



## The Impact of Green Marketing on Sustainable Development: Opportunities and Issues

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### Abstract:

The current study aims to identify the impact of green marketing on sustainable development in Al-Reef Alkhadraa Company for producing green products. The study consists of two main variables: the independent variable includes green marketing, which consisted of four dimensions: eliminate the concept of waste, reuse the product concept, clarify the relationship between the product price and cost, and make environmental orientation profitable. The dependent variable represents sustainable development, whose dimensions consisted of environmental, social, and economic.

According to (Maarooft & Oğrak, 2024), at the beginning of the twenty-first century, the world witnessed a diverse movement by humans in general, working to spread the tasks of preserving the environment, which led to the emergence of new ideas as an urgent need such as green marketing, the green consumer, and our environment is our home, in addition to the emergence of the term sustainable development. The world has witnessed an increase in environmental awareness during the past years, and among the reasons that came as a reaction are the high rates of pollution in the air, water as well as soil, climate change, global warming, and the increasing depletion of natural resources. These reasons mainly extend to the industrial and marketing activities of the business organization, and in practice, field visits were conducted by researchers to the company under study and formal structured interviews were conducted that included the chairman of the board of directors, his/her deputy and department managers, and 138 questionnaires were distributed to the human target in the organization under study and the intentional sample was used to reach results and 100 valid questionnaires were accepted and analyzed on this basis and 38 invalid questionnaires were excluded. To determine the relationship between the study variables, two main and sub-hypotheses were put forward and tested using several statistical methods, including SPSS (V.22).

The results confirm the existence of a positive correlation and influence between all dimensions of green marketing (eliminate the concept of waste, reuse the product concept, clarify the relationship between the product price and cost, and make environmental orientation profitable). The results also showed the existence of a significant relationship below the 0.05 level between green marketing and sustainable development goals, in addition, the study provided a number of recommendations for green business organizations. For example, there is a growing interest among customers in adopting the philosophy of ecological marketing, as it contributes to achieving sustainable development goals.

This current research paper is a guide for future studies that are interested in explaining the role and importance of using green marketing applications in business organizations because they serve a large segment of customers who have an environmental orientation.

**Keywords:** Green Marketing, Sustainable Development, Alreef Alkhadraa Company.

### 1.0 Introduction:

Green marketing focuses on the social, ethical, and environmental responsibility requirements of business organizations as a rapid response to the increasing environmental threats in light of the enactment of many environmental laws to reduce the damage resulting from pollution (Dangelico & Vocalelli, 2017), global warming, desertification and the increase in the percentage of oxygen in the air in recent years. Green marketing revolves around companies' commitment to environmentally friendly goods and services as a marketing activity that aims to create positive activity or reduce negative effects harmful to the environment. Based on this, green business organizations must take all possible measures to set goals that are easy to implement from an environmental perspective and in light of material and human resources and given the labor market. Hence, interest in a new type of marketing, called green marketing or environmental marketing, began (Maaroof & Kolay, 2020). This type of marketing requires business organizations to be involved in ethical and environmental responsibility in practicing their marketing activities, as there has been a continuous increase in air, water, and soil pollution, especially in food and products, which may hurt human health, which necessitated a move towards green or environmentally friendly products (Maaroof, 2021). On the other hand, there has been a growing interest in what is called sustainable development, which aims to solve environmental, economic, and social problems without depleting natural resources, if future generations become responsible for preserving natural resources (Polonsky, 1994). For this reason, the concept of sustainable development emerged, which is a new philosophy, and this term was first crystallized in the report of the World Commission on Environment and Development (Yadav & Sharma, 2020). The research problem is highlighted by asking the following questions:

Q1: What is the level of using green marketing at Al-Reef Alkhadraa Company of green products?

Q2: What is the level of interest the individuals toward sustainable development?

Q3: Is there a significant impact of green marketing on sustainable development at Al-Reef Alkhadraa Company of green products?

This research paper is of great importance as it reviews a new marketing approach that affects the behavior of individuals in preserving the environment as an independent variable that affects the dependent variable, which is sustainable development, which has become modern now. In addition, these topics have received great research interest in developing countries as well as developing countries. This research paper will be a result of concerns about industrial organizations that have caused great damage to the environment, which makes individuals in society feel anxious about these actions, which led to the emergence of associations and unions to protect the environment and the enactment of laws to protect the environment.

The main objective of the research paper is to test the correlation and influence relationships of green marketing dimensions in sustainable development in Green Country Company, as well as to identify the most related and influential dimensions of marketing dimensions in sustainable development and to reach a number of recommendations for future studies in the field of green marketing and sustainable development.

## **2.0 Literature Review and Hypothesis Development:**

Authors and researchers approached the research topic (green marketing and sustainable development) differently in terms of processing in environments as such, the research seeks to crystallize the cognitive and research framework to achieve the goals of current research, including the study of (E. A. Khan, Royhan, Rahman, Rahman, & Mostafa, 2019) the impact of environmental entrepreneurship Orientation on Small Firms' Business Performance: The Mediation of Green Marketing Mix and Eco- Labeling Strategies This research paper aimed at the positive effects of environmental orientation on the performance of Commercial Workers of small business organizations and explored the effects of mediation of marketing blends and eco-labeling strategies for small businesses. The type of study is an experimental study, and the study was conducted in 160 small companies from Bangladesh that used the equation modeling method using the partial least squares (SEM) structural technique based on variation in the preparation of the model. The study found that the green orientation is an area of increasing interest among companies and that the combination of green marketing, its strategies, and eco-labeling act as intermediaries in achieving results. The results indicated that the environmental orientation may directly affect business results, but differently affects the lifestyle of individuals through green marketing strategies. The study of (Shabbir, Bait Ali Sulaiman, Hasan Al-Kumaim, Mahmood, & Abbas, 2020) also indicated the impact of Consumer Behavior towards the Environment This study aims to analyze the main green marketing approaches and their impact on consumer behavior towards the environment in the United Arab Emirates and identify the consumption patterns of users of green products. A questionnaire tool was used as a data collection tool. The study community consisted of individuals from different age groups, ethnic backgrounds, and social status groups in the United Arab Emirates. The sample of the study was represented by 359 customers who used green products in many shopping centers in the United Arab Emirates. The study concluded that various green marketing methods have a positive and important impact on consumer behavior toward the environment, and the need to emphasize the importance of green marketing for companies. In the same context, the study (Sheykhan et al., 2024) The objective of this study is to develop a model that can help achieve a sustainable competitive advantage. The research approach combines four multi-criteria decision-making tools including Fuzzy DEMATEL, ISM, MICMAC Analysis, and Fuzzy BWM to evaluate factors in four key areas including corporate social responsibility, green marketing, brand image, and brand equity in Unilever Corporation. Collectively, these factors are responsible for enhancing competitiveness. The process begins with the fuzzy DEMATEL method, which helps to uncover the cause-and-effect relationships among various components. The ISM approach is used to create a hierarchical model that explains how these components influence and depend on one another. Gaining insight into the collective impact of Unilever's sustainability goals requires taking this crucial step. Next, MICMAC analysis categorizes these factors based on their levels of influence and dependence, pinpointing the most critical elements that drive competitive advantage. Finally, the fuzzy BWM technique is applied to prioritize these key factors, leading to the aim of bolstering Unilever's long-term competitiveness by fostering a green and sustainable brand image that resonates with the values of consumers. (Ullah & Marketing, 2018) confirmed in a study entitled "Consumer's Beliefs and Attitudes toward Green Marketing in Bangladesh.

This research paper aimed to find out the level of Environmental Information and the impact of green marketing among unbridled female students in Shaqra City and to identify the extent to which there are significant differences at a moral level of 0.05 between environmental female students' green marketing according to the variables of specialization and age, and to clarify the extent of correlation between environmental information and the trend towards green marketing, in addition to identifying the extent of a relationship between the environmental awareness of students as a whole and the axes of achieving sustainable development. The study was based on the method is descriptive, and the study tool was represented by the environmental awareness scale. The most important results of the study were the low level of environmental awareness among the study sample, the existence of a relationship between environmental awareness and green marketing about sustainable development, and it was found that the basic condition for achieving sustainable development is to spread environmental culture and raise the level of environmental awareness.

In light of the objectives and problems of the current research, the following research hypotheses have been formulated:

**First main hypothesis:**

(There is a statistically significant correlation between green marketing and sustainable development)

**Second main hypothesis:**

(There is a statistically significant effect between green marketing and sustainable development)

Based on the foregoing, we have put forward the following main hypothesis: there is a statistically significant correlation and impact between the green marketing dimensions and sustainable development of the Green Rural Green Products Company, resulting in the following sub-hypotheses:

**H<sub>1.1</sub>:** There is a significant relationship between green marketing (eliminate the concept of waste) and sustainable development at Alreef Alkhadraa Company.

**H<sub>1.2</sub>:** There is a significant relationship between green marketing (reuse the product concept) and Sustainable Development at Alreef Alkhadraa Company.

**H<sub>1.3</sub>:** There is a significant relationship between green marketing (Clarify the relationship between the product price and cost) and sustainable development at Alreef Alkhadraa Company.

**H<sub>1.4</sub>:** There is a significant relationship between green marketing (make environmental orientation profitable) and sustainable development at Alreef Alkhadraa Company.

**2.1 Green Marketing:**

Sustainability means many ideas and can therefore be applied, as it has become a buzzword in the world today because of the words that come to mind such as: reducing pollution, environmental risks, green products, green customers, protect the planet(Vilkaite-Vaitone & Skackauskiene, 2019), producing in an innovatively and more safely for the environment than before, through the above, all companies working in the field of sustainable development are profitable in two areas: in the environmental and social fields, Green marketing consists of a wide range of business activities that aim to satisfy customers' needs and desires, as well as reduce negative impacts on the environment(Luo, Sun, & Zhang, 2025). Green marketing also refers to business organizations that put all their efforts into promoting, distributing, and pricing within the environmental field(G. Chen, Sabir, Rasheed, Belascu, & Su, 2024), The American Marketing Association states that green marketing is the marketing of products and services that focus primarily on preserving the environment and ensuring a green marketing mix.

### 2.1.1 The Difference Between Traditional Marketing and Green Marketing

Green marketing focuses on the process of selling products or services based on their environmental benefits or how they impact the environment. It is based on promoting products and services that are environmentally friendly, sustainable, and environmentally conscious (Tan, Casidy, & Arli, 2025). Traditional marketing, on the other hand, focuses on promoting products and services based on their functionality, quality, and price. It does not take into account the environmental impact of the product or service. Green marketing is becoming increasingly popular in today's world as more consumers become environmentally conscious and willing to pay more for sustainable products (Sheykhan et al., 2024).

### 2.1.2 The Importance of Ecological Marketing

Ecological Marketing is the same as "Green marketing" and is a tool to protect the environment for the next generation, it has a positive impact on environmental safety due to the increasing interest in environmental protection (the emergence of unions and associations to preserve the environment) and thus the emergence of new green markets (Jain, Basu, & Dwivedi, 2024).

### 2.1.3 The importance of green marketing to business organizations:

- **Improving the organization's reputation:** Business organizations in major countries indicate the developments they adopt with stakeholders such as (customers, clients, suppliers, non-governmental organizations, consumers, and government) (Huang, Solangi, Magazzino, & Solangi, 2024). Companies adopting the term environmental marketing put the company in the minds of customers daily, especially those who have an environmental orientation, thus gaining new customers shortly. These companies have several principles that they adopt in their marketing activities, such as: the principle of social, economic, and environmental responsibility (Liu, 2024).

- **Achieving competitive advantage:** It is likely to open up new ideas and a new market share as well by creating environmental values for customers interested in preserving the environment and thus creating international environmentally friendly market sectors, which makes the organization enter global markets (Irtisamul, Hassan, Sadia, Hasan, & Rokonuzzaman, 2024).

- **Earn profits :** Green business organizations use raw materials that are less harmful to the environment or recyclable materials that can save costs and thus maximize profits, by focusing on producing safe and environmentally friendly products, which is considered a personal contribution to preserving the environment (Al-Okaily et al., 2023).

### 2.1.4 The Dimension of Green Marketing:

**1. Eliminating the concept of waste:** The concept of pollution and waste are two sides of the same coin, often arising from the inefficiency of production and logistical activities. It is worth noting how green companies produce products and services without any waste, and therefore the responsibility here lies with industrial organizations in providing high-quality products without any waste instead of how to dispose of that waste such as (solid waste and liquid and gaseous wastes) (Abdulmuhsin, Değirmenci, Efendioğlu, & Durmaz, 2022).

**H<sub>1.1</sub>:** There is a significant relationship between Green Marketing (eliminating the concept of waste) and Sustainable Development at Alreef Alkhadraa Company.

**2. Reuse the product concept:** Business organizations and companies often use modern technology to take into account environmental commitment, as production depends largely on raw materials that are not harmful to the environment (quickly decompose in nature), in addition to the necessity of recycling the products themselves by the consumer, as they can be returned to the factory again (Asad, Rind, & Abdulmuhsin, 2022).



**H.1.2:** There is a significant relationship between green marketing (reusing the product concept) and sustainable development at Alreef Alkhadraa Company.

**3. Clarify the relationship between the product price and cost:** Companies use pricing strategies that vary depending on the type of company, market share, and activities they perform. They start by pricing products at a lower price. Companies implement this type of pricing strategy to gain the largest possible amount of revenue from customers who are willing to pay high prices, many companies often determine the price of their products by identifying their target or potential customers. It is important to identify their demographic characteristics such as age and gender as well as their economic and social status. Finally, the price of products and services must reflect the true cost of the final product provided to the customer (Abdulmuhsin, Tarhini, Masa'deh, & Alkhwaldi, 2022).

**H.1.3:** There is a significant relationship between green marketing (clarifying the relationship between the product price and cost) and sustainable development at Alreef Alkhadraa Company.

**4. Make environmental orientation profitable:** The environmental orientation of industrial institutions aiming to protect natural resources and the environment, dealing positively with environmental variables, has contributed to employing new opportunities to increase their marketing activities and thus their profits and market share by attracting more current and potential consumers and obtaining their support for this orientation as a result of the environmental awareness acquired by customers and their transformation into green consumers. Thus, in light of the intense competition experienced by the business sector and the digital economy, green marketing has become a strategic competitive outlet (Abdulmuhsin, Hussein, Hadi, & Alkhwaldi, 2024).

**H.1.4:** There is a significant relationship between green marketing (making environmental orientation profitable) and sustainable development at Alreef Alkhadraa Company.

#### **2.1.5 Green Marketing Characteristics**

Green marketing focuses on achieving the traditional goal (profit), consumer goals, and the organization's goals in general while preserving the environment and making social and environmental responsibility a priority for business organizations (Kazemi & Soltani, 2024). On the other hand, green marketing requires the industrial and economic institution to develop its green marketing mix in line with environmental and social considerations, green marketing is a marketing philosophy, i.e. ideas that call for the necessity of integration between environmental protection and consumer protection, and sustainable marketing that seeks to achieve environmental sustainability by focusing on preserving natural and environmental resources, and thus achieving the goal of profitability, and it is part of the marketing strategy of the economic institution (Xue, He, Gaopeng, Xu, & Gong, 2023).

#### **2.1.5 Green Consumer Behavior**

Green consumer behavior is defined as: a set of actions that push customers towards preferring green products and services that focus on environmental characteristics. These actions are a set of variables, most notably the ideas, opinions, and rules that these customers hold, which push toward the green purchasing process. According to (Maaroof, Ataman, & Nasif, 2022), consumer behavior is individual, optional, voluntary actions carried out by customers who have environmental awareness and rely on the values they believe in, which push them to purchase products that support sustainable development (Maaroof & Oğrak, 2022).

### 2.1.7 Green Consumption Culture:

Green consumption culture is the adoption by customers of certain consumption patterns for products, such as the commitment to purchase and use environmentally friendly goods that consume the least possible energy to reduce pollution, climate change, desertification, use clean energy, activate the food security and sustainable agriculture law, and choose crops with the least water consumption, which puts customers in direct contact and provides guidance and advice to each other. These cultures are formed from a set of variables called inputs. These variables are a set of ideas, values, beliefs, and behavior. Over time and with the repetition of green purchasing behavior (Al-Obaidy & Management, 2023). These cultures become entrenched by sharing the implicit knowledge that is in the minds of customers and spreads in the form of outputs (Meet, Kundu, & Ahluwalia, 2024). In addition, they may make radical changes possible to the prevailing negative cultures in society, which stipulate preserving the environment for fear of future generations, which leads to an increase in the number of green consumers, as well as the spread of the culture of green behavior (Harorli & Erciş, 2023).

### 2.1.8 Sustainable Development Overview:

There is growing awareness of the need for business companies to participate in all sustainable development activities, as strategic partners in people's daily lives. In turn, the concept of sustainable development is gaining increasing attention in the business world today (Guan, Lei, Liu, & Ma, 2024). The concept of sustainability has changed from being considered voluntary and optional practices in dealing with all stakeholders (consumers, clients, companies, business organizations, non-profit charitable organizations, governments) (Jawad & Al-Obaidy, 2019) to mandatory practices that represent a source for enacting laws that care about the environment. Consequently, many organizations have adopted this concept and declared that they are socially responsible for all their manufacturing and marketing activities (Tzanidis, Magni, Scuotto, & Maalaoui, 2024).

### 2.1.9 The concept of Sustainable Development:

The concept of sustainable development is multi-use and has diverse meanings, so diverse, multiple, and overlapping definitions have emerged, and this overlap between definitions is what most distinguishes the literature of sustainable development at the present stage (Z. Khan, Zhu, & Chatti, 2025). Sustainable development was defined by Edward Barbier (who was the first to use the term sustainable development) as the economic activity that leads to an increase in social welfare and the achievement of food security and sustainable agriculture with the greatest care for available natural resources and the least amount of damage to the environment (Yang, Shen, Sang, & Ding, 2025).

Regarding the future of the planet where we live, corporate organizations now have more options thanks to the emerging concept of sustainable development. It is incorrect to use the phrases "growth" and "development" interchangeably. Development is the process of altering an organization's operations to accomplish economic, social, and environmental (Yang et al., 2025).

### 2.1.10 Elements of sustainable development:

The majority of current development policy is formulated in the context of sustainable development (Zhang et al., 2025). Human is the beginning point and the end objective of this idea of social and sustainable development (S. Chen, Jiang, Zuo, & Dashnyam, 2025). It is a development that equally distributes its benefits in addition to producing economic progress, rather than eroding the sustainable development environment, it rebuilds it. Its objective is to improve and extend human life in addition to increasing production (Z. Khan, Chatti, & Zhu, 2024). Human needs are not just material; they are also moral and social, and they include things like education and culture, chances for artistic endeavors, the ability to express oneself, and protecting the environment for coming generations (Roxas et al., 2024).

- Productivity
- Equality
- Sustainable

### 2.1.11 Sustainable Development Goals

- **Achieving a better standard of living for the population:** Focuses on the links between the activities of individuals and the surrounding environment(Nhamo, Mpandeli, Liphadzi, & Mabhaudhi, 2025). The natural system and its components must be treated from a perspective that takes into account human life(Ahmed, Saleh, & Sciences, 2025), by applying standards to preserve and restore the quality of the environment(Li, Sajid, & Raza, 2025). Work must also be done to enhance the relationship between humans and the environment to be a relationship of integration and harmony(Ai et al., 2025).
- **Raising the population's awareness of current environmental problems:** enhancing their sense of responsibility towards them(Operato, Gallo, Eva Marino, & Mattioli, 2025), in addition to encouraging them to participate effectively in finding appropriate solutions through their participation in preparing, implementing and following up on sustainable development programs and projects(Bansal, Lee, Mascena, Rüegger, & Miller, 2025).
- **Respect for the natural environment:** requires focusing on the relationship between the activities of the population and the environment(Khachaturyan & Klicheva, 2025). This concept deals with the system of nature and its components from the perspective of human life. Therefore, sustainable development is that which takes into account the delicate relationship between the environment and society and seeks to develop this relationship to become based on integration and harmony(Haladu, Bin-Nashwan, Yusuf, & Yaro, 2025).

### 2.1.12 The dimensions of sustainable development

The elements of sustainable development are closely interconnected, and cannot be separated from each other, due to the overlap of quantitative and qualitative dimensions and elements(Alonso-Morales, Sáez-Martín, & Haro-de-Rosario, 2025):

- **The Economic dimension:** The best way to achieve the minimum level of economic welfare while preserving the environmental aspects requires governments to make strict economic decisions that will achieve environmental safety by setting material limits on environmental damage resulting from industrial activities in industrial business organizations(Kuruppu et al., 2024), such as imposing pollution taxes (air, water, and soil) according to the amount of environmental damage generated by them, which contributes to the distribution of natural resources in the long term (Karim, Faiq, & Sciences, 2025), this requires supporting the principle of participation, establishing the values of social justice, and strengthening citizenship(Na-Nan, Phanniphong, Niangchaem, & Ouppara, 2024).
- **The Environmental Dimension:** Environmentally sustainable development is based on managing natural and human resources in a way that meets the needs of the present generation and ensures the interests of future generations(Wu, Xu, Chen, Liao, & Liu, 2024). This is a challenge for individuals and societies, and requires significant efforts to raise awareness about the issue. Sustainable development means protecting natural resources from human pressures(), reducing the excessive use of fertilizers and pesticides that pollute surface and groundwater, and avoiding overexploitation of forests and fisheries at unsustainable levels(Greenland, Saleem, Misra, Nguyen, & Mason, 2023).

- **The Social Dimension:**

Sustainable development means making significant progress in limiting population growth (many governments are concerned about population inflation(Hu et al., 2024), and the lack of green spaces used in agriculture to cover the gross domestic product, often resorting to passing several laws in parliament, the most important of which is the Food Security Law because rapid population growth leads to severe pressures on natural resources, and on the ability of governments to provide services and distribute the population is of great importance(Ibraheem, Mhaibes, & Sciences, 2025), and the expansion of urbanization has major environmental consequences with the technological expansion of the current user(Abulibdeh, Zaidan, &



Abulibdeh, 2024), in addition to the amount of waste and pollutants that pose a danger to the population and the surrounding natural systems (Chi & Liu, 2023).

### 3.0 The research Methodology:

The researchers in this paper focus on the field of sustainability and green marketing. The research aims to test the relationship between green marketing and sustainable development according to the study problem and research questions to reflect the relationship between the study variables. The following two variables were the main variables in the study model:

**The first variable:** The independent variable is green marketing which includes four dimensions: Eliminate the concept of waste, reuse the product concept, clarify the relationship between the product price and cost and make environmental orientation profitable.

**The second variable:** The dependent variable (sustainable development) that includes four dimensions: The economic dimension, the Environmental Dimension, the social dimension, and the institutional dimension.

### 3.1 Sample:

In addition to conducting organized in-person interviews with the chairman of the board of directors and the leaders of the departments (operation, logistics, human resources, and marketing), the researchers also have visited the firm under investigation (research sample), SPSS V.22 was used to analyze the 100 questionnaires that were given to the staff members. Table 1 shows the questionnaire items of to the research variables.

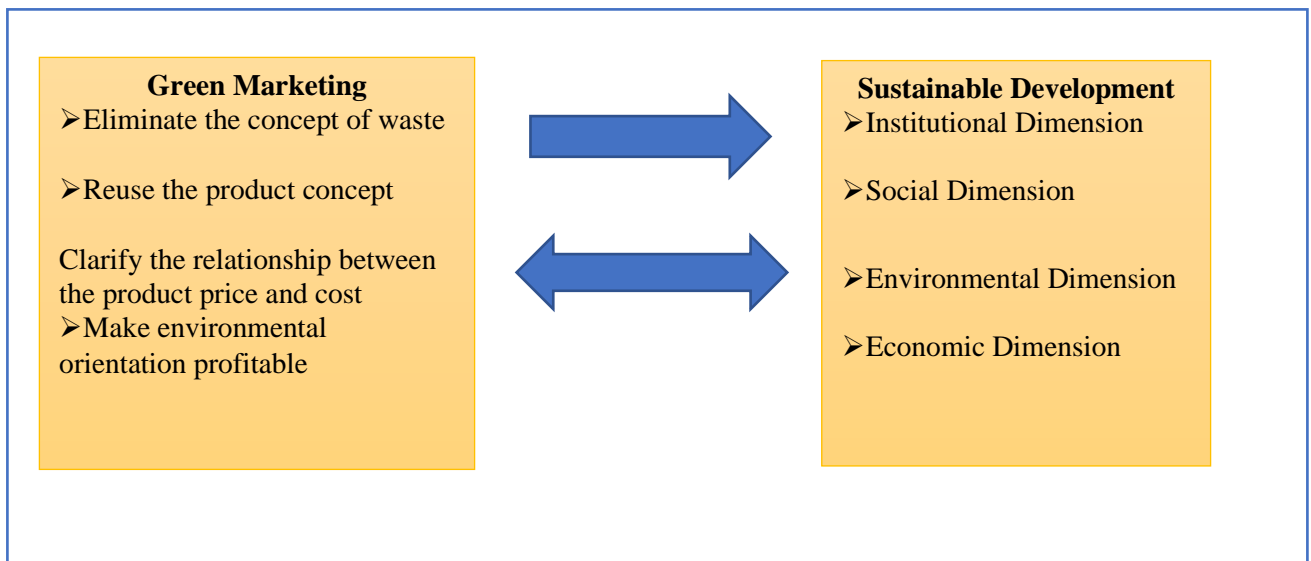
**Table 1:** The questionnaire items

Variables	Dimensions	Items	The reference
Green Marketing	Eliminate the concept of waste	5	(Danook & Al-Obaidy, 2022)
	Reuse the product concept	5	
	Clarify the relationship between the product price and cost	5	
	Make environmental orientation profitable	5	(Danook, Yassin, al-Obaidy, & Almejdhab, 2023)
Sustainable Development	Economic Dimension	5	
	Environmental Dimension	5	
	Social Dimension	5	
	Institutional Dimension	5	

The field study was conducted in Nineveh governorate in Al-Reef Alkhadraa Company for the production of green products, which included all relevant administrative departments (production, logistics, skin resources, marketing, and warehouses), as well as structured formal interviews with the Chairman of the Board and the Chief Financial and Oversight Officer, the retrieval of 100 analytical questionnaires, and time limits were 14/12/2024 and 2/2/2025 to collect data to realize research paper aim.

### 3.2 The Research Model:

Based on all the above, researchers see the relationship between green marketing and sustainable development as well as the impact of eliminate the concept of waste, reuse the product concept, clarify the relationship between the product price and cost, and make environmental orientation profitable. Accordingly, the researchers can create a study model that illustrates four relationships as shown in Figure 1.



**Figure 1.1:** The theoretical framework

### 3.3 Empirical analysis and findings:

The data will be presented and interpreted in the next section. However, it needs to be mentioned at this point that as customary in quantitative research the results will be presented in tables such graphic representations are normally used to present large quantities of data arranged in labeled rows and columns. Due to the large amount of data, the questionnaire was analyzed SPSS (V. 22).

### 4.0 Results:

#### 4.1 Population and Sample:

(Ayu Purnamawati, Yuniarta, & Jie, 2023) A purposive sample of individuals working in the researched company was selected, in addition to conducting formal structured interviews with the Chairman and Vice Chairman of the Board of the company. We note from Table 1 the response rate of the individuals working in the company under study, as the total number of questionnaire forms reached 125 and a percentage of 100%, and the number of questionnaire forms returned reached 100 and a percentage of 80%, the number of invalid questionnaire forms reached 25 questionnaire forms, as the number of questionnaires valid for analysis reached 100 and a percentage of 80%, and the questionnaires were analysed using the statistical package SPSS V22.

**Table 2:** Data Questionnaire Response Average

Data Questionnaire	Number	percentage
Distributed Questionnaire	138	100%
Retrieved Questionnaire	110	79%
Invalid Questionnaire	38	27%
Valid Questionnaire	100	73%

### 5. The Discussion of Results:

#### 5.1 The Analysis of Data Related to Green Marketing in the Researched Company:

We note from Table 2 and through analysing the answers of the sample members in the company under study:

A. Regarding the first aspect of green marketing, 70% of the research sample members completely agree (eliminating or reducing the concept of waste) with the highest arithmetic mean (2.566), which is higher than the hypothetical arithmetic mean of 2, and with the lowest standard deviation

(0.447), which is an acceptable percentage. This means that the research sample members have full awareness and focus on the need to raise the efficiency of production processes and provide high-quality products without waste.

B. The fourth dimension of green marketing is agreed upon by 63% of the research sample (making the environmental trend profitable) with an arithmetic mean of 2.479, which is higher than the hypothetical arithmetic mean of 2, and a standard deviation of 0.531, which is an acceptable percentage. This means that the research sample members emphasize the importance of making the environmental trend profitable through green marketing activities that work to increase the company's profits, return on investment, market share, etc., which in turn helps in achieving the company's competitive advantage.

C. The answers of the research sample in the second and third dimensions of green marketing (restructuring the product concept and clarifying the relationship between price and cost) reflect medium agreement rates respectively (50% and 57%) with an arithmetic mean (2.383 and 2.285) which is higher than the hypothetical arithmetic mean valued at 2, and standard deviations (0.783 and 0.705), which reflects the research sample's agreement on the importance of restructuring products by keeping pace with Production technology for the notion of environmental commitment and the reliance of production processes to a considerable extent on raw materials that are not detrimental to the environment and the necessity of recycling the products themselves once the consumer has finished using them, especially durable goods. The results also illustrate the importance of adopting the basic guidelines that companies rely on in deciding prices, where the price must reflect the cost of the product.

**Table 3:** The distribution of the research sample answers to the questions related to the dimensions of green marketing

The Dimension of Green Marketing X	No. of Stat.	Agree		Neutral		Disagree		Mean	SD
		F	%	F	%	F	%		
Eliminate the concept of waste	21-25	43	43%	24	24%	24	24%	2.566	0.447
Reuse of the product concept	26-30	58	58%	28	28%	25	25%	2.383	0.783
Clarify the relationship between the product price and cost of product	31-35	53	53%	16	16%	20	20%	2.285	0.705
Make environmental orientation profitable	36-40	86	86%	28	28%	23	23%	2.479	0.531
<b>Total</b>	<b>20</b>	<b>60</b>	<b>60%</b>	<b>24</b>	<b>24%</b>	<b>23</b>	<b>23%</b>	<b>2.425</b>	<b>0.616</b>

Arithmetic Mean=2

N=100

Source: Prepared by the researchers based on computer outputs using SPSSV.22.

## 5.2 The analysis of data related to Sustainable Development in the researched company:

Table 3 reflects the research sample answers regarding the dependent variable (sustainable development) as follows:

A. 67% and 60% of the research sample members respectively agree on the first and third dimensions of sustainable development (the economic dimension and the social dimension) with the highest arithmetic means 2.561 and 0.542, which is higher than the hypothetical arithmetic mean of 2, and with the lowest standard deviations (0.450 and 0.542), which are good percentages. This means that the research sample members are fully aware of the importance of the economic dimension in achieving sustainable economic development, creating job opportunities and economic prosperity, as it aims to enhance comprehensive, fair, and sustainable economic growth, in addition to the importance of the environmental dimension in achieving

sustainable social development and promoting equality and social justice. It aims to provide equal opportunities for all and promote human rights and human development.

B. The members of the surveyed company agree by 57% and 53% on the second and fourth dimensions of the sustainable development variable (the environmental dimension and the institutional dimension) with an arithmetic mean estimated at 2.383 and 2.368, which is higher than the hypothetical arithmetic mean, and with standard deviations of 0.783 and 0.799, which indicates that the sample members emphasize the environmental and institutional dimension. The environmental dimension includes preserving the health of the environment, preserving biodiversity, and sustaining natural resources, as it aims to achieve a balance between human activities and the surrounding ecosystems.

**Table 4:** The distribution of the research sample answers to the questions related to the dimensions of Sustainable Development

Dimension of Sustainable Development Y	No. of Stat.	Agree		Neutral		Disagree		Mean	SD
		F	%	F	%	F	%		
Economic Dimension	1-5	86	86%	14	14%	24	24%	2.566	0.447
Environmental Dimension	6-10	58	58%	18	18%	25	25%	2.383	0.783
Social Dimension	11-15	53	53%	16	16%	20	20%	2.285	0.705
Institutional Dimension	16-20	43	43%	20	20%	23	23%	2.479	0.531
Total	20	60	60%	17	17%	23	23%	2.425	0.616

Arithmetic Mean=2

N=100

The source: Prepared by the researchers based on computer outputs using SPSSV.22

### 5.3 Correlation among The Study's Variables

**The first main hypothesis:**

**The first main hypothesis (H.1):** There is a significant relationship between green marketing and sustainable development at Alreef Alkhadraa Company for Green Products.

The first main hypothesis is tested through Spearman's correlation coefficient matrix (R). The t-calculated Score was 2.940, which is greater than the tabular t-value, which is 2.012. The correlation coefficient value was 0.537, which indicates the existence of a significant correlation between the independent variable, green marketing, and the dependent variable. Based on the above, the first main hypothesis is accepted.

**Table 4** shows the results of the correlation relationships between the dimensions of green marketing and sustainable development using Spearman's correlation matrix and the T-test.

	The Dimensions of Green Marketing	Correlation Coefficient R	T Test	P-Value	Decision
1	Eliminate the concept of waste	0.501	2.576	0.007	Accept the alternative hypothesis H <sup>1</sup> .1
2	Reuse the product concept	0.489	2.521	0.046	Accept the alternative hypothesis H <sup>1</sup> .2
3	Clarify the relationship between the product price and cost	0.625	3.176	0.029	Accept the alternative hypothesis H <sup>1</sup> .3
4	Make environmental orientation profitable	0.533	3.487	0.009	Accept the alternative hypothesis H <sup>1</sup> .4
	<b>Total</b>	0.537	2.940	0.023	

**Tabular F-value at the level significance (0.05) and degree of freedom (98-1) = 4.49 N=100**  
**Source:** Prepared by the researchers based on computer outputs using SPSSV.22.

**The Second main hypothesis (H.2):** There is a significant impact between green marketing and sustainable development at Alreef Alkhadraa Company for Green Products.

This main hypothesis was tested through simple linear regression analysis of variance to find out the influential relationships of dimensions, where the F-calculated was 8.537 and when compared with the tabular F-value at a level of significance (0.05) and degree of freedom (98-1), which had a value of 4.49, and thus the calculated F-value is greater than the tabular value, which indicates that there is a statistically significant effect of green marketing dimensions in sustainable development. This is the explanation for the coefficient of determination R<sup>2</sup>, which reached 58%, which confirms the rejection of the null hypothesis and the acceptance of the alternative hypothesis (Table 5).

**Table 5** shows the results of the effect relationships between the dimensions of green marketing and sustainable development.

	The Dimensions of Green Marketing	R	R <sup>2</sup>	B	T	P-Value	The Decision
1	Eliminate the concept of waste	0.501	0.57	0.525	2.57	0.007	Accept the alternative hypothesis H <sup>2</sup> .1
2	Reuse the product concept	0.489	0.61	0.481	2.52	0.046	Accept the alternative hypothesis H <sup>2</sup> .2
3	Clarify relationship between the product price and cost of product	0.625	0.53	0.694	3.17	0.029	Accept the alternative hypothesis H <sup>2</sup> .3
4	Make environmental orientation profitable	0.533	0.64	0.481	3.48	0.009	Accept the alternative hypothesis H <sup>2</sup> .4
	<b>Total</b>	0.537	0.58	0.545	2.94	0.023	

**Tabular F-value at a level of significance (0.05) and degree of freedom (98-1) = 4.49 N=100**

**Source:** Prepared by the researchers based on computer outputs using SPSSV.22



## 6. Conclusions and Recommendations:

The philosophy of green marketing is one of the modern contemporary topics and important for business organizations because it preserves the environment, especially after increasing global attention and criticism due to the negative effects of their products on the environment, which is one of the main reasons leading to high levels of pollution. Modern literature in marketing management emphasizes the need to pay attention to the application of the four dimensions of green marketing, because of its major role in raising the efficiency of production processes and achieving the goals of the organization .

The statistical analysis revealed that there were varying percentages of agreement among the individuals who responded to the research sample regarding the importance of the research company adopting the dimensions of green marketing. The first dimension (eliminating the concept of waste or reducing it) came in first place with an agreement rate of 70%, followed by the fourth dimension (making the environmental trend profitable) in second place with an agreement rate of 63%, then the second and third dimensions (reforming the concept of the product, clarify the relationship between price and cost) with agreement rates of 57% and 50% respectively.

The statistical results showed that there is a statistical correlation between the four dimensions of green marketing and the functions of It is  $R = 0.537$  the strategic goals of marketing, where the value of the total correlation coefficient. In addition, the statistical results have also shown that the explanatory variable (green marketing dimensions) in the studied company contributes significantly to the influence on the responsive variable (strategic goal functions for marketing), which means that the green marketing dimensions have a significant impact on the strategic goal functions for marketing .It is equal to  $(0.588 R^2)$  and this is reflected by the value of the coefficient of determination

A green marketing philosophy is one of the modern information at the present after the global interest in the environment, climate change, and sustainable development, in addition to the fact that green business organizations are in direct contact with customers who have an environmental orientation, which leads to achieving the goals of sustainable development. Green business organizations should support the philosophy of green marketing by paying attention to the application of its dimensions (eliminating or reducing the concept of waste, reshaping the product concept, clarifying the relationship between price and cost, and making the environmental orientation profitable), as a competitive advantage through which organizations can achieve their goals and ensure their survival in global markets. Moreover, the need to formulate environmental expressions to be legislated by the house of representatives within the government's goals for the coming years obliging stakeholders and companies to the need to apply environmental standards, the researchers recommend the need to pay attention to the functions of the strategic objectives of green marketing and the implementation of sustainable business practices. Proof of social responsibility. Reduce expenses such as packaging, transportation, energy/water use, etc., updating them as the working environment changes, comparing actual performance with plans and identifying deviations from reality . The necessity of appointing staff with advanced degrees in logistics management and marketing management to work on introducing modern scientific concepts and advanced technological methods into application in the company under study.

Thus, the current research is a guide for future research studies that are concerned with explaining the role and importance of applying the green marketing philosophy in the company under study because it serves a large segment of individuals and society.

**Authors Declaration:**

Conflicts of Interest: None

-We Hereby Confirm That All The Figures and Tables In The Manuscript Are Mine and Ours. Besides, The Figures and Images, which are Not Mine, Have Been Permitted Republication and Attached to The Manuscript.

- Ethical Clearance: The Research Was Approved by The Local Ethical Committee in The University.

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