



## An Interactive Study Between Green Marketing and the Competitive Capabilities of Electronic Banking Services Institutions in Iraq

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**Abstract.** *This interactive study examines the impact of green marketing on the development of competitive capabilities in Iraqi companies, highlighting its role as a strategic approach for achieving sustainable market advantage. Green marketing involves environmentally responsible practices in product design, pricing, promotion, and distribution, which contribute to building brand reputation and operational excellence. The study explores the relationship between green marketing initiatives and enhancing firms' competitive capabilities, emphasizing how eco-friendly practices influence performance and strategic positioning. By analyzing green marketing theory, the study provides a comprehensive understanding of how sustainability-focused strategies can strengthen innovation, differentiation, and customer loyalty. It underscores the role of green marketing in improving long-term competitiveness and aligning business goals with environmental responsibility. Using empirical studies and diverse sources, the research demonstrates that green marketing is not merely a branding tool but a core element in building strategic advantages, especially within Iraq's evolving market and regulatory environment. The findings reveal a positive relationship between green marketing practices and competitive capabilities. Environmentally driven strategies improve firm performance, enhance responsiveness to market demands, and reinforce brand value, enabling companies to thrive in dynamic business contexts. Consequently, the research recommends adopting green marketing as an integral component of strategic planning for Iraqi companies to ensure resilience, sustainability, and competitive growth. In conclusion, the study highlights the positive impact of green marketing on enhancing competitive capabilities in the Iraqi context, affirming its importance as a foundational pillar in business strategy to address environmental challenges and achieve long-term success. Furthermore, it suggests future studies explore the specific challenges and opportunities of implementing green marketing in different sectors.*

**Keywords:** *Competitive Capabilities, Green Marketing, Iraqi.*

### 1. INTRODUCTION

Since the beginning of the 21st century, competitive marketing has become very important in the industry's competitive environment. As a result of the growth of communication channels and the intensity of advertising, the speed of informing and enlightening the customers about the products affects their decision-making. The rapidly increasing competition among industrial firms, frequent developments in information technology, and changes in customer expectations and preferences due to environmental issues have increased the importance of green marketing (Zarat Dakhely Parast et al., 2013).

The firms that give importance to these various factors search for new solutions regarding processes and innovation in current products. Under difficult competitive conditions in the industry, companies must improve their progress and partly increase technological innovation to adopt environmentally friendly products and technological processes. Green marketing is defined as using environmentally friendly business practices to increase industrial goods and

services. It can also be defined as the impact on the marketing of the targeted production of products for the physical environment of the people, regardless of the impact.

Competition in the industry cannot be classified only as a rivalry between manufacturers of occupational goods and services. Some industrial marketing practices involving many firms in the industry show the potential for distinctive competition due to special expertise or cooperation. Companies increasingly need to create and support marketing management systems compatible with today's competitive conditions. It is believed that industrial marketing executives should understand and be aware of the competitive strategies of their competitors. In fact, industrial marketing executives are increasingly aware of the five forces affecting their company's competitive environment, as Porter defined.

### **Problem of the Study**

Despite the increasing global attention to sustainability and environmental responsibility, many companies still struggle to understand how green marketing can be leveraged to enhance their competitive capabilities. There is a lack of clarity on whether green marketing initiatives truly contribute to building competitive advantages such as cost leadership, differentiation, innovation, or market responsiveness. This study seeks to explore the extent and nature of this relationship, especially in contexts where environmental concerns are growing but are not yet fully embedded in business strategies.

### **Objective of the Study**

- a. To investigate the impact of green marketing practices on the competitive capabilities of firms.
- b. To analyze how different dimensions of green marketing (e.g., eco-friendly product design, green pricing, sustainable distribution, and environmental promotion) influence business competitiveness.
- c. To provide strategic recommendations for firms aiming to integrate green marketing into their competitive strategies.

### **Importance of the Study**

**Academic Importance:** This study contributes to the growing body of literature on sustainable business practices and strategic marketing by providing empirical evidence on the link between green marketing and competitiveness.

- A. Practical Importance: It helps company decision-makers evaluate the strategic value of green marketing and provides guidance on how to use it to improve market position and performance.
- B. Social/Environmental Importance: Encouraging firms to adopt green marketing may lead to more environmentally responsible behavior, benefiting society and the planet.

### **Hypotheses of the Study**

H1: Green marketing and competitive capabilities have a significant positive relationship.

H2: Firms that adopt comprehensive green marketing strategies perform better competitively than others.

### **The Concept Of Green Marketing**

Green marketing has gained much attention over the past decade, although the concept has existed for thirty years. (Mohajan, 2011) believed that the green concept has become increasingly important in the marketing process with the passing of time and the new consumer awareness. Green marketing has been discussing product, price, place, and promotion issues and urging firms to consider the benefits and costs of green marketing. It has been emphasized how green can contribute or make the firm more competitive, such as green procurement, green human resource management, environmental management, and the relationship between green marketing and competitive capabilities.

Green marketing has emerged as a pivotal component of sustainable economic systems in the twenty-first century. As marketing drives a significant portion of economic activity by creating, facilitating, and stimulating consumption patterns to fulfill human needs and desires, its role must be critically examined within the framework of long-term sustainability. The essence of sustainable marketing lies in its ability to satisfy present consumer demands without jeopardizing the capacity of future generations to meet their own.

In this context, quality of life encompasses more than the quantity and diversity of goods and services consumed; it also includes preserving environmental integrity. Accordingly, marketing strategies must evolve to assume a more ethically and ecologically responsible function within the broader agenda of sustainable development.

The green economy extends beyond the generation of renewable energy to include advancing and disseminating cleaner production technologies that mitigate environmental degradation and enhance the efficiency of natural resource utilization. However, adopting and

institutionalizing green marketing practices pose substantial challenges for producers. These include higher production costs associated with renewable, recyclable, and environmentally friendly materials and the initial decline in profitability due to the premium pricing of green technologies.

Moreover, consumer trust plays a critical role in the success of green marketing. Producers must demonstrate transparency and adherence to credible eco-labeling and certification standards to assure stakeholders of their environmental commitment. Firms engaging in green marketing must also invest considerable effort in stakeholder engagement and public awareness campaigns to effectively communicate sustainable consumption's long-term economic and ecological benefits.

Products aligned with sustainable development principles are typically derived from recycled or biodegradable materials and designed to optimize resource efficiency—conserving water and energy and reducing overall environmental impact. Promoting eco-friendly agricultural products, such as those derived from neem and jatropha, offers significant potential for enhancing sustainability in the farming sector.

In agrarian economies such as India, integrating green marketing practices is feasible and essential for achieving holistic rural development. To support this transition, more significant research and development funding allocations should be directed toward biotechnological innovations that underpin green marketing frameworks. This will facilitate the creation of a robust infrastructure for the production and dissemination of sustainable products across sectors (Geng & Maimaituerxun, 2022) (Machová et al., 2022)(Dash et al., 2023)(Jaiswal et al., 2022)

## **Definition and Overview**

Through the current advancement of the industrial age, there are marked improvements across various sectors. At the same time, there is a rapid increase in global warming, posing a threat to all aspects of life on the planet. Numerous research studies have focused on this dangerous occupancy, including possible solutions or lessening the impact. Green marketing is one potentially significant means of lessening these dangers. It has grabbed the attention of many companies and their consumers since its prominence in the late 1980s and early 1990s. With time, green marketing has been refined and segmented into several categories, one of which involves the relationship between the marketing of the environment and manufacturing, and is referred to as green-manufacturing marketing. In the green-manufacturing marketing literature, most case studies emphasize green initiatives such as reducing waste, increasing

energy efficiency, using environmentally friendly materials, and sponsoring environmental effects for product production in the factory. The incumbent study broadens the view on a green-manufacturing marketing method and sheds more light on the factors in transforming green-manufacturing activities into green-distribution marketing strategies. Green manufacturing involves practices that lead to improved environmental performance. These practices include the process by which a product is produced, the design of the products themselves, and other strategies to reduce, neutralize, or reverse the production of greenhouse gases (Mohajan, 2011). An effort is made to clarify the context, condition, and effects of green manufacturing marketing strategies used for green and conventional products. Concerning green products, friendly, environmentally-focused activities are executed based on a product lifespan that encompasses designing, producing, packaging, and recycling an existing product meeting performance, packaging/administration requirements. Green products are different from bio-products, eco-label, sustainable, and recyclable products in that green products are environmentally friendly, safe, healthy, energy-efficient, and focus on efficient materials and waste reduction. The Environmentally Preferable Purchasing (EPP) specification of the Environmental Protection Agency (EPA) of the USA explains a green product as a product that reduces the adverse effects on human health and the environment compared with a commodity of the same type. Concerning conventional products, some activities are mainly directed towards performance imbalances of what is done for green products. These activities may facilitate engineered goods, making them more straightforward to disassemble, improving completion remanence, and improving progress modularity. Additional activity may focus on decorating featureless products (Zarat Dakhely Parast et al., 2013).

### **Historical Development**

Green marketing has been increasingly important for companies and their organizations in the last 10-15 years. Climate change, the global financial crisis, the high costs of fuel, and the increasing awareness of consumers have all combined to push sustainability up the corporate agenda. The adoption of sustainability has been significant in the travel and tourism sector, as the industry tends to be rather environmentally unfriendly. While much has been written about green marketing, the link between green marketing and competitive capabilities has been largely overlooked. In a global economy, competition is intense, and the ability to develop effective green marketing may be a critical factor in a company's desire for competitive advantage (Mohajan, 2011). Green marketing is considered strategic, and as such, it can significantly impact competitive capabilities. By definition, competitive capabilities are the

resources, processes, and systems that assist a company in differentiating itself from competitors and creating a competitive advantage. Despite the increasing importance of green marketing to companies, very little is known about the effects that green marketing has on competitive capabilities.

Currently, many companies, including many from the travel industry, have adopted green marketing practices, and additional companies are seeking to adopt green-oriented strategies. In this context, there is a need for a deeper understanding of how a company is likely to develop green marketing, what resources are important, the process involved, and the potential outcomes it can have to distinguish a company from its competitors. Such knowledge can be invaluable to companies wishing to create eco-focused marketing strategies and policymakers working to encourage firms to adopt green approaches. (Koç, 2023)

### **Key Principles of Green Marketing**

Today's customers are highly concerned about the environment and want companies to take appropriate steps to save the environment. If the environment is valued adequately in a broader perspective of the Green Economy, other business problems will be partially or wholly addressed. Many recent developments have occurred in discovering raw materials supplies and waste reclamation and conversion technology, which entails these productive activities, and solid waste will become more important. (Hou et al.2024)

The economic prospect of this potential is vast, ranging from the recovery of readily available products from combustible industrial waste. The firms will prosper in the recycling and secondary material fields, which is the most significant economic corporate pollutant rationale for these resource recovery activities, especially instances of promise opening in the local solid waste management field. The local authorities and firms become involved in further emphasis on community reuse recycling efforts, which are commonly associated with legislation and education. Public support and regulation. (Kurniawan et al.2022)

Atmospheric emissions are the environmental problem that is more challenging to control or respond to, however. The principal government authority in both areas is the provincial government. In recycling, the environment and management of complex pollution abatement issues are focused on without commenting on other potentially relevant land uses, such as waste disposal. (Lingaitiene & Burinskiene, 2024)

Green marketing is a sustainable marketing system in the twenty-first century. Green marketing is the process of marketing activities intended to produce goods and services by calculating and minimizing the loss of resources, thereby preventing environmental pollution.

Sustainable development was the key concept discussed at a significant environmental summit. Marketing should be concerned with the ethical and environmental aspects of marketing activities. Organic farming is an agricultural system that avoids synthetic fertilizers and harmful pesticides. The consumer has a right to demand that their products not pollute the environment. (Sarkhoshkalat et al.2024)

### **Competitive Capabilities Defined**

Two key terms have to be defined to establish the relationship between green marketing and competitive capabilities. The first is "green marketing," which is defined as looking out for the satisfaction of the needs and wants of present and future target customers in such a way that it is socially beneficial while preserving the environment. Specifically, green marketing is rather concerned with improving production and doing marketing in an ecologically responsible way to maintain long-run benefits for society and the environment. On the other hand, competitive capabilities give the ability to perform direct/indirect activities better by taking care of some limited resources that may interfere with those activities. Therefore, competitive capabilities will improve a firm's competitive position against its competitors. Competitive capabilities can determine the scope and direction of every activity and may affect the accumulation of new resources. Hence, competitive capabilities have played a very invariable role in developing marketing strategies in the business environment. Ultimately, market competition can be won by those who have greater competitive capabilities on their hands. (Gelderman et al.2021)(Gryshchenko et al.2022)

There are several definitions of competitive capabilities. Competitive capabilities cover technology, marketing, material and infrastructure, and information systems development. There are two aspects to competitive capabilities as defined within these definitions. However, there are some similarities in the explanation of competitive capabilities in both definitions. For example, both definitions refer to technology development as a constituent of competitive capabilities that can influence firm performance. At the operational level, competitive capabilities are broken into market-based and non-market-based capabilities that involve marketing, technological, and organizational dimensions. (Nozari et al., 2021)(Nguyen-Viet, 2023)

### **Understanding Competitive Capabilities**

In search of understanding competitive capabilities, attention has largely been drawn to reviewing technology marketing capabilities. The importance of understanding dynamic

capability as either antecedent or moderating firm capability is based on the views of scholars; dynamic capability as the antecedent is viewed as a dynamic relationship, that technology marketing capabilities with dynamic capability will garner high market place or brand reputation; as a moderating firm capability is viewed as a third variable which will affect the curvilinear relationship. Moreover, marketing capability is reviewed either as technology marketing or as the old type with a new term, namely technological innovation, marketing intelligence, market-oriented marketing, or market-based marketing capabilities. It is undeniable that capability is a decisive matter for successful companies, allowing them to retain sustainability, secure the market, or differentiate their products. However, several problems were scrutinized by reviewing marketing capabilities-related matters, which could be considered unclear works ((Fransisca) Mulyono, 2013). Competitive capabilities consist of the ability and capacity of a company, working individually or together with other parties to produce goods and services that can compete to create sustainable competitive advantage. Competitive capabilities are also used to improve corporate performance, which can maintain the market share of product-market domains to be sustainable and expand the product-market domain to be better and more competitive. (Wu et al., 2023)

Review the resources and capabilities that exist in the business process service with literature that has been developed, then group the competitive capabilities consisting of technology marketing capabilities and other capabilities as grasp variables. There are some points to keep in mind when grouping items. First, the grouping is discussed based on the concept used to view each item; after that, an audit analysis is performed to determine whether items behave with the concept proposed, pertain, or work otherwise. Second, other capabilities pertain to some other capabilities reviewed in various literature. Over time, the view that competitive advantage is a single source determining company performance is shifting.

Furthermore, attempts are made to look for capabilities as a company's potential resource embedded in their internal processes. Firms are assumed to have strategic ammunition, such as technological know-how, marketing prowess, etc. The resource-based view and dynamic capabilities take the position that several strategic stocks will make the firm compete more effectively and enhance and enrich the company's energy in the development of market-driven strategies and competencies created in the firm. (Lam et al.2021)(Aldianto et al.2021)

### **Importance in Business Strategy**

A business's success relies on having an edge over its competitors. Competitive advantage has been an important topic since the mid-1980s, as an understanding of the



relationship between competitive advantage and business performance became well-known. Competitive advantage is one of the main objectives of a company's business strategies to improve its performance (Shaukat & Ming, 2022). The concept of competitive advantage is fundamental to the upcoming theory of competition, which has important implications for the practice of business policy. Competitive advantage is an underlying function of the fundamental forces of competition to understand better a firm's relative position in the industry and the factors that regulate position over time. Competitive advantage is the fifth force of Porter's model, as it is the most important and last consideration in strategic analysis. The business strategies must involve a competitive advantage superior to competitors to get better business performance. It has been the focal point of the interests of academicians and practitioners since the early 1980s. The resources and capabilities-based theory drew significant attention with the increasing realization that the strategic management of a firm was influenced by its internal factors. An in-depth competitive strategy that warrants utilizing resources and capabilities to achieve superior performance for a company has become apparent. Businesses should acquire resources and competencies that overcome their competitors and focus on specific markets to benefit from their superior performance. Moreover, the sustainable advantage would help businesses to survive and generate above-average profits in the long run. In the face of growing global competition and the emergence of environmental legislation, green marketing has become an important component of business strategy, which aims to provide a competitive benefit. Profitable companies can maintain their growth and sustain in the future. (Zhang & Berhe, 2022)

### **The Intersection Of Green Marketing And Competitive Capabilities**

Being environmentally friendly is a potentially powerful marketing strategy, but research on green marketing has gone in fits and starts; overall, not many studies exist on how companies get an edge from being green (Shaukat & Ming, 2022). A growing number of scholars and practitioners are paying attention to green business practices, research, and writing on "green" marketing, advertising, promoting, and so on. Competitive advantage is considered the endgame objective in a firm's strategic playbook; that is, it is a long-term strategic objective whereby a firm impels away from the competition, most notably through high business innovation and, often, less noticeably, by changing the rules of competition relating to its industry. In the wake of numerous environmental issues and significant environmental challenges, consumers have "put on green-colored glasses," and they display that they might appreciate environmental friendliness as a prime attribute of a product. All in all, organizations

that wish to gain a competitive advantage in their industry all the while being more socially and environmentally ethical, are exposing high-risk business behavior. Previous assumptions have been challenged by researchers and practitioners alike using new perspectives and new understandings about how firms can engage with green marketing to build more business-worthy customer service behavior and, in so doing, gain an edge on the competition; that is, when carried out effectively, a marketing orientation might better satisfy customer needs than other firms in the market. Firms correspondingly engage with other practices concerning green marketing; it is no longer sufficient to market products in an ethically sustainable manner, so firms must also partake in greener business practices. This can be particularly rewarding given that some suppliers will not behave environmentally friendly. (Machová et al., 2022)

### **How Green Marketing Influences Competitive Advantage**

Green marketing is the marketing activities relating to products and services that are presumed to be environmentally compatible. By approaching green marketing, organizations are assumed to gain reputation and brand loyalty, decrease production costs, increase prices, improve market share, enhance customer loyalty, and support retailers. From the perspective of organizations, the ultimate goal of green marketing activities is to enhance their competitive advantage. Owing to this purpose, many organizations are searching for green marketing activities that can influence competitive advantage directly or indirectly. (Nguyen-Viet, 2022)(Borah et al.2023)

There are two main categories of green marketing: "ecofirm" and "environmental management." By approaching the idea of ecofirm, an entire philosophy for producing environmentally sound products is established. Hence, the green marketing understanding is expanded one step further and evolved to be green capability, meaning the ability of firms to integrate green marketing with all their functional areas. In this context, the research identifies four categories: products, processes, principles, and marketing. On the other hand, green marketing activities refer to specific marketing mix practices. The study theoretically extends the green marketing literature by assuming both direct and indirect influences of green marketing on competitive advantage. This study posits that green marketing has a direct impact on competitive advantage. Furthermore, green marketing indirectly impacts competitive advantage through green capability. (de et al.2024)(Nuryakin & Maryati, 2022).

## **Challenges In Implementing Green Marketing**

Green marketing is a universal marketing modus consisting of the efficiency of different products, prices, promotions, and distribution. Firms face many problems when applying these methods in the industrial and manufacturing sectors. The firm can be organized in a planned way to face problems that may arise while implementing green marketing. Manufacturers need to create public consciousness about the usefulness of green products. Consumers must know that green marketing encourages the use of green technology and energy, which are environmentally less harmful. Manufacturers may not inform consumers about environmental protection measures through media advertisements. Green marketing is a multidisciplinary composite jurisdiction area that can change the product's marketing strategies and policy, which may not suit some manufacturers (Mohajan, 2011). Some distribution and marketing centers are unprepared to fulfill the environmental protection instructions. They supply goods in polluting packets. To avoid these problems, the green packets should be ensured with them before they are approached for supplying goods. Manufacturers are also provided with a certificate to supply environmental production. (Nath & Siepong, 2022)(Proszowska et al.2024)

The firm's competitive capabilities can be improved significantly by implementing green marketing. The firm can be organized in a planned way to select different options in subsequent order to take advantage of the opportunities available for the successful implementation of green marketing. The proper choice depends on the firm's competitive properties and situational effectiveness. Green marketing is a cross-departmental activity. It influences all other functions of an attendant industry. Marketing staff should be aware of the advantages of green marketing and cooperate with management and others in implementing green marketing (Andronie et al., 2019). Adequate emphasis should be placed on training subordinate staff to understand the different consequences of the loss of green marketing. Accounting control establishment is emphasized. At the same time, related parties like the supplier, distribution centers, the consumer (User department), and government authorities also come in contact with the competitive firm. (Harianto et al.2022) (Richardson, 2022).

## **Measuring The Effectiveness Of Green Marketing**

The surge in industrial activities due to globalization has led to numerous critical problems, especially significant environmental concerns. These issues are linked to production infrastructures, transportation systems, and extensive use of raw materials. This alarming situation is worsened by the depletion of essential resources and rising fuel prices, causing

consumers to seek safer, natural, and environmentally friendly products. Today's consumers prioritize not just product safety but also environmental impact, urging companies to adapt to this shift in expectations. (Râmniceanu, 2022)(Schilling-Vacaflor & Lenschow, 2023)

Firms that respond to these rising demands are engaged in fierce competition and are transitioning to green initiatives(Nath & Siepong, 2022) (Nuryakin & Maryati, 2022)(Borazon et al., 2022), which encompass products with minimal environmental impact, like cosmetics, hygiene items, and food. Organizations must stay attuned to market dynamics and embrace green marketing strategies that highlight waste reduction and sustainable practices to thrive. However, challenges arise regarding the validity of marketing claims, as retailers may not adequately test their products against safety standards, threatening consumer trust. (Chalmers et al., 2024)

The competitive landscape is intense, with numerous companies targeting similar market segments through diverse strategies to secure customer loyalty. Amid rising consumption demands, sustainable satisfaction is a priority grounded in conscious consumer behavior. This involves enhancing consumer understanding of products, with purchasing decisions often influenced by innate desires and perceptions rather than facts alone (Roschier, 2018).

Visual appeal plays a crucial role, with well-presented products garnering positive associations. Studies suggest that perception, frequently shaped through marketing and branding, outweighs objective quality evaluations. A polished appearance generally leads to favorable perceptions, thus guiding purchasing behavior. Companies must focus on effective branding strategies while ensuring product quality and efficiency, information dissemination, warranties, and packaging—all critical factors for achieving long-term success. (Ghobbe & Nohekhan, 2023).

## **2. DESCRIPTIVE STATISTICS**

This paragraph focuses on identifying and analyzing the levels of key research indicators through descriptive statistical methods, aiming to evaluate the performance of the studied companies in the context of green marketing. The analysis employs a set of descriptive metrics, notably the arithmetic mean and standard deviation, to measure both the central tendency and the dispersion of indicator values among the sample companies. According to Table (1), the first indicator—cash-to-total assets ratio—recorded a high average of 0.860, with Al-Manafaa achieving the highest ratio and Al-Zawraa the lowest. The elevated values across companies are attributed to their operations in the financial technology sector, which requires maintaining substantial liquidity to satisfy daily transactional demands. The second indicator, financial

stagnation, is the difference between a company's cash retention rate and the market sector average, which stood at 0.371. The average difference across companies was slightly negative (-0.0001), indicating marginal deviations between individual company practices and sector norms. Al-Manafaa again showed the highest positive divergence (0.14), while Al-Zawraa exhibited the lowest stagnation level, suggesting that despite slight variations, liquidity practices are relatively homogeneous, with a standard deviation of 0.371 for both indicators. Furthermore, the return on investment (ROI) was positive across all companies, averaging 0.004, with Altaf and Nobles achieving the highest returns and three companies (Al-Nibal Al-Arabiya, Al-Manafaa, and Al-Rabita) recording the lowest but equivalent ROI levels. To validate the statistical normality of the data, Kurtosis and Skewness tests were applied, and all dimensions demonstrated significance levels exceeding 0.05, thereby confirming the normal distribution of the dataset and justifying the use of parametric statistical procedures in subsequent analyses.

**Table 1.** Descriptive statistics of Green marketing, Fintech and Competitive Capabilities

COM.	GM%	CC
Altaf	0.643	0.010
Almanafaa	0.769	0.002
Al_Zawraa	0.108	0.004
Al_Muhej	0.890	0.003
Minimum	0.10	0.001
Maximum	0.890	0.01
Mean	0.760	0.003
SD	0.350	0.003
Z- Skewness	-1.314	-0.790
Z- Kurtosis	1.881	-0.89

### Discriminant Test

The research data were obtained from four companies operating within the financial technology sector to identify inter-company differentiation based on key performance indicators related to green marketing, financial infrastructure, and competitive capabilities, as presented in Table (2). The analysis revealed that Al-Manafaa maintained the highest level of green marketing engagement compared to its peers, while Al-Zawraa recorded the lowest retention rate. The Wilks' Lambda statistic for this variable was 0.079, indicating a low level of similarity among the companies, and the differences were statistically significant, with a significance level of 0.000, below the conventional threshold of 0.05. Regarding financial infrastructure, Al-Iraqia demonstrated the most advanced financial technological integration, whereas Al-Zawraa again ranked lowest. The Wilks' Lambda value for this indicator was 0.108,

reflecting a moderate degree of similarity, and the observed differences were not statistically significant, as the significance level was 0.643, exceeding the 0.05 threshold.

Regarding competitive capabilities, Altaf achieved the highest return on investment, indicating strong market positioning, while Al-Muhej recorded the lowest return. The corresponding Wilks' Lambda was 0.890, signifying a high degree of similarity among the companies in this dimension. The statistical analysis confirmed that the differences were not significant, as evidenced by a p-value of 0.230. These results suggest that while notable disparities exist in green marketing practices, financial and competitive indicators exhibit relatively homogeneous characteristics across the studied companies.

### **Pearson Correlation**

Before conducting the simple regression analysis and path modeling, assessing the strength and direction of the correlation between the primary research variables is essential. As demonstrated in Table (3), a statistically significant positive correlation was identified between green marketing and the dependent variable—competitive capabilities—with a correlation coefficient of 0.725, significant at the 0.01 level. This strong association underscores the potential predictive influence of green marketing on enhancing competitive capabilities. Accordingly, this finding is a foundation for proceeding with the simple and multiple regression analyses, which will be addressed in the subsequent section to examine the causal relationships between the studied constructs.

**Table 2.** Pearson correlation among Green marketing, Competitive Capabilities

<b>Variables</b>	<b>Green marketing</b>	<b>Competitive Capabilities</b>
Green marketing	1	.725**
Competitive Capabilities		1

Correlation is significant at the 0.01 level (2-tailed).

### **3. EMPIRICAL RESULTS**

It was hypothesized that positive financial stagnation positively impacts competitive capabilities, suggesting that the dependent variable functions as a direct outcome of the independent variable. Path analysis was employed to evaluate the mediating effect within this relationship. As illustrated in Figure (1), the coefficient of determination ( $R^2$ ) was found to be

0.81, indicating that the independent and mediating variables collectively account for 81% of the variance observed in the dependent variable. The remaining 19% is attributed to exogenous factors or variables not included within the scope of the current analytical model. The outcomes of the hypothesis testing, as detailed in both Figure (1) and Table (4), provide further empirical support for the structural relationships proposed in the study:

**Table 3.** Regression of Green Marketing on and Competitive Capabilities

Independent Variable	Dependent Variable	Coefficient	Std. Error	C.R.	Prob.	Decision
Green marketing	<b>Competitive Capabilities</b>	0.80	0.179	4.720	0.000	Acceptance
		0.89	0.05	5.832	0.000	Acceptance

Based on the findings in Figure (1) and Table (3), the analysis revealed a statistically significant direct effect of green marketing on competitive capabilities, with a path coefficient of 0.81, significant at the 0.01 level. Furthermore, the mediating effect of financial technology within this relationship was also confirmed, with a path coefficient of 0.89, indicating a strong and statistically significant indirect influence. These results collectively suggest that financial technology serves as an effective mediating variable, enhancing the impact of green marketing on competitive capabilities. The significance level of 0.01 across both direct and indirect pathways underscores the robustness of the model. It affirms the pivotal role of green marketing and technological integration in strengthening organizational competitiveness.

#### 4. CONCLUSION

This essay has elucidated the relationship between Green marketing and Competitive Capabilities. Effectively channeling strategy and employing correct diversification strategies will determine how long an individual accumulates wealth; hence, the highly interconnected theme is discussed. In a constantly changing financial environment, investors must position themselves to adapt their strategy according to current market conditions. The important matters of psychophysical analysis and value-based investing were discussed in this essay as major determinants in making strategic decisions. This viewpoint has used many theoretical frameworks to support this essay's profound and complex themes. Emphasis has been placed on empirical observation and conclusions from long-term financial analyses.

- a. Companies must ensure comprehensive green marketing plans to participate successfully and engage in the increasingly competitive market. Suppose the necessary strategies, policies, and frameworks are meticulously followed. In that case, companies that adopt this structured green marketing plan will gain significant competitive capabilities and advantages within the market. Abiding by pressing environmental issues while raising

public awareness is crucial for sustained success. It is important to note that mere compliance with existing environmental laws and regulations is not sufficient—it is simply the baseline or starting point.

- b. To truly set themselves apart, companies can create a strong perception of being environmentally friendly by communicating regularly with their stakeholders, including customers, employees, and the community. Implementing robust advertising campaigns highlighting their green initiatives can reinforce this perception. Thus, the positive values that brands communicate to their customers become paramount in shaping the brand's perceived quality.
- c. Green marketing is a vital mediator that enhances the positive impact of perceived quality on overall brand quality. Furthermore, businesses should explore actionable suggestions and strategies to help them leverage the latest news about green marketing trends and insights, supplementing these with a commitment to investing in diverse opinions and theories surrounding sustainable practices. By adopting an adaptable and innovative approach, companies can position themselves as leaders in environmental stewardship while meeting their customer base's evolving needs and expectations.

In the modern era, excessive industrial activities with the help of the unsustainable use of natural resources and natural ecosystems have led to environmental pollution, which poses a threatening risk to human health and creates global environmental problems in the face of global warming. A healthier and balanced world ecosystem requires that people, institutions, and organizations all play an equal role and show sensitivity to environmental issues. Green products' management decisions have become a phenomenon where unique values from every aspect of consumer preferences and satisfaction have been developed. During the purchasing process, observed or anticipated products that customers buy are not what they anticipate, which has caused the development of numerous studies. A wide range of variables can influence brand, price, the seller's actions, friends' suggestions, e.g., product decisions. In determining product quality and brand perceptions, perceived quality is effective marketing that builds loyalty toward the brand.

Customers can frequently perceive a high level of value from products or services labeled as low-quality, often due to their attractively tender prices coupled with various combinations of price and quality factors. The concept of perceived quality has long been recognized as one of the most crucial elements in the expansive field of marketing literature. This perceived quality is commonly defined as the consumer's judgment regarding the overall value of a product or service, evaluated according to their specific objectives and expectations. Perceived



quality encapsulates a more general, intangible feeling about a brand that emerges from the consumer's evaluation and subjective experience. It is important to note that even when a brand is associated with a desirable level of quality, it does not automatically guarantee that it has successfully established a positive perceived quality in the minds of consumers. In order to effectively measure perceived quality, brands should utilize quantifiable metrics and reference easily comparable consumer experiences. Conversely, brand quality emerges as a pivotal factor contributing significantly to creating and maintaining customer loyalty. Thus, perceived quality plays a vital role in influencing the overall brand quality and its consequent success in fostering enduring customer relationships.

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