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The Role of Green Supply Chains in Enhancing Sustainable Marketing: An Exploratory Study at Rovian Mineral Water Company in Duhok Governorate

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Abstract

The current research aims to identify green supply chains and their role in promoting sustainable marketing in organizations by enhancing their production and marketing performance in order to preserve the environment and people, and working to enhance their competitive capabilities by keeping pace with modernity and changes in the external environment surrounding and affecting them, which would be reflected in enhancing activities of Sustainable marketing, two basic hypotheses were formulated: There is a significant relationship between green supply chains and sustainable marketing, and there is a significant effect of green supply chains on sustainable marketing in all its dimensions combined. The research used the descriptive analytical method to extract the results of the relationships and effectiveness between the independent and dependent variables. This was done by adopting a questionnaire that included a five-point Likert scale, which was distributed to a sample of individuals working at the Ruffian Mineral Water Company in Dohuk Governorate. The research reached a number of conclusions, the most important of which was: Green supply chains play a prominent role in improving marketing and

competitive capabilities, as well as promoting sustainable marketing represented by its marketing mix. A number of proposals were also presented, including production and marketing organizations must keep pace with the external changes surrounding them. Especially the technical ones and meeting the needs and desires of customers in accordance with contemporary marketing trends, given that the customer is the basic base in achieving the organization's goals of profitability, growth and continuity in the market.

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Keywords

Green supply chains, sustainable marketing, Ruffian mineral water company, sustainability, market.

Research methodology

First: the research problem

When we looking at the rapid environmental changes, especially external ones, we find that organizations must keep pace with these changes in order to continue their growth, excellence, and competition in the market. And they must deal with their external environment with all flexibility and fluidity to achieve their goals, and they are supposed to adopt new trends in producing products and marketing it through its interest in effective supply chain activities that are characterized by green in line with contemporary organizations' trends towards sustainability, and working to meet the needs of the organization and the market at the same time by focusing on the sustainable marketing mix. Accordingly, the current research came to address a problem centered around the weakness of organizations in general and industrial organizations in particular in employing the dimensions of green supply chains through effective engagement towards enhancing sustainable marketing through its sustainable marketing mix, which would reflect towards achieving the organization's goals, including gaining customers and profitability.

Therefore, it was raising a number of questions that clarify the main research problem, as follows:

1. Do green supply chains contribute to enhancing sustainable marketing activities in the researched organization?
2. What impact do green supply chains play to improve sustainable marketing activities in the researched organization?

Second: The importance of research

The importance of the research comes primarily from the importance of supply chain topics, including green ones, and how organizations today are looking for effective suppliers to supply raw materials of high quality, appropriate cost, and speed of processing, in order to improve production and marketing capabilities by meeting customers' needs and understanding market requirements according to contemporary trends, green supply chains work to equip the organization with environmentally

friendly inputs that will be reflected in the manufacture of harm-free products and marketing it through sustainable marketing activities and practices to meet the diverse needs and desires of customers in light of the rapid changes and competition witnessed in the local, regional and international markets.

Third: Research objectives

The researchers seek to achieve a number of goals through understanding and applying the current research, as follows:

1- Identify the concepts of green supply chains and sustainable marketing in contemporary organizations.

2- Identify the correlations between green supply chains and sustainable marketing.

3- Identify the extent of the impact of green supply chains on sustainable marketing.

4- Reaching results that reflect the conclusions reached by the researchers.

5- Working to present a number of proposals that would guide the researched organization and other organizations towards the right path in meeting customers' needs and focusing on market requirements.

Fourth: The research community and sample

The research community was represented by the upper, middle, and lower administrative levels in the organization under study. A sample of workers in senior management and heads of departments of the Rovian Mineral Water Company in Dohuk Governorate was selected, as they are more closely associated with making production and marketing decisions. The research sample was represented by (60) individuals, of whom were selected. Intentionally by distributing the questionnaire form and taking their opinions on the statements contained for the two main variables (green supply chains as the independent variable) and (sustainable marketing as the dependent variable), and the following table shows the elements of the questionnaire form.

Fifth: Research Community and Sample

The research community represents the top, middle, and lower management levels in the investigated organization. A sample of employees in the top management and department heads of the Rovian Mineral Water Company in Duhok province was selected, as they are more involved in making production and marketing decisions. The research sample consisted of 60 individuals, deliberately selected through distributing the questionnaire and obtaining their opinions on the statements related to the main variables (green supply chains as the independent variable) and (sustainable marketing as the dependent variable). The following table (1) illustrates the questionnaire items.

Table - 1 Elements of the questionnaire

Main and sub-variables	Number of paragraphs	Variables symbol	Source
Descriptive variables	4	X1-X4	
Green supply chain management	12	X5-X16	(Khan & Qianli, 2017) (Achillias, et al, 2019) (Sharma, 2020)
Green purchase	4	X5-X8	
Green production	4	X9-X12	
Green marketing	4	X13-X16	
Sustainable marketing	12	X17-X28	(Robbins & Decenxo, 2004), (Rashid and Gulab, 2008), (Kotler and Armstrong, 2012)
Sustainable product	3	X17-X19	
Sustainable price	3	X20-X22	
Sustainable promotion	3	X23-X25	
Sustainable distribution	3	X26-x28	

Source: Prepared by researchers based on the sources approved in the research.

Sixth: *Hypothetical research model*

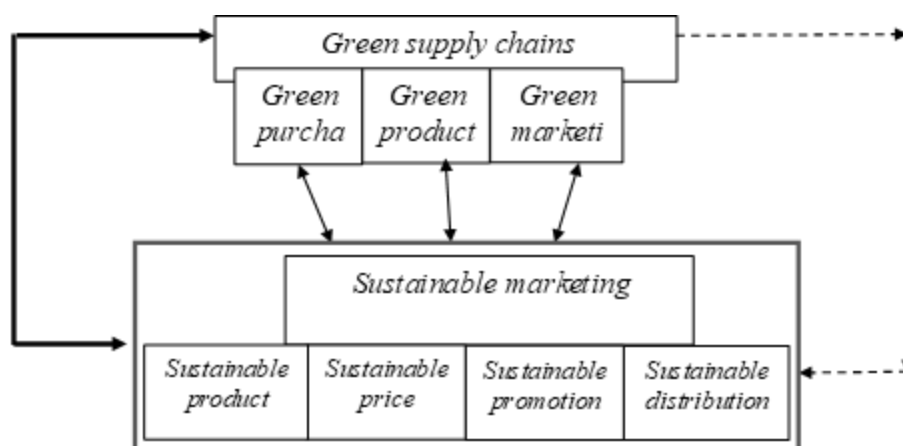
The following figure shows the hypothetical research model that was formulated according to the dimensions of the two research variables (green supply chains and sustainable marketing) and a statement of the correlations between them and the impact.

Seventh: *Research hypotheses*

Based on the form of the hypothetical research model, the researchers formulated the following main hypotheses:

1- There is a statistically significant correlation between green supply chains and sustainable marketing at a significance level of 0.05.

2- There is a statistically significant effect of the dimensions of green supply chains in sustainable marketing at a significance level of 0.05.



Source: Figure prepared by researchers.

Figure 1 - Hypothetical research model

Eighth: *Limits of research*

Humanity: Director, department heads and workers at Ruffian Mineral Water Company.

Time: The period from December 2022 until March 2023.

Location: The headquarters of the Rovian Mineral Water Company in Dohuk Governorate.

Literature Review

First: *The concept of green supply chains and its importance*

The need for green supply chains came to solve many problems in supplying human and material capabilities to production and service organizations, reducing abuses on the environment and reducing costs [Noor, Aslinda, Abu-Seman, 2012, 83]. Organizations today have the responsibility of confronting environmental problems and their negative effects on the environment and the health of the individual consumer. Many statistics and figures have indicated the fact that the source of environmental problems comes from poor selection of effective sources of supply as the basic base for the inputs to the production and marketing process [Laari, 2016, 67].

Successive governments have called on organizations in general to adopt a new concept in supply chain management, namely green, which place environmental and human protection among the priorities of their goals and activities by improving their decisions and choosing the best alternatives,

especially if their goal is to provide high-quality products that compete with other organizations. Which are called green or sustainable products, searching for new, more developed and regular markets, and choosing the appropriate market and designing the appropriate marketing mix to marketing the products to the target market [Zailani, 2009, 15].

Green supply chains are defined as “environmental integration through the selection of suppliers, sources of supplied materials, production processes, packaging, and delivery of products to stores, then transporting them to sales centers in the market and delivering them to the final consumer” [Assaf, 2015, 67]. It is also defined as “the set of practices and activities that begin with the processes of supplying raw materials and then manufacturing, storing, transporting and distributing them until they reach the markets and are consumed by the final consumer” [Khair, Abu Zaid, 2014, 123].

It also came about being “a set of practices that work to help organizations improve lifestyle and quality of life by caring for the environment and preventing pollution from the beginning of the manufacturing stages until it reaches the market and the product is consumed by customers” [Taylor, Vachon, 2018, 953]. As for [Hong et al., 2018, 367], he saw it as “the internal and external practices of the organization that are carried out in order to achieve sustainability and take into account its environmental, economic and social dimensions.” It is “what suppliers aspire to provide in terms of raw materials and their harmony and consistency with production requirements and at the specific time and place” [Hayat, Saleh, 2022, 230].

Through the presentation of concepts, we notice that green supply chains require accurate, regular and non-repetitive information, as well as searching and selecting the best suppliers and dealing with them based on the criteria of competitive advantage represented by quality, low cost, speed in delivery and performance, and choosing the best marketing practices through designing the appropriate marketing mix. And work on recycling and reducing waste, leading to putting products on the market at competitive prices and high quality with positive effects for the final consumer. Organizations seek to achieve economic savings, professional safety, and gain effective suppliers and customers alike [Kotler, Keller, 2018, 457].

Second: *The importance of green supply chains:*

The importance of organizations moving towards searching for green supply chains is highlighted in the following: [Jazairy, Von, 2020, 47; Hassan, Ali, 2015, 46].

- Choosing suppliers who are characterized by accuracy and credibility in supplying raw materials and other resources that organizations need.
- Sustaining and improving relationships between suppliers and organizations for long periods.
- Enhancing the competitive position of organizations by manufacturing and providing environmentally friendly products.
- Contributing to dividing the market and choosing the market sector represented by green customers.
- Contributing to increasing green products in current markets.
- Providing products through an appropriate marketing mix that are presented for the first time in the markets.
- Providing additional logistical services to organizations that will enhance their production, marketing and competitive capabilities compared to other organizations that follow traditional supply chains.

Third: *Objectives of adopting green supply chains*

Through what the researchers presented about the concept of green supply chains and their

importance, the most important goals that organizations can achieve through adopting and responding to green supply chains can be stated as follows: [Green et al., 2012, 290; Al-Taweel, Shahla, 2018, 23].

- Meeting the organization's internal and external requirements for human and material resources, raw and semi-manufactured materials, and other administrative and technical needs.
- Maintaining levels of raw material stocks in order to continue production and not stop, and to meet market requirements.
- Contributing to protecting the environment from environmental damage and pollutants.
- Working to achieve environmental and marketing sustainability.
- Striving towards producing green, environmentally friendly products.
- Reducing the negative effects resulting from the use of products by consumers.
- Increasing environmental awareness in meeting consumers' needs and desires.
- Working to increase sales volume and achieve profits.
- Maintaining existing consumers and attracting new ones.
- Maintaining the positioning of the brand and products in the market.

As for [Khan, Qianli, 2017, 16829], he determines the goals as follows:

Material goals: represented by achieving low costs for raw materials, as well as working to reduce the costs of purchasing any material needed by producers.

Moral goals: represented by reducing harm to the surrounding environment and reducing instances of feedback on improperly prepared materials.

Psychological objectives: represented by motivating suppliers and producers alike to search for environmentally friendly materials, for the sake of the sustainability of the green environment and to create a good image for suppliers and producers, which is reflected in customers' response to manufactured products in a positive manner that achieves satisfaction, creates added value, and pays attention to the paths of the production process and its established plans.

Fourth: *Dimensions of green supply chains*

The dimensions of green supply chains that researchers have presented in their writings and studies have varied, and both [Sharma, 2020; Teseng et al., 2019; Khan, Qianli, 2017] have agreed on the dimensions that are most commonly used and consistent with green supply chain activities in organizations, the following is an explanation of the dimensions of green supply chains adopted in the study:

A-Green purchasing: [Khan, Qianli, 2017, 16831] explained the concept of green purchasing as the process that considers the environmental conditions and considerations surrounding the organization during purchasing. There are operational, financial, and environmental factors that are taken into consideration and those organizations impose on the suppliers they deal with, and in this way it is noted that there are a number of advance directives for the purchasing process in organizations, which are: [Bhattacharya, 2014, 698]

Focus on green purchasing operations as a continuous process between suppliers and producers.

Recognizing and understanding the internal and external environment surrounding the organization and its supply chain activities.

Achieving an understanding of environmental issues by employing effective purchasing policies.

Evaluate suppliers by setting their own standards.

Relying on methods and tools for collecting appropriate information to the set objectives.

Study and improve the environment in an organized manner by suppliers.

Identifying customers' requirements by providing the best, highest quality, and the appropriate price.

B- Green production: set of processes and practices that the organization uses in producing environmentally friendly products, meaning reducing pollutants, preventing their spread, providing appropriate treatments, and recycling products after consumption. This means reducing the negative impact on the environment, including waste collection, and increasing employees efficiency, reduce costs, work to rationalize resource and energy consumption, and search for alternative energy, such as exploiting solar energy to operate machines, equipment, and productive devices. As well as working to reduce the harm caused to working individuals and customers, and reducing waste emissions resulting from productive inputs of raw materials and energy, as well as saving the costs of treating deviations and errors, which require high costs, and also benefiting from the financial returns coming from recycling waste and other materials generated from the production process [Sharma, 2020, 1532].

C- Green marketing: [Tseng et al., 145] indicates that green marketing means providing innovative products, and designing the appropriate marketing mix for them, in terms of products, pricing, promotion, and distribution in a way that does not affect the individual consumer financially or health-wise, green marketing defined as "An integrated systematic process that aims to influence customers' preferences in a way that prompts them to seek non-harmful and environmentally friendly products, and work to change their purchasing habits in line with modern trends towards preserving the environment" [Al-Bakri, 2022, 173], as well as working to increase environmental awareness among customers by promoting messages related to rationalization, optimal choice, and appropriate consumption, and working to employ elements of the marketing mix for products in a way that is consistent with customers' expectations in order to achieve the goals of satisfaction and loyalty.

Fifth: The concept of sustainable marketing and its importance

We note that sustainable marketing has many synonyms. It refers to environmental marketing, customer-friendly marketing, and others. However, no matter how many names there are, we see that they all refer to explaining the relationship between marketing activities and environmental considerations. Despite the small differences between the opinions of researchers when they discuss the definition, there is no a globally agreed upon definition. The American Marketing Association (AMA) defines sustainable marketing as "the marketing of products that are supposed to be environmentally safe by maximizing the efforts made by organizations to produce, price, promote, distribute, and retrieve products in a way that does not negatively affect the environment." Also it was defined as "the process of an organization communicating with customers and providing value to them , through which human and natural resources are preserved and enhanced in all fields" [Martin, Belz, 2014, 12], and it was also stated as "the process based on commitment, as it integrates the goals of sustainable economic, social and environmental development into marketing strategies to provide the sustainable product, and its pricing, promotion and distribution in a sustainable manner to achieve a balance in the interest of the customer and the organization by paying attention to innovation processes, creating added value and by participating with the customer in order to gain a sustainable competitive advantage" [Abu Wardeh, 2017, 81].

Thus, sustainable marketing means the extent of the organization's ability to design a marketing mix that contributes to preserving the environment without harming it, working to ideally sustain marketing activities, and achieving the goal of their sustainability for future generations.

Sixth. The importance of sustainable marketing

Sustainable marketing represents aspects of sustainable development [Belz, Peattie, 2009, 72]. In order to achieve sustainability, organisations need to reconsider the design of the marketing mix elements and determine its role on the internal and external factors of the organisation [Emery, 2012, 5]. It is noteworthy that the industry structure in which the organization operates needs to understand the importance of sustainable marketing and how to adopt best practices for sustainable marketing to achieve product sustainability in the market. In general, the importance of sustainable marketing can be explained as follows: [Samadi, 2006, 5; Abu Warda, 2017, 83].

Finding sustainable customer benefits: It is noticed that there are many advantages and benefits offered by sustainable marketing in organizations, which differ from the traditional view of the types of benefits created by classical marketing functions, represented by spatial and temporal benefits.

Functional benefit: It means the organization's ability to provide sustainable solutions to specific or general problems. These are tangible benefits associated with the basic sustainable functions that are obtained as a result of purchasing and using the product.

Psycho-social benefit: It means those intangible or symbolic qualities that customers interact with, and that satisfy their needs and desires, and some aspects related to expectations. These are the benefits that provide the customer with sensory satisfaction or work to stimulate it, and include three types: social benefit, personal benefit, and experiential benefit.

Transactional benefit: It means the total benefits that customers obtain as a result of obtaining some financial benefits when purchasing. The buyer compares the sustainable purchase price with the previous purchase prices of homogeneous products. When the customer receives such price offers, it increases their psychological satisfaction.

Achieving social justice and social entertainment: Sustainable marketing aims to achieve social justice and prosperity for the communities of countries by finding value for the products offered to customers in an invisible way, and by transforming traditional products into sustainable products with many benefits.

Business organizations' sustainability: The integration of business organizations' adoption of sustainable marketing concepts into their administrative and organizational system contributed to their communication with the surrounding environment, away from isolation as a closed system. Organizations now work in an open environment, taking into account their commitment to restrictions and conditions for dealing with international markets, working on investing in new marketing opportunities, entering global markets, and helping sustainable marketing organizations to increase productivity efficiency by producing waste-free products.

Seventh: *Dimensions of sustainable marketing represented by the elements of the marketing mix*

Both [Robbins, Decen, 2004; Rashid, Jallab, 2008; Kotler, Armstrong, 2012; Al-Senhoury, 2013] unanimously agree on defining the dimensions of sustainable marketing as follows:

1- Innovation: It is considered one of the main dimensions of sustainable marketing, which requires organisations to develop plans to produce new products and implement them, or to make modifications and improvements to current products, in order to distinguish them from competitors and satisfy customers, ultimately achieving competitive advantage. Therefore, innovative marketing is the successful investment in new ideas that offer non-traditional and unique products in the market [Robbins, Decen, 2004, 21].

2- Sensing the message: It means defining the organization's message, vision, and goals to customers by using simple terms instead of complex terms that customers do not understand [Kotler, Armstrong, 2012, 125]. The message also includes the image that the organization wants to reflect

about itself, and identifies the targeted customers, satisfies their needs and desires, and the capabilities and capacities that distinguish the organization from competing organizations in the same market [Al-Abbadi, Manhil, 2015, 48]. Organisations aim to market their marketing message to explain the reason for their existence, their goals, and activities in a statement that clarifies the organization's philosophy [Al-Senhoury, 2013, 48], which increases its value in the market and especially in front of competitors [Rashid, Jallab, 2008, 181].

3- Customer orientation: It refers to the focus on the needs and desires of customers, and is the real entry point for marketing success and excellence, as despite the success of some organisations in identifying the market in which they operate, they remain unable to think marketing-wise to meet the needs and desires of customers [Kotler, Armstrong, 2012, 171]. The concept of customer-oriented marketing has emerged as a result of significant evolution in the culture of organizations, intellectual approaches to marketing, and the evolution of marketing systems [Maaraj, Hawari, 2012, 15]. One of the most important factors that led to the shift towards customer orientation is the strategic factors, which include adopting a cost leadership strategy, enhancing product quality, developing current products, introducing new products, segmenting markets. There are also environmental factors for the organization, such as increasing competition intensity, employing effective distribution channels, and using modern technologies. These factors have led to changes in customer behavior, reflecting the trend of organizations towards adopting customer-oriented marketing policies and strategies instead of product-oriented marketing [Al-Lami, 2015, 129].

4- Customer value: Today, customer value comes first, as the customer is the primary party in maximizing the value of products and the organization within the limits of research, knowledge, and income costs. The determination of value is based on the realized benefit, so organizations seek to provide products at the lowest possible cost, and in return, customers obtain benefits [Kotler, Armstrong, 2011, 321].

Testing the Study Model and Hypotheses

In order to enhance the theoretical aspect of the current research, a practical aspect has been introduced to identify the role of green supply chains in achieving sustainable marketing. This requires conducting statistical analysis of the research variables (independent and dependent), extracting the correlations between them, and then determining the influential relationship of the dimensions of the independent variable on the dependent variable.

First: *Testing the overall and partial correlations of the independent and dependent research variables.*

Table 2 - The overall and partial correlation statements between the research variables

Independent variable	Green supply chains
dependent variable sustainable marketing	**0.892

* $P \leq 0.05$ n= 60

The table (2) indicates a strong statistically significant relationship at a significance level of 0.05 between green supply chains and sustainable marketing. The correlation coefficients reveal a value of (89.2%), suggesting that the green supply chains adopted by the researched organisation are capable of

achieving marketing sustainability. Consequently, increasing the use of environmentally friendly resources and capabilities in the production and marketing of products can satisfy customers by meeting their needs and desires. Thus, the primary hypothesis "there is a strong significant relationship between green supply chains and sustainable marketing at a significance level of 0.05" has been verified at an overall level.

As for the test of the correlation between each dimension of green supply chain and sustainable marketing at the partial level, Table (3) illustrates that.

Table 3 - Partial correlation relationships between dimensions of green supply chain and sustainable marketing

dependent variable	Independent variable	sustainable marketing
Green supply chains	Green purchase	**0.515
	Green production	**0.663
	Green marketing	**0.570

* $P \leq 0.05$ n= 60

The results in Table (3) indicate a strong statistically significant relationship at a significance level of 0.05 between green purchasing and sustainable marketing, at 51.5%. This suggests that the researched organisation is seeking to apply green purchasing standards for its material and human resources needs, as well as how it deals with suppliers and sets appropriate purchasing conditions that serve its production and marketing processes in a way that enhances its competitiveness with other organisations, satisfies its customers, and acquires new customers through a focus on sustainable marketing. It also shows a strong statistically significant relationship between green production and sustainable marketing, as indicated by the partial correlation coefficient of 66.3%. This implies that the researched organisation's production of green products contributes to reducing pollution, offering environmentally friendly products, thereby reflecting on the safety of the internal and external environment, the continuity of communication with customers. Furthermore, the statistically significant partial correlation coefficient of 57% between green marketing and sustainable marketing suggests that the researched organisation's green marketing activities achieve sustainable marketing for its products, increasing customer satisfaction and loyalty, thus achieving a high competitive advantage compared to competitors in the same market with homogeneous products. This supports the sub-hypothesis of the main hypothesis, which states "There is a strong statistically significant relationship between the dimensions of green supply chains and sustainable marketing at a significance level of 0.05, and at the partial level."

Secondly, *testing the causal relationship between the independent variable and the dependent variable*

Table (4) illustrates the causal relationship of green supply chain dimensions in sustainable marketing as follows:

Table 4 - Impact of green supply chains on sustainable marketing

dependent variable	independent variable		Sustainable marketing		
Green supply chains	B0	B1	R2	F calculated	F tabular
	0.509	0.761 (11. 620)*	0.725	127.2	4.01

* $P \leq 0.05$ d,f (1, 58) t= (1.68) n= 60

Table (4) shows the presence of a significant relationship between green supply chains in sustainable marketing. To determine the impact between them, the outputs of the statistical analysis demonstrate that the three dimensions of green supply chains as independent variables collectively influence sustainable marketing as a dependent variable. This is indicated by the calculated F value of 127.2, which is significantly greater than the tabulated value of 4.01 at degrees of freedom (1, 58). The coefficient of determination (R²) of 72.5% indicates that 72.5% of the variance in sustainable marketing is explained by the three dimensions of green supply chains (green purchasing, green production, and green marketing). Furthermore, the calculated t value of 11.620 at degrees of freedom (1, 58) and a significance level of 0.05 confirm the statistical significance, as it is greater than the tabulated value of 1.68. This verifies and accepts the second primary hypothesis, which states "There is a statistically significant impact of the dimensions of green supply chains on sustainable marketing at a significance level of 0.05".

Conclusions and Recommendations

After reviewing the results obtained by the researchers in both theoretical and practical frameworks, the researchers have reached a number of conclusions, as follows:

- 1- Green supply chains play a prominent role in improving marketing and competitive capabilities, as well as promoting sustainable marketing represented by its marketing mix.
- 2- The employment of green supply chains in organizations leads to a state of customer satisfaction, as indicated by the relationships in the practical side of the research, which appeared strong and significant.
- 3- Green supply chains work to promote the dimensions of sustainable marketing from innovation and customer orientation rather than the product, which enhances the position of the researched organization in the market.
- 4- Sustainable marketing is achieved through the researched organization's provision of environmentally friendly products, which can compete with other organizations that offer homogeneous products.
- 5- Organizations' orientation towards customer orientation gives them strength and status in the market by focusing on meeting customers' needs and desires.

Recommendations

1. Production and marketing organizations are expected to keep up with external environmental changes, especially technological ones, and to meet the needs and desires of customers according to contemporary marketing trends, considering the customer as the fundamental basis for achieving the organization's goals represented by profitability, growth, and market sustainability.
2. Working on employing marketing concepts in organizations and adopting their practices and characteristics as essential requirements to enhance their market position, which would enhance the value of products for customers.
3. Providing qualitative studies and research in the field of sustainable marketing and sustainable environment, and working on applying them in organizations to change their current reality, especially those suffering from production and marketing problems.
4. Searching for sources of supply with appropriate cost and high quality, and fast delivery, as these are essential requirements for providing products that exceed customers' expectations in the market.

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Роль зеленых цепочек поставок в области улучшения устойчивого маркетинга: предварительное исследование в компании Rovian Mineral Water Company в провинции Духок

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Аннотация

Текущее исследование направлено на выявление «зеленых» цепочек поставок и их роли в продвижении устойчивого маркетинга в организациях путем повышения их производственных и маркетинговых показателей с целью сохранения окружающей среды и людей, а также работы над повышением их конкурентоспособности, идя в ногу с современностью и изменениями в экономике. внешней среды, окружающей и влияющей на них, что отразится на активизации деятельности устойчивого маркетинга, были сформулированы две основные гипотезы: Существует значительная взаимосвязь между «зелеными» цепочками поставок и устойчивым маркетингом, а также существует значительное влияние «зеленых» цепочек поставок на устойчивый маркетинг во всех его аспектах вместе взятых. В исследовании использовался описательный аналитический метод для извлечения результатов взаимосвязей и эффективности между независимыми и зависимыми переменными. В результате исследования был сделан ряд выводов, наиболее важным из которых было следующее: «Зеленые» цепочки поставок играют заметную роль в улучшении маркетинговых и конкурентных возможностей, а также в содействии устойчивому маркетингу, представленному их маркетинговым комплексом. Был также представлен ряд предложений, важнейшим из которых было: Производственные и сбытовые

организации должны идти в ногу с окружающими их внешними изменениями. Особенно технические и отвечающие потребностям и желаниям клиентов в соответствии с современными тенденциями маркетинга, учитывая, что клиент является основной базой в достижении целей организации по прибыльности, росту и непрерывности на рынке.

Для цитирования в научных исследованиях

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Ключевые слова

Зеленые цепочки поставок, устойчивый маркетинг, Компания минеральной воды Ruffia n, устойчивое развитие, рынок.

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