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**Ayad Fadhil Mohsin**  
Northern Technical  
University, Kirkuk Technical  
Institute, Iraq

**Sarah Sabah khorsheed**  
Northern Technical  
University, Kirkuk Technical  
Institute, Iraq

### The role of sustainable marketing in enhancing brand equity: An analytical study of the opinions of a sample of employees in soft drink production companies in Kirkuk governorate

**Ayad Fadhil Mohsin and Sarah Sabah khorsheed**

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#### Abstract

The study aims to explore the impact relationship between the study variables, represented by (sustainable marketing and brand equity). The researcher sought to determine the influence of sustainable marketing as an independent variable through its dimensions (environmental, economic, social, and cultural) in enhancing brand equity as a dependent variable through its dimensions (brand awareness, reputation, attributes, and customer experience). The research problem is encapsulated in a key question: Does sustainable marketing influence the enhancement of brand equity?

The importance of the study lies in the critical role that sustainable marketing plays in supporting and strengthening brand equity. A hypothetical model was proposed to illustrate the relationship between sustainable marketing and brand equity. The study's significance is further emphasized in the vital role of marketing in supporting and developing the brand equity of the studied company.

The study is limited to the opinions of a sample of employees in the aforementioned companies in Kirkuk Governorate. The sample includes employees from departments related to marketing, administrative operations, and production, enabling the collection of diverse and comprehensive data regarding sustainable marketing practices from the employees' perspectives. The study covers data to be collected and analyzed within a specific timeframe, from July 1, 2024, to September 1, 2024, for the soft drink company in Kirkuk Governorate.

**Keywords:** Sustainable marketing, brand equity, environment

#### Introduction

Sustainable marketing is a vital strategy for companies and organizations across various commercial sectors, especially in light of the social developments occurring in global markets. Sustainable marketing focuses on achieving success in the marketplace through methods that preserve the environment, promote economic development, and balance present and future needs.

The growing awareness of the environmental impact of marketing activities has led to an increased demand for implementing sustainable principles and practices in marketing. Among the tools available for companies to achieve sustainable marketing is the corporate brand, which serves as an effective tool for evaluating and improving marketing performance.

In the context of the intense competition in the business market, companies strive to achieve a competitive position that sets them apart from their rivals and secures a larger market share. Organizations work diligently to establish a strong brand image in the minds of customers, distinguishing themselves from competitors through mental positioning. This, in turn, benefits the company significantly.

#### Chapter One: Research Methodology

##### Research Problem

This study addresses the approach through which brand equity can be enhanced via sustainable marketing. Sustainable marketing is considered the fundamental method for determining brand quality within corporate management systems.

**Corresponding Author:**  
**Ayad Fadhil Mohsin**  
Northern Technical  
University, Kirkuk Technical  
Institute, Iraq

It involves reviewing and evaluating the activities of various brands to ensure compliance with ethical principles and sustainable practices.

Based on the above, the research problem can be framed as follows:

1. What is the level of interest of the studied company in its brand equity and customer retention?
2. To what extent is there a correlation between sustainable marketing and brand equity in companies?

**Research Objectives**

1. To identify the role of sustainable marketing in driving a positive transformation in the marketing activities of the studied company.
2. To determine the extent to which brand equity contributes to enhancing sustainable marketing.
3. To explore the impact of sustainable marketing on enhancing brand equity.
4. To clarify the company's level of interest in its brand equity when marketing its services.

**Research Hypothesis**

The research is based on the following main hypothesis:  
There is a statistically significant effect of sustainable marketing on enhancing brand equity at a significance level

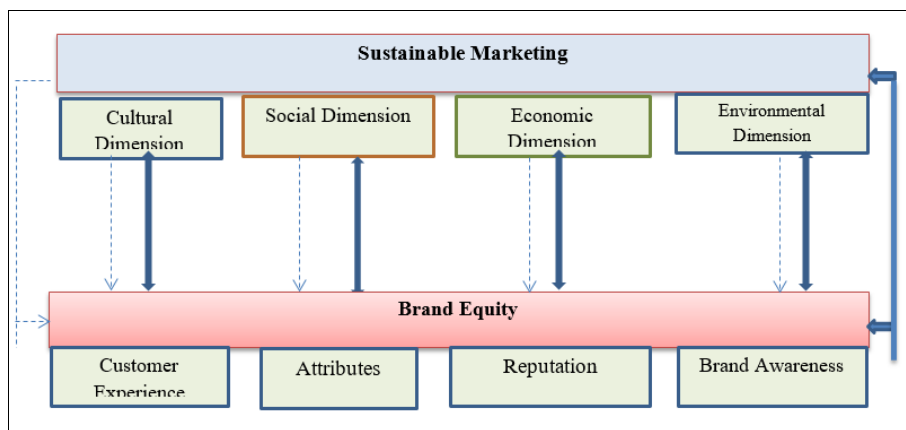
of (0.05).

This main hypothesis branches into the following sub-hypotheses:

1. There is a statistically significant effect of the environmental dimension on enhancing brand equity at a significance level of (0.05).
2. There is a statistically significant effect of the economic dimension on enhancing brand equity at a significance level of (0.05).
3. There is a statistically significant effect of the social dimension on enhancing brand equity at a significance level of (0.05).
4. There is a statistically significant effect of the cultural dimension on enhancing brand equity at a significance level of (0.05).

**Research Methodology**

For this purpose, the descriptive analytical research method was used to describe and analyze the perception of the employees concerning sustainable marketing towards improvement of brand equity of soft drink production companies in Kirkuk Governorate. This method enables us to better understand how the sustainable marketing quadrants affect distinct aspects of brand equity.



**Fig 1:** Hypothetical Research Framework

**Chapter Two: Theoretical Framework**

**The Concept of Sustainable Marketing**

Sustainable marketing can be defined as the process of effecting a number of tactics in an organization’s marketing processes with cognizance being given to environmental and social impacts, throughout the product life cycle and even up to the promotional and distribution phases. Marketing in its sustainable form influences the state of society and the environment.

The paper by Haudhuri, A., & Jayaram, J. (2019) [6] definition of sustainable marketing is the responsible marketing practices that avoid waste, use resources efficiently and act responsibly to meet the society’s needs in the present without jeopardizing the needs of future generations.

Sustainable marketing is also described as an advanced concept in marketing with the practice of using activities and implementing strategies that eventually lead to the provision of sustainable goods (Mahfouz & Qasim, 2023) [5]. Therefore, based on the above, sustainable marketing can be defined as a concept intended to meet customer needs and wants and at the same time pay equal attention to ecological

and social concerns. It also encompasses the process of measuring customer characteristics an aspect that enables the firms to make profits in the right manner.

**Second: Importance of Sustainable Marketing**

Sustainable marketing majorly encompass the physical environment, societal impact, and sustainability. It is a marketing strategy that ensures the environment is protected while using it benefits consumers and their wants. Researcher postulates on several tenets of sustainable marketing which enrich the consumption of naturally occurring resources, bearing in mind the effect of production and marketing campaigns on the environment (Tantawi, 2021) [4].

Sustainable marketing also must ensure the customers’ needs, to purchase the products and services that can satisfy their current needs as they do not harm future generations’ needs to satisfy their own requirements as well. Sustainable marketing is seen as an enabler of environmental innovation because sustainable marketing sets down challenging for firms to design appropriate products and processes to make profits while preserving the environment.

### **Enhancing Reputation and Value for Companies**

Sustainable marketing can help those companies work on building good reputation among customers and consumers, therefore they could garner high value from customers and consumers, and also improve the customers' satisfaction, and financial sustainability of the company.

### **Compliance with Standards and Regulations**

Sustainable marketing also assists in improving environmental and social legislation compliance resulting in better sustainable performance for the firm and society (Dolnicar, S., 2020)<sup>[7]</sup>.

### **Dimensions of Sustainable Marketing**

Promoting sustainability has gained immense importance when marketing to organizations due to consumers shifting their conscience to supporting organizations that adopt sustainable strategies. As a result, sustainable practices have become part of marketing agendas among various organizations. This means that communication for the development and sale of goods and services can no longer ignore the effect on the earth's environment and the society. This study was used to establish the dimensions of sustainable marketing, and most of the latest studies use these dimensions We employed the study by Koçyiğit, Y., & Akkaya, B. (2020)<sup>[9]</sup> because these dimensions can be quantified within the Iraqi context. Therefore, sustainable marketing includes the following dimensions:

#### **Economic Dimension**

Marketing sustainability lies in economic sustainability aspect that will seek to establish profitable and sustainable business for the future while taking society into account. Managerial marketing should be orientated toward the creation of value that might be delivered to customers, employees, shareholders, and the society as a whole. The economic contextual factor comprises strengthening research and development in products or services with business viability for delivery of services that will help satisfy societal needs for revenue generation (Kotler, P. & Armstrong, G., 2012)<sup>[10]</sup>.

#### **Environmental Dimension**

This dimension concerns with the minimisation of the detrimental effects of marketing activities to the environment. It entails adopted and executing environmentally sound strategies in the marketing mix for a product. Managers may such centre their efforts on the emission of carbon and the utilization of other kinds of energy (Koçyiğit, Y. & Akkaya, B., 2020)<sup>[9]</sup>.

#### **Social Dimension**

In its turn, the social aspect of sustainable marketing means taking into account the effects of marketing communications on societies and individuals. Marketing sustainability is a process which entails the following activities: encouraging sustainability in the social aspect through marketing processes, the sustainability of material used, supporting the community as well as practicing diversity and equality in the enterprise. If social responsibility is adopted as a strategic marketing tool organizations can earn the trust of consumers who are sensitive to social marketing practices (Kotler, P. & Armstrong, G., 2012)<sup>[10]</sup>.

### **Cultural Dimension**

Cultural sustainability aims to maintain and develop cultural difference alongside to economic, environmental and social sustainable models. It focuses on the preservation of cultural authenticity and the cultural and value system as a way of establishing cultural sustainability for the establishment of sustainable marketing strategies. Some of the duties are, advocating for the business to culture responsibility, especially in multicultural organizations, embracing the native culture and traditions and sometimes adapting cultural analysis in the strategic marketing plans. By respecting cultural rights and incorporating cultural diversity into marketing strategies, organizations can strengthen relationships with local communities, create culturally acceptable products and services, and build a stronger foundation for strategic success (Rahim, 2022)<sup>[3]</sup>.

### **Brand Equity**

#### **First: The Concept of Brand Image**

A strong brand image communicates messages to customers that the brand excels over competitors through marketing tools used to create and enhance the brand image of the product itself, including packaging, labeling, brand name, logo, colors used, retail stores, and advertising (Badr, 2021). Brand image is defined as the way consumers perceive the visual or conceptual expressions of a brand, which lead to psychological or emotional associations that the brand aims to maintain in the consumer's mind. Al-Nuaimi (2018)<sup>[2]</sup> pointed out that the American Marketing Association defines brand image as the perception of a brand in people's minds, representing a mirror reflection of the brand's personality or the presence of the product.

Agarwala, R., Mishra, P., & Singh, R. (2019)<sup>[11]</sup> also stated that brand image describes the external characteristics of a product or service, including the ways in which the brand seeks to meet the psychological or social needs of consumers. Furthermore, the mental image that consumers have of the brand is formed through marketing communications, consumption experiences, and social influences, which impact consumers' minds and their attitudes toward the brand, as well as their trust in it.

#### **Importance of Brand Image**

The importance of brand image represents the fuel for the business project and all the advertising efforts aimed at cementing the organization's position in the minds of consumers. It is considered one of the most valuable assets owned by organizations, as it builds and conveys to consumers an image that reflects the quality of goods or services, leading to the establishment of the following importance of brand image (Amberg, N., & Fogarassy, C., 2019; Karnilev, 2022)<sup>[12, 14]</sup>.

#### **Strong Relationship between Product and Consumer**

Brand image plays a significant role in influencing customer loyalty, customer retention, and the reputation of successful organizations.

#### **Impact on Attitudes and Behavior**

A strong brand image serves as a bright starting point for a distinctive and effective brand strategy.

**Role in Customer Relationship**

From a marketing perspective, brand image plays an important role in determining the relationship with customers, making customer retention a top priority for many organizations, particularly in the context of intense competition and abundant choices.

**Psychological Influence on Target Customers**

After forming a positive image about a product, service, or organization, it becomes a tool for attracting customers.

**Establishing Positive Impressions**

Brand image plays a crucial role in solidifying a positive impression in the minds of customers about the brand and maintaining this positive image of the product or organization.

**Dimensions of Brand Image**

**Fame:** The fame of a brand image is one of the key elements that contribute to determining perceived quality. It has been shown that brands with high fame have stronger persuasive power and are considered more reliable sources of information. Research indicates that the impact of consumer relationships with a well-known brand is stronger than that with an unfamiliar brand due to already established shared values, advantages, trust, and commitment. High brand familiarity often leads to greater satisfaction and increased trust in the brand (Karnilev, 2022) <sup>[14]</sup>.

**Brand Traits**

The brand image helps attract and retain customers. Successful organizations invest significant resources to build a positive brand image. Many consumers are inspired by the personality of the brand they love, through which they make efforts to align their own identity with the brand’s traits (Fetscherin, M., 2019) <sup>[13]</sup>.

**Reputation**

A brand’s reputation describes the consumer’s attitude towards a reputable and trustworthy brand. A strong brand

reputation is crucial for enhancing the social standing and wealth of consumers. According to Fetscherin (2019) <sup>[13]</sup>, the reputation of a brand is an immediate reflection of the brand based on the multiple images accumulated by internal and external stakeholders over the years. A brand’s reputation is shaped by the accumulation of images in the minds of customers over time, which ultimately informs a comprehensive assessment of the organization’s performance. It is important to understand that brand reputation is not always a direct driver of higher sales and profits.

**Customer Experience**

Customer experience, since its emergence in the mid-1950s, has represented an integrated management approach aimed at identifying and predicting consumer needs, which in turn results in better economic outcomes for organizations and adds value for customers. Organizations use it as a tool to integrate their latest products into the social fabric in which the organization operates, whether locally or globally. According to Fetscherin (2019) <sup>[13]</sup>, customer experience is created through a lengthy process and reciprocal interaction across various channels, built through functional and emotional signals. Furthermore, several factors influence customer experience, including accessibility, efficiency, customer recognition, personalization, problem-solving, fulfilling promises, and valuing time.

**Chapter Three: Practical Aspect**

**First: Sample of the Study**

A simple random sample was used from the study population, including a number of employees in soft drink production companies in Kirkuk Governorate, specifically in three companies (Kirkuk Company, Cronji Company, and Al-Taj Company) to ensure the sample represents all opinions and trends. The questionnaire was distributed electronically, and 125 responses were obtained. After reviewing and verifying, it was found that all the responses were valid for statistical analysis. The following table shows the demographic variables of the sample members:

**Table 1:** Demographic Variables of the Sample Members

Variable	Categories	Frequencies	Percentage	Total
Gender	Male	113	90.4%	125
	Female	12	9.6%	
Age	Less than 30 years	54	43.2%	125
	30-40 years	58	46.4%	
	41-50 years	11	8.8%	
	Over 50 years	2	1.6%	
Educational Qualification	Intermediate	31	24.8%	125
	Secondary	39	31.2%	
	Bachelor's	48	38.4%	
	Postgraduate	7	5.6%	
Years of Experience	Less than 5 years	28	22.4%	125
	5-10 years	58	46.4%	
	10-15 years	26	20.8%	
	More than 15 years	13	10.4%	
Total		125	100%	125

The demographic results of the sample show the following distribution

**Gender:** The majority are male, making up 90.4% of the sample, compared to 9.6% female. This indicates a significant representation of males in the study, reflecting the workforce composition in soft drink production companies in Kirkuk.

**Age:** The age group 30-40 years constitutes 46.4% of the sample, followed by the group under 30 years at 43.2%. The age groups 41-50 years and over 50 years represent smaller proportions, at 8.8% and 1.6%, respectively. This

distribution indicates that most participants are from the younger to middle-aged groups, which may influence their perspectives on innovation and sustainability.

**Educational Attainment**

The majority of participants hold a Bachelor's degree, comprising 38.4% of the sample, followed by those with a secondary education at 31.2% and middle school education at 24.8%. The group with higher education degrees represents the smallest proportion at 5.6%. This suggests that most employees have a college or lower level of education, which could impact their understanding of sustainable marketing and its practices.

**Years of Experience**

The largest proportion of the sample has 5-10 years of experience, making up 46.4%, followed by those with less

than 5 years of experience at 22.4%. The groups with 10-15 years and more than 15 years of experience represent 20.8% and 10.4%, respectively. This indicates that the majority of the sample has moderate experience, which may influence their understanding of brand dimensions and the importance of sustainable marketing.

**Fourth: Instrument Reliability**

The researcher applied reliability tests using the Cronbach's Alpha test, which is conducted through the SPSS statistical analysis software. This test measures what is known as the internal consistency of the questionnaire items. It is preferable for the overall consistency rate between the items to exceed 0.70 to achieve a reliable consistency score. The results of the consistency test showed very good values, as all dimensions of the questionnaire achieved values greater than 0.70, as shown in Table (2):

**Table 2:** Cronbach's Alpha Internal Consistency Coefficient for the Questionnaire Dimensions

Variable	Number of Items	Cronbach's Alpha Value
Sustainable Marketing	20	0.923
Brand Image	20	0.895
Overall Questionnaire	40	0.953

Source: Prepared by the researcher based on SPSS output.

This indicates that the survey enjoys a high level of reliability and internal consistency, confirming its suitability for measuring the intended variables.

**Fifth: Presentation, Analysis, and Interpretation of the Sample's Responses to the Research Variables**

Presentation, Analysis, and Interpretation of the Independent Variable (Sustainable Marketing) Results

In this section, the results of the sample's responses to the independent variable (sustainable marketing) will be presented, analyzed, and interpreted, covering four sub-dimensions: environmental, economic, social, and cultural dimensions. These dimensions are represented by 20 items. Below is the presentation of the results for these dimensions:

**Table 3:** Descriptive Statistics (Means, Standard Deviations, and Rankings) for the Sustainable Marketing Variable

Environmental Dimension				
S	Items	Mean	Standard Deviation	Rank
1	The company adheres to environmental standards in its production processes.	3.70	1.205	3
2	The company adopts effective recycling practices for waste generated from production.	3.69	1.110	4
3	The company follows policies aimed at reducing carbon emissions.	3.66	1.062	5
4	The company educates its employees and customers on the importance of environmental conservation.	3.91	0.916	1
5	The company improves the efficiency of natural resource use, such as water and energy.	3.76	1.058	2
Overall Average for the Dimension		3.75	1.07	
Economic Dimension				
S	Items	Mean	Standard Deviation	Rank
1	The company's sustainable marketing policies positively affect production costs.	4.08	0.829	2
2	The company supports the local economy by creating job opportunities.	3.64	0.928	5
3	The company's sustainable practices contribute to improving its financial performance.	3.74	1.007	4
4	The company encourages improving resource efficiency to reduce waste.	4.15	0.843	1
5	The company offers high-quality products at competitive prices.	4.02	0.920	3
Overall Average for Each Dimension		3.93	0.91	
Social Dimension				

S	Items	Mean	Standard Deviation	Rank
1	The company is concerned with improving working conditions and employee well-being.	4.10	0.817	2
2	The company adopts policies that ensure employee rights and equality among them.	3.66	0.925	5
3	The company encourages volunteerism and community involvement among its employees.	3.76	1.003	4
4	The company considers social responsibility in its relationships with suppliers and partners.	4.18	0.814	1
5	The company is committed to providing products and services that meet customer satisfaction and benefit its local community.	4.04	0.911	3
Overall Average for Each Dimension		3.95	0.89	
Cultural Dimension				
S	Items	Mean	Standard Deviation	Rank
1	The company reflects local community culture and traditions in its policies.	3.86	0.953	2
2	The company supports cultural and artistic activities in the community.	3.82	1.003	3
3	The company contributes to enhancing local cultural identity through its brand.	3.90	0.966	1
4	The company takes cultural differences into account in the design of its products and services.	3.54	1.111	4
5	The company encourages adopting a sustainability culture as part of its organizational identity.	3.47	1.175	5
Overall Average for Each Dimension		3.72	1.04	
Total Sustainable Marketing Variable		3.83	0.98	

The analysis results for the environmental dimension show that the item "The company educates its employees and customers on the importance of environmental preservation" received the highest mean (3.91) and standard deviation (0.916), reflecting the company's focus on environmental awareness for employees and customers. On the other hand, the item "The company follows policies aimed at reducing carbon emissions" received the lowest mean (3.66) and standard deviation (1.062), indicating room for improvement in policies to reduce carbon emissions. The overall mean for the environmental dimension was 3.75, suggesting that the company demonstrates a good level of commitment to environmental practices, with some variation in certain aspects.

The analysis results for the economic dimension show that the item "The company encourages improving resource efficiency to reduce waste" received the highest mean (4.15) and standard deviation (0.843), reflecting the company's interest in waste reduction and achieving economic efficiency. However, the item "The company supports the local economy by creating job opportunities" received the lowest mean (3.64) and standard deviation (0.928), suggesting that local economic support may require further enhancement. The overall mean for the economic dimension was 3.93, indicating that the company focuses well on economic sustainability and achieves strong performance in this dimension.

The analysis results for the social dimension show that the item "The company considers social responsibility in its relationships with suppliers and partners" received the highest mean (4.18) and standard deviation (0.814), indicating the company's commitment to fostering responsible relationships with its partners and suppliers. On the other hand, the item "The company adopts policies that ensure employees' rights and equality" received the lowest mean (3.66) and standard deviation (0.925), suggesting that improvements are needed in policies regarding employees'

rights and equality. The overall mean for the social dimension was 3.95, reflecting that the company places great importance on social responsibility and performs well in this dimension.

The analysis results for the cultural dimension show that the item "The company contributes to promoting local cultural identity through its brand" received the highest mean (3.90) and standard deviation (0.966), reflecting the company's interest in supporting local cultural identity through its brand. However, the item "The company encourages adopting a sustainability culture as part of the organizational identity" received the lowest mean (3.47) and standard deviation (1.175), indicating that there is room for improvement in adopting sustainability culture as part of the organizational identity. The overall mean for the cultural dimension was 3.72, indicating that the company pays good attention to cultural aspects, with potential for enhancing certain aspects related to cultural sustainability.

Based on the overall means for each dimension, we find that the social dimension received the highest overall mean (3.95), reflecting the company's strong commitment to social responsibility. This is followed by the economic dimension with an overall mean of (3.93), indicating the company's focus on improving efficiency and reducing waste. The environmental dimension ranks third with a mean of (3.75), indicating a reasonable commitment to environmental standards. Finally, the cultural dimension has an overall mean of (3.72), showing attention to cultural aspects but with a need to strengthen some practices related to cultural sustainability.

**Presentation, Analysis, and Interpretation of Results for the Dependent Variable (Brand Image)**

In this section, the results of the sample's responses to the dependent variable (brand image) are presented, analyzed, and interpreted by addressing four sub-dimensions: (fame, reputation, traits, and customer experience), covering (20) items. The following is the presentation of the results for these dimensions:

**Table 4:** Mean Scores, Standard Deviations, and Ranking for the Brand Image Variable

Dimension of Fame				
Sequence	Paragraph	Arithmetic Mean	Standard Deviation	Rank
1	The company's brand enjoys a high level of recognition in the local market.	3.63	1.104	4
2	The company's logo is widely featured in product advertisements, enhancing its presence.	3.53	1.161	5
3	The company name effectively contributes to attracting new customers.	3.70	1.205	1
4	Sustainable marketing strategies increase the brand's visibility.	3.69	1.110	2
5	The company's sustainable initiatives enhance public awareness of the brand.	3.66	1.062	3
Overall average for the entire dimension		3.64	1.13	
Dimension of Reputation				
Sequence	Paragraph	Arithmetic Mean	Standard Deviation	Rank
1	The company enjoys a good reputation among customers.	3.91	0.916	1
2	Customers perceive the company as a reliable and trustworthy brand.	3.76	1.058	3
3	The company's commitment to sustainable practices enhances its reputation among customers.	3.67	1.061	5
4	The company's reputation is associated with adherence to high standards of quality and safety.	3.83	1.098	2
5	Sustainable marketing practices positively contribute to enhancing the company's reputation.	3.75	1.112	4
Overall average for the entire dimension		3.79	1.05	
Dimension of Attributes				
Sequence	Paragraph	Arithmetic Mean	Standard Deviation	Rank
1	The company's products offer added environmental and economic value.	4.15	0.843	1
2	The brand's personality reflects the company's sustainable practices.	4.02	0.920	3
3	Customers feel that the brand's attributes align with their environmental needs.	4.10	0.817	2
4	The brand represents core values of sustainability and community contribution.	3.66	0.925	5
5	The brand's attributes highlight the company as a preferred choice for sustainability-conscious consumers.	3.76	1.003	4
Overall average for the entire dimension		3.94	0.90	
Customer Experience				
Sequence	Paragraph	Arithmetic Mean	Standard Deviation	Rank
1	Customers find their overall experience with the brand to be satisfying.	3.86	0.995	1
2	The sustainability adopted by the company adds extra value to the customer experience.	3.72	0.989	3
3	Customers' experience with the company fosters their loyalty to the brand.	3.65	1.080	5
4	The company's sustainable practices contribute to enhancing the positive customer experience.	3.78	1.005	2
5	The customer experience reflects the company's commitment to providing high-quality service and products.	3.70	1.047	4
Overall average for the entire dimension		3.74	1.02	
Total of the brand variable		3.78	1.03	

The analysis results for the Fame Dimension reveal that the statement "The company name effectively contributes to attracting new customers" received the highest arithmetic mean (3.70) and a standard deviation (1.205), reflecting the company's strong ability to attract new customers due to its well-known name. Meanwhile, the statement "The company's logo is widely featured in product advertisements, enhancing its presence" received the lowest

mean (3.53) and standard deviation (1.161), indicating that the presence of the company's logo in advertisements might need further enhancement to improve fame. The overall average for the Fame Dimension was 3.64, suggesting that the company achieves a reasonable level of fame in the local market, with room for improvement in certain areas to strengthen this dimension.

The analysis results for the Reputation Dimension show that

the statement "The company enjoys a good reputation among customers" achieved the highest arithmetic mean (3.91) and a standard deviation (0.916), indicating that the company has a strong reputation among its customers. On the other hand, the statement stating that 'The Company's commitment to sustainable practices enhances its reputation among customers. Only 3.67 means and 1.061 standard deviations has been computed, which imply that there may be more work to be done to ensure that the company get a better reputation through sustainable practice. The average score obtained for the companies in the Reputation Dimension was 3.79 and implied that, the company in concern worked towards its reputation by keeping a check on its reliability, quality etc.

Based on the analysis results of Attributes Dimension, it can be observed that the statement "The company's products provide extra environmental and economic value" has the highest arithmetic mean of 4.15 and the lowest standard deviation of 0.843 The data reveal that the company is strong in delivering products that are fashionable, environmentally friendly as well as have enhanced economical value. On the other hand, the statement attracting the lowest mean was "The brand represents core values of sustainability and community contribution" which had a mean of 3.66 with standard deviation of 0.925, therefore this needs to be a emphasized a lot by the company in future plans and development. From the Attributes Dimension the overall mean score was 3.94 which gives indication of sustainable and positive attributes that the company proffers customers.

The findings of the analysis for the Customer Experience Dimension are that "Customers find their overall experience with the brand to be satisfying" received the highest average (3.86) with a standard deviation of 0.995, which suggested customers' satisfaction of their overall interaction with the company. On the other hand, the statement "Customers' experience with the company fosters their loyalty to the brand" got the lowest mean of 3.65 and a standard deviation of 1.080 implying that there could further improvement in customer experience. The general average in the Customer

Experience Dimension was 3.74 overall customer satisfaction, while there was need to enhance on specific areas as a way of improving trends in customer loyalty.

The analysis showed that the Attributes Dimension had the highest general mean of the 4 dimensions investigated, with a mean 3.94; it is in tune with the company's concern about providing extra environmental and economic value added products to the customers' needs. The Reputation Dimension got a mean of (3.79), opinion of the customers towards the company's reputation is positive and good, this has so because the company embraces and values quality standards and trust. Meanwhile, the Customer Experience Dimension scored an average of (3.74), highlighting customer satisfaction with their overall experience with the brand, though there are areas that could be improved to enhance loyalty. The Fame Dimension had the lowest average (3.64), suggesting that while the company achieves a reasonable level of fame, there is room to enhance this aspect, especially by increasing the visibility of the company's logo in advertisements.

The findings indicate that the company performs well in strengthening brand attributes and reputation, demonstrating its capability to offer sustainable value and maintain a trusted reputation among customers. However, there is an opportunity to improve the Fame and Customer Experience Dimensions by refining marketing strategies and increasing the company's advertising presence to boost loyalty and attract more customers to the brand.

**Eighth: Testing Research Hypotheses and Their Interpretation**

**Main Hypothesis**

There is a statistically significant effect at a significance level of (0.05) of sustainable marketing in enhancing the brand.

This hypothesis, along with its sub-hypotheses, was tested using simple regression analysis. The following table illustrates the results of the analysis:

**Table 5:** Analysis of the Effect of Sustainable Marketing on Enhancing the Brand

Dimensions of the Independent Variable	Dependent Variable	Value of the Marginal Slope Coefficient (β)	Correlation Coefficient (R)	Coefficient of Determination (R <sup>2</sup> )	Calculated F Value	Calculated t Value	Sig	Significance
Environmental Dimension	Brand	0.584	0.881	0.776	426.608	20.654	0.00	Significant
Economic Dimension		0.668	0.718	0.515	130.838	11.438	0.00	Significant
Social Dimension		0.670	0.722	0.522	134.284	4.900	0.00	Significant
Cultural Dimension		0.537	0.730	0.533	140.497	11.853	0.00	Significant
Sustainable Marketing		0.873	0.919	0.845	670.419	25.892	0.00	Significant

The results of the statistical analysis show that the correlation coefficient (R) is (0.919), which is a very high value, indicating a strong relationship between sustainable marketing and the brand. This stemmed a very close positive relationship where established steward marketing can be considered to have a very sound and sustainable influence directly on the brand. The coefficient of determination which is equal to R<sup>2</sup> is (0.845) therefore 84.5% of the changes in the brand as a result of sustainable marketing. Regarding this, it shows that sustainable marketing has a big contribution in improving the brand, 15.5% of which, however, could be traced to other antecedents excluded from the model. The marginal slope coefficient (β) = (0.873) which explain positive and strong

impact of sustainable marketing on the brand. This implies that with one unit improvement in sustainable marketing, there will be 0.873 unit's improvement in the brand, thus the insignificance of sustainable marketing to the brand.

The F calculated is (F = 670.419), being significant at Sig = 0.000 which is less than the significance level of 0.05, hence over all model is statistically significant. The t-test value is (t = 25.892) and this is also significant at Sig level of (0.000), which means that the sustainable marketing factor affects the brand significantly. Therefore, the alternative hypothesis, which states that there is a statistically significant effect at the 0.05 significance level of sustainable marketing in enhancing the brand, can be accepted.



**There is a statistically significant effect at the 0.05 significance level of the environmental dimension in enhancing the brand**

The results of the statistical analysis show that the correlation coefficient (R) is (0.881), which is a very high value, indicating a strong relationship between the environmental dimension and the brand. This strong positive correlation means that the relationship between the two variables is solid, with the environmental dimension directly and positively influencing brand enhancement. The coefficient of determination ( $R^2$ ) is (0.776), meaning that 77.6% of the changes in the brand can be explained by the environmental dimension, while 22.4% of the changes could be attributed to other factors outside the model. The marginal slope coefficient ( $\beta$ ) is (0.584), indicating a strong positive effect of the environmental dimension on the brand. This means that for every unit increase in the company's focus on the environmental dimension, the brand enhancement is expected to increase by 0.584 units, reflecting the role of the environmental dimension in improving the brand image.

The calculated (F) value is (426.608), which is significant at the significance level (Sig) of (0.000), which is less than the significance level (0.05), indicating a strong statistical significance for the overall model. The calculated (t) value is (20.654), which is also significant at the significance level (Sig) of (0.000), confirming that the environmental dimension has a significant effect on the brand. Based on these results, the alternative hypothesis, which states that there is a statistically significant effect at the 0.05 significance level of the environmental dimension in enhancing the brand, can be accepted.

**There is a statistically significant effect at the 0.05 significance level of the economic dimension in enhancing the brand.**

The results of the statistical analysis show that the correlation coefficient (R) is (0.718), which is a relatively high value, indicating a strong relationship between the economic dimension and the brand. This positive correlation suggests that the relationship between the two variables is solid, with the economic dimension directly and positively influencing brand enhancement. The coefficient of determination ( $R^2$ ) is (0.515), meaning that 51.5% of the changes in the brand can be explained by the economic dimension, while 48.5% of the changes could be attributed to other factors outside the model. The marginal slope coefficient ( $\beta$ ) is (0.668), indicating a positive effect of the economic dimension on the brand. This means that for every unit increase in the company's focus on the economic dimension, the brand enhancement is expected to increase by 0.668 units, reflecting the role of the economic dimension in improving the brand image.

The calculated (F) value is (130.838), which is significant at the significance level (Sig) of (0.000), which is less than the significance level (0.05), indicating a strong statistical significance for the overall model. The calculated (t) value is (11.438), which is also significant at the significance level (Sig) of (0.000), supporting the conclusion that the economic dimension has a significant effect on the brand. Based on these results, the alternative hypothesis, which states that there is a statistically significant effect at the 0.05 significance level of the economic dimension in enhancing the brand, can be accepted.

**There is a statistically significant effect at the 0.05 significance level of the social dimension in enhancing the brand**

The results of the statistical analysis show that the correlation coefficient (R) is (0.722), which is a relatively high value, indicating a strong relationship between the social dimension and the brand. This positive correlation suggests that the relationship between the two variables is robust, with the social dimension directly and positively influencing brand enhancement. The coefficient of determination ( $R^2$ ) is (0.522), meaning that 52.2% of the changes in the brand can be explained by the social dimension, while 47.8% of the changes could be attributed to other factors outside the model. The marginal slope coefficient ( $\beta$ ) is (0.67), indicating a positive effect of the social dimension on the brand. This means that for every unit increase in the company's focus on the social dimension, the brand enhancement is expected to increase by 0.67 units, reflecting the role of the social dimension in improving the brand image.

The calculated (F) value is (134.284), which is significant at the significance level (Sig) of (0.000), which is less than the significance level (0.05), indicating a strong statistical significance for the overall model. The calculated (t) value is (4.9), which is also significant at the significance level (Sig) of (0.000), supporting the conclusion that the social dimension has a significant effect on the brand. Based on these results, the alternative hypothesis, which states that there is a statistically significant effect at the 0.05 significance level of the social dimension in enhancing the brand, can be accepted.

**There is a statistically significant effect at the 0.05 significance level of the cultural dimension in enhancing the brand.**

The results of the statistical analysis show that the correlation coefficient (R) is (0.73), which is a relatively high value, indicating a strong relationship between the cultural dimension and the brand. This positive correlation suggests that the relationship between the two variables is robust, with the cultural dimension directly and positively influencing brand enhancement. The coefficient of determination ( $R^2$ ) is (0.533), meaning that 53.3% of the changes in the brand can be explained by the cultural dimension, while 46.7% of the changes could be attributed to other factors outside the model. The marginal slope coefficient ( $\beta$ ) is (0.537), indicating a positive effect of the cultural dimension on the brand. This means that for every unit increase in the company's focus on the cultural dimension, the brand enhancement is expected to increase by 0.537 units, reflecting the role of the cultural dimension in improving the brand image.

The calculated (F) value is (140.497), which is significant at the significance level (Sig) of (0.000), which is less than the significance level (0.05), indicating a strong statistical significance for the overall model. The calculated (t) value is (11.853), which is also significant at the significance level (Sig) of (0.000), supporting the conclusion that the cultural dimension has a significant effect on the brand. Based on these results, the alternative hypothesis, which states that there is a statistically significant effect at the 0.05 significance level of the cultural dimension in enhancing the brand, can be accepted.

## Chapter 4: Conclusions and Recommendations

### First: Conclusions

1. The study established that sustainable marketing in its totality has a strong influence on the improvement of the brand.
2. It was found that the social dimension is most influential and contributes significantly to enhancing the image of the brand.
3. The paper revealed that there is an impact from the economic dimension to make the brand more appealing to customers and more credible.
4. Culture, according to the findings of the research, enhances customer's interaction with the brand and makes them loyal.
5. This research also proved that the company's commitment to the environmental dimension assists in positively constructing the image of the brand.
6. This paper showed that sustainable marketing has a net impact on the brand dimensions in terms of fame, reputation, attribute and experience.

### Second: Recommendations

Based on the study results, the following recommendations can be made:

1. According to the research, the suggestion to multinational companies is to pay attention on the social aspect including the enhancement of work conditions and performing community activities because it enhance brand image and attract customer.
2. The study therefore encourages the use of sustainable economic strategies which increases resource utilization and eradication of wastage impacting on brand reliability and market worth.
3. With regard to the implications of the study, the study suggest that organisation should run their marketing in congruency with the local culture and support culture initiatives to foster increased brand affinity to the product among the customer.
4. The study supports companies to enhance organizational environmental specifications, including recycling and decrease emission to enhance image and reputation in the market.
5. This paper suggests that the dimensions of sustainable marketing should be incorporated into a firm's operations and marketing strategies in order to improve every aspect of the brand including fame, reputation, attributes, and the customer touchpoint.
6. As for the company, the study suggests carrying out marketing and awareness on the sustainable activities it undertakes to reinforce the positive perception of the brand and enhance customers' loyalty.

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