



# THE PILLARS OF GREEN MARKETING AND ITS ROLE IN ACHIEVING SUSTAINABLE COMPETITIVE ADVANTAGE: A STUDY OF THE SAMARRA PHARMACEUTICAL COMPANY, IRAQ

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## Abstract:

Green marketing is one of the most important areas addressed by modern marketing literature, adopted by most business organizations seeking to differentiate their products from conventional ones. The importance of this study lies in shedding light on a crucial issue: environmental protection, as well as how organizations can leverage the social and ethical dimensions to achieve material marketing gains and gain sustainable competitive advantages. This study aims to understand the relationship between the four pillars of green marketing—product, price, promotion, and distribution—and achieving sustainable competitive advantage, including quality, flexibility, creativity, customer responsiveness, cost, and efficiency, at the General Company for the Manufacture of Medicines and Medical Supplies in Samarra, Iraq.

By using the descriptive analytical approach, the questionnaire was relied upon as the main tool in collecting data from employees in the company under study. (265) questionnaires were distributed across different levels. Solutions to the problem were then discussed. The results of this study showed a statistically significant relationship and impact on the level of application of the pillars of green marketing in its four dimensions. Among the most important recommendations reached by this study are enhancing the promotion of support for the national product, the need to pay attention to the proper transportation of products, the need to place a logo that indicates the green product, raising awareness among consumers and building a mental image of the importance of consuming green products, in addition to providing designated places for recycling product waste.

**Keywords:** Green marketing, sustainable competitive advantage, General Company for Pharmaceutical Industries, Samarra, Iraq

## Study Methodology

### 1. Study Problem

The problem under study attempts to determine the reality of green marketing practices and their role in achieving sustainable competitive advantage, with the aim of integrating environmental issues into the General Company for the Manufacture of Medicines and Medical Supplies in Samarra, Iraq.

1. In addition to its commitment to marketing responsibility toward consumers and society, this practice has significant benefits for the company, the consumer, and the environment. This is compounded by the general lack of interest in green marketing by organizations, its dimensions, and its importance to the organization, the environment, and consumers.

2. Therefore, the problem of this study is represented by the following main question: How does green marketing affect achieving a sustainable competitive advantage?

### 1- Importance

The importance of this study lies in shedding light on an important issue: environmental protection. It also highlights how organizations exploit the social and ethical dimensions to achieve material marketing gains and obtain sustainable competitive advantages. It also highlights the importance of implementing green marketing at the General Company for Medicines and Medical Supplies in Samarra, Iraq.



In addition, public and private institutions in developing countries, including Iraq, have little interest in environmental responsibility and the importance of adopting the concept of green marketing to achieve sustainable competitive advantages.

#### **The main objectives of this study can be summarized as follows:**

Identify the foundations of the green marketing mix and the importance of its application in organizations.

Highlight the role green marketing plays in achieving both organizational and environmental goals.

Identify the impact of green marketing on achieving a competitive advantage for organizations and achieving market leadership.

Analyze the dimensions of green marketing to achieve sustainable competition\_

#### **Hypotheses**

##### **-Main Hypothesis**

H1: There is a statistically significant effect at the (0.05) level when applying green marketing principles to achieve sustainable competitive advantage at the General Company for the Manufacture of Pharmaceuticals and Medical Supplies in Samarra, Iraq.

##### **-Sub-Hypotheses**

H1a: There is a statistically significant effect at the 0.05 level of reliance on green products in achieving a sustainable competitive advantage at the General Company for the Manufacture of Pharmaceuticals and Medical Supplies in Samarra, Iraq

H1b: There is a statistically significant effect at the 0.05 level of reliance on green pricing in achieving a sustainable competitive advantage at the General Company for the Manufacture of Pharmaceuticals and Medical Supplies in Samarra, Iraq

H1c: There is a statistically significant effect at the 0.05 level of reliance on green promotion to achieve sustainable competitive advantage at the General Company for the Manufacture of Pharmaceuticals and Medical Supplies in Samarra, Iraq.

H1d: There is a statistically significant effect at the 0.05 level of reliance on green distribution to achieve sustainable competitive advantage at the General Company for the Manufacture of Pharmaceuticals and Medical Supplies in Samarra, Iraq

#### **Previous Studies**

1. Al-Momani's study (2015) entitled "The Impact of Green Marketing on Marketing Performance: A Field Study of the Household Appliances Sector in Amman, Jordan".

The study aims to identify the impact of green marketing on the marketing performance of home appliance companies in Amman, Jordan, through key themes: the concept of the environment, products that consume less energy, products that are easy to repair and maintain, and replacement, and finally, environmental quality for the consumer. To achieve this goal, the descriptive analytical approach was adopted, and the study reached the following important results: There is an impact of applying green marketing in all its aspects on marketing performance.

Study of Huwaidi, Al-Mansouri, (2022) Adopting green marketing as one of the modern methods for achieving competitive advantage in the tourism sector, a comparative study of Hilton and Marriott hotels

This study aimed to identify the contributions of green marketing implementation to achieving sustainable competitive advantage and the extent to which green marketing relies on competitive advantage through the development of strategic plans by major international companies to preserve the environmentProjects implemented as part of corporate social responsibility programs aim to reduce the use of resources that pollute the ocean and affect the depletion of extracted raw materials

#### **Introduction**

Green marketing is a modern approach in the business environment. It is an extension of social responsibility marketing, emphasizing environmental concerns and considerations throughout all decision-making processes. It is an approach for leading organizations seeking to achieve a sustainable competitive advantage and achieve their goals efficiently and effectively. Green marketing involves an integrated strategy with a purely environmental focus, encompassing activities that serve the environment, from inputs to processes to outputs. It doesn't end there, however, but extends beyond product consumption. To the recycling stage or disposing of product waste in a healthy and safe manner. This approach also has basic principles or a marketing mix for commodity products, which includes four elements: product, price, promotion, and distribution.

#### **The Concept of Green Marketing**

Green marketing is one of the newest topics in the field of marketing, but it is the least discussed in management sciences. For this reason, it has become imperative for organizations seeking to achieve sustainable competitive advantages to adopt the concept of green marketing (Rajab, Al-Kharboutli, Al-Husri, 2022).. It is defined as a set of



comprehensive and distinct marketing activities that meet the consumer's desires without causing any harm to the environment and in a way that achieves profits for the company in accordance with the principles of preserving the natural environment (Hafizah, 2015). The American Marketing Association discussed it in a symposium on environmental marketing that it organized in 1975 AD, and defined it as the study of the positive and negative aspects of marketing activities in issues related to the environment, pollution problems, and the depletion of energy and other resources (Ercis, S, Cat, A 2016).

### **Green Marketing Mix**

The marketing mix is considered one of the fundamental foundations of an organization's marketing operations. Researcher Isoraite, M., 2016, defines the marketing mix as a means of translating marketing planning and a set of marketing tools that can be controlled by the organization and used to create the desired response in the target market.

#### **Green Product**

2. It is the center and most important part of the green marketing mix. It is not limited to the product alone, but includes all aspects related to it, such as the resources used, production processes, packaging, use, and post-use. A green product is defined as one manufactured using toxic-free ingredients and environmentally friendly procedures. In business, the terms green product and environmental product are generally used to explain the goal of an organization that makes efforts to protect or enhance the natural environment by conserving energy and resources and reducing or eliminating the use of harmful agents, pollution, and waste (Mahmoud, 2017).

#### **1. Green Price**

Price is a fundamental element and one of the most critical decisions an organization makes based on specific policies. It is usually the competitive advantage that distinguishes an organization from its competitors in the same product range. When a product is green

Here, there must be price premiums due to the additional costs added by the organization to the product. For green products to be environmentally friendly, they require additional effort and greater cost than conventional products. Research and development costs and production processes are aligned with the goals of energy conservation and the use of green energy, in addition to reducing the waste of materials used in its manufacture, especially non-renewable materials (Saadi, 2014).

#### **Green Promotion**

Promotion is one of the elements of the marketing mix, and it plays a major role in communicating product features and convincing consumers to purchase them, through advertising, public relations, direct marketing, or promotional offers

- 1- In addition to other communication tools and practices, green promotion can be defined as the process of presenting environmentally friendly products. The goal of green promotion is to educate stakeholders about environmental issues and promote an image of environmental responsibility in terms of the product and the company's practice to preserve the environment now and in the future (Abu Ayash, 2017)

#### **Green Distribution**

Distribution aims to achieve temporal and spatial benefits, i.e., the flow of an organization's products from producer to consumer and their delivery at the right time and place. In the green distribution process, environmental standards must be observed while ensuring product quality during storage to minimize spoilage. Transportation is the foundation of the distribution process and must be conducted in accordance with the required conditions. Green marketing: The necessity of using transportation methods that are appropriately sized for the products and consume less energy and fuel, choosing short and shortcut routes, and preserving products by tightly attaching them to the transportation methods. Proper transportation and storage are essential to avoid damage and waste (Al-Momani, 2015).

### **The Concept of Sustainable Competitive Advantage**

Researchers' opinions on this concept have varied, depending on their perspectives, and definitions have differed depending on the level of competitive analysis. The first person to present the theory of competitive advantage was Porter at Harvard University. He developed a model based on partial variables, which later became popular in the field of business management under the name Porter's Competitive Forces Model, where he believes that sustainable competitive advantage is the organization's ability to meet consumer needs and add the value that the consumer desires or hopes to obtain after consuming the product (Khairuddin, 2019).

Based on the above, the concept of sustainable competitive advantage is a goal that every organization must strive to achieve through a solid strategy capable of harnessing all of the organization's capabilities, including material and human resources.

#### **Dimensions of Sustainable Competitive Advantage-**

- Researchers in this field have various perspectives on defining the dimensions of sustainable competitive advantage, but the most prominent ones are those most agree upon in the following points



1.Quality: Product quality is one of the advantages an organization can leverage to compete, meaning its performance is distinctive, meets consumer needs, and maintains long-term quality (Abdulghani, 2019). An organization can distinguish itself by adding unique features to its product to enhance its market appeal, such as quality of fit, valuable design quality, and ensuring its sustainability (Breiki&Zuka, 2019)

1.Flexibility: It is the foundation for achieving excellence and refers to the rapid response to changes that occur. It is also the organization's ability to produce products in large quantities, introduce new additional products, and reshape existing products within a short period, in addition to its rapid response to consumer needs (Khair El-Din, 2019)

1-Creativity: Creativity is defined as the application or employment of intellectual abilities characterized by originality, fluency, and the ability to solve and analyze problems, leading to the discovery of new ideas. Creativity is divided into administrative creativity, artistic creativity (Al-Sanousi, 2016), organizational creativity, and technological innovation (Jamil, 2021)

1-Distinctive delivery or responsiveness to customer needs: This is achieved through the organization's ability to anticipate and anticipate its customers' needs and satisfy their desires in order to retain existing customers by making them prefer its products over competing products and attract new consumers as this process continues because their tastes are renewed and thus gain a competitive advantage to be the market leader (Al-Mawla, 2019)

Cost: This refers to everything an organization costs to produce its products, and the organization's ability to design, manufacture, and subsequently market and distribute its products at the lowest costs in order to obtain greater returns compared to its competitors. Cost management includes activities related to expenditures and costs, and monitoring these processes through information gathering. And analyze and evaluate it, then process it and try to reduce and narrow it down to reach a lower value compared to competitors (Al-Mughni, 2019)

Efficiency: It represents the optimal use of resources and can be measured by the quantity of inputs brought into the organization for use in production processes and the production of specific products. The more efficient an organization is, the fewer inputs it requires, which lowers the cost ratio compared to its competitors. Efficiency is one of the most important things organizations strive for. It is crucial for their success, excellence, and ability to offer products at competitive prices, enhancing their competitive advantage. Neglecting this aspect will lead to the organization's decline or withdrawal (Maimon, 2019)

### **The Relationship Between Green Marketing and Sustainable Competitive Advantage**

An organization's adherence to the concept and principles of green marketing brings numerous benefits and advantages, placing it at the top of the competitive pyramid in the business environment and making it a market leader, in addition to preserving the environment. Kotler also emphasizes that the concept of green marketing is linked to organizational performance and plays a significant role in achieving sustainable competitive advantage. It is an opportunity for the organization to achieve its goals and its belief in the necessity of assuming environmental and social responsibility. In addition to governmental pressures that increase the focus of organizations on pursuing green marketing, pressures from competitors, and the organization's attempt to reduce production costs by reducing waste resulting from energy saving and other processes (Al-Momani, 2015)

1.Green marketing principles can contribute to creating a sustainable competitive advantage by

Safe, green (environmentally friendly) products

Organizations that embrace green marketing recognize consumers' sensitivity to environmental issues. They must identify consumer desires and trends and respond to them quickly. Producing green products is the responsibility of production management to direct its activities toward the organization's goals. Through (repair, refurbishment, remanufacturing, reuse, and recycling), the organization thus achieves sustainable competitive advantages in its green products (Abu Maryam, 2016)

### **Market Share**

An organization can increase its market share through the competitive advantages it achieves through green marketing, which produces higher-quality products than competitors and is more efficient in production, or by using pricing as a competitive advantage for its products, which motivates consumers to purchase its products. Or it may be technological development and organizations that keep pace with progress and gain a larger market share compared to their competitors (Al-Momani, 2015)

1.Green brand loyalty and the green purchasing decision

Green marketing works to enhance and develop an organization's reputation and brand, improving its image in the market to help the organization survive and continue. A green brand is a strategic asset that creates a sustainable competitive advantage. This brand represents...the organization's personality, including its vision, mission, directions, goals, history, management style, and other elements. It takes the form of a symbol or logo that the organization uses to introduce itself to the public and create a mental image for them (Maimon, 2019)



## Profitability

An organization that adopts green marketing makes profit its goal and how to achieve it through these strategies. Green marketing considers the optimal investment of all resources within the organization to avoid waste, which impacts profitability. It also works to raise awareness of green products to achieve the organization's profit goals (Al-Momani, 2015)

## **Practical Study Methodology (Method and Procedures)**

### **Quantitative Research Objectives**

#### **Research-Related Objectives**

1. One of the most important objectives of the current research is to arrive at results that can be generalized to the General Company for the Manufacture of Pharmaceuticals and Medical Supplies regarding the four pillars of green marketing adopted by the current study from product to pricing, promotion, and distribution to determine their impact on sustainable competitive advantage

#### **1. Quantitative Research Methods**

Quantitative research methods consist of using the quantitative approach to achieve the study's objectives. The study utilized several statistical methods, including frequencies and the arithmetic mean. The coefficient of variation, the arithmetic mean, the NOVA coefficient of variation, and the standard deviation were also used to achieve the study's objectives

#### **3 Target Segment**

The target segment of the research is employees of the General Company for the Manufacture of Pharmaceuticals and Medical Appliances, who were selected by the researcher. The researcher surveyed their opinions on the study topic to achieve the study objectives

#### **4. How to Select the Study Sample**

The researcher identified the target study population, which consisted of 850

employees working in the company. The researcher extracted the study sample based on the following formula:

Sample size =  $(\text{standard score}^2 \times \text{standard deviation} \times (1 - \text{standard deviation})) \div (\text{margin of error})^2$ .

Margin of error: 0.5, confidence level: 95%.

Standard score: 1.64, standard deviation: 0.5.

Accordingly, the study sample, based on the population and the application of the above formula, amounted to (265) individuals.

## **Study instrument**

In the field framework of the study, the researcher relied on the questionnaire form as it is an important source for obtaining the necessary data to conduct the study. It was designed in accordance with the objectives and hypotheses of the research.

A total of 290 questionnaires were distributed to the study sample, 280 were retrieved, and 15 were excluded for being invalid for the study, leaving 265 valid questionnaires used for the study's purposes.

The questionnaire began with a brief introduction explaining its intended purpose to the participant. It then included a section related to demographic data, followed by a section guiding the respondent to proceed to the questionnaire centers. The questionnaire can be described as follows:

**Section One:** Includes demographic data.

**Section Two:** The foundations of green marketing and their role in achieving sustainable competitive advantage. An exploratory study of the opinions of a sample of employees at the General Company for the Pharmaceutical and Medical Supplies Industry in Samarra, Iraq.

The study addressed two main themes as follows:

The questionnaire was divided into axes, each representing a variable, and each variable included dimensions with (3) questions per dimension.

The answer options were formulated using the five-point Likert scale as follows: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree.

The reliability of the collected data and the consistency of the measurement scale used across all data were tested using the correlation coefficient (Cronbach's Alpha).

## **Statistical Tools Used**

The researcher used the Statistical Package for the Social Sciences (SPSS) program to analyze the data obtained from the field study sample.

A set of other statistical tools were also used:



- **Mean:** The value around which the values of a dataset cluster, allowing judgment on the rest of the dataset; this represents the arithmetic average.
- **Standard Deviation:** Used to measure the degree of statistical dispersion, indicating how widely data values are spread within a dataset.
- **One-Sample Tests:** Used to test a hypothesis related to a simple random sample to determine the applicability of statements to the study area.
- **Linear Regression Analysis Test:** A statistical method used to measure the relationship between two variables in a functional form. One variable is called the dependent variable, and the other is the independent (or explanatory) variable, which causes the change in the dependent variable.

The researcher used the five-point Likert scale to measure responses to the questionnaire items, with the following response options:

Number (1) Strongly Disagree, Number (2) Disagree, Number (3) Neutral, Number (4) Agree, Number (5) Strongly Agree.

The arithmetic mean and standard deviation of the demographic variables.

Descriptive Statistics Table 3.12.

Deviation	It mean	Maximum	Minimum	N	
47318.	1.3358	2.00	1.00	265	Gender
79652.	1.6340	3.00	1.00	265	Age
76688.	1.9472	3.00	1.00	265	Educational attainment
78575.	2.0038	3.00	1.00	265	Years of experience
82612.	1.9170	4.00	1.00	265	Field of specialization

The arithmetic mean and standard deviation of the dimensions of the independent variable (Green Marketing):

Standard deviation	Arithmetic mean	Dimension
<b>0.67</b>	3.71	Green Product
<b>0.67</b>	3.71	Green Pricing
<b>0.67</b>	3.71	Green Promotion
<b>0.67</b>	3.71	Green Distribution

The arithmetic mean and standard deviation of the dimensions of the dependent variable (Sustainable Competitive Advantage)

Standard deviation	Arithmetic mean	Dimension
<b>0.67</b>	3.71	Product Quality
<b>0.67</b>	3.71	Flexibility
<b>0.83</b>	3.84	Creativity
<b>0.67</b>	3.71	Customer Responsiveness
<b>0.86</b>	3.93	Cost
<b>0.67</b>	3.71	Efficiency

### Analysis and Testing of the Study Hypotheses

Cronbach's Alpha Coefficient Table for the Variable Dimensions:

Brief interpretation	Cronbach's Alpha	Number of items	Dimension	Variable
Strong reliability	0.795	3	Green Product	Independent variable
Strong reliability	0.836	3	Green Pricing	
Acceptable reliability	0.629	3	Green Promotion	
Strong reliability	0.816	3	Green Marketing	
Acceptable reliability	0.637	3	Quality	Dependent variable
Acceptable reliability	0.663	3	Flexibility	



Positive reliability	0.671	3	Creativity	
Strong reliability	0.738	3	Responsiveness	
Acceptable reliability	0.668	3	Cost	
Good reliability	0.688	3	Efficiency	

It is evident from the table that the Cronbach's Alpha values for all dimensions of the variables range from acceptable to strong reliability, indicating the validity of using these instruments.

#### Hypothesis Testing

- **Main Hypothesis H1:** The foundations of green marketing have a significant relationship with sustainable competitive advantage in the General Company for Pharmaceutical and Medical Supplies in Samarra, Iraq. This is further divided into several subcomponents:
- There is a statistically significant relationship between the use of green products and sustainable competitive advantage.
- **Sub-Hypothesis H1b:** Green pricing has a significant impact on the sustainable competitive advantage of the General Company for Pharmaceutical and Medical Supplies in Samarra, Iraq.
- **Sub-Hypothesis H1c:** Green promotion has an effect on the sustainable competitive advantage of the General Company for Pharmaceutical and Medical Supplies in Samarra, Iraq.
- **Sub-Hypothesis H1d:** Green distribution has an effect on the sustainable competitive advantage of the General Company for Pharmaceutical and Medical Supplies in Samarra, Iraq.

Interpretation	n	Sig.	Pearson r	Dependent variable	Independent variable
Perfect positive correlation	265	0.000	1.000	Quality	Green Product
Perfect positive correlation	265	0.000	1.000	Flexibility	Green Product
Moderate positive correlation	265	0.000	0.643	Creativity	Green Product
Perfect positive correlation	265	0.000	1.000	Responsiveness	Green Product
Perfect positive correlation	265	0.000	0.629	Cost	Green Product
Perfect positive correlation	265	0.000	1.000	Efficiency	Green Product
Perfect positive correlation	265	0.000	1.000	Quality	Green Pricing
Perfect positive correlation	265	0.000	1.000	Flexibility	Green Pricing
Moderate positive correlation	265	0.000	0.643	Creativity	Green Pricing
علاقة ايجابية متوسطة	265	0.000	1.000	Responsiveness	Green Pricing
Perfect positive correlation	265	0.000	0.629	Cost	Green Pricing



Perfect positive correlation	265	0.000	1.000	Efficiency	Green Pricing
Perfect positive correlation	265	0.000	1.000	Quality	Green Promotion
Perfect positive correlation	265	0.000	1.000	Flexibility	Green Promotion
Moderate positive correlation	265	0.000	0.643	Creativity	Green Promotion
Perfect positive correlation	265	0.000	1.000	Responsiveness	Green Promotion
Perfect positive correlation	265	0.000	0.629	Cost	Green Promotion
Perfect positive correlation	265	0.000	1.000	Efficiency	Green Promotion
Perfect positive correlation	265	0.000	1.000	Quality	Green Distribution
Perfect positive correlation	265	0.000	1.000	Flexibility	Green Distribution
Moderate positive correlation	265	0.000	0.643	Creativity	Green Distribution
Perfect positive correlation	265	0.000	1.000	Responsiveness	Green Distribution
Perfect positive correlation	265	0.000	0.629	Cost	Green Distribution
Perfect positive correlation	265	0.000	1.000	Efficiency	Green Distribution

It is evident from the tables above that the results of the simple regression for the sub-hypotheses indicate a statistically significant positive effect of all green marketing dimensions on sustainable competitive advantage. The coefficient of determination shows that the independent variables explain 96.4% of the variance in the dependent variable, reflecting the strength of the effect and the reliability of the results.

## **STUDY RESULTS**

The most important findings of the study, both theoretically and practically, are as follows:

1. Green products hold great importance in distinguishing the organization's work through the application of quality standards, meeting customer expectations, ease of use, and the efficiency of production processes.
2. Green pricing plays a significant role in gaining competitive advantages by using pricing methods specific to green products, often priced higher than regular products to reflect quality and cover higher production costs. Prices may be reduced in later stages, along with other pricing strategies that help achieve competitive advantage.



3. Promotion is highly important in differentiating green products from others, as it informs the target audience of the eco-friendly product's unique features while increasing awareness of environmental issues and the necessity of consuming green products.
4. Green distribution is crucial, providing competitive advantages by delivering products at the right time and place in the proper manner. Transportation ensures product preservation, a suitable environment, and proper storage to avoid waste and damage, thereby reducing potential losses.
5. The study indicated that after the General Company for Pharmaceutical and Medical Supplies in Samarra implemented green marketing, it received significant consumer attention and distinguished itself from similar companies producing the same pharmaceutical products.
6. Following the successful use of green marketing strategies, the company's sales and overall position improved, with estimated sales reaching approximately 4.408 billion Iraqi dinars in 2022.
7. With the company's improved status and increased sales, profits rose significantly, estimated at around 16 billion Iraqi dinars in 2022.
8. The company registered 28 new pharmaceutical products in 2022 and continues to expand and develop its programs and production lines.
9. The company's green products are highly significant in distinguishing its work through the application of quality standards, having received the International Environmental Quality Certificate in 2021.
10. The company achieved a qualitative leap in implementing green marketing by producing high-quality products comparable to international foreign products in design and packaging.
11. The company's reputation increased following the implementation of green marketing, particularly in recent years within Iraq and abroad, ranking second in Iraq after European products.

#### Recommendations

After reaching fact-based results through data and information analysis, the researcher can offer suggestions to assist the studied company as follows:

1. Raise consumer awareness about the necessity of consuming eco-friendly products to preserve and sustain the environment through promotional tools and advertising messages that highlight the environmental importance of green products.
2. The company should adopt modern methods for disposing of industrial process waste and provide designated areas for returning product packaging or containers after use, to recycle or process them for reintegration into production for a certain fee.
3. The company should participate in or coordinate with international conferences and exhibitions to introduce its green products and emphasize their environmental significance to the public.
4. The company should focus more on marketing and adopt the latest and most effective promotional methods, especially concerning green products, such as using green labels or stickers indicating that the product is environmentally friendly.
5. Increase spending on the company's research and development department to keep pace with advancements in green products.

It is also essential to focus on the relationship between product pricing and demand, studying this relationship to price products appropriately and achieve a competitive advantage.

#### General Conclusion and Closing

Green marketing is considered one of the modern approaches in the business environment, widely adopted by organizations that pay significant attention to their environmental and social responsibilities, legal obligations, and achieving a competitive advantage over rival organizations. Through the theoretical and practical chapters of this study, the variables were interpreted both descriptively and analytically.

The independent variable, a cornerstone of green marketing, is divided into four elements of the marketing mix for produced goods, also known as the 4Ps: product, price, promotion, and distribution. The dependent variable, sustainable competitive advantage, is divided into six elements: quality, flexibility, creativity, customer responsiveness, and cost-effectiveness.

To achieve the study's objectives, several questions were formulated regarding the research problem:

**Main Question:** How does green marketing affect achieving sustainable competitive advantage?

**Sub-Questions:**

- What are the pillars of green marketing in the General Company for Pharmaceutical and Medical Supplies in Samarra?
- To what extent does this company adopt the concept of green marketing?



- To what extent does green marketing contribute to increasing the competitive capability of the General Company for Pharmaceutical and Medical Supplies through green product, green pricing, green promotion, and green distribution?

The answers to these questions, based on the study's results, indicate that there is a significant relationship and impact of green marketing on sustainable competitive advantage. In other words, when the organization implements green marketing, a competitive advantage is achieved.

Regarding the sub-questions, the foundations of green marketing in the General Company for Pharmaceutical and Medical Supplies in Samarra refer to a comprehensive approach applied across all elements, departments, and branches of the company. It is implemented in accordance with international laws and regulations related to environmental protection and the reduction of negative impacts caused by industries. The company adopts this concept to a significant extent, as shown by the practical study results. Additionally, green marketing contributes to enhancing the company's competitiveness against other local and international rival companies through green product, green pricing, green promotion, and green distribution, positioning it as one of the leading companies in Iraq.

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