**Table 1.** Variables of the study

|  |  |
| --- | --- |
| Variable | Description |
| X1 | The company views the development of green marketing capabilities as a key component of its competitive strategy. |
| X2 | The company is determined to develop strong green marketing capabilities. |
| X3 | The company believes that green marketing capabilities are necessary for long-term development. |
| X4 | The company believes that development of green marketing strategies is not necessary for the competitive success of our industry. |
| X5 | Major suppliers expect us to develop strong green marketing capabilities. |
| X6 | Customers expect us to develop strong green marketing capabilities. |
| X7 | Workers expect strong green marketing capabilities to develop. |
| X8 | The company has sufficient internal knowledge to implement green marketing strategies. |
| X9 | The company has the right promotional force for green marketing strategies. |
| X10 | Quality items are offered at a suitable and competitive price in the market. |
| X11 | The increase in the prices of organic products is justified. |

|  |  |
| --- | --- |
| **Table 2.** Correlation matrix MSA |  |
| Variables  | X5 | X8 | X9 | X1 | X6 | X10 | X11 | MSA |
| X5 | 1.000 | 0.285 | 0.100 | -0.010 | -0.042 | 0.116 | -0.081 | 0.82 |
| X8 |   | 1.000 | 0.456 | 0.531 | 0.366 | 0.389 | 0.643 | 0.733 |
| X9 |   |   | 1.000 | 0.515 | 0.130 | 0.164 | 0.360 | 0.854 |
| X1 |   |   |   | 1.000 | 0.368 | 0.448 | 0.356 | 0.788 |
| X6 |   |   |   |   | 1.000 | 0.457 | 0.468 | 0.766 |
| X10 |   |   |   |   |   |   | 0.543 | 0.754 |
| X11 |   |   |   |   |   |   | 1.000 | 0.67 |

**Table 3.** KMO and Bartlett tests

|  |  |
| --- | --- |
| Kaiser-Meyer-Olkin measure of sampling adequacy | 0.583 |
| Bartlett's test of sphericity | Approx. Chi-square, *21.g.l* | 64.599 |
| Significant. | 0.000 |
|  |

**Table 4.** Total variance explained

|  |  |  |
| --- | --- | --- |
| Component | Sums of loads squared from extraction | Sums of loads squared of rotation |
| Total | % variance | % accumulated | Total | % variance | % accumulated |
| 1 | 3.656 | 52.234 | 52.234 | 2.571 | 36.722 | 36.722 |
| 2 | 1.187 | 16.951 | 69.185 | 2.272 | 32.463 | 69.185 |
|  |

|  |
| --- |
| **Table 5.** Component matrix |
|   | 1 | 2 |
| X11 | 0.821 |   |
| X6 | 0.748 |   |
| X10 | 0.726 |   |
| X1 | 0.663 |   |
| X8 | 0.635 | 0.583 |
| X5 |   | 0.799 |
| X9 |   | 0.584 |

**Figure 1.** Component in rotated space