

**THE IMPACT OF THE PRINCIPLES OF GREEN MARKETING IN THE BUSINESS OF INSTITUTIONS****\*Dr. Roland Tannous and Omar Rashid Mahdi**

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**Abstract**

This study aimed to diagnose the relationship between the dimensions of green marketing (abolition of the concept of waste, formation of products, the relationship between price and cost, environmental orientation) and the work of institutions in the health field, as well as to highlight the role played by green marketing to improve the image of Iraqi health institutions, the need of these organizations To be distinguished in its markets calls for improving the various dimensions of its desirable image among consumers. Desiring to know the role of green marketing activities and crystallizing the reputation of Iraqi institutions in general and health ones in particular, we relied in the current study on a questionnaire addressed to officials, administrative and technical staff in the Iraqi Ministry of Health / Anbar Health Department. The study came with several results, the most important of which here is a correlation between the dimensions of green marketing and the work of health institutions. The current study also recommended seriously adopting green marketing as a priority requirement for the establishment in order to maintain a clean environment as well as meet the desires of its customers.

**Keywords:** Marketing, Business, Green, Institutions, Principles.

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**INTRODUCTION**

Today, the world is witnessing a great revolution towards a green economy and towards a green environment in accordance with the principles of sustainable development that contributes to preserving the earth's natural and human resources and preserving the future of future generations. Hence the importance of theorizing in contemporary literature and approaches, especially green marketing. So it counts Green Marketing is one of the important approaches that organizations rely on in various fields to raise productivity levels and improve the effectiveness of presentation, pricing, promotion and distribution activities for their ideas and products within the green marketing orientation. Marketing, as it was known, is no longer an advertising tool that ends in the completion of the negotiation and sale process only. Contemporary marketing, in conjunction with the current competition, is viewed as a periodic, renewable and integrated business that begins before the manufacture and production of goods and services. Therefore, the current study aims to know and highlight the impact of green marketing and its contribution to business institutions and what it can add to those institutions. In order to achieve the objectives of the study, a scientific methodology was designed according to the entrances of sober scientific research.

**The research problem**

The progress of institutions and their acquisition of characteristics and competencies is no longer limited to the most efficient methods that they use to convert inputs into goods and services, but also requires their ability to set direction and formulate visions and marketing plans capable of addressing environmental dilemmas and problems facing society in order to adopt an appropriate and fair work culture for workers and attention to issues Which is of interest to the consumer and the climate in which he works and thrives.

Green marketing has become an urgent demand and an important matter at the present time for institutions with their moral obligations and responsibility towards the requirements of the environment and its societies. Green marketing has opened new horizons and attractive market opportunities for many institutions and led to improving its image and reputation with the consumer Especially if the institutions are interested in carrying out programs that have tangible positive results and benefit to the consumer in the short and long term, which leads to the consumer's desire to acquire more environmentally friendly goods and services and gain his loyalty. Working on applying green marketing leads the organization to prosperity.

**Research questions**

The term green marketing is a contemporary approach that has entered the field of economics and management, and this requires asking a set of questions through which knowledge of the various aspects of this term is made:

1. What is meant by green marketing?
2. What does the environment mean in terms of green marketing?
3. How does green marketing participate in maximizing the business of institutions?
4. Is it possible that moving towards green marketing provides an opportunity to accept the challenges faced by the business sector?
5. What is the effect of green marketing in organizations?

**Research objectives**

The research mainly aims to clarify and define (green marketing and its impact on the business of institutions), as well as one of the objectives of the current research is to provide an accurate understanding of the entrance to green marketing and the business of institutions, in addition to the study includes other objectives that include:

1. Diagnosing the reality of green marketing operations in the researched organization.
2. The relationship of influence played by green marketing in the business of institutions.

### The importance of research

1. The importance of the research under study is due to the importance of the variable for the respondents and to the first movements of the emergence of "environmental and social issues".

### Research hypotheses

In order to achieve the desired objectives of the study and to test its imposed plan, the study was based on There is a significant effect relationship between Re-design of the product concept in the business of institutions.

### Research limits

The limitations of the current study were as follows:

1. **Spatial boundaries:** The spatial boundaries of the current study were drawn in (Directorate of Health of Anbar Governorate).
2. **Temporal boundaries:** The study was conducted during the academic year 2022-2023.
3. **Human limits:** The study sample included 300 individuals from the Anbar Health Directorate cadres, to whom the questionnaire will be distributed and who hold a bachelor's degree or above, who have the experience, administrative knowledge and necessary skills within the scope of the institution.

### Research methodology

The research relied on the (descriptive \_ analytical) approach, which includes the most accurate and objective descriptions of the focus of the study and its problem, which refers to a description of the situation in the researched institution, with an attempt to identify the reasons for the current situation, and the descriptive approach aims to collect the largest amount of data and information through a tool The questionnaire is then processed and interpreted in order to obtain the results and present them in a way that serves the researchers, put forward recommendations, and achieve the goals set for the study.

### The research community

The research community included (Directorate of Health of Anbar Governorate), one of the institutions affiliated to the Iraqi Ministry of Health. Specifically, the Anbar Governorate Health Directorate, and a comprehensive and documented description of the study population will be mentioned later.

### The research sample

The study relied on the organizational cadres (technical and administrative) in the Anbar Health Directorate, where the research included the selection of 300 samples.

### Previous studies

**Mohamed & Abdel Qader 2020; I aimed** The study aims to shed light on the relationship between the dimensions of green

marketing and the marketing performance of economic establishments. To achieve the objectives of the study, a questionnaire was designed and published on a sample of (14) institutions for a certain period. And I found a correlation between the dimensions of green marketing and the marketing performance of economic institutions. The study used the following dimensions: (formation of products, the relationship between cost and price, waste treatment, environmental orientation).

**Machová et al., 2022; I aimed** This study aimed to find out the effect of green marketing on consumer behavior in the market for products that contain palm oil. It also adopted the questionnaire to be the most appropriate method for conducting the study. In order to test our hypotheses, Crosstab and Pearson K-square test were applied. The measurement was done using a fifth Cramer's V. Study information was obtained from 527 samples in the form of a data sheet from the respondents.

**Study found** Most consumers do not spend time reading descriptions on product packaging. It can be beneficial for companies to make it clear on the packaging that their product does not contain palm oil, informing consumers of the negative emotional message of the advertisement. The obtained research results are beneficial to both producers and customers.

### Dimensions of green marketing

Views differed in the green marketing literature about the goals and dimensions of green marketing. On the other hand, the majority of those studies agreed that the application of green marketing is based on four main dimensions, including (Al-Awadi, 2009), (Nabila and Yasmin, 2019), (Laila, 2016):

#### a. Eliminate or reduce the concept of waste

The classic concept is witnessing a shift in dealing with production errors and remnants within the modern approach to marketing. The focus of companies has become on designing and creating risk-free products (or recyclable waste) instead of treating them and leaving them. This is done by rationalizing and redesigning production and its operations. This confirms that the question: How to reduce production waste is not their goal, but their goal is: What should we do with waste? In addition, how to produce products without waste?

Developed countries have set laws in order to reduce waste and preserve the environment, and they are as follows (Layla, 2017: 20):

- a) The environment must be sustainable and its resources rationalized and improved.
- b) Costs in fortifying human and planet health.
- c) Recommend and work on rational investment of natural resources.
- d) Work on the sustainability of the environment.
- e) Create metrics to help prevent global problems from being left unsolved.

#### B. Re-product concept design

This dimension lies in the production technology keeping pace with the concept of environmental commitment, so that production relies heavily on raw materials that are not harmful

to the environment and the consumption of minimal resources, as well as the need to recycle the products themselves after consumption and use by the consumer, especially the durable ones, to return them to the company's factory as a new product. In the end, it can be dismantled and returned to the industry as a new product again (within a closed chain of activities). As for its packaging, it depends on environmentally friendly and recyclable industrial raw materials" (Nabila Wesmin, 2019).

Organizations are in the process of redesigning the product concept in order to Meeting the needs and desires of customers, as well as meeting the needs and desires of future generations by preserving the environment and natural resources for them in the coming years. It also focused on developing and improving products in line with the environmental requirements and desires of customers. Some organizations have re-designed the product design to be easier in the process of re-manufacturing. In addition, the new products were manufactured using preferred raw materials among others (Al-Awadi, 2009).

### Clarity of the relationship between price and cost

The price of the product must reflect its real cost or be close to it, and this means that the price of the commodity (the real cost to the consumer) must equal the value that he acquires from the commodity, including the green product and the value resulting from it. On this basis and the specificity of green products, there has been a relative increase in the prices of these products because they have a higher value that not only reflects the fact that the products do not harm the environment, but also reflects the other aspect of it, which is the search for alternative resources and the protection of natural resources and the high costs that this entails. Its sources are the costs of research and development (Al-Askari& Al-Dalawy, 2017).

The basic rule on which organizations base their prices in determining the total cost of the product, so the price must reflect the cost of the product, and therefore it is very important that it equals the explicit cost of the product marketed to the customer. As for green products, there has been an increase in the prices of those products because they have a higher value that not only reflects the fact that the products do not harm the environment, but also reflects other aspects of them represented in the search for alternative materials and the protection of natural resources, and the high costs that this contains, perhaps the most prominent source of which is the cost of research. and development (Al-Awadi, 2009: 43).

### Making environmental orientation profitable

Many institutions have realized that the entrance to green marketing constitutes a market incentive that may give the institution strengths and perhaps renewable points. In fact, most institutions compete in the market to achieve quick profit, regardless of the negative consequences affecting the environment. The green trend also created promising opportunities for the organizations adopting it, including (Layla, 2016):

- A- Gaining customers and obtaining their support.
- B- The emergence of areas to introduce new products that are commensurate with this trend.

### The Role of Marketing in Contemporary Institutions

In light of the increasing pressure on businesses by governments, NGOs and international organizations to fulfill their responsibilities towards environmental issues; Many institutions have begun to adopt some green practices, which include providing environmentally safe products and services, modifying products, the production process, packaging, and advertising according to environmental needs.(Suleiman, 2019: 148).

The Foundation seeks to develop its activities by paying attention to marketing and increasing its competitiveness, and this can be summarized in the following points (Kilani, 2007: 92).

- The tasks of the marketing function extend to before, during and after the production process.
- Reliance on the marketing function in making strategic decisions specific to the future of enterprises.
- The costs of the modern marketing function, represent a large part of the organization's cost budget.
- The marketing function has become one of the areas that achieve high income, as the bulk of the income, returns and grants of workers in all jobs and activities of the organization depend on the profits and returns of the marketing function.

Marketing constitutes one of the basic functions of the organization, which is no less important than other functions, and contributes to performance in general, as well as those functions, and even more than them, as with the development taking place in the business environment, marketing has become higher concepts and dimensions than merely achieving profits and promoting the products of the organization, as it has developed Marketing objectives range from purely economic and commercial objectives to social and environmental objectives that take into account the external environment of the organization when defining its objectives and strategies.(Ayaatullah, Ikram, 2017). The establishments with outstanding performance and environmental orientation have known their way towards achieving progress and continuous development as an essential and integral part of their policies and strategies to reach excellence and leadership in work. Material and financial gains are achieved(Ocean and Linda, 2018).

### Factors affecting the success of institutions

One of the most important factors that can make any institutional project successful is the need to pay attention to the administrative functions represented in planning, organizing, monitoring, leadership, and evaluation as the basis for achieving the goals of business organizations (Kilani, 2007). In fact, contemporary business organizations in the third millennium are characterized by characteristics that took a gradual course of development in their administrative systems, organizational structures, and business systems to coincide with development at every stage so that the ingredients are properly prepared to deal with any environmental developments that may appear. (Abdullah *et al.*, 2008).

The administrative literature identifies some of the most important factors in the success of institutions, as follows:

1. **Information Technology Information technology:** Information technology is one of the advantages in contemporary business organizations that aim to achieve tangible success in the market, and it is one of its effective tools to face the many challenges in the complex business environment in which these organizations operate. Information needed to make various decisions. And the definition of technology as "those tools that are used to build information systems that help management to use information to support its needs in the field of decision-making and operational processes in the organization" (Abdullah *et al.*, 2008).
2. **Strategic management Strategic management:** There is no doubt that the success of some institutions and the failure of others is an economic fact, and this failure is due to changes in the environment that the administration did not deal with well, either because it did not expect them, or because sufficient materials were not available to confront them despite their expectation, and this applies to the school institution Global and perhaps others that suffer from low levels of performance and weaknesses in their management. The strategy is the administration's tool to achieve compatibility with its environment and to ensure the organization's survival, growth and stability in the long term (Abu Shanab, 2012).
3. **Change Management of change:** It is defined as a tangible change and modifications in the goals and policies of the desired organization, which is very important for organizations. Being open to the process of change and knowing the reasons for resorting to it. Its constituent elements are evidence of the administration's ability and audacity to change the status quo and get rid of the problem facing institutions, including the International Schools Foundation, which is currently facing Intense competition, weakness in its management performance, weakness in its structural organization, and a sharp decline in its revenues. As for workers, the occurrence of change in their field results in opportunities that contribute to enriching working life, the quality of their performance, and increasing their productivity (Abu Shanab, 2012).
4. **Making employees aware of their responsibilities:** As when the individual within the organization feels that his activity and performance at work is the place of evaluation and interest on the part of the superiors in the hierarchy of power, and this tendency in taking some important decisions affecting his future in the performance of work entails making important decisions that affect his future at work and the future of the institution, then he will feel his responsibility He will do his utmost and energies to perform his work in the best way to gain the satisfaction of his superiors and thus achieve the desired goals of the institution.(Ocean and Linda, 2018).
5. **Competitiveness Competitive** Refers to the intensity of the organization's competition within the industry and in the face of other competitors (Khazaei, 2021). The application of competitive strategies in any organization improves communication necessary to carry out administrative functions and link the organization with its external environment (Rahmayati, 2021).
6. **Proactive Proactiveness:** It is a broad mindset of anticipating future problems and opportunities and acting in advance (Hughes, 2021). And proactive means the new organized efforts to deceive new opportunities, as proactive organizations monitor trends and try to understand the future needs of existing customers and realize changes in

demand or realize emerging problems that could lead to opportunities for new projects. Proactive activity does not only include implementing change, but includes Also the ability to respond to change and stay ahead of competitors. Strategic managers who apply proactivity must look to the future as they search for new possibilities for growth and development (Nouri & Juma, 2015).

### Conclusions, Recommendations and Suggestions

There is a significant effect of the dimension of redesigning the concept of the product in the work of the institutions, followed by making the environmental orientation profitable in the work of the institutions as explanatory dimensions in the work of the institutions, and then followed in this field by canceling the concept of waste. Where it obtained the lowest impact rate, amounting to 67.6%, between the clarity of the relationship between price and cost in the business of institutions. In the light of the aforementioned conclusions, the researcher presents a set of general and specific observations and recommendations for the researched directorate and the relevant establishments in the field of research, which are as follows:

### Recommendations

1. Green marketing is considered a dynamic, creative activity full of intense competition. It is an important and vital part for any individual around the world, whatever his age, level of education, income, or job. The practice of marketing activity is not limited to those working in the marketing department of the organization.
2. Institutions must adopt the dimensions of green marketing within the strategic plans of the institution and consider it part of the culture of the facility in order to maintain a clean environment as well as satisfy the needs and requirements of customers, thus generating a lot of abundance and profits for the institution.
3. Institutions must use a modern scientific method in how to treat and recycle the waste emitted from their production equipment through the use of modern tools or the use of methods for producing products whose waste can be analyzed after a period of time in order to reduce pollution and the introduction of modern technology in line with the pattern green production.

### Suggestions

The researcher suggests conducting some studies:

- The impact of green marketing on green service.
- The role of re-designing the concept of the product in the business of institutions.
- Green marketing and its effects on the green customer.

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