.5% which means an improvement in sales performance.

### Research hypothesis

The researcher formulated a hypothesis for innovative green marketing strategies dimensions that were frequently cited in the literature. These dimensions included innovative green product strategies, innovative green promotional strategies, innovative green place strategies, and innovative green price strategies.

**H1.** There is a statistical relationship between innovative green Marketing strategies and Improving FMCG's Sales Performance in Retailers.

**H1.a** There is a statistical relationship between innovative green product strategies and Improving FMCG's Sales Performance in Retailers.

**H1.b** There is a statistical relationship between innovative green promotional strategies and Improving FMCG's Sales Performance in Retailers.

**H1.c** There is a statistical relationship between innovative green place strategies and Improving FMCG's Sales Performance in Retailers.

**H1.d** There is a statistical relationship between innovative green price strategies and Improving FMCG's Sales Performance in Retailers

## Conceptual Framework



**Fig 1:** Research Model

(Source: Created by the researcher)

## Methodology

The researcher conducted a correlation and regression analysis to test the hypothesis and explain the different aspects of innovative green marketing strategies and their influence on the improving FMCG's sales performance. To do this, the researcher designed a questionnaire, data was collected from retailers by using a survey, and analyzed output data to conclude the effect of innovative green marketing strategies and FMCG's sales performance.

### Data and sample

The survey method was used to gather data from primary sources about innovative green marketing strategies and their effect on the sales performance of fast-moving consumer goods. The study population consisted of retailers who will apply these innovative green marketing strategies. The Chamber of Commerce of Aswan Governorate was used to obtain the final number of participants for the study, which was determined to be 10,142 retail stores. The selection of 385 respondents was chosen from the overall population of retail stores in the area using the following equation:

$$n = \frac{N}{1 + N(e)^2} \quad \frac{10142}{1 + 10142 * (5\%^2)} = 385$$

The questionnaire was circulated among the retailers located in the Aswan Governorate, considering their geographical allocation by the target sample specified in the table mentioned below:

**Table (1)**  
Sample Distribution

#	Aswan governorate centres	Sample
1	Aswan	154
2	Kom Ombo	87
3	Drao	30
4	Edfu	33
5	Nasr al-Nub	81
	<b>Total</b>	<b>385</b>

**Source: Created by the researcher**

### Statistical analysis

The content presented in this section deals with the statistical analysis procedures and methods that are utilized to answer hypotheses tests. The following is a list of these procedures:

**Questionnaire structure:** The questions in the questionnaire were compiled by examining previous research related to the study variables and measuring them by using the same measurement tool to assess them. This process ensured that the questionnaire questions had been pre-tested, eliminating the need for the researcher to carry out a Questionnaire Pilot Study. The number of questions for each category was as follows:

**Part 1:** independent variable: "Innovative green marketing strategies" consist of 4 dimensions:

1. Innovative Green Price Strategies: it consists of (5) Statements
2. Innovative Green Place Strategies: it consists of (5) Statements
3. Innovative Green Promotional Strategies: it consists of (5) Statements
4. Innovative Green Product Strategies: it consists of (5) Statements

**Part 2:** Dependent variable: "Improving FMCG's sales performance" consists of 10 Statements

### Procedures and methods of statistical analysis:

The researcher reviewed the data to ensure completeness and validity of data entry and statistical analysis and then discharged using the computerized

Statistical Package for Social Sciences (SPSS) Statistical Package for Social Sciences V26. The survey list was distributed and compiled from the entities under study, and the following table reflects the response rate and the correct lists that are suitable for statistical test

**Table 2**

A statement of the numbers of survey lists distributed and received for the study sample

<b>Lists</b>	<b>The number</b>
Number of distributed questionnaires	<b>385</b>
The obtained lists are valid for analysis	<b>380</b>
The percentage of incorrect listings	<b>5</b>
Correct roll response rate	<b>98.7%</b>
non-response rate	<b>1.3%</b>
<b>Total</b>	<b>100%</b>

**Source: Created by the researcher**

It is clear from the previous table that the number of correct lists that were entered and tested statistically is 380 survey lists, where the percentage of correct responses is about 98.7%, and this is a very good response rate.

### **Reliability & Validity**

To identify the reliability of the tool used to measure sample responses, the Cronbach Alpha coefficient is used to measure the consistency of the paragraphs and dimensions of the questionnaire. The researcher used check the reliability coefficient Cronbach Alpha, to measure the consistency of the content variables of the study; it was found that the coefficient checked the total of the axes "The Impact of innovative green marketing strategies on the FMCG's sales performance".

Table (3) shows the results of the Reliability Testing (Test used to examine the questionnaire validation which means it helps determine whether the items in a questionnaire are consistent with each other and contribute to the overall measurement). The accepted values for Cronbach Alpha coefficient are about 70%.

**Table 3**

Reliability of Variables (The Impact of innovative green marketing strategies on Improving FMCG's sales performance). By applying on the FMCG's Retailers in Aswan By using the Cronbach alpha coefficient

<b>Ser</b>	<b>Dimensions</b>	<b>Reliability</b>	<b>Validity</b>
<b>Innovative green marketing strategies</b>			
<b>D 1</b>	Innovative Green Price Strategies	0.722	0.849
<b>D 2</b>	Innovative Green Place Strategies	0.907	0.952
<b>D 3</b>	Innovative Green Promotional Strategies	0.701	0.837
<b>D 4</b>	Innovative Green Product Strategies	0.897	0.947
<b>Total Dimensions: Innovative green marketing strategies</b>		<b>0.957</b>	<b>.978</b>
<b>Total Dimensions: Improving FMCG's sales performance</b>		<b>0.775</b>	<b>0.881</b>
<b>Total Dimensions: The Impact of innovative green marketing strategies on Improving FMCG's sales performance</b>		<b>0.956</b>	<b>.977</b>

**Source: by the researcher**

The previous table explains that all dimensions' Cronbach Alpha coefficient values are greater than (70%), which means a high degree of internal consistency for all questionnaire paragraphs. Therefore, it can be said that the measures on which the study is based to measure questionnaire paragraphs have internal consistency of their paragraphs, enabling us to rely on these answers to achieve the objectives of the study and analyze its results.

To measure the validity of the survey researcher uses the reliability test Cronbach Alpha to measure the internal consistency for dimensions, such as the impact of innovative green marketing strategies on FMCG's sales performance. A Cronbach Alpha coefficient close to unity indicates a strong consistency. Generally, a Cronbach Alpha coefficient value of less than 0.30 is considered weak, between 0.30 and 0.70 is moderate, and greater than 0.70 is strong. As shown in Table 3, all values are above .70, meaning there is strong internal consistency for dimensions.

**Pearson Correlation for Independent Variable & Dependent Variable**

The researcher used Pearson correlation to measure the relationship between independent and dependent variables. A significance level less than 0.05 indicates a significant relationship, while a level greater than 0.05 indicates no statistically significant relationship.

**Table 4**

Correlation between Dimensions the "Impact of Innovative Green Marketing Strategies on Improving FMCG's sales performance " by using Pearson correlation

Dimensions	y	x	X1	X2	X3	X4
<b>y- Improving FMCG's sales performance</b>	-					
<b>x- Innovative Green Marketing Strategies</b>	0.942*	-				
<b>x1- Innovative Green Price Strategies</b>	0.909*	0.853*	-			
<b>x2- Innovative Green Place Strategies</b>	0.790*	0.802*	0.919*	-		
<b>x3- Innovative Green Promotional Strategies</b>	0.871*	0.815*	0.929*	0.884*	-	
<b>x4- Innovative Green Product Strategies</b>	0.734*	0.745*	0.876*	0.968*	0.874	-

\*\* Correlation is significant at the Significance level 0.01 (2-tailed).

\*. Correlation is significant at the Significance 0.05 level (2-tailed).

**In the table provided, it is evident that:**

There is a strong significant positive relationship between Dimensions "Impact of Innovative Green Marketing Strategies on Improving FMCG's sales performance ", The value of Pearson correlation coefficient ranges between (.734: .968), with a highly significant ( $p < 0.01$ ).

The relationship's strength between the independent variable in all its dimensions and the dependent variable is evident in shows a positive relationship. This positive evidence suggests that to improve FMCG's sales performance, it is crucial to incrementally enhance the aspects of Innovative Green Marketing Strategies.

**Hypothesis testing and results**

- **Main Hypothesis**

**H1:** There is a significant relationship between Innovative Green Marketing Strategies and Improving FMCG's sales performance Retailers.

**Table 5**

Impact of the " Innovative Green Marketing Strategies on Improving FMCG's Sales

Performance in Egyptian Retailers" Using Simple Linear Regression

Independent variables	$\beta$	t. test		F. test		R <sup>2</sup>
		Value	Sig.	Value	Sig.	
constant	.94	6.655	0.01*	452.17	.001*	55.1
	6		*	5	*	%
Innovative Green Marketing Strategies x	.74	21.26	0.01*			
	2	4	*			

Table 5 shows, that (**Innovative Green Marketing Strategies**) explain (55.1%) of the total change in the dependent variable (**Improving FMCG's Sales Performance in Egyptian Retailers**), which has a significant significance and the T-test confirmed the existence of a statistically significant impact of all dimensions (Innovative Green Marketing Strategies) on the (Improving FMCG's Sales Performance in Egyptian Retailers), where the value of (t) equal to (21.264), and F- test equal (452.175) indicates the quality of the impact of the regression model with a level of significance less than 0.01.

**Prove the hypothesis research:**

We accept the statistical hypothesis there is a strong relationship between Innovative Green Marketing Strategies and Improving FMCG's sales performance Retailers

**The main hypothesis is divided into the following sub-5 hypotheses:**

- **Sub: hypotheses:1**

**H1.a:** There is a statistical relationship between innovative green product strategies and Improving FMCG's Sales Performance in Retailers

**Table 6**

Impact of the " Innovative Green Product Strategies on Improving FMCG's Sales

Performance in Egyptian Retailers" Using Simple Linear Regression

Independent variables	$\beta$	t. test		F. test		R <sup>2</sup>
		Value	Sig.	Value	Sig.	
constant	2.38	23.24	0.01*	420.88	.001*	53.6
	6	9	*	5	*	%
Innovative Green Product Strategies x1	.472	20.51	0.01*			
		6	*			

Table 6 shows, that (**Innovative Green Product Strategies**) explain (53.6%) of the total change in the dependent variable (**Improving FMCG's Sales Performance in Egyptian Retailers**), which has a significant significance and the T-test confirmed the existence of a statistically significant impact of all dimensions (Innovative Green Product Strategies) on the (Improving FMCG's Sales Performance in Egyptian Retailers), where the value of (t) equal to (20.516),

and F- test equal (420.885) indicates the quality of the impact of the regression model with a level of significance less than 0.01.

### Prove the hypothesis research:

We accept the statistical hypothesis there is a strong relationship between Innovative Green Product Strategies and Improving FMCG's sales performance Retailers

#### - Sub: hypotheses:2

**H1.b:** There is a statistical relationship between innovative green Promotional strategies and Improving FMCG's Sales Performance in Retailers

**Table 7**

Impact of the " Innovative Green Promotional Strategies on Improving FMCG's Sales

Performance in Egyptian Retailers" Using Simple Linear Regression

Independent variables	t. test			F. test		R <sup>2</sup>
	$\beta$	Value	Sig.	Value	Sig.	
constant	1.18	12.03	0.01*	1124.3	.001*	75.5
	6	5	*	03	*	%
<b>Innovative Green Promotional Strategies</b>	<b>.734</b>	<b>33.53</b>	<b>0.01*</b>			
<b>x2</b>		<b>1</b>	<b>*</b>			

Table 7 shows, that (**Innovative Green Promotional Strategies**) explain (75.5%) of the total change in the dependent variable (**Improving FMCG's Sales Performance in Egyptian Retailers**), which has a significant significance and the T-test confirmed the existence of a statistically significant impact of all dimensions (**Innovative Green Promotional Strategies**) on the (**Improving FMCG's Sales Performance in Egyptian Retailers**), where the value of (t) equal to (33.531), and F- test equal (1124.303) indicates the quality of the impact of the regression model with a level of significance less than 0.01.

### Prove the hypothesis research:

We accept the statistical hypothesis there is a strong relationship between Innovative Green Promotional Strategies and Improving FMCG's sales performance in Retailers.

#### - Sub: hypotheses: 3

**H1.c:** There is a statistical relationship between innovative green Place strategies and Improving FMCG's Sales Performance in Retailers

**Table 8**

Impact of the " Innovative Green Place Strategies on Improving FMCG's Sales Performance in Egyptian Retailers" Using Simple Linear Regression

Independent variables	t. test			F. test		R <sup>2</sup>
	$\beta$	Value	Sig.	Value	Sig.	
constant	2.32	26.21	0.01*	601.73	.001*	62.2
	1	1	*	2	*	%
<b>Innovative Green Place Strategies x3</b>	<b>.486</b>	<b>24.53</b>	<b>0.01*</b>			
		0	*			

Table 8 shows, that (**Innovative Green Place Strategies**) explain (62.2%) of the total change in the dependent variable (**Improving FMCG's Sales Performance in Egyptian Retailers**), which has a significant significance and the T-test confirmed the existence of a statistically significant impact of all dimensions (Innovative Green Place Strategies) on the (Improving FMCG's Sales Performance in Egyptian Retailers), where the value of (t) equal to (24.530), and F- test equal (601.732) indicates the quality of the impact of the regression model with a level of significance less than 0.01.

**Prove the hypothesis research:**

We accept the statistical hypothesis there is a strong relationship between Innovative Green Place Strategies and Improving FMCG's sales performance Retailers

- **Sub: hypotheses: 4**

**H1.d:** There is a statistical relationship between innovative green Price strategies and Improving FMCG's Sales Performance in Retailers

**Table 9**

Impact of the " Innovative Green Price Strategies on Improving FMCG's Sales Performance in Egyptian Retailers" Using Simple Linear Regression

Independent variables	t. test			F. test		R <sup>2</sup>
	$\beta$	Value	Sig.	Value	Sig.	
constant	1.14	14.10	0.01*	1706.7	.001*	82.3
	3	3	*	30	*	%
<b>Innovative Green Price Strategies x4</b>	<b>.743</b>	<b>41.31</b>	<b>0.01*</b>			
		3	*			

Table 9 shows, that (**Innovative Green Price Strategies**) explain (82.3%) of the total change in the dependent variable (**Improving FMCG's Sales Performance in Egyptian Retailers**), which has a significant significance and the T-test confirmed the existence of a statistically significant impact of all dimensions (Innovative Green Price Strategies) on the (Improving FMCG's Sales Performance in Egyptian Retailers), where the value of (t) equal to (41.313), and

F- test equal (1706.730) indicates the quality of the impact of the regression model with a level of significance less than 0.01.

### Prove the hypothesis research:

We accept the statistical hypothesis there is a strong relationship between Innovative Green Price Strategies and Improving FMCG's sales performance Retailers.

### Multiple regressions

Coefficient of Regression Multiple (Model Stepwise) to find the impact of independent (Innovative green marketing strategies) X, including innovative green product strategies (X1), innovative green promotional strategies (X2), innovative green place strategies (X3), and innovative green price strategies (X4) on the dependent variable (Improving FMCG's Sales Performance in Egyptian Retailers). Y multiple regression coefficients show to measure the impact of the most dimensions independent variables on the dependent variable

**Table 10**

Impact of the (Innovative Green Marketing Strategies) on the (Improving FMCG's Sales Performance in Egyptian Retailers) by using Model multiple regression

Independent variables	$\beta$	t. test		F. test		R <sup>2</sup>
		Value	Sig.	Value	Sig.	
Constant	.872	10.089	0.01**	551.936	.001**	85.9%
1- innovative green product strategies	.265	4.960	0.01**			
2- innovative green promotional strategies	.312	6.480	0.01**			
3- innovative green place strategies	.020	.338	<b>Insig</b>			
4- innovative green price strategies	.733	13.200	0.01**			

The study finds that the independent variable (**Innovative green marketing strategies**) x explains (85.9%) of the total change in the dependent variable (**Improving FMCG's Sales Performance in Egyptian Retailer**) y, which has a significant significance. Using selection (T. Test), we find that the independent variable (**innovative green price strategies**) x4, (**innovative green promotional strategies**) x2, and (**innovative green product strategies**) x1, had a significant effect on the (Improving FMCG's Sales Performance in Egyptian Retailer) y, which value of "t" (13.200), (6.480), (4.960), at a level less than (0.01). To test the quality of the conciliation model as a whole was used for the test (F-test), where the value of the test is (551.936), which is significant at a level less than

(0.01), which indicates the quality of the impact significance of the regression model on (Improving FMCG's Sales Performance in Egyptian Retailer).

**Prove the hypothesis research:**

We accept the statistical alternative hypothesis there is an Impact of " Innovative green marketing strategies " on Improving FMCG's Sales Performance in Egyptian Retailers".

**Equation of the form:**

(Improving FMCG's Sales Performance in Egyptian Retailer)  $y = .872 + 0.733$  innovative green price strategies  $x_4 + 0.312$  innovative green promotional strategies  $x_2 + 0.265$  innovative green product strategies  $x_1$

**. Results & Discussion**

The results of the previous table confirmed the existence of a statistically significant impact on all dimensions of Innovative green marketing strategies (Innovative Green Price Strategies, Innovative Green Promotional Strategies, and Innovative Green Product Strategies), and are significant Impact on the dependent, (Improving FMCG's Sales Performance in Egyptian Retailer) based on the Test (t equal (12.959), (6.290), (4.890), response where we find that the level of indication is less than 0.01. on FMCG's Improving sales performance.

The findings demonstrate a strong positive correlation between the implementation of Innovative Green Price Strategies and the Improving FMCG's sales performance, with a correlation coefficient of 0.909 indicating a significant relationship at a regression level of .000. This validates the fourth hypothesis, which posits a statistical link between the use of Innovative Green Price Strategies and Improving FMCG's sales performance. Additionally, the results also indicate a significant strong positive correlation between Innovative Green Promotional Strategies and Improving FMCG's sales performance, with a correlation coefficient of 0.871, signifying a statistically significant relationship at a regression level of .000. This supports the validity of the Second hypothesis, which proposes a statistical relationship between Innovative Green Promotional Strategies and Improving FMCG's sales performance. Lastly, the findings reveal a significant strong positive correlation between Innovative Green Product Strategies and Improving FMCG's sales performance, with a correlation coefficient of 0.734, demonstrating a statistically significant relationship at a regression level of .000. This confirms the validity of the First hypothesis, which suggests a statistical relationship between Innovative Green Product Strategies and Improving FMCG's sales performance.

Dimension (Innovative Green Place Strategies) does not significant impact on the dependent, (Improving FMCG's Sales Performance in Egyptian Retailer), the second dimension (Innovative Green Place Strategies) is not statistically significant. It can be said that it has a weak effect on the dependent variable because the study sample, which is located in southern Upper Egypt, features

proximity of sites to each other which does not require long distances, which can cause damage to products or extend travel time.

The findings also demonstrate the significance of the overall study model, as the F-test indicated a significance of less than 1%.

The study's results also highlighted the presence of a significant impact of innovation on green marketing strategies and the Improving FMCG's Sales Performance in Egyptian Retailer, this is consistent with the study's aim of examining the impact of innovative green marketing strategies on Improving FMCG's Sales Performance in Egyptian Retailer, and also which is consistent with the study conducted by (Reddy et al., 2023). In Egypt's fast-moving consumer goods market, comprehending customer behaviour and purchasing decisions is critical. Factors such as the capabilities of sales teams, product quality, and brand image all play a crucial role in the customer's brand selection process, as confirmed by (Dorasamy, 2023) in their research on the decision-making process for green fast-moving consumer goods, this supports the aim of the research in identifying the dimensions influence customer retention and sales performance. Furthermore, innovative green marketing strategies are essential in setting products apart, increasing sales performance, and gaining a competitive advantage. Another advantage of green marketing is that it allows industries to produce eco-friendly products, improve their reputation, access niche markets, and maintain effective competitiveness, all of which contribute to improved sales performance. These findings are consistent with (Popescu, 2020) research on green marketing strategies' impact on corporate performance.

According to the study, the implementation of Innovative Green Place Strategies did not affect the sales performance of fast-moving consumer goods in Aswan, Egypt. This differs from the conclusions reached by Susilo et al. (2023) and Ogunlela, (2018) in their examination of the influence of green supply chain practices on the competitiveness of fast-moving consumer goods.

Finally, the global economy has been significantly affected by the COVID-19 crisis and the Russian war with Ukraine, causing a slowdown in expected growth rates, especially in sectors like food and FMCG (fast-moving consumer goods). The importance of this research and results is that it is the basis for addressing this problem, as, there are two key focuses: increased investment in the FMCG sector and the adoption of new technologies and trade concepts to stimulate economic reform programs. Investment is the backbone in developing green marketing strategies is crucial for improving the sales performance of companies in various economic sectors. Moreover, modern technologies play a significant role in aiding and promoting innovation. The main importance of this research aligns with Sustainable Development Goal 8, "Decent Work and Economic Growth", aiming to sustain employment and support businesses through economic response and recovery programs, in line with the broader 17 Sustainable Development Goals.

Egyptian companies specializing in fast-moving consumer goods need to understand that these results can help them gain knowledge about innovative green marketing strategies that are suitable for the current market situation. It has been demonstrated that simply implementing innovative green place strategies does not necessarily lead to improved sales performance. But, if strategies such as Innovative Green Price Strategies, Innovative Green Promotional Strategies, and Innovative Green Product Strategies are applied, they have the opposite positive impact.

### **Conclusions**

The main goal of the current study was to determine whether there was a significant effect on Innovative green marketing strategies to improve FMCG’s sales performance across innovative green marketing strategies in Egyptian FMCG companies that influence customer retention and thus improve sales performance and provide Egyptian FMCG companies with innovative green marketing solutions to deal with the current market situation. A survey was given to retailers in Aswan to identify the underlying motivations that might reveal opportunities for innovations in green marketing strategies that may appeal to this segment. The results revealed a statistically significant effect of three dimensions (Innovative Green Price Strategies, Innovative Green Promotional Strategies, and Innovative Green Product Strategies) of the independent variable on the (Improving FMCG’s Sales Performance).

### **Recommendations**

In this section, Table (11) will introduce recommendations relying on conclusions for the FMCG field to enhance and develop the implementation of Innovative Green Marketing Strategies which impact on Improving FMCG’s Sales Performance in Egyptian Retailer

<b>Recommendation</b>	<b>Implementation</b>	<b>Entity of implementation</b>	<b>Time- period</b>
Set standards to attract customers in the FMCG's sector to increase satisfaction with the company's and	Courses on customer-focused development, strategic pricing, improved store experience, and	Cooperation of Joint Ventures and FMCG Companies with FMCG Retailers.	2 years

retailer's location at that site	implementation should be activated. Transfer global performance indicators.		
Recommendation	Implementation	Entity of implementation	Time - period
Attention to the appearance of sales representatives in the fast-moving consumer goods sector	Establish a uniform policy, training and education, incentives, and Constant inspection of personal hygiene.	A cooperation sales manager & human resources department. They should work closely with the sales team to ensure understanding, and compliance, and address any concerns or issues.	At Regular periods approximately 2-4 weeks
The speed of applying Innovative Green marketing strategies through	Companies and retailers' contract with marketing companies and	FMCG Retailers & companies	1 year

(Innovative Green agents to train, price strategies, prepare and Innovative Green build a team to product strategies, implement , and Innovative Innovative Green Green marketing promotional strategies ) in order to improve the sales performance

Recommendation	Implementation	Entity of implementation	Time - period
Provide statistical and reports on Innovative Green solutions and practices that a retailer can modify to enhance sales performance of fast-moving consumer goods.	Scientific conferences and forums to discuss sales performance and how to sustain its improvement	Cooperation between ministry of commerce and research centers	2 years
Explain the importance of effective and applied Innovative	Scientific conferences and forums to discuss the	Cooperation between ministry of commerce and	2 years

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<p>Green marketing strategies in increasing the market share of fast-moving consumer goods.</p>	<p>impact of Innovative Green marketing strategies on the sustainability and improvement of sales performance</p>	<p>ministry of Industry</p>	
<p>Motivate retailers to introduce modern means and modern types of Innovative Green marketing such as Innovative Green integrated marketing communications and Innovative Green Guerrilla Marketing.</p>	<p>Through electronic publications and awareness campaigns</p>	<p>- Association of Traders          Commercial          - Research Authority          - Scientific academies.</p>	<p>1 year</p>

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## **Future Research**

The current study was conducted, measuring various factors in retail stores situated in Aswan. Although the study was limited to this region, it presents a valuable opportunity for future application by extending the findings to other governors in Egypt or even other Arab countries. This could lead to the development of more effective marketing strategies and products tailored to meet the demands of consumers in these areas, thereby positively affecting sales performance in similar regions. Also, The researcher supports the idea of applying it to other sectors such as the pharmaceutical sector and its companies and the insurance sector, where the impact of innovative green marketing strategies can be doubled. Finally, applying guerrilla marketing and innovative integrated marketing communications in any sector can have a significant impact on its sales performance.

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**APPENDIX**

Nu	Words	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)	Source
<b>Independent Variable: Innovative green marketing strategies</b>							
<b>Dimension 1: Innovative Green Price Strategies</b>							
1	The price of the firm is affordable compared to other competitors.						<b>HAILEMARIAM, H. (2020)</b>
2	Price decision affects the company's market share.						<b>MOHAMMED, F. (2021)</b>
3	The innovative green premium product price reflects product quality and value						<b>MUNGAI, N. W. (2017).</b>
4	Consumers are satisfied with the current overall pricing system of the company.						<b>HAILEMARIAM, H. (2020)</b>
5	Customers will be able to pay a premium price for an innovative eco-friendly product (e.g. +10%)						<b>Morel, M., &amp; Kwakye, F. (2012)</b>
<b>Dimension 2: Innovative Green Place Strategies</b>							
6	Customers tend to buy products readily available to them regardless of innovative or environmentally friendly products or not.						<b>Ng'ang'a, C. W. (2018)</b>
7	Customers easily find Innovative eco-friendly products						<b>Morel, M., &amp; Kwakye, F. (2012)</b>
8	The company selects Innovative distribution channels that minimize						<b>MUNGAI, N. W. (2017).</b>

	environmental damage						
9	Brokers working with companies promote innovation to protect the environment, resulting in a rise in product sales value.						<b>Ng'ang'a, C. W. (2018)</b>
10	Customers know where the eco-friendly displays are located in my supermarket						<b>Morel, M., &amp; Kwakye, F. (2012)</b>
<b>Nu</b>	<b>Words</b>	<b>Strongly agree (5)</b>	<b>Agree (4)</b>	<b>Neutral (3)</b>	<b>Disagree (2)</b>	<b>Strongly disagree (1)</b>	<b>Source</b>
<b>Dimension 3: Innovative Green Promotional Strategies</b>							
11	Customers pay attention to Innovative eco-friendly advertising						<b>Morel, M., &amp; Kwakye, F. (2012)</b>
12	Innovative eco-friendly Promotion on FMCG influences my buying decisions						<b>Gikonyo, (2020)</b>
13	Customers prefer to buy a product from a company with great access to the details of offered products and company practices						<b>Lerch, M. (2018).</b>
14	The Innovative eco-friendly promotion of your products depicts environmental concern						<b>MUNGAI, N. W. (2017).</b>
15	The Innovative eco-friendly promotional strategy influences the acceptance of the offerings.						<b>MOHAMMED, F. (2021)</b>
<b>Dimension 4: Innovative Green Product Strategies</b>							

16	There is a wide choice of Innovative sustainable products (green products) to buy in my country						Lerch, M. (2018).
17	The firm Innovative green product packages are branded and attractive to increase customers' confidence and satisfaction.						HAILEMARIAM, H. (2020)
18	Customers are buying Innovative green products often.						Lerch, M. (2018).
19	Innovative Green products are too expensive						Lerch, M. (2018).
20	Customers appreciate the package/design of Innovative eco-friendly product						Morel, M., & Kwakye, F. (2012)
Nu	<b>Words</b>	<b>Strongly agree (5)</b>	<b>Agree (4)</b>	<b>Neutral (3)</b>	<b>Disagree (2)</b>	<b>Strongly disagree (1)</b>	<b>Source</b>
<b>Dependent Variable: Improving FMCG's Sales Performance in Egyptian Retailer.</b>							
21	Speed and operations in responding to customers increase sales indirectly						الجندي & رانه مزيد (2020)
22	The sales staff informs customers about different Innovative Green promotions to increase sales						الجندي & رانه مزيد (2020)
23	Providing clear details about the Innovative Green products to customers increases sales						الجندي & رانه مزيد (2020)
24	Sales staff gives customers personal attention which leads to sale						الجندي & رانه مزيد (2020)

25	Customer loyalty has enhanced consistent profitability						<b>Modebe, A. (2024)</b>
26	Due to the Innovative Green marketing strategy, our sales volume and customer orders have increased tremendously.						<b>Modebe, A. (2024)</b>
27	A well-executed Innovative Green place strategy is essential for achieving high sales performance						<b>Gateka Ella, S. (2019)</b>
28	The sales volume of the Innovative Green products increased because of quality.						<b>Gateka Ella, S. (2019)</b>
29	The application of Innovative Green marketing strategies has led to an increase in the market share for FMCG products						<b>Mistry, S. (2023)</b>
30	Our market share is increasing per annum						<b>Mistry, S. (2023)</b>