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Factors affecting sustainable marketing on small business in the northern region of Iraq

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Abstract. Sustainable marketing is the promotion of environmental and socially responsible products, practices, and brand values. The main objective of this study is to investigate the factors affecting sustainable marketing on small business in the Northern-Iraq. The sample of the study includes all the workers in small businesses. The targeted sample size of the study is 400 workers who are selected randomly. A questionnaire was planned and used to record data based on a five-point Likert scale that incorporates the workers' characteristics regarding the sustainability factors. In the study, pre-prepared questions were conducted face-to-face with employees and managers of small businesses in 2017. The data were analyzed by using descriptive statistics and Chi-square test. The outcomes demonstrated that the effective factors that sustainable marketing the workers in the small business are following the multidimensional structure of mental and sociological issues and perceiving every one of these undertakings and acing them and proposing and submitting arrangements make the errands and duties of the managers more difficult. Research included "Gender", "Education", "Extreme poverty "Attitudes and beliefs", "Government intuition" and "Law", a significant role in supportable promoting in an independent company.

Keywords. Sustainable Marketing, Small Business, Chi-square test, Northern- Iraq

1. Introduction

Marketing has persistently evolved since the beginning, from the casual marketing practices of pre-mechanical craftsman's through to the sophisticated social media and relationship-based marketing in the 21st century. Amid the principal of the vital portion of the twentieth century, marketing scholarship evolved from the investigation of how to effectively sell and disseminate items to consumers, to progressively sophisticated efforts to research and to develop products and understand consumers and services to meet their needs. Amid the 1970s what is often alluded to as the 'modern mainstream marketing' emerged based on a 'marketing philosophy' centering company's endeavors around the necessities and needs of the client as the way to convey benefits and development (Van Dam, and Apeldoorn, 1996). It likewise accentuated research to comprehend the client and the marketing condition, which then allowed the effective targeting of a customized 'mix' of marketing variables at particular market portions. In any shopper society, most of what we consume will have been marketed to us. Not

simply the products and ventures that we connect with the notion of ‘consumption’, yet additionally the general population administrations, we utilize, the charities we patronize, the government officials, we vote in favor of, the places we visit and even the institutions and ideas that we consider as a major aspect of our general public. There will be special cases of this, for example, when people grow their very own nourishment, generate their own energy, or make their own furniture or entertainment. In poorer nations utilization on a self-sufficiency and barter basis outside the formal economy might be the standard for some nationals. Within consumer economies anyway, our utilization is encouraged and influenced by marketing thinking, processes, and practices, and therefore marketing sometimes takes the blame for the unsustainable idea of our utilization (Fuller, 1999). Regardless of this, marketing can assume an essential job in developing more sustainable systems of production and utilization inside our societies in the future. The term ‘Marketing’ can refer to an academic discipline, a business procedure, or a management philosophy an organizational function or division. The focal point of these is the client. Consumers’ incredible discontent and successive dissatisfactions are also caused by aggressive sales. Dealers are blamed for carrying out commercial activities in a prominent way, persuading clients to buy products or services they didn't intend to purchase (Miller, 2009). The most troublesome issue for the individual buyer is the usage of the alleged arranged out of date quality strategy. We ought to likewise take note of that the feedback of promoting is figured not just in connection to exercises went for individual customers. Marketing is blamed for hurting society as a whole. In the configuration that it is presented in developed nations, marketing is blamed for creating false needs, energizing avarice, and even inciting communities to over-consumption and realism. Furthermore, it examines the evolution of sustainability in marketing alongside the ideas of sustainability marketing and sustainability marketing strategy. Sustainability is an issue going up against all marketing today, regardless of their size or place in the commercial center. Progressively, businesses are finding that grasping sustainable practices leads to a better corporate culture, more solid items, and greater long-haul profitability. Sustainability is one of the most up to date degrees that attempts to bridge social science with civil municipal building and environmental science with innovation without bounds. The overall objective of this research is to decide whether sociological factors influence sustainable marketing (Middleton, and Hawkins, 1998).

2. Methodology

To obtain the necessary data for the study, a questionnaire survey has been designed particularly for this purpose collected through the workers of province North, Iraq during 2017. Therefore, the sample for the study consisted of 400 workers in a small business. Data collected by administering the research instrument were analyzed in line with each research question and hypothesis. Descriptive statistics (such as frequencies and percentages) were used to answer the research questions. Chi-square was used to analyze the hypotheses. The SPSS program was used to run all the analyses for the study.

3. Results and discussion

The distribution of the respondents according to gender, marital status, education, position, and language is presented in Table 1. The finding revealed that the majority of the respondents (73%) were male, while the remained 27% were female. In any case, proposes the opposite that sexuality and characteristic learning are interrelated in light of the way that men are more open to ecological data than women (Chhabra, 2010). The results of marital status portrayed that nearly 44% of the employees are married and 56% are single. Certainly, some

employees apply these desires to married individuals and guardians too; that is, some employers may penalize all employees (regardless of parents or marital status) who cannot carry out their work commitments without some convenience (Hunt, 2011). According to the results, 66% of the respondents have degrees of high school or less, while the remained 34% are occupied by the employees that have a degree of bachelor or master. This can be explained due to the posting requirements of education, as some posts require a diploma degree, other higher posts require a bachelor's degree, while most top management posts require a postgraduate certificate. Also, they seem to commit to ensuring access to higher education to those with the capacity, characteristics, and suitable capabilities to succeed. This brings up the issue of how to evacuate boundaries, specifically, budgetary requirements. One type of access is a commitment to adaptable and deep-rooted realizing, which can be exhibited through assigning greater value to the utilization of credit (Murphy, 2005). The output of job status represented that 48% of the staff is known as the financial manager. Also, 17% of the respondents had a general manager as their main job role. Others worked, for example on owner 9%, on HR manager 9%, and the manager just 7%, whereas 10% of respondents had been working in other positions. Besides, many staff employees are continuing education to getting a higher degree and participate in educational programs to have higher authority in their job. Table 1 shows that 41% of the respondents speak the Kurdish language and 59% of the respondents speak Turkish, Arabic, English, or other languages. As a result, employees, in addition to their mother tongue, also value other languages, so that they can be hired by foreign companies in their country, which means that they pay attention to employees and other people who are paying attention to them in other languages. According to survey results, 25.5% of employees have a salary of fewer than 500000 IQD, 46.3% of respondents earned between 500000 to 800000 IQD, and the rest of the 28.3% had a salary more than 800000 IQD. Besides, many employees earn a low salary, because it's not a long time they became employed, also a small percentage of respondents obtain a high salary due to their long years of service. Further, the average salary of employees is 588260 IQD.

Table 1. Socio Demographic Characteristics of Respondents in the Company

Variable		Frequency	%
Gender	Male	109	27.3
	Female	291	72.8
	Total	400	100.0
Marital status	Married	225	56.3
	Single	175	43.8
	Total	400	100.0
Education	Primary	75	18.8
	Secondary	95	23.8
	Diploma	95	23.8
	Bachelor	81	20.3

	Master	54	13.5
	Total	400	100.0
Position	Owner	36	9.0
	General manager	68	17.0
	HR manager	35	8.8
	Manager	27	6.8
	Financial manager	192	48.0
	Others	42	10.5
	Total	400	100.0
Language	Kurdish	166	41.5
	English	62	15.5
	Turkish	69	17.3
	Arabic	95	23.8
	Others	8	2.0
	Total	400	100.0
Income group (IQD/Month)	Less than 500.000	102	25.5
	500.000-800.000	185	46.3
	More than 800.000	113	28.3
	Total	400	100.0

The results in Table 2 show that 30.3% of employees disagree, and 21.3% agree that "extreme poverty plays a role in small business ". In addition, 31.3% of respondents are disagreeing, 39.8% agree about the "relationship between supply and demand in small business. The results showed that 17.8% of respondents are disagreeing and 46.8% agree about "attitudes and beliefs being important small business". In addition, 27.5% of respondents have disagreed, 44.6% agree about "learning in the small business". It can be seen in Table 2 that 23.0% of employees are disagreeing, and 43.3% are responding are agreeing "the laws to small business ". In addition, 26.5% of respondents are disagreeing, 48.5% agree about "the government intuition being important for small business.

Table 2 indicated that 24.5% of respondents are disagreeing, and 51.3% are agreeing about "notions have a role in the small business". Also, 32.3% of respondents are disagreeing, 41.6% are agreeing of "the role of value in the small business". On the other hand, 33.8% of employees are disagreeing, and 46.3% are agreeing "the user of the product in the small business". Society, social environment and environmental perspectives are regarded as critical factors for corporate sustainability in many studies. Government policies, corporate social responsibility, external environment, and so on will cause enterprises to gain sustainable

competitive advantage. In modern societies, the concept of sustainable development is based on three factors, which are **economic** development, environmental conservation, and social justice. The term sustainability is broadly used to indicate programs, initiatives, and actions aimed at the preservation of a particular resource (Kenning, 2014). However, it actually refers to four distinct areas: human, social, economic, and environmental - known as the four pillars of sustainability. A sustainable future is one where people can meet their needs without compromising the ability of people in the future to meet their own needs. This is the Brundtland definition of sustainable marketing (Meffert et.al, 2014).

Table 2. Classification table by sustainable marketing on small business variables factors

Variables		Frequency	%
Extreme poverty plays a role	Strongly Disagree	28	7.0
	Disagree	93	23.3
	Neutral	194	48.5
	Agree	51	12.8
	Strongly agree	34	8.5
The relationship between supply and demand	Strongly Disagree	27	6.8
	Disagree	98	24.5
	Neutral	116	29.0
	Agree	110	27.5
	Strongly agree	49	12.3
Trust in Attitudes and beliefs in the market stabilization	Strongly Disagree	16	4.0
	Disagree	55	13.8
	Neutral	142	35.5
	Agree	116	29.0
	Strongly agree	71	17.8
Advancing in learning market stability	Strongly Disagree	36	9.0
	Disagree	74	18.5
	Neutral	112	28.0
	Agree	107	26.8
	Strongly agree	71	17.8
Make rules (laws) for market stability	Strongly Disagree	20	5.0
	Disagree	72	18.0
	Neutral	135	33.8
	Agree	104	26.0
	Strongly agree	69	17.3

The government intuition being for market stability	Strongly Disagree	22	5.5
	Disagree	84	21.0
	Neutral	100	25.0
	Agree	108	27.0
	Strongly agree	86	21.5
Notions have a role in the market stability	Strongly Disagree	28	7.0
	Disagree	70	17.5
	Neutral	97	24.3
	Agree	124	31.0
	Strongly agree	81	20.3
The role of values in the important market stability	Strongly Disagree	49	12.3
	Disagree	80	20.0
	Neutral	105	26.3
	Agree	107	26.8
	Strongly agree	59	14.8
The using of the product in the market stability	Strongly Disagree	52	13.0
	Disagree	83	20.8
	Neutral	80	20.0
	Agree	116	29.0
	Strongly agree	69	17.3

Results in Table 3 indicate statistically significant relationships between the socio-demographic characteristics of respondents and the satisfaction of small businesses. The results reveal that there is a statistically significant relationship between "gender" and "the satisfaction of small businesses" ($P < 0.05$). According to a result, 40.5% of the male are satisfied, while 26.1% of employees dissatisfied with the small business. The relationship between "education" and "satisfaction" ($P < 0.01$) is significant. The majority of respondents, 21.0% are selected agree on the term of bachelor, also the same percentage of employee's neutral about sustainability affecting the market and small business. The results represented that the relationship "extreme poverty" and "satisfaction" ($P < 0.01$) is statistically significant. Moreover, the highest percentages of respondents, including 6.3% and 55.0% respectively strongly agree and somewhat agree about the extreme poverty, as well as the same percentages were observed in the columns of neutrality with small business. Also, the relationship is significant between "attitudes and beliefs" and "satisfaction" ($P < 0.0$). The results indicate that 47.0% of respondents were somewhat agreed about attitudes and beliefs while they accounted for 35.3% satisfied for sustainability affecting the market and small business. The results represented that the relationship between "law" and "satisfaction" ($P < 0.01$) is significant.

Moreover, the highest percentages of respondents, including 8.3% and 36.4% respectively strongly agreed and somewhat agree about “the law”, as well as the same percentages were observed in the columns of neutrality with the term of small business. Also, the relationship is significant between "government intuition" and "satisfaction" ($P < 0.01$). The results indicate that 43.1% of respondents were agreed about government intuition while they accounted for 26.0% satisfied for small business. Different results were observed as the outcomes are corresponding to the results of Jones (2008) observed political sustainable marketing is the investigation of creation and exchange and their relations with law, custom, and government. As an order, the political economy started in moral philosophy. The political circumstances of a country affect its economic setting and the economic condition influences business performance. This impacts factors like taxes and government spending and at last the economy.

Table 3. The association between the socio-demographic characteristics of respondents and the satisfaction of small businesses

Variables		Satisfaction on small business						χ^2	P-value
		Strong dissatisfied	Dissatisfied	Neutral	Satisfied	Strong satisfied	Total		
Gender	Male	7.9	18.2	33.3	13.7	26.8	100.0	10.478	0.033
	Female	5.5	18.3	49.5	10.1	16.5	100.0		
Education	Primary	4.0	13.3	49.3	1.3	32.0	100.0	49.382	0.000
	Secondary	6.3	23.2	41.1	7.4	22.1	100.0		
	Diploma	9.5	26.2	17.9	21.1	25.3	100.0		
	Bachelor	7.4	14.8	39.5	21.0	17.3	100.0		
	Master	9.3	7.4	48.1	11.1	24.1	100.0		
Extreme poverty in market stability	Strong disagree	3.1	28.0	41.4	17.2	10.3	100.0	32.92	0.008
	disagree	4.1	19.2	39.7	21.9	15.1	100.0		
	Somewhat agree	6.6	21.9	55.0	9.9	6.6	100.0		
	Agree	13.7	31.4	29.4	17.6	7.8	100.0		
	Strong agree	8.3	21.9	57.3	6.3	6.3	100.0		
Attitudes and beliefs in market stability	Strong disagree	13.8	13.8	31.0	31.0	10.3	100.0	37.60	0.002
	disagree	1.4	17.8	35.6	30.1	15.1	100.0		
	Somewhat agree	2.0	11.3	47.0	19.9	19.9	100.0		
	Agree	3.9	21.6	17.6	35.3	21.6	100.0		

	Strong agree	6.3	10.4	28.1	38.5	16.7	100.0		
The impact of the law on market stability	Strong disagree	17.2	24.1	24.1	31.0	3.4	100.0	36.95	0.002
	disagree	1.4	9.6	34.2	28.8	26.0	100.0		
	Somewhat agree	4.0	15.2	36.4	21.9	22.5	100.0		
	Agree	3.9	29.4	29.4	23.5	13.7	100.0		
	Strong agree	6.3	20.8	34.4	30.2	8.3	100.0		
Government intuition in the stability markets	Strong disagree	3.4	31.0	34.5	17.2	13.8	100.0	32.10	0.010
	disagree	12.3	16.4	11.0	28.8	31.5	100.0		
	Somewhat agree	3.3	22.5	29.1	23.2	21.9	100.0		
	Agree	3.9	19.6	19.6	43.1	13.7	100.0		
	Strong agree	5.2	19.8	29.2	26.0	19.8	100.0		

Conclusion

Sustainability marketing involves planning, implementing, organizing, and controlling resources and marketing programmers to address customer problems and needs. To achieve the goal of the organization, according to the laws of society and the environment, organizations are considered. Consequently, organizations must coordinate the marketing idea for sustainability to identify a marketing strategy that meets the needs of current or future partners and provides long working life. A combination of writing shows that the sustainable marketing model includes three criteria: social justice, economic profitability, and environmental protection. First, it determines the economic profitability of environmental marketing. The traditional marketing center under the control of the economic world is not inherently logical because it focuses only on economic gain. Based on empirical results, gender, education, attitudes and beliefs, extreme poverty, the state of intuition, the law of significant association with sustainable marketing, and small businesses are involved.

Small businesses must pay enough attention to the above-mentioned factors in order to be successful in productivity and advancing their goals, and have a market share to advance the government's goals in the economic field.

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