



Green Marketing and its Impact on EgyptAir Employees Performance

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Abstract

Aviation is one of the significant tourism sub-sectors contributors in climate change due to mainly the carbon dioxide emissions. Accordingly, commitment to improve environmental sustainability has become essential. In response to this, launching green marketing campaigns in the air transport industry which aims to offer a greener air service through making modifications to airlines traditional marketing mix. The aim of the research is to evaluate the impact of green marketing on the performance of employees at EgyptAir. To achieve aim and objectives of the research, a quantitative method was used by a questionnaire tool directed to (500) Employees in EgyptAir. Only (460) questionnaires were valid for the statistical analysis. The research reached several results, the most important of employees in EgyptAir are aware of green marketing practices and efforts to communicate the green practices to public. There is positive significant relationship between EgyptAir effort and green marketing practices, such as green product, green pricing, green promotion, green place distribution and green people. The research recommended that EgyptAir should develop green marketing by launching new online platform enabling customers to reduce carbon emissions before, during and after their flight and direct them to choose a range of carbon products that helps in achieving this.

Introduction

The aviation industry, as a mode of transportation, contributes significantly to global climate change, when airlines are increasingly being asked to develop climate-friendly ethics and strategies (Ruban & Yashalova, 2020). So Airlines are experimenting with various strategies to reduce their carbon footprint and raise climate change awareness in the context of sustainable transportation (Harvey et al., 2013). These strategies could include initiatives like lowering emissions, investing in green technologies, and promoting sustainable travel options to consumers (Chang et al., 2015; Epstein & O'Flarity, 2019). So Future research studies on green performance evaluation must concentrate on topics such as environmental events and responsibilities, environmental policy communication, and green information systems (Ahmad, 2015). Giving employees regular feedback on their environmental performance helps them to expand their environmental sustainability, capacity and skill (Jackson, Renwick, Jabbour & Camen, 2011).

EgyptAir is one of the airlines that is eager to improve its brand name by continuously improving passenger services to increase customer satisfaction (Ashour et al., 2020). EgyptAir's goal is to provide passengers with a unique travel experience that prioritizes passenger satisfaction while also committing to reducing its environmental footprint and improving its social impact. In 2019, EgyptAir established a dedicated sustainability committee to ensure that sustainability is integrated into all of its activities. It is rapidly adopting new practices, investing in technology and innovative solutions to improve its environmental performance (EgyptAir, 2022).

Research Problem

Air traffic emissions have increased due to the lack of transition to sustainable technology and fuel alternatives, highlighting the need for a sustainable transformation in aviation to reduce the climate impacts that affect environmental factors, Air travel produces greenhouse gases, especially carbon dioxide from burning fuel. It is known that the emissions produced by each kilometer in the air interact with themselves and with the atmosphere, causing damage to climate change. With these changes, they are responsible for environmental pollution and a direct impact on disrupting air traffic. Although a variety of researches have been conducted on green marketing worldwide, studies examining green marketing and its impact on EgyptAir employees' performance have not received sufficient attention from researchers.

Research Aim and Objectives

The study's primary aim is to assess the impact of green marketing on the performance EgyptAir employees. In order to achieve the research's main aim, some objectives were targeted as follows:

- 1- Evaluating the awareness of EgyptAir employee of green marketing.
- 2- Identifying the extent to which EgyptAir incorporate green elements in its marketing mix.
- 3- Evaluating how the environmental practices of EgyptAir are communicating to public.
- 4- Investigating into challenges and difficulties facing EgyptAir during implementing Green Marketing.
- 5- Offering some suggestions for developing the green marketing applications in EgyptAir.

Research Questions

RQ1: To what extent EgyptAir employees are aware of green marketing?

RQ2: How can EgyptAir incorporate green elements in its marketing mix?

RQ3: How can EgyptAir communicate the environmental practices to public?

RQ4: What are challenges and difficulties facing EgyptAir when implementing green marketing?

RQ5: How can EgyptAir overcome the challenges of adapting Green Marketing practices?

Research Importance

The significance of this research returns to highlight Green Marketing's impact on the performance of EgyptAir employees, where Green marketing is a tool for protecting the environment for the future generation, It has a positive impact on environmental safety. Because of the growing concern of environmental protection . Therefore, the study tries to evaluate the current situation of green marketing in EgyptAir and challenges facing EgyptAir in achieving this. Moreover, the research presents some recommendations to overcome these obstacles and challenges faced by EgyptAir.

2.Literature Review

2.1.Green Marketing Concept

Manjunath & Manjunath (2017) described green marketing as a holistic marketing concept wherein the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment.

2.2.Challenges of Green Marketing

Despite potentials and benefits of the green product and green marketing, it was revealed that green marketing has encountered some challenges as follows (Peattie & Crane, 2005 ; Gordon et al., 2011; Kinoti, 2011 ;Gleim et al., 2013; Miles Media, 2017; Qureshi, 2019):

- All green marketing strategies are expensive and difficult to be implemented in the short run.
- The benefits of environment are intangible, indirect to consumers and difficult to measure and quantify .
- Problems of deceptive advertising and false claims, in other words “greenwashing” .
- The need and dependence on technology, which requires huge investments in research and development.
- The Majority of the people are not aware of green products and their uses.
- The Majority of the consumers are not willing to pay a premium for green products .
- Green marketing is a new concept, which appeared in the era of 80s and 90s, and it is still not clear enough within the market .

2.3 Influencing Green Marketing Consumer Behavior

Key motivators that influence people’s green buying behavior have been identified, as follows (Noel, 2009; Szigeti et al., 2011;Kianpour et al., 2014; Cerri et al., 2018; Kowalska et al., 2021).

- Promotional tools can increase awareness of the importance of purchasing eco-friendly products to address environmental issues.
- Consumer knowledge is a key factor in influencing green purchasing intentions to address environmental issues like global warming and resource scarcity.
- Legal rules and regulations are also powerful motivators for consumers to buy environmentally friendly products, as they have a significant impact on consumers' decisions to use green products.
- Reference groups act as a supportive factor that is helpful for people in following their friends and colleagues toward going green. Green buying behavioral perspective is also actively shared by the people on their social networks that affects the behavior of the reference group.
- Additional factors influencing green purchasing behavior including numerous external and

internal factors. External factors affecting the consumer behavior include cultural, social, and personal factors, such as gender, age, social class, and religious and ethnic, while internal factors include motivation, perception, learning, and attitude .

2.4 Green Employees

Organizations and researchers are increasingly recognizing that individual employees and their pro-environmental actions are critical to the firm's CSR performance, in other words the firm's corporate social responsibility (Ciocirlan et al., 2020; Hejjas et al., 2019). Employee green behavior research has shifted the focus of sustainability management from the organizational to the individual level, recognizing the important contribution that employees make to sustainability programs (Ones et al., 2018).

A green employee was defined as one “who has an environmental identity, an intrinsic motivation to protect the environment through work, and who aims for consistency between home and work environmental behaviors” (Ciocirlan et al., 2017). Apart from defining themselves as ‘people who care about environmental issues,’ green employees also have an ecological worldview, which consists of values and beliefs about the role and responsibilities of humans in relation to the natural environment (Dunlap et al., 2000).

2.5. Green Efforts of some Airlines

Although airlines' efforts to reduce carbon emissions in the atmosphere differ, their work for waste and noise management is largely similar. As a result, some airlines began to work on this issue, such as British Airways and Saudi Arabian Airlines, as follow:

2.5.1 British Airways

There are some practices that British Airways do it, follows as (British Airways, 2023, 2024):

- British Airways launched CO2laborate, which is an online platform for customers to reduce carbon emissions from their flights. It enables them to select from a variety of carbon products, such as carbon offsets, removals, and SAF prior to, during, or after their flight .
- British Airways and Velocys are partnering to build a plant in Humberside to convert household and commercial waste into SAF.
- British Airways reduced its carbon intensity by 12% in 2022, to 89gCO₂/pkm, compared to 2021, and by 7.48% from 2019.
- British Airways recycled 2,684 tonnes of waste, accounting for 23% of total waste, with plans to increase this figure next year .

2.5.2 Easyjet

There are some practices that British Airways do it, follows as (Easyjet, 2023):

- Airbus NEO aircraft continue to join Easyjet fleet. These aircraft are at least 15% more fuel efficient than the aircraft they replace and also have a 50% noise reduction.
- In November 2021, Easyjet joined the UN-backed Race to Zero campaign. With this, Easyjet committed by 2050 to reaching net-zero carbon emissions .
- Easyjet is working with partners across the industry, including Airbus, Rolls-Royce, GKN Aerospace, Cranfield Aerospace Solutions and Wright Electric, to accelerate the development of zero carbon emission technologies such as hydrogen, so that, in the future, Easyjet can fly on aircraft which don't create carbon emissions.
- Easyjet continue to reduce the amount of plastic onboard of its aircraft. For example, in Easyjet FY22 financial year removed 11.5 million items of single-use plastic.

- Easyjet also introduced new crew uniforms made from recycled plastic bottles. Forty-five bottles go into each outfit – with the potential to prevent 2.7 million plastic bottles from ending up in landfill or in oceans over five years.

2.5.3 Saudi Arabian Airlines

- There are some practices that Saudi Arabian Airlines do it, follows as (Saudi Arabian Airlines, 2023):
- Saudi Arabian Airlines promotes sustainable travel through environmental initiatives and investments in fuel-efficient aircraft, including Boeing 787 Dreamliners and Lilium electric vertical take-off and landing jets.
- Another sustainable initiative to reduce the ecological footprint and the production emissions is the active integration of customer feedback. On board flight SV590 from Jeddah to Dubai on October 8, 2022, passengers were asked their ideas for a more environmentally friendly approach to air travel. During this flight, 150 exciting ideas were generated by passengers and the Saudi Arabian Airlines team .
- Saudi Arabian Airlines pioneered the Green Points Program, rewarding passengers for environmental efforts. The program rewards passengers who adopt green measures. Guest Cabin's food and beverage item, Zero plastic 100% Composable material .

2.6. Practices of EgyptAir's Green Marketing

Egyptair is committed to the sustainable development of the industry in conducting its business. its fleet modernization plan contributed to reducing fuel consumption by 20% and reducing total CO2 emission (Airspace-africa, 2022). It Is rapidly advancing in new practices, investing in technology and innovative solutions to enhance their environmental performance (Egyptair, 2022), As shown in the following points:

2.6.1. Fleet of EgyptAir

A-Aircrafts B787-9s Dreamliner

EgyptAir operating the longest biofuel trans-Atlantic flight to Cairo (from Seattle to Cairo), as well as the longest 787 delivery flight using sustainable fuel containinhhhhg 30%-70% agricultural waste (EgyptAir Annual Report, 2019-2020). The 787 Dreamliner was designed to be both fuhhel-efficient and environmentally friendly,Where EgyptAir used a biofuel produced by World Energy at its refinery in Paramount, California, which is the first facility designed to produce commercial-scale renewable jet fuel. Made from agricultural waste, the fuel is certified for commercial use and can be blended with conventional jet fuel without modification (Boeing, 2022) .

B-Aircrafts A220-300

The A220 Family represents the most efficient aircraft product line in its category, with environmental benefits, reduced fuel burn and low noise levels. This makes the A220 Family aircraft ideal for urban operations and airports with noise-sensitive (Airbus, 2022).

EgyptAir received 12 Aircraft type A220-300 from September 2019 to September 2020, including 9 aircraft until the end of February 2020 and 3 aircraft from July to September 2020. Airbus has announced the completion of the first test flight of EgyptAir's first A220-300 aircraft at the final assembly line in Méribel, Canada. This is the first of twelve A220 aircraft (EgyptAir Annual Report 2019–2020).

C - Aircrafts A320neo

EgyptAir received five A320neo aircraft from February to June 2020, with the remaining three delivered in July 2020 (EgyptAir Annual Report 2019-2020). The A320neo Family

features the most advanced NEO engines, large sharklets, and an innovative Airspace cabin. It is currently the most comfortable and fuel-efficient single-aisle aircraft on the market, with a 20% fuel burn and 50% lower CO₂ and noise emissions than the previous A320 generation (State Information Service, 2022).

D-Aircrafts A321neo

EgyptAir became the first African airline to operate an A321neo when it took delivery of its first aircraft on February 27, 2023, from Airbus' Delivery Centre in Hamburg. The A321neo is the largest fuselage member of Airbus' best-selling single-aisle A320 Family, resulting in a 20% reduction in fuel consumption and emissions per seat. This reduces operating costs while allowing EgyptAir to meet its sustainability commitment and benefit from increased efficiency (Airbus, 2023).

2.6.2. EgyptAir Online Services

Green practices have been shown in studies to be an effective cost reduction strategy used by airlines (O'Connell & Williams, 2016; Coles, 2015). It includes for example, electronic ticketing, web check-in, and the use of electronic boarding passes that allow airlines to reduce costs by reducing consumption of papers (O'Connell & Williams, 2016). Subsequently, cost reduction leads achieve sustainability and survival in business. In addition, there are some other practices, including:

- Building an automated archiving system solution for EgyptAir flights documents, integrated with different systems, such as Amadeus Reservation, Amadeus DCS, Lido Flight plans, General Declaration System). This solution will shift all EgyptAir stations and overseas offices a without paper working environment.
- Two-way Integration with the Lido system by feeding the system with schedule and actual flights data, including time, locations during flight (wavy points), and fuel consumption during flights. It is done through receiving from the system the flight plan route and, wind aloft. It will feed this data directly to the aircraft through Aircraft Communications Addressing and Reporting System; ACARS (EgyptAir Annual Report 2018-2019).

2.6.3. Green Service Flight

EgyptAir recently flew its first green service flight. This project is a part of EgyptAir's ongoing commitment for incorporating sustainable practices into its operations. This flight will eliminate single-use of plastics from all services provided on the flight. Green service flights will soon be identified by a green logo created specifically for these types of flights as part of a new program to combat climate change and pollution (IATA, 2022).

2.6.4. Green communications of EgyptAir

EgyptAir has a digital marketing administration that manages the company's digital marketing processes. By browsing EgyptAir Airlines' electronic website, it was discovered that the site contains all of the information that passengers need about the company and its services, which are presented in seven languages (<http://www.EgyptAir.com>) (EgyptAir Annual Report 2018-2019).

EgyptAir is launching numerous sustainability awareness campaigns, including the operation of the world's longest flight powered by a 30/70 blend of sustainable aviation fuel and conventional kerosene (Simple Flying, 2023; Airspace-Africa, 2022).

2.6.5. Green People of EgyptAir

Within the framework of Egypt's vision 2030 to achieve sustainable development goals, and based on the strategy of the Egyptian Ministry of Civil Aviation to preserve the environment, face the effects of climate change, and reduce carbon emissions in the field of

aviation, the EgyptAir Training Academy in coordination with the International Civil Aviation Organization "ICAO" announced the hosting of an international training course on the global carbon reduction and offset plan for the global aviation industry, known as CORSIA, which stands for the Carbon Offsetting and Reduction Scheme for International Aviation (Training, EgyptAir, 2023).

3. Research Methodology

The research employs a descriptive analytical approach, whereby the questionnaire's quantitative data is collected and analyzed. The survey was made available to EgyptAir employees online. The survey intended to explore the impact of Green marketing Performance of EgyptAir employees. To accomplish the overall goal of the study and its objectives, principles of survey principles and the creation of the relevant questionnaire are provided below.

3.1. Data Collection and Sample

Data has been collected through online questionnaires (official social media page about egyptair) that were prepared in approach that is relevant to the situation so as to decrease invalid responses. They were distributed to Employees at Egypt Air. The researcher used the descriptive analytical approach, where a questionnaire was prepared and distributed to a random sample of (500) of Employees in Egypt Air , and (40) forms were excluded, bringing the total of the valid forms retrieved (460) with a response rate (92%) from march to July 2024, the statistical analysis of the responses was carried out via SPSS v22.

3.2. Questionnaire Design and Measure

The study aims to explore the role of green marketing as a modern marketing in EgyptAir. To achieve that, this research used a questionnaire instrument with six sections. The first section contains the demographic profile of respondents, which provides general information about employees at EgyptAir, such as their gender, age, educational level, and years of experience. The second section contained four variables representing the awareness of Egypt Air employees about green marketing. The third section contained seven variables representing the effort of Egypt Air employees Towards Green marketing. The fourth section contained 34 variables representing the green marketing practices, such as green product, green pricing, green promotion, green place and green People. The fifth section contained seven variables representing the opportunities of green marketing in EgyptAir. The sixth section included nine variables representing challenges with green marketing in EgyptAir. The questionnaire items were anchored according to the three-point Likert scale: "1 = disagree, "2 = neutral, and "3 = agree.

3.3. Data Validity and Reliability

3.3.1. Data Validity

The researcher gave the questionnaire instrument to a total of 15 EgyptAir employees in order to confirm the format, readability, and measurement capabilities of the data collection tool used in this study. After that, the questionnaire was improved and updated to take into account the feedback that the domain employees had provided

3.3.2. Data Reliability

Cronbach's Alpha (α) was computed for the sections of the questionnaire about reasons to use green marketing in order to assess reliability. Despite the fact that different research has been done on acceptable Cronbach's Alpha values, a scale is considered appropriate for

statistical model analysis if its value is greater than 0.7. The following table shows the Cronbach's Alpha value for each dimension of the relevant questionnaire section. The scale has a mark greater than 0.7, indicating very good reliability. Since this scale was created on its own using the reviewed literature as a guide, the results are extremely relevant.

Table (1): Cronbach's Alpha Value for Green Marketing of EgyptAir employees

Variable	No. of Items	Cronbach's Alpha	Validity Coefficient *
Awareness of EgyptAir employees about green marketing	4	.833	.912
Green Marketing Effort about EgyptAir	7	.804	.804
Green marketing practices			
Green product	12	.766	.875
Green pricing	5	.724	.850
Green promotion	7	.779	.882
Green place / distribution	5	.752	.867
Green people	5	.828	.909
Opportunities of Green Marketing in EgyptAir	6	.834	.913
The Challenges With Green Marketing In EgyptAir	9	.777	.881
Total	60	.917	.957

* **Validity coefficient** = $\sqrt{\text{Reliability coefficient}}$

The results of determining Cronbach's alpha reliability are displayed in Table 1. According to the test results, the validity coefficient for all sections of the EgyptAir questionnaire is equal to 0.917, and the reliability coefficients for employees are equal to 0.957. These findings demonstrate the instrument's suitability for use.

3.4. Data Analysis

The descriptive analytic approach was employed by the researchers to reach the aim of this study. To handle data statistically, the researchers use the Statistical Package for Social Sciences (SPSS). The treatment comprised a number of statistical methodologies, such as frequencies, percentages, means, and standard deviation (SD). In addition, Pearson correlation analysis, regression analysis, and the Cronbach's alpha test were used in the study to evaluate the questionnaire's stability coefficients and the coefficient of stability for each study axis

4. Results

4.1 Descriptive Analysis of Research Variables

In this section, the researcher relied mainly on the descriptive analysis to get the means and the standard deviations for the study constructions along with their items. The items were measured using a Likert-type scale as follows.

Respondent Demographic Characteristics

Table 2: Demographic profile of sample elements

Variable	Frequency	Percentage (%)
Gender		

	Male	384	83
	Female	76	17
age group			
	21-30 years old	160	35
	31-40 years old	148	32
	41-50 years old	104	23
	51-60 years old	44	10
	60 and More	4	.9
Education level			
	Diploma	16	4
	Bachelor degree	320	70
	Master degree	100	21
	PhD degree	24	5
Years of experience			
	Less than 3 years	116	25
	From 3 to 6 years	168	36
	From 7 to 10 years	132	29
	More than 10 years	44	10

As depicted in Table (2) shows the discussion of the research findings begins with a brief demographic profile of respondents in terms of gender, age, education level, and years of experience. The majority of the respondents were male (83%), rather than female respondents (17%). The age group of 21-30 represented the greatest number of respondents (35%). The majority of respondents had completed a bachelor’s degree (70%), and only 36% of the respondents have from 3 to 6 years of experience.

A) Descriptive Statistics of Study Related Dependent Variables

Table (3): Awareness of EgyptAir Employees about Green Marketing

Variables	D	N	A	Mean	SD	R	Attitude
I have an idea about the green marketing of aviation industry before.	7	50.4	42.6	2.36	.608	4	Agree
I know the importance of green marketing in aviation industry.	4.4	40.9	53.8	2.50	.581	3	Agree
Green Marketing in aviation industry is helping to save the environment.	4.3	32.2	63.5	2.59	.574	1	Agree
I think green marketing has been adopted by EgyptAir.	3.5	42.6	53.9	2.51	.566	2	Agree
Total mean = 2.48							Agree

Table (3) shows the EgyptAir Employee's awareness about green marketing, with means ranging from (2.59 - 2.36) compared to the total instrument mean for the domain (2.48). The item “Green Marketing in aviation industry is helping to save the environment.” ranked first with a mean and standard deviation (mean=2.59, standard deviation = .574). When compared with the total instrument mean and the standard deviation. In comparison to the mean and standard deviation of the total instrument, the item “I have an idea about the green marketing of aviation industry before.” ranked last had a mean of (2.36) and a standard deviation of (.608) .

Table (4): EgyptAir effort about Green Marketing

Variables	D	N	A	Mean	SD	R	Attitude
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EgyptAir has green marketing programs aimed to sustain the environment.	3.7	48.4	47.8	2.46	.533	6	Agree
EgyptAir has developed achievable environmental goals for all stakeholders.	3.5	45.2	51.3	2.48	.565	5	Agree
EgyptAir gives financial support for environmental project	4.3	46.1	49.6	2.45	.579	7	Agree
EgyptAir invests in research and development for cleaner environment.	2.5	43.7	53.8	2.54	.532	2	Agree
EgyptAir has programs aimed at reducing greenhouse gas emissions and carbon footprint.	.9	47.8	51.3	2.50	.518	4	Agree
EgyptAir is involved in innovative programs i.e technology that helps to sustain the environment.	1.7	40.9	57.4	2.56	.531	1	Agree
EgyptAir commitment to achieve net zero emissions by 2050.	1.7	45.2	53	2.53	.534	3	Agree
Total mean				2.50			Agree

Table (4) shows the Egypt Air Employee's effort about green marketing, with means ranging from (2.56 - 2.45) compared to the total instrument mean for the domain (2.50). The item “EgyptAir is involved in innovative programs i.e technology that helps to sustain the environment” ranked first with a mean and standard deviation (mean=2.56, standard deviation = .531). When compared with the total instrument mean and the standard deviation. In comparison to the mean and standard deviation of the total instrument, The item “EgyptAir gives financial support for environmental project” ranked last had a mean of (2.45) and a standard deviation of (.579).

Table (5): Egyptair’s Green Marketing Practices

Green product of Egyptair							
Variables	D	N	A	Mean	SD	R	Attitude
Egyptair provides Passangers with information on environmental friendly products and services	2.7	45.1	52.1	2.51	.534	5	Agree
Egyptair provides the best in flight green services for passengers.	2.9	44.1	53	2.53	.516	2	Agree
Egyptair green services and products are tailored towards the passangers needs and expectations with make save environmental .	3.6	46.1	50.3	2.52	.517	4	Agree
Egyptair uses cleaner technology processes to make save environmental.	5.7	42.6	51.7	2.54	.533	1	Agree
The products and service of Egyptair result in minimum environment damage	6.2	41.6	52.2	2.47	.595	7	Agree
services and products from Egyptair is certified and meet environmental specifications that are required by the law.	4	43.7	51.3	2.50	.534	6	Agree
Egyptair products are reusable / recyclable.	2.6	54.8	42.6	2.40	.541	9	Agree
Charging customers to compensate for the environmental damage of the products/services	11.3	47	41.7	2.30	.662	10	Agree
Egyptair uses fuel efficient fleets and new model of aircraft that producesless emission to the environment.	2.6	67.8	29.6	2.27	.500	11	Neutral
Reduce Weight Egyptair Aircraft by Remove FAK, Dirt and Dust as well as Dehumidify the Aircraft	1.7	43.5	54.8	2.53	.533	3	Agree
Reduce weight of on board magazines	6.1	45.5	48.4	2.41	.603	8	Agree
Reduce of the onboard catering and the quantity of water.	17.4	41.7	40.9	2.23	.727	12	Neutral

Total mean=2.43							Agree
Green price of Egyptair							
Egyptair passengers are willing to pay a higher price for environmentally friendly facilities	7	53	40	2.33	.601	2	Neutral
Green products and services are almost always priced at a premium compared to traditional offerings..	5.2	54.7	40.1	2.35	.576	1	Agree
Egyptair Offset Its Carbon Footprint From Flying When Paying For Flight Tickets.	11.3	59.1	29.6	2.18	.613	5	Neutral
Egyptair fares are lower than those of its competitors.	5.2	60	34.8	2.30	.560	3	Neutral
The price difference between green products and conventional products is large.	7.8	56.5	35.7	2.28	.598	4	Neutral
Total mean=2.28							Neutral
Green promotion of Egyptair							
Egyptair supports holding seminars and conferences related to the environment.	2.6	53.9	43.5	2.41	.543	3	Agree
Egyptair clearly states its environmental efforts and the benefits achieved.	2.6	46.1	51.3	2.49	.550	1	Agree
Egyptair uses sustainable marketing communication tools and practices to reinforce environmental credibility i.e .social media	4.3	53.9	41.7	2.37	.567	4	Agree
Green promotions and advertisements influence Egyptair passangers	9.6	52.2	38.3	2.29	.630	7	Neutral
Egyptair often use eco-labels on aircraft, and display them on their corporate web site.	4.3	55.7	40	2.36	.563	6	Agree
Environmental labels are an effective promotional tool in the Egyptair.	2.6	53	44.3	2.42	.544	2	Agree
Egyptair devotes a special day for the environment	3.5	56.5	39.1	2.36	.549	5	Agree
Total mean=2.38							Agree
Green place of Egyptair							
Egyptair use environmentally friendly distribution channels (paths through which product and services travel from supplier to customers) to build a green image	2.6	48.7	48.7	2.46	.549	2	Agree
Egyptair would be motivated passangers to adopt green practices by the green distribution in the form of offering electronic tickets to save papers..	2.6	43.5	53.9	2.51	.550	1	Agree
Egyptair adopts green distribution through redesigning physical facilities	2.6	58.3	39.1	2.37	.534	5	Agree
Egyptair is keen to deal with agents friendly to the environment.	0.9	53	46.1	2.45	.515	3	Agree
Egyptair has developed an environmental workplace policy	1.7	58.3	40	2.38	.521	4	Agree
Total mean=2.43							Agree
Green People of Egyptair							
Egyptair organize and arrange employees training programs	1.9	47.7	50.4	2.50	.518	3	Agree
Egyptair organize fuel awareness training (Establish a training program to communicate the Egyptair Fuel	3.9	47.5	48.6	2.49	.517	4	Agree

Conservation Program and to educate them on fuel conservations techniques)							
Egyptair offers rewards to employees who develop new environmental ideas.	1.7	49.6	48.7	2.47	.533	5	Agree
Egyptair educates key stakeholders i.e customers and supply chain to support environmental practices	5.6	41.1	53.3	2.58	.494	1	Agree
Egyptair Employees advise customers on how to use their products not to harm the environment.	5.8	43.5	50.7	2.55	.515	2	Agree
Total mean=2.51							Agree

Table (5) presents the means and standard deviations of Green product ,Green price,Green promotion,green place,Green People of Egyptair, The results of Green product show that “Egyptair uses cleaner technology processes to make save environmental.” ranked first with a mean and standard deviation (M=2.54, Sd=.533) while The item “Reduce of the onboard catering and the quantity of water.” had the lowest mean value of 2.23 and a standard deviation of.727.

While The results of Green price show that “Green products and services are almost always priced at a premium compared to traditional offerings” ranked first with a mean and standard deviation (M=2.35, SD = .576),while The item “Egyptair Offset Its Carbon Footprint From Flying When Paying For Flight Tickets” had the lowest mean value of 2.18 and a standard deviation of.613.

while The results of Green promotion show that “Egyptair clearly states its environmental efforts and the benefits achieved.” ranked first with a mean and standard deviation (M=2.49, SD = .550),while The item “Green promotions and advertisements influence Egyptair passangers” had the lowest mean value of 2.29 and a standard deviation of.630.

while The results of Green place show that “Egyptair would be motivated passangers to adopt green practices by the green distribution in the form of offering electronic tickets to save papers.” ranked first with a mean and standard deviation (M=2.51, SD=.550),while The item “Egyptair adopts green distribution through redesigning physical facilities” had the lowest mean value of 2.37 and a standard deviation of.534.

while The results of Green People show that “Egyptair educates key stakeholders i.e customers and supply chain to support environmental practices.” ranked first with a mean and standard deviation (M=2.58, SD=.494),while The item “Egyptair offers rewards to employees who develop new environmental ideas” had the lowest mean value of 2.47 and a standard deviation of.534.

Table (6): Opportunities of Green Marketing in Egyptair

Variables	D	N	A	Mean	SD	R	Attitude
Egyptair has green marketing programs	5.2	53.1	41.7	2.42	.494	6	Agree
Egyptair has new model of aircraft that fuel efficient	6.2	41.1	52.2	2.49	.566	4	Agree
Egyptair has Online green Services	1.7	45.2	53	2.51	.534	3	Agree
Egyptair has eco-labels on its aircraft	3.5	39.1	57.4	2.54	.565	2	Agree
Egyptair has Training Academy to organize Fuel Awareness Training	1.7	41.9	56.4	2.57	.531	1	Agree
Egyptair uses sustainable marketing communication tools	4.5	44.3	51.2	2.48	.564	5	Agree
Total mean=2.50							Agree

Table (6) presents the means and standard deviations of Opportunities of Green Marketing in Egyptair, where the means ranged between (2.57– 2.42) compared with the total instrument mean for the domain (2.50) the item “Egyptair has Training Academy to organize Fuel Awareness Training.” ranked first with a mean and standard deviation (mean=2.57, standard deviation = .531) compared with the total instrument mean and the standard deviation. The item “Egyptair has green

marketing programs.” ranked last reached a mean (2.42) and the standard deviation was (.494) compared with the mean and standard deviation of the total instrument.

Table (7) : The Challenges With Green Marketing In Egyptair

Variables	D	N	A	Mean	SD	R	Attitude
All the Green marketing strategies of Egyptair are expensive and difficult to implement in the short run.	10.4	61.7	27.8	2.17	.594	9	Neutral
Initially the profits will be very low since renewable and recyclable products and green technologies are more costly	2.6	63.5	33.9	2.31	.517	5	Neutral
The Green marketing of Egyptair is more expensive as a lot of money has to be spent on Research & Development programmes for their development	7.7	60.1	32.2	2.30	.497	7	Neutral
The benefits of environment are intangible, indirect to passengres and difficult to measure	9.6	55.7	34.8	2.25	.617	8	Neutral
The Majority of Egyptair passengres are not aware of green products / services and their uses.	2.8	62.5	34.7	2.33	.507	3	Neutral
Many Egyptair passengres may not believe in the firm’s strategy of Green marketing	1.7	65.2	33	2.31	.500	4	Neutral
Many Egyptair passengres may not be willing to pay a higher price for green products / services which may affect the sales of the company.	3.9	68.7	27.4	2.30	.476	6	Neutral
Some strategies (e.g., promotion) are subject to manipulation. For example, some marketers use false environmental claims in order to gain competitive advantage.	3.7	47.7	48.6	2.48	.534	2	Agree
The success of Green marketing depends on several stakeholders who must work as a team. These include; passengres, employees, retailers, government, environmental groups, and suppliers. Any group can derail the exercise.	5.2	48.7	46.1	2.51	.499	1	Agree
Total mean=2.32							Neutral

Table (7) presents the means and standard deviations of Challenges With Green Marketing In Egyptair, where the means ranged between (2.51– 2.17) compared with the total instrument mean for the domain (2.32) the item “The success of Green marketing depends on several stakeholders who must work as a team. These include; passengres, employees, retailers, government, environmental groups, and suppliers. Any group can derail the exercise.” ranked first with a mean and standard deviation (mean=2.51, standard deviation = .499) compared with the total instrument mean and the standard deviation. The item “All the Green marketing strategies of Egyptair are expensive and difficult to implement in the short run.” ranked last reached a mean (2.17) and the standard deviation was (.594) compared with the mean and standard deviation of the total instrument.

4.2. Pearson Correlation analysis:

Correlation between EgyptAir effort and Green marketing practices

Table (5) Correlation between EgyptAir effort and Green Product

		Green Product
EgyptAir effort	Correlation Coefficient	.524**
	Sig.	.000
**. Correlation is significant at the 0.01 level (2-tailed)		

As shown in Table 5, there is a strong and positive correlation between EgyptAir effort and its green product. The value of the Pearson correlation coefficient is (.524**-sig = 0.000).

Table (6) Correlation between EgyptAir effort and Green pricing

		Green Pricing
EgyptAir effort	Correlation Coefficient	.244**
	Sig.	.000
**. Correlation is significant at the 0.01 level (2-tailed)		

As shown in Table 6, there is a strong and positive correlation between EgyptAir effort and its green pricing. The value of the Pearson correlation coefficient is (.244**-sig = 0.000).

Table (7) Correlation between EgyptAir effort and Green promotion

		Green promotion
EgyptAir effort	Correlation Coefficient	.423**
	Sig.	.000
**. Correlation is significant at the 0.01 level (2-tailed)		

As shown in Table 7, there is a strong and positive correlation between EgyptAir effort and its green promotion. The value of the Pearson correlation coefficient is (.423**-sig = 0.000).

Table (8) Correlation between EgyptAir effort and Green place

		Green Place
EgyptAir effort	Correlation Coefficient	.461**
	Sig.	.000
**. Correlation is significant at the 0.01 level (2-tailed)		

As shown in Table 8, there is a strong and positive correlation between EgyptAir effort and its green place. The value of the Pearson correlation coefficient is (.461**-sig = 0.000).

Table (9) Correlation between EgyptAir effort and Green people

		Green people
EgyptAir effort	Correlation Coefficient	.530**
	Sig.	.000
**. Correlation is significant at the 0.01 level (2-tailed)		

As shown in Table 9, there is a strong and positive correlation between EgyptAir effort and its green people. The value of the Pearson correlation coefficient is (.530**-sig = 0.000).

5. Conclusion and Summary

Adoption of green marketing practices is crucial for Egyptair in order to remain competitive and profitable, This research aimed to Assess the impact of green marketing on Employees Performance ,this research analyze the effects of green marketing tool at Egypt Air. Different

tests were applied, including reliability test, correlation test, and regression test. The following results were obtained:

- Cronbach's Alpha estimates of Egyptair employees .917 and Cronbach's Alpha estimates of Egyptair passengers .963 indicating that the items of scales are highly correlated to each other, which in turn does mean the possibility of relying on this form and proves the validity of the study methodology results.
- The findings from the distributed questionnaires revealed that EgyptAir employees have aware of green marketing practices and they exert effort to communicate the green practices to public.
- Totally, it was seen that 83% Employees were male and Most of the respondents 35% were aged between 21 and 30 years. Regarding the education level, 70% of the respondents were studying for bachelor degree, 36% of the respondents have from 3 to 6 years of experience.
- Results showed that there is very strong positive relation between EgyptAir effort and green marketing practices (green product, green pricing, green promotion, green place / distribution and green people).

6. Recommendations directed to EgyptAir Employees

- EgyptAir should establish a training program to fuel awareness for EgyptAir employees to educate them on fuel conservations techniques.
- EgyptAir should reduce the onboard weight of magazines, catering, optimize the weight of duty-free material carried on-board, reduce the quantity of water and cargo container weight.
- EgyptAir should adopts green distribution through redesigning physical facilities.
- EgyptAir should offers rewards to employees who develop new environmental ideas.
- EgyptAir should launched new online platform enabling customers to address the carbon emissions from their flying by allowing them to choose from a range of carbon products (carbon offsets, carbon removals and sustainable aviation fuel; SAF) before, during or after their flight.
- EgyptAir should increase its fuel-saving by enhancing its fleet with new a generation of aircrafts.
- EgyptAir should reduce the amount of packaging waste with all in-flight toy and travel sets offered without outer packaging.
- EgyptAir should organize online training contents to raise the level of awareness on environment of the employees in environmental impacts arising from their working areas.
- EgyptAir should implement Green Points program.

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التسويق الأخضر وأثره على أداء العاملين بمصر للطيران

المستخلص

قطاع الطيران هو أحد القطاعات الفرعية للنشاط السياحي المساهمة في تغير المناخ بسبب انبعاثات ثاني أكسيد الكربون بشكل أساسي، وعليه أصبح الالتزام بتحسين الاستدامة البيئية أمرًا ضروريًا، واستجابة لذلك، تم إطلاق حملات التسويق الأخضر في صناعة النقل الجوي والتي تهدف إلى تقديم خدمة جوية تحافظ على البيئة من خلال إجراء تعديلات على مزيج التسويق التقليدي لشركات الطيران. يهدف هذا البحث إلى تقييم تأثير التسويق الأخضر على سلوك العاملين بمصر للطيران، وتحقيق ذلك استخدام هذا البحث المنهج الوصفي التحليلي باستخدام أداة الاستبيان. وكانت العينة من موظفي مصر للطيران (500) استبانة تم توزيع (460) استبانة صالحة فقط للمعالجة الإحصائية للبيانات. وتم تحليل نتائج الاستبانة باستخدام المنهج الوصفي، وتحليل الثبات، وتحليل المعاملات، وتحليل ارتباط بيرسون، وتوصل البحث إلى عدة نتائج أهمها؛ أن موظفي مصر للطيران لديهم وعي بممارسات التسويق الأخضر ويبدلون جهدًا لتوصيل الممارسات الخضراء للجمهور؛ توجد علاقة إيجابية معنوية بين جهود مصر للطيران وممارسات التسويق الأخضر (المنتج الأخضر، التسعير الأخضر، الترويج الأخضر، المكان / التوزيع الأخضر، الأشخاص ذو الاهتمام الأخضر). ومن ثم أوصى البحث بضرورة قيام شركة مصر للطيران بتطوير التسويق الأخضر. يجب على شركات الطيران إطلاق منصة على الإنترنت تمكن العملاء من معالجة انبعاثات الكربون الناتجة عن رحلاتهم. وتسمح لهم بالاختيار من بين مجموعة من منتجات الكربون (تعويضات الكربون، وإزالة الكربون، والوقود المستدام للطيران) قبل أو أثناء أو بعد رحلتهم وتوجيههم لاختيار مجموعة من المنتجات الكربونية التي تساعد في تحقيق ذلك

الكلمات الدالة
التسويق الأخضر،
صناعة الطيران،
مصر للطيران