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Determining the Mediating Role of Energy Conservation on the Effect of Social Marketing on Green Organizational Behavior

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ABSTRACT

The concern for development and economic continuity leads businesses to uncontrolled growth. Organizations that try to offer the expectations of consumers with the most appropriate goods and services think that they should operate responsibly as well as being socially sensitive. Businesses that act in an environmentally friendly and environmentally sensitive manner engage in green organizational behavior. In this direction, they are in an effort to save energy by using less energy. In line with all these the present study aims to determine the mediating role of energy saving in the effect of social marketing on green organizational behavior. In this context, the sample consisting of health institutions operating in the service sector in Istanbul was determined. A questionnaire form consisting of scales was applied in order to collect the data required for the analysis of the process. As a result of the factor analysis, their validity was determined. As a result of the analysis in the statistical program, it was found that social marketing has an effect on green organizational behavior and energy saving plays a mediating role in this process. In line with these results obtained in a positive direction, such activities to be carried out by businesses are effective in the service sector.

Keywords: Social Marketing, Green Organizational Behavior, Energy Conservation, Consumer, Istanbul
JEL Classifications: C32; D1; D2; E3

1. INTRODUCTION

Social marketing is a type of marketing that goes beyond situations such as consumer sales or profitability and deals with situations related to the society (Akbar and French, 2022). The aim here is to complete the process with activities that will bring society to a better position. This type of marketing is especially active in socially relevant areas such as obesity, alcohol, savings, environmental pollution, harmful substances, energy and family issues (Afum et al., 2020). Social marketing that deals with such social problems focuses on three distinct areas. It is a type of marketing that is done in the process of gaining new knowledge and habits, when marketing activities will be carried out to gain the opposite type of behavior, and depending on the need to move people in general (Kim et al., 2021). Within this concept, it is seen as behaviors that can be measured within the framework of reducing environmental damage and sustainability (Koçak and Baş, 2022). Although the situation mentioned here is in the process of organizational behavior, it is a voluntary behavior in the dimension of sustainability, especially in environmental issues. Examples of green organizational behaviors include making online interviews, printing electronic documents, and reusing used paper (Xiao et al., 2020). In addition to these, it covers all activities such as energy saving, waste reduction, waste reduction, environmental sustainability. As green organizational behavior, the main values are mainly the reduction of environmental disorders (Andersson et al., 2013). For this reason, employees in the organization should fulfill their priorities on all environmental values outside the scope

of the organization (Özalp and Erbaşı, 2021). As it is known, saving energy will contribute to environmental sustainability by not using energy, which has limited resources, more than necessary and not wasting it. Energy, which is a part of our lives today, is becoming more valuable with the increase in population and industry. In addition to areas such as price and budget, energy saving is important for economic, environmental and social sustainability (Ipek and Ipek, 2022).

Social marketing is a long-term working process that includes marketing methods and aims to improve living spaces by changing the behavior of society and its people (Akbar and French, 2022). The primary goal of such a marketing strategy is to bring about social change (Suggs and Speranza, 2022). It is referred to as such because of the use of known marketing methods to raise awareness about a defined problem (Willmott and Rundle-Thiele, 2022). The aim is to achieve the expected behavioral hole on the targeted audience. The point referred to as the market here is lifestyle (Flaherty et al., 2020). It is to bring about a change in behavior there. Observing the public interest in the activities carried out is one of the primary goals. The essence of social marketing is to compete (Bastos et al., 2022). In this context, competing with many negative things is among its primary values. By targeting a mass change, businesses should pursue activities that will increase the welfare of society in the social marketing process (Carins, 2022). The difference of social marketing from commercial marketing is that it aims to solve problems related to community values in global value (Campbell and Brauer, 2020). Here, after a conscious behavior process, it ensures that the employees in the business act in an environmentally sensitive manner. In order to fully understand social marketing, it is necessary to understand its similarities and differences with other marketing components. Advertising, which is one of the elements of marketing under promotion, is considered here as social advertising (Sherring and Foote, 2023). Social marketing can also be confused with social media marketing (Ryan et al., 2021). Social marketing uses social media in its promotions (Cook et al., 2021). It is not completely included in it. Social marketing, which is also confused with corporate social responsibility, does not pursue profit (Sutinen, 2022). Here, it focuses on internal and external problems within and outside the organization and aims to ensure that all targeted stakeholders leave the process beneficial. It aims to solve social problems and especially to prevent problems that are the responsibility of the state through measures. Social marketing aims to create value for a targeted behavior, and social marketing aims to create both personal and social gains (Lee, 2020). Unlike the traditional concept of competitor, the form of competitor in social marketing is the behavior of the audience at the focal point and the benefit that will occur as a result (Okmeydan, 2023). Thanks to social marketing, businesses can achieve their goals.

Today, green organizational behavior has become the focus of attention due to the global warming of the environmental world and its current position. The behavioral emergence of the sensitivity movement, which is carried out collectively by all levels from the top manager to the lowest employee in an enterprise, in the environmental dimension is called green organizational behavior (Afum et al., 2020). This process, which is also generally referred to as green employee behavior, is a set of green nature comprehensive activities carried out by employees within the organization on their own initiative (Rizvi and Garg, 2020). In this way, the organization gains the appearance of being environmentally sensitive as a behavior (Erbaşı, 2022). In this process, organizations continue economically without spending too much of their profits (Değirmenci and Aytekin, 2021). Businesses that try to exhibit this behavior can also become more meaningful by their customers and suppliers (Ciocirlan, 2017). Businesses that aim to transfer the nature they live in to future generations as they found it should start the saving process by taking the right steps in order to increase the awareness of the situation. Businesses are one of the priority actions to be taken within the organization (Al-Swidi et al., 2021) in order to disseminate the issue of green organizational behavior within the organization (Francoeur et al., 2021) and to disseminate it by creating effective activities, trainings and encouraging environments in order to bring it from the information process to the behavior dimension. Green organizational behavior can be made widespread by learning for the organization (Cheema et al., 2020). In this way, harmful actions against the environment will be prevented. Valuing this concept primarily by the management level is a valuable step in increasing its awareness by the organization (Wang, 2019).

Energy, which is defined as the power to do work, is the basic resource for the realization of production. Today, it is seen as the most important resource in the globalizing world. Since this resource is now both expensive and naturally obtained, its saving is becoming more evident. As a result of the awareness that energy is the most important value of our needs, an effective use should be ensured with a conscious consumption to ensure its savings (Manouchehri and Collins, 2020). Saving energy can only be achieved by reducing the consumption rate to be spent. In this way, energy savings can be achieved through the efficient use of resources in our environment, which are in danger of depletion. Saving energy reduces environmental problems and enables the creation of a sustainable living space. In addition to all these, it also allows a reduction in increasing energy costs (Yağcı and Sözen, 2023).

Savings can be achieved by using energy in the right way. Therefore, savings can be achieved by making some restrictions in heating energy as some studies envisaged to be carried out (Aykal et al., 2022). As another situation, the boiler settings can be changed in the malaria thermostat (Ünver et al., 2020). It should be abandoned when the weather gets warmer. Light bulbs should be replaced with more economical ones. It should be turned off when not needed. Bicycles should be used optimally for short journeys. Where this is not possible, public transportation should be preferred. In travels with their own vehicle, low speed and the use of appropriate tires should be easy and practical changes to create opportunities for energy saving.

Andersson et al. (2013). Greening organizational behavior: An introduction to the special issue, illustrates the complex nature of organizational greening and emphasizes the need for research that adopts a systems perspective. The embedded and intertwined nature of organizational greening behavior calls for additional research that explores the interrelated effects of

greening behavior by individual employees, work groups, and organizations. By recognizing and appreciating these multi-level dynamics, organizational behavior scholars are poised to advance our understanding of effective corporate greening initiatives and thereby foster progress towards environmental sustainability.

Irge (2022). The mediating role of personality traits in the effect of environmental sensitivity on employees' green organizational behavior is to determine the mediating role of personality traits in the effect of environmental sensitivity on employees' green organizational behavior. As a result, it was determined that personality traits such as openness to experience, softness, emotional balance, responsibility and extra version have a partial mediating effect on the effect of environmental sensitivity attitude, knowledge/emotion factor, caring behavior and recycling on green organizational behavior and technological sensitivity.

2. METHODS

2.1. Purpose of the Study

Depending on the intense competition in the world, consumers are also becoming more conscious. In the social marketing process planned in order to make a difference as a society, businesses want to enter into an organizational structure that is more sensitive to nature in order to sustain their existence. Depending on this situation, economical consumption of energy, which is constantly increasing in every aspect of life, becomes even more valuable. As a result of all these, this study aims to determine the mediating role of energy saving in the effect of social marketing on green organizational behavior.

In this study, the main mass (N) to which the data obtained from the application area determined in this study can be generalized is the organizational employees in the city of Istanbul as the universe. This main mass is reached concretely with heterogeneous data. According to TESK data, the number of enterprises operating in Istanbul is 285. 437 (TESK, 2024). The organizational employees here constitute the research unit. According to TESK (Confederation of Turkish Tradesmen and Craftsmen) data, the total number of organizations in the province of Istanbul, which constitutes the research population, is given in general total values. Reaching all organizations as the area to be examined in this determined universe and reaching the entire main mass have different difficulties in themselves. When the main mass is formed as 1.000.000 people and above, 384 people are counted as the appropriate amount (Sekaran, 2003). Sensitivity is the relational value between confidence and the unit value in the sample. In accordance with the purpose of representation within this specified universe, 410 organizational employees were reached. However, as a result of the examinations, 3 questionnaires were eliminated and decided to be excluded from the analysis, and n = 407 employees were reached and analyzed.

2.2. Data Collection Method

This study was carried out by analyzing the statistical information based on the model created to determine the effect of social marketing dimension on green organizational behavior of the employees in the organization operating in the European side of Istanbul province in this area of the study. Due to time and financial constraints, convenience sampling method was used. Since it is a descriptive research as a research type, the desired data were accessed via Google Form while collecting data in order to reach the targeted data. In the scale expressions used in the research, a general-to-specific approach was followed. In the first part of the questionnaire, demographic data consisting of personal data were obtained. In this area, there is information on 5 different characteristics, one of which is gender, age and occupation. In the second part, which consists of eighteen scale statements, 32 scale statements were obtained from the study of Üner and Baş (2018), which consists of 32 scale statements to measure Social Marketing status. The scale has 2 sub-dimensions as corporate social responsibility and corporate sustainability. The Cronbah Alpha value of the scale was 0.932 and it was concluded that it is reliable and valid. For the scale consisting of 27 statements related to green organizational behavior, the scale statements developed by Erbaşı (2019), which are valid and reliable with a Cronbah Alpha value of 0.943, were used. It consists of sub-dimensions such as environmental sensitivity, environmental participation, economic sensitivity, technological sensitivity and green purchasing. The survey conducted by Yüzüak (2017), which consists of 16 statements to measure the energy saving status, was determined to be reliable due to the Cronbah Alpha value of 0.957 and the study was continued in this way. In order to evaluate the questionnaire scale statements, data were obtained in the final version of the questionnaire using a 5-point Likert-type response format (1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor Disagree, 4=Agree 5=Strongly Agree). In order to determine the suitability of the questionnaire form, a pilot study was conducted with 30 participants and the target group was reached through APA and CFA methods for structural validity. Afterwards, the appropriateness of the scales was decided and the study was continued in this form. The necessary permissions were also obtained to determine the ethical appropriateness of the study. The study was obtained within a one-month period between March 2024. Of the respondents, 216 were women and 191 were men. As a result of this data, the necessary statistical results were obtained.

2.3. Research Model

Determining the Mediating Role of Energy Conservation in the Effect of Social Marketing on Green Organizational Behavior as presented in figure 1 diagramatic schematic.

2.4. Hypotheses

The hypotheses formed in accordance with the purpose of the study in line with the data obtained through the questionnaire form, which will be handled in line with quantitative methods, are given below:

H1: Social Marketing has an Impact on Green Organizational Behavior.

H2: Energy Saving has a Mediating Variable Role in the Effect of Social Marketing on Green Organizational Behavior.

3. EMPIRICIAL FINDINGS

As a result of the analyses, reliability and validity analyses were made depending on the study. Depending on the frequency

analysis, the necessary evaluations were carried out using IBM SPSS Statistics 23 package program and Amos 21 program during the analysis of T-Test and Analysis of Variance (ANOVA) Test.

Statistical information on the demographic information of the individuals participating in the survey is given in Table 1. According to the information obtained, the rate of female participants was 53.1% and the rate of male participants was 46.9%. It was determined that 24.8% of the participants were married and 75.2% were single. In the distribution of the participants according to age groups, it was determined that the highest cluster was in the 23-32 age group with 39.3%, while the lowest cluster was in the 50 and over age group with 11.5%. In terms of the distribution of the participants in terms of educational level, it was found that the highest cluster was in the Bachelor's Degree graduates with 42.5% and the lowest cluster was in the Primary Education graduates with 3.9%. When the distribution of the participants according to their monthly income status is analyzed, it is determined that the highest cluster is in the 18,004-28,004 TL group with 32.4% and the lowest cluster is in the 48,007 TL and above group with 5.2%. When the distribution of the participants according to their occupational status is analyzed, it is observed that the largest cluster is in the Student group with 25.1% and the least cluster is in the Housewife group with 0.7%.

Table 1: Statistical information on the demographic information of the individuals participating in the survey

Variable	Number	Percentage
Gender		
Woman	216	53.1
Male	191	46.9
Marital status		
Married	101	24.8
Single	306	75.2
Age group		
18-22 years	49	12.0
23-32 years	160	39.3
33-42 years	81	19.9
43-49 years	70	17.2
50 years and over	47	11.5
Education level		
Primary education	16	3.9
High school	23	5.7
Associate degree	79	19.4
License	173	42.5
Postgraduate	116	28.5
Monthly income		
0-17.002 TL	49	12.0
17.003-18.003 TL	39	9.6
18.004-28.004 TL	132	32.4
28.005-38.005 TL	121	29.7
38.006-48.006 TL	45	11.1
48.007 TL and above	21	5.2
Profession		
Worker	56	13.8
Officer	141	34.6
Housewife	3	0.7
Student	102	25.1
Retired	85	20.9
Other	20	4.9
Total	407	100.0

Descriptive statistics for the research variables are given in Table 2. When the correlation coefficients are examined, it is seen that there is a positive relationship between the variables, the highest relationship is between Energy Saving and Green Organizational Behavior, and the lowest relationship is between Energy Saving and Social Marketing. In addition, when the skewness and kurtosis values are examined, it is seen that the values for all three variables are within the range of normal distribution values.

The construct reliability and validity of the scales used in the study were examined with Cronbach's Alpha, CR and AVE coefficients in smartpls software. According to the findings, Cronbach's Alpha coefficient shows that the reliability of the scales is at a high level. Combined reliability (CR) and average variance explained (AVE) values are the criteria for measuring convergent and discriminant validity. In order for the scale to provide convergent and discriminant validity, the CR criterion should be >0.70 and the AVE criterion should be >0.50. According to the findings obtained, it is seen that the scale dimensions have sufficient level of convergent (CR>0.70; AVE>0.50; CR>AVE) and discriminant validity as reported in Table 3.

The goodness of fit criterion values of the confirmatory factor analysis measurement model for the Green Organizational Behavior, Energy Saving and Social Marketing scales used in the study are given in Table 4 together with the acceptable fit values. According to the findings, it is seen that the fit criterion values of the scales are within the range of acceptable values as documented in Table 5.

The construct and discriminant validity of the research scales were examined with Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT) in smartpls software. For construct and discriminant validity, the HTMT value should be below 0.90 (Henseler et al., 2015). As seen in Table 4, all three HTMT ratios are below 0.90. In addition, according to the Fornell-Larcker Criterion, the square root of the AVE value being greater than the corresponding correlation coefficient (Fornell and Larcker, 1981) is another criterion for construct and discriminant validity. The values on the diagonal in the table are the square root of the AVE criterion value. As can be seen, the square root of the AVE value for each variable is greater than the corresponding correlation coefficient.

Whether there is a difference in terms of demographic variables in the Social Marketing Scale used in the questionnaire was

Table 2: Descriptive statistics for research variables

Variables	Mean	Standard deviation	Skewness	Kurtosis	X1	X2
Social marketing (X1)	2.78	0.688	−0.075	−0.578	1	
Green organizational behavior (X2)	3.46	0.729	−0.732	−0.198	0.115*	1
Energy saving (X3)	4.21	0.666	−1.508	3.094	0.100*	0.553**

*Correlation is significant at the 0.05 level (2-tailed). **Correlation is significant at the 0.01 level (2-tailed)

analyzed by t-test and ANOVA test in Table 6. According to the findings obtained, no statistically significant difference was found in terms of demographic variables in the Social Marketing Scale used in the survey.

Whether there is a difference in terms of demographic variables in the Green Organizational Behavior Scale used in the questionnaire was examined by t test and ANOVA test in Table 7. According to the findings, no statistically significant difference was found in terms of demographic variables in the Green Organizational Behavior Scale used in the questionnaire.

Whether there is a difference in terms of demographic variables in the Energy Conservation Scale used in the questionnaire was analyzed by t-test and ANOVA test as rendered in Table 8. According to the findings, no statistically significant difference was found in terms of demographic variables in the Energy Conservation Scale used in the questionnaire.

The findings obtained by examining whether there is a mediating effect of Energy Saving on the effect of Social Marketing on Green Organizational Behavior by using regression models with process macro extension are given in Table 9. In the first model, the effect of Social Marketing on Energy Saving was examined. In the model, the estimate of the regression coefficient was found to be statistically significant. Accordingly, Social Marketing has a positive effect on Energy Conservation. In addition, according to the coefficient of determination (R-square) value of the model, 1% of the variability in the Energy Saving variable is explained by the Social Marketing variable. In the second regression model, the effect of Energy Saving and Social Marketing on Green Organizational Behavior was analyzed. According to the regression coefficient estimation values obtained, the effect of energy saving on green organizational behavior was found to be significant, while the effect of social marketing was found to be insignificant. In the third model, the effect of Social Marketing on Green Organizational Behavior was examined. According to the model identification coefficient, Social Marketing explains 31% of the variability in Green Organizational Behavior. According to the regression coefficient estimate, Social Marketing has a positive and statistically significant effect on Green Organizational Behavior.

Figure 1: Research model

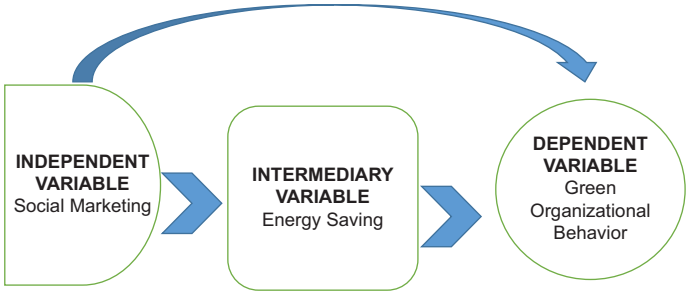

Table 3: Construct reliability and validity

Indicator	Cronbach's alpha (unstandardized)	Composite reliability (CR)	Average variance extracted (AVE)
Green organizational behavior	0.943	0.947	0.522
Energy savings	0.957	0.958	0.624
Social marketing	0.932	0.935	0.519

After the support of the research hypothesis, the second step is to analyze the impact of social marketing and energy saving on Green Organizational Behavior. At this stage, the findings for direct, indirect and total impact values are given in Table 10. According to this

a. The direct effect of social marketing on Green Organizational Behavior was calculated as 0.060, but this effect was found to be statistically insignificant
b. The indirect effect of social marketing on Green Organizational Behavior due to energy saving is calculated as 0.055
c. As a result of the first two effects, the total effect of social marketing on Green Organizational Behavior is calculated as 0.115.

The significance of the direct effect was tested by t-test and the significance of the indirect effect was tested by bootstrap resampling method and it was decided that the effect was significant.

When the findings given in Tables 9 and 10 are evaluated together, the hypothesis that energy saving has a mediating role in the effect of social marketing on green organizational marketing behavior is supported. In addition, the fact that the estimate of the regression coefficient of social marketing in Table 9 model 2 is insignificant and the direct effect coefficient of social marketing in Table 10

Table 4: Construct and discriminant validity findings

Scales	Fornell-Larcker Criterion			Heterotrait-Monotrait Ratio (HTMT)		
	x1	x2	x3	x1	x2	x3
Green organizational behavior (x1)	0.722					
Energy Saving (x2)	0.511	0.790		0.535		
Social Marketing (x3)	0.230	0.109	0.721	0.351	0.247	

Table 5: Confirmatory factor analysis measurement model fit values

Scale	CMIN/DF	GFI	CFI	RMSEA	NFI	AGFI
Model finding	2.237	0.913	0.905	0.055	0.924	0.899
Acceptable compliance	≤3	≥0.90	≥0.90	≤0.080	≥0.90	≥0.85

Table 6: Examination of the social marketing scale used in the survey in terms of demographic variables

Variable	n	Mean	Standard deviation	t/F	P
Woman	216	2.76	0.691	−0.692	0.489
Male	191	2.80	0.686		
Married	101	2.76	0.726	−0.299	0.765
Single	306	2.78	0.676		
18-22 years	49	2.66	0.698	0.728	0.573
23-32 years	160	2.75	0.711		
33-42 years	81	2.83	0.656		
43-49 years	70	2.85	0.656		
50 years and over	47	2.80	0.705		
Primary-High School	39	2.90	0.511	0.433	0.730
Associate Degree	79	2.76	0.701		
License	173	2.76	0.677		
Postgraduate	116	2.77	0.748		
0-17.002 TL	49	2.67	0.732	0.656	0.623
17.003-18.003 TL	39	2.83	0.664		
18.004-28.004 TL	132	2.83	0.676		
28.005-38.005 TL	121	2.78	0.649		
38.0006 TL and above	66	2.71	0.765		
Worker	56	2.86	0.667	0.451	0.717
Officer	141	2.80	0,709		
Student	102	2.77	0.702		
Retired	85	2.72	0.620		

Table 7: Examination of the green organizational behavior scale used in the survey in terms of demographic variables

Variable	n	Mean	Standard Deviation	t/F	P
Woman	216	3.41	0.761	−1.560	0.120
Male	191	3.52	0.688		
Married	101	3.47	0.732	0.136	0.892
Single	306	3.46	0.730		
18-22 Years	49	3.33	0.652	1.197	0.312
23-32 Years	160	3.53	0.745		
33-42 Years	81	3.51	0.673		
43-49 Years	70	3.39	0.786		
50 years and over	47	3.38	0.750		
Primary-High School	39	3.53	0.722	1.003	0.391
Associate Degree	79	3.34	0.803		
License	173	3.48	0.731		
Postgraduate	116	3.49	0.674		
0-17.002 TL	49	3.39	0.756	0.401	0.808
TL 17.003-18.003	39	3.47	0.835		
TL 18.004-28.004	132	3.50	0.708		
28.005-38.005 TL	121	3.42	0.766		
38.0006 TL and above	66	3.52	0.621		
Worker	56	3,43	0.689	0.494	0,687
Officer	141	3.51	0.727		
Student	102	3.45	0.752		
Retired	85	3.40	0.781		

Table 8: Examination of the energy saving scale used in the survey in terms of demographic variables

Variable	N	Mean	Std. Deviation	t/F	p
Woman	216	4.21	0.705	0.093	0.926
Male	191	4.20	0.622		
Married	101	4.20	0.574	−0.148	0.882
Single	306	4.21	0.695		
18-22 Years	49	4.13	0.737	0.192	0.942
23-32 Years	160	4.22	0.688		
33-42 Years	81	4.23	0.699		
43-49 Years	70	4.22	0.569		
50 years and over	47	4.20	0.611		
Primary-High School	39	4.30	0.521	0.322	0.809
Associate Degree	79	4.18	0.738		
License	173	4.19	0.698		
Postgraduate	116	4.22	0.613		
0-17.002 TL	49	4.19	0.726	1.301	0.269
TL 17.003-18.003	39	4.08	0.803		
TL 18.004-28.004	132	4.23	0.631		
28.005-38.005 TL	121	4.16	0.683		
38.0006 TL and above	66	4.35	0.555		
Worker	56	4.17	0.598	1.533	0.205
Officer	141	4.24	0.674		
Student	102	4.28	0.616		
Retired	85	4.09	0.739		

Table 9: Research model analysis findings

Outcome variable: Energy savings						
R	R-sq	F	P			
0.100	0.010	4.080	0.044			
	coeff	se	t	P	LLCI	ULCI
Constant	3.939	0.137	28.760	0.000	3.670	4.209
Social marketing	0.097	0.048	2.020	0.044	0.003	0.191
Outcome variable: Green organizational behavior						
R	R-sq	F	P			
0.556	0.310	90.589	0.000			
	coeff	se	t	P	LLCI	ULCI
constant	0.765	0.219	3.497	0.001	0.335	1.194
Social marketing	0.063	0.044	1.441	0.150	-0.023	0.150
Energy Saving	0.599	0.046	13.172	0.000	0.510	0.688
OUTCOME VARIABLE: Y (Total effect model)				**Test (s) of X by M interaction:**		
R	R-sq	F	p	F	p	
0.115	0.013	5.382	0.021	6.849	0.009	
	coeff	se	t	p	LLCI	ULCI
constant	3.124	0.150	20.872	0.000	2.830	3.418
Social marketing	0.121	0.052	2.320	0.021	0.019	0.224

(X: Social marketing, Y: Green organizational behavior, M: Energy saving)

is statistically insignificant shows that energy saving has a full mediating variable role (Gürbüz, 2021 page: 54). According to this result, social marketing affects green organizational behavior. However, this effect stems from the energy saving variable.

4. DISCUSSION

Social marketing is a set of activities carried out with the aim of achieving a change in social behavior rather than making a commercial profit (Truong et al., 2021). These are activities carried out to declare a social purpose or idea. Among these activities, sensitivity to nature is also an important issue. It refers to the whole of the behavioral changes that employees make as a business and organization from their behaviors and thoughts with the dimension of environmental sustainability. It is to advance the process of reducing consumption, recycling or improving the environment on a voluntary basis (Lee et al., 2022). In the process of green organizational behavior, which is known as the

Table 10: Impact analysis findings by model

Total effect of X on Y						
Effect	**Se**	**t**	**P**	**LLCI**	**ULCI**	**c_cs**
0.121	0.052	2.320	0.021	0.019	0.224	0.115
Direct effect of X on Y						
Effect	**Se**	**t**	**P**	**LLCI**	**ULCI**	**c'_cs**
0.063	0.044	1.441	0.150	−0.023	0.150	0.060
Indirect effect (s) of X on Y						
	Effect	**BootSE**	**BootLLCI**	**BootULCI**		
ents	0.058	0.027	0.004	0.110		
Completely standardized indirect effect of X on Y						
	Effect	**BootSE**	**BootLLCI**	**BootULCI**		
ents	0.055	0.025	0.004	0.104		

(X: Social marketing, Y: Green organizational behavior. M: Energy saving)

activities that can be determined in terms of contributing to the situation in terms of environmental sustainability or reducing the damages to the environment, employers and employees are carried out voluntarily without any rules (Irge, 2022). It is a set of organizational behaviors such as improving the environment, reducing consumption, etc., which are based on the pressure of the consumer and as a result of which the environment is helped in the transfer of the environment to future generations (Afum et al., 2020). In addition to its important contributions to human life, it is seen that it has many effects from environmental impact to budget and pricing. As a result of these positive and negative effects, it brings some effects as an environmental and human process as well as economic and social life. As a result, the savings to be made in terms of improvement in energy, which will support sustainable development, are important points.

5. CONCLUSION AND POLICY SUGGESTION

When we look at the world in general, we encounter a number of problems in societies that are called contemporary, which are composed of many bad events. Problems such as economic, social, political situations, climate-related differences, population and environmental problems, eye alcohol and addiction and health can be listed. All these problems, of course, have different solutions. The most important thing is that these problems are fundamentally social in nature and have complex foundations. Social marketing, which embodies social improvement and development, leads to an important behavioral change in terms of improving existing bad problems and leading to prosperity. Green organizational behavior, which means that businesses are environmentally friendly and sensitive to the environment, has an in-depth and intertwined structure and is seen as necessary to ensure environmental sustainability by achieving an effective structure institutionally. There is no obligation for businesses in this situation. Taking the system under control in terms of the environmental aspects of the business covers the activities carried out on a voluntary basis. Restricting the consumption of energy used by businesses to fulfill their daily activities by using less energy is called energy saving. Increasing the need for energy use brings along many problems, from the deterioration of the ecological balance to financial and current deviations.

5.1. Recommendations

With this study, social marketing activities to be carried out in order to increase the impact of businesses in the face of consumers and green organizational behavior to be carried out in this way provide a unique information opportunity for businesses. Accordingly, the consideration of energy saving has also enabled a significant mediation effect to be investigated. This study enables businesses to build collaborative partnerships and approach the problems that arise with care. It allows the right moves to be made in line with the expectations of the target audience. In the process of social marketing activities, it is recommended to conduct a joint study that includes other variables other than these variables that will be done environmentally and emphasize energy saving as a result. Measures should be taken to solve problems. In addition, this process should be supported by the state and laws. Businesses and employees should be encouraged in this regard. Financially necessary needs should be subsidized. The process of utilizing energy more should be provided with more economical works. For a healthier world and future, more important values should be created in solving problems by raising awareness about energy saving and organizational behavior as both businesses and society.

As in previous studies, the findings of this study are considered among the limitations of the study. First of all, there are obstacles in terms of time and cost. There is a limitation in terms of generalizing the results. There are also some situations that may constitute an obstacle due to the survey nature of the study. It is not possible to evaluate the results in a way that can be generalized across Turkey.

6. DECLARATIONS

Ethics approval and consent to participate: Not applicable.

Consent for publication: Not applicable.

Availability of data and materials: Data will be made available upon request.

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Competing interests: The authors have no competing interests.

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