

Sustainable Marketing Performance and its Role in Creating Value to the Organization: a Case Study in Al-Kut Textile Lab

Hatem Kareem Mohammed

Business Administration, College of Administration and Economics, Wasit University, Iraq

Abstract: The purpose of this study is to discover the input of sustainable marketing in creating value to the organizations through employing its dimensions (innovative marketing, marketing sense of message, marketing to the customer, marketing to the value of marketing, and social marketing) and emphasizing their role. This results in a relationship between sustainable marketing and its role in creating value to any organization. This role is clarified through practicing social responsibility in marketing; it focuses on caring for both customers and society.

A sample selected from employees in Al-Kut Textile Lab has been conducted in order to achieve the goal of the study. The researcher has devoted the questionnaire as a method of data collection to accomplish the study and achieve its purposes. Sixty questionnaires have been distributed. The statistical application (SPSS v.16) has been used to analyze data. It has been found that Al-Kut Textile Lab is able to be adapted with marketing variables and to fulfill orders following thoughtful plans. The study recommends strengthening market researches to predict future needs of customers.

Keywords: Sustainable Marketing Performance, organization value, Al-Kut Textile Lab.

Introduction

Marketers face challenges concerning their ability to market their products. They have to fulfill their work at certain time in order to look for new opportunities to invest them in achieving marketing goals. This, in turn, requires implementing effective marketing strategies to select promising marketing opportunities in order to achieve marketing goals. Sustainable marketing is used as a major strategy to develop work, discover new opportunities, and invest organizations in a way to accomplish competitive advantage. Competitive advantage can be accomplished through necessary research and development operations to transfer ideas into products to achieve customers' requirements avoid failure in marketing; it can also be devoted to develop markets and create products according to recent and future need of customers.

The First Topic Sustainable Marketing

1. Definition of Sustainable Marketing Performance

Sustainable marketing gives a global perspective and a new vision directed towards sustaining markets in the 20th century. Marketing directed towards customers, on the other hand, concentrates on merging sustainability principles in marketing theory and marketing managers' decisions. Additionally, it helps in merging sustainability complications in marketing decisions through a structured step-by-step

26	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 5 Issue: 9 in Sep-2022 https://www.grnjournals.us/index.php/AJEBM
	Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/

approach. This includes analyzing social-environmental priorities to accomplish traditional researches of customers, integrating social, moral and environmental values in marketing strategy, creating a new combination of sustainable marketing directed to customers to replace outdated products, and analyzing the way marketing can go farther than responding to social change to contribute in the shift towards a sustainable society. Without taking the steps mentioned above into consideration, instead of dealing with them, marketing will continue pushing global crises that are caused by climate change, poverty, food shortage, oil depletion, and species extinction (Belz & Beattie, 2009:33).

The definition of sustainable marketing has been dealt with from different perspectives:

1. Dabija and Pop state that sustainable marketing performance is the process depending on the idea of integrating sustainability in marketing decisions as being one of the essentials from a marketing perspective. They consider sustainable marketing performance as being responsible not only for dealing with problems of society, but for sustainable marketing decisions that limit resources consumption and change consumer's behavior towards developing sustainability (Dabija & Pop, 2013: 393).
2. Charter et al. present sustainable marketing performance as a process that proactive organizations employ a number of steps towards achieving a higher level of sustainable integrated performance. This includes developing and spreading sustainability policy, accomplishing suitable social and environmental revision processes, setting goals, initiating work programs, customize sufficient resources, teaching and training, Controlling the development of sustainable work plan, developing measures of sustainable performance, integrating environmental and social information systems in controlling and administrative information systems, participating in environmental and social responsibility organizations programs, and aiding in building bridges between parties who have interest in environmental and social performance of organizations (Charter et al., 2002: 16).
3. Serbanica et al. believe that sustainable marketing performance is devoted by organizations to enhance economic, social, and environmental sustainability principles (Serbanica et al., 2015: 1012).

The researcher views sustainable marketing performance is a performance that focuses on responsible sharing in the organization to enhance sustainable development, instead of focusing only on providing high quality products in competitive prices. The organizations have to participate in creating a promising future as a result to their positive effect in society. This, in turn, cannot be achieved without sustainable organizations. Therefore, there are big changes in marketing decision making as managers have to take strategic and tactical marketing decisions that integrate economic, cultural, and social variables as well as saving the environment.

The Second Topic

2. Sustainable Marketing Performance Indicators

Measuring performance is described as a process to measure work effectiveness and efficiency. Effectiveness is the range that meets customer's requirements and efficiency requirements using the organization resources economically and meeting a previously stated level of customers' satisfaction (Neely et al., 1995:80). There is a continuous necessity to measure performance due to the transformations in the organizations competitive ability. Performance evaluation requires developing a sustainable system to measure performance. When the performance measurement system includes only an economic standard, adding sustainability will cover measuring social and environmental resources. Sustainability indicators evaluation has economic, social, and environmental dimensions. Indicators that are used to estimate performance are the following (Uysal, 2012:689):

27	<p>ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 5 Issue: 9 in Sep-2022 https://www.grnjournals.us/index.php/AJEBM</p>
	<p>Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/</p>

A: Sustainable Economic Performance Indicators

The organizations economic performance needs analysis and evaluation. Therefore, different techniques have been developed. Investors and organizations' desire is to find out if their organizations are able to enhance value and give them sufficient input. As a result, they employed quick and simple procedures to enhance performance. The main goal of most organizations is increasing market value on long-term. Experience and scientific sources give many methods to evaluate organizations performance. The use of any method depends on the situation in a particular market because performance variables change according to market development (Grunwald, 2007:318). However, most organizations use the traditional method that depends on considering the standard indicators for return on equity (ROE), return on assets (ROA), return of capital employed (ROCE), and return on sales (ROS). The indicators mentioned above are popular among managers because they make it easy for managers to find out and explain results. Contrastively, there is a gradual transformation towards using "value generation" to evaluate organizations performance recently. Specialized scientific sources provide various methods to measure value generation. Recently, economic value added (EVA) indicator has been widely used. Using traditional or modern financial indicators to measure sustainable economic performance of organizations is uninformative. According to Synek (2004), non-financial indicators should be used to evaluate long-term goals and each strategy alone. There should be a direct relationship between non-financial indicators and strategic long-term goals. Moreover, achieving indicators is equal to achieving goals. There should be clear definition to each indicator that enables us to discover desired and non-desired changes in the future. As a result to that, there is a problem in the ability to measure indicators (Kocmanova & Docekalova, 2011:204). Sustainable economic performance includes innovations that are initiated by partnership with suppliers, total sales, shareholders number, encouraging new investments, finding new jobs, total taxes paid, and competitive ability used with work minor variables to evaluate sustainable economic performance (Uysal, 2012:690). Salvado et al. mentioned that sustainable economic indicators deal with cost and productivity; therefore, organizations have to use resources to gain operating profit continuously, keep activities, and corresponding operating profit of medical profit cost with alleviating the suffering of affected population through respond to their humanitarian needs (Salvado et al., 2017:777).

The researcher viewed sustainable economic performance indicators as the organization ability to enhance productivity indicators and gaining profit continuously through perfect usage of resources, strengthening financial and competitive position, increasing sales growth, strengthening economic value added on long-term, encouraging innovations through partnership with suppliers, new investments, and competitive ability.

B. Sustainable Social Performance Indicators

Organizations social performance is the second dimension of sustainable performance side by side with the environmental variable. The social dimension enhances the organization economic performance on long-term. In other words, perfect economic performance provides a strong base to the environmental and social dimensions. Generally, organizations have to work usefully on occupational safety principles, workers' health, and human resources and the environment. The social dimension is significantly linked with human resources. For instance, a worker's performance can be evaluated economically depending on the amount of work he does at certain time. The efficiency of a worker's work can be measured depending on his productivity (e.g. tendency to work (quantitative and qualitative)). Socially, a worker is ready and able to perform perfectly and achieve perfect work efficiency. If he uses all his abilities, he feels self-realization and satisfaction as well as develops his personality. Important aspects of social performance include "occupational health and safety management system" and "safe factory program".

28	<p>ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 5 Issue: 9 in Sep-2022 https://www.grnjournals.us/index.php/AJEBM</p>
	<p>Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/</p>

The concept of organizations corporate social responsibility (CSR) concentrates on social aspects of sustainable development. Organizations can practice social responsibility in different dimensions following the organization discipline both geographically and culturally (Trnkova, 2004:74). Sustainable social performance indicators include training time, workers' innovative ideas/worker, workers' movements, registered accidents concerning provocation and violence/worker, registered accidents/worker, registered workers' complaints/worker, customers' complaints, part of the total sales invested in social projects/year, effective discipline management, effective compensation management, effective workers' selection and employment, organization openness towards the concerned participation in decision making, and institutional competency. Sustainable social performance is evaluated using minor variables in management system (Usyal, 2012:690). Salvado et al. believes that sustainable social performance indicators deal with suitable work effects, workers, population, region in which the organization works (Salvado et al., 2017:777). The researcher believes that sustainable social performance indicators mean that the organization has to recommend principles of occupational safety, workers' health, human resources and the environment, assessing workers' performance, measuring workers' efficiency through productivity, adapting organizations social responsibility, and investing in social projects that have public benefit.

C. Sustainable Environmental Performance

Recently, when the organization's goal is creating high market value, its management has to focus on all aspects that affect the environment. The organization should give a panoramic vision that covers its responsible environmental behavior. It has been found that environmental initiatives lead to economic profits. This leads to adapting clean technologies, making use of technologies that reduce the need to resources, and environmental management systems (EMS) such as (ISO 14001, Revision Plan (EMAS), etc. There are other technologies that can create secure enhancement in the organization's environment. The integration of quality management systems and the environment creates new opportunities such as reducing resources consumption and enhance relationships with outside investors including local communities and the authorities (Kocumanova & Nemecek, 2009:177-182). Sustainable environmental performance indicators also includes reducing waste, the number of ISO variables being developed, the number of facilities that use sustainable energy, effectiveness of reverse logistics system, training suppliers on environmental issues, the number of suppliers recommended in ISO 14001, the number of facilities that have units using carbon hydrofluorine energy (HFC), using recycled materials, organization effectiveness, the number of workers, and using minor variables to evaluate sustainable environmental performance. Salvado et al. believes that sustainable environmental performance indicators deal with the environmental impact; they try to make as much as possible use of natural environment or at least cause no damage to the environment (Salvado et al., 2017:777).

The researcher views sustainable environmental performance indicators as the organization's ability to focus on the effects of the organization on the environment, preserving biodiversity in the surrounding environment, reducing negative impacts on the environment, reducing resources consuming, reducing waste, looking for alternative energy resources, and applying reverse logistics system.

3. Integration of Sustainable Economic, Social, and Environmental Performance

Applying sustainable development in organizations has many advantages. It can enhance the environmental efficiency of technological operations and reduce negative impacts on health and environment. Additionally, sustainable development leads to economic success by facilitating negotiations with the authorities, local governments, and other principals. It also enhances workers' positive situations towards their organizations which results in achieving great economic impacts. This, in turn, attracts investors and international cooperation. Evaluating environmental, social, and

29	<p>ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 5 Issue: 9 in Sep-2022 https://www.grnjournals.us/index.php/AJEBM</p>
	<p>Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/</p>

economic performance represents organizations' main responsibility. The mutual relationship between environmental performance and economic performance forms a subject to many studies and researches. The environmental impact refers to the amount of harmful impacts caused by the organization's activities. This harmful impact can happen due to the use of earth, and resources or releasing remnants in the atmosphere, water, and soil. If the organization's behavior is suitable to the environment, work situation will be better. Economic performance has many faces that reflect executive measures for different work dimensions. There is a strong tie between economic performance and profit. Economic performance includes financial performance and it reflects the organization effects on economy. Positive correlation between social participation and economic performance proves that social participation enhances the organization's economic performance. Furthermore, most studies depend on short-term measures like profit, return on shares, market value of money bills, and the time that economic and social impacts take (Kocmanova & Docekalova, 2011:205-207).

The Third Topic

Empirical Study

Introduction

This section presents the descriptive study of the sample's answers. It deals with sustainable marketing variable using Likert's quinary scale with its ascending weights (1, 2, 3, 4, 5). It views the scales' SMA, standard deviation, variation coefficient, relative importance, and the hypothetical arithmetic mean (3) as means of measurement. The sample's answers (selected from employees in Al-Kut Textile Lab) have been analyzed in details using SPSS V.23 application.

1. Innovative Marketing

A glance at Table (1) explains that the overall weighted arithmetic mean of innovative marketing amounts (3.84), the overall standard deviation amounts (0.982), the overall variation coefficient amounts (0.256), and answer severity amounts (0.77). It has been found that the arithmetic mean for this section is bigger than the hypothetical arithmetic mean which amounts (3). The results show that the sample realizes the importance of innovative marketing and sustainable marketing programs in the lab.

Results of Table (1) show that:

- A. Weighted arithmetic mean for item (1) amounts (3.75), standard deviation for the same item amounts (0.955), its variation coefficient amounts (0.255), and its answer severity amounts (0.75). This refers to the fact that the sample of study feels that Al-Kut Textile lab management care for producing new products fit with changes the lab faces.
- B. Weighted arithmetic mean for item (2) amounts (3.74), standard deviation for the same item amounts (0.993), its variation coefficient amounts (0.266), and its answer severity amounts (0.75). This means that the sample of the study is able to understand that the lab is doing continuous marketing developments for its products.
- C. Weighted arithmetic mean for item (3) amounts (3.76), standard deviation for the same item amounts (1.027), its variation coefficient amounts (0.273), and its answer severity amounts (0.75). This means that the sample of the study believes that the lab management is careful about satisfying their customers better than their competitors do by producing new items.
- D. Weighted arithmetic mean for item (4) amounts (4.09), standard deviation for the same item amounts (0.953), its variation coefficient amounts (0.233), and its answer severity amounts (0.82).

30	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 5 Issue: 9 in Sep-2022 https://www.grnjournals.us/index.php/AJEBM
	Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/

This shows that the lab management adapts modern marketing strategies to achieve competitive advantage.

Table (1) Innovative Marketing Item Description

No.	Items	Arithmetic Mean	Standard Deviation	Variation Coefficient	Answer Severity
Innovative Marketing	1 Al-Kut Textile lab management care for producing new products fit with changes the lab faces.	3.75	0.955	0.255	0.75
	2 The lab management is doing continuous marketing developments for its products.	3.74	0.993	0.266	0.75
	3 The lab management is careful about satisfying their customers better than their competitors do by producing new items.	3.76	1.027	0.273	0.75
	4 The lab management adapts modern marketing strategies to achieve competitive advantage.	4.09	0.953	0.233	0.82
Average		3.84	0.982	0.256	0.77

*The table has been designed by the researcher using the computer.

2. Sense of the Message Marketing

A glance at Table (2) explains that the overall weighted arithmetic mean of sense of the message marketing amounts (3.84), the overall standard deviation amounts (0.926), the overall variation coefficient amounts (0.241), and answer severity amounts (0.77). It has been found that the arithmetic mean for this section is bigger than the hypothetical arithmetic mean which amounts (3). The results show that the sample realizes the importance of sense of the message marketing in their lab.

Results of Table (2) show that:

- A. Weighted arithmetic mean for item (5) amounts (3.85), standard deviation for the same item amounts (0.950), its variation coefficient amounts (0.247), and its answer severity amounts (0.77). This refers to the fact that the sample of study feels that Al-Kut Textile lab management try to transfer their vision to a number of applicable marketing strategies.
- B. Weighted arithmetic mean for item (6) amounts (3.75), standard deviation for the same item amounts (0.895), its variation coefficient amounts (0.239), and its answer severity amounts (0.75). This means that the sample of the study is able to understand that the lab's vision is consistent with renewed desires.
- C. Weighted arithmetic mean for item (7) amounts (3.88), standard deviation for the same item amounts (0.932), its variation coefficient amounts (0.240), and its answer severity amounts (0.78). This means that the lab management are editing the lab's vision in order to preserve financial and human resources.
- D. Weighted arithmetic mean for item (8) amounts (3.82), standard deviation for the same item amounts (0.904), its variation coefficient amounts (0.237), and its answer severity amounts (0.76). This shows that the lab's vision concentrates on achieving uniqueness in work.
- E. Weighted arithmetic mean for item (9) amounts (3.89), standard deviation for the same item amounts (0.948), its variation coefficient amounts (0.244), and its answer severity amounts (0.78). This shows that the lab's vision participates in showing social values of marketing

Table (2) Sense of the Message Marketing Description

No.	Items	Arithmetic Mean	Standard Deviation	Variation Coefficient	Answer Severity
Sense of the Message Marketing	5 Our lab focuses on Products conformance to specifications required continuously.	3.85	0.950	0.247	0.77
	6 Our lab aims at achieving required level of quality through designing production	3.75	0.895	0.239	0.75

		operations.				
	7	Our lab cares for giving a good customer service by directing customers about the use of products.	3.88	1.932	0.240	0.78
	8	Our lab cares for both quality and production operations at the same time.	3.82	0.904	0.237	0.76
	9	Our lab focuses on quality as an indicator of assessing performance.	3.89	0.984	0.244	0.78
Average			3.84	0.926	0.241	0.77

*The table has been designed by the researcher using the computer.

3. Customer-Directed Marketing

A glance at Table (3) explains that the overall weighted arithmetic mean of sense of the message marketing amounts (3.65), the overall standard deviation amounts (1.036), the overall variation coefficient amounts (0.284), and answer severity amounts (0.73). It has been found that the arithmetic mean for this section is bigger than the hypothetical arithmetic mean which amounts (3). The results show that the sample realizes the importance of this type of marketing for the development of the lab's work.

Results of Table (3) show that:

- Weighted arithmetic mean for item (10) amounts (3.72), standard deviation for the same item amounts (1.045), its variation coefficient amounts (0.281), and its answer severity amounts (0.74). This shows that the lab cares for building long-term relationships with customers.
- Weighted arithmetic mean for item (11) amounts (3.66), standard deviation for the same item amounts (0.991), its variation coefficient amounts (0.271), and its answer severity amounts (0.73). This means that the lab is looking at the surrounding environment from customers' viewpoint.
- Weighted arithmetic mean for item (12) amounts (3.76), standard deviation for the same item amounts (1.065), its variation coefficient amounts (0.283), and its answer severity amounts (0.75). This means that the sample realizes the management's care to meet customers' needs beyond their expectations.

- D. Weighted arithmetic mean for item (13) amounts (3.49), standard deviation for the same item amounts (1.068), its variation coefficient amounts (0.306), and its answer severity amounts (0.70). This shows that the lab achieves profits and pleases customers.
- E. Weighted arithmetic mean for item (14) amounts (3.64), standard deviation for the same item amounts (1.012), its variation coefficient amounts (0.278), and its answer severity amounts (0.73). This shows that the study sample believes that the lab management is conducting a study concerning customers' opinions towards the lab's products.

Table (3) Customer-Directed Marketing Description

No.		Items	Arithmetic Mean	Standard Deviation	Variation Coefficient	Answer Severity
Customer-Directed Marketing	10	The lab management cares for building long-term relationship with customers by depending on particular techniques to know what the customer expects.	3.72	1.045	0.281	0.74
	11	The lab looks at the surrounding environment from customers' point of view.	3.66	0.991	0.271	0.73
	12	The lab cares for customers' needs and desires beyond expectations.	3.76	1.065	0.283	0.75
	13	The lab both achieves profits and pleases customers.	3.49	1.068	0.306	0.70
	14	The lab management is conducting a study about customers'	3.64	1.012	0.278	0.73

		opinions towards the lab's services.				
Average			3.65	1.036	0.284	0.73

*The table has been designed by the researcher using the computer.

4. Customer-Value Marketing

A glance at Table (4) explains that the overall weighted arithmetic mean of customer-value marketing amounts (3.77), the overall standard deviation amounts (0.941), the overall variation coefficient amounts (0.250), and answer severity amounts (0.75). It has been found that the arithmetic mean for this section is bigger than the hypothetical arithmetic mean which amounts (3). The results show that the sample realizes the importance of customer-value marketing in the lab.

Results of Table (4) show that:

- A. Weighted arithmetic mean for item (15) amounts (3.81), standard deviation for the same item amounts (0.979), its variation coefficient amounts (0.257), and its answer severity amounts (0.76). This indicates that the lab management looks at customer value as a tool to achieve profits.
- B. Weighted arithmetic mean for item (16) amounts (3.80), standard deviation for the same item amounts (0.916), its variation coefficient amounts (0.241), and its answer severity amounts (0.76). This means that the sample of the study believes in enhancing customer value by producing different new services.
- C. Weighted arithmetic mean for item (17) amounts (3.70), standard deviation for the same item amounts (0.968), its variation coefficient amounts (0.262), and its answer severity amounts (0.74). This means that the lab management believes that enhancing customer value is the main tool for future success.
- D. Weighted arithmetic mean for item (18) amounts (3.83), standard deviation for the same item amounts (0.868), its variation coefficient amounts (0.227), and its answer severity amounts (0.77). This shows that the lab management depends on enhancing customer value by giving him a satisfying service.
- E. Weighted arithmetic mean for item (19) amounts (3.71), standard deviation for the same item amounts (0.921), its variation coefficient amounts (0.248), and its answer severity amounts (0.74). This shows that the lab tries to direct its marketing investments towards customer value

Table (4) Customer Value Marketing Description

No.		Items	Arithmetic Mean	Standard Deviation	Variation Coefficient	Answer Severity
Customer Value Marketing	15	Our lab focuses on the time of production operations to ensure delivering	3.81	0.979	0.257	0.76

		products on time.				
	16	Our lab focuses on delivering orders o time to achieve financial abundance.	3.80	0.916	0.241	0.76
	17	Our lab adapts efficient storage policy for raw materials to provide customers' orders on time.	3.70	1.968	0.262	0.74
	18	It is essential in our lab to deliver orders on time.	3.83	0.868	0.227	0.77
	19	Our lab tries to decrease the capital used through fast delivery of customers' orders.	3.71	0.921	0.248	0.74
Average			3.77	0.941	0.250	0.75

*The table has been designed by the researcher using the computer.

5. Social Marketing

A glance at Table (5) explains that the overall weighted arithmetic mean of social marketing amounts (3.67), the overall standard deviation amounts (0.945), the overall variation coefficient amounts (0.257), and answer severity amounts (0.73). It has been found that the arithmetic mean for this section is bigger than the hypothetical arithmetic mean which amounts (3). The results show that the sample realizes the importance of social marketing in the lab.

Results of Table (5) show that:

- Weighted arithmetic mean for item (20) amounts (3.66), standard deviation for the same item amounts (0.931), its variation coefficient amounts (0.254), and its answer severity amounts (0.73). This indicates that the lab considers customers' long-term needs in its decisions.
- Weighted arithmetic mean for item (21) amounts (3.73), standard deviation for the same item amounts (0.953), its variation coefficient amounts (0.255), and its answer severity amounts

(0.75).This means that the sample of the study believes that the lab management responds to customers' complaints.

- C. Weighted arithmetic mean for item (22) amounts (3.62), standard deviation for the same item amounts (0.952), its variation coefficient amounts (0.263), and its answer severity amounts (0.72).This means that the lab considers environmental conditions to ensure safety.
- D. Weighted arithmetic mean for item (23) amounts (3.67), standard deviation for the same item amounts (0.884), its variation coefficient amounts (0.241), and its answer severity amounts (0.73).This shows that the lab management tries to publish ideas using different advertisement means.
- E. Weighted arithmetic mean for item (24) amounts (3.67), standard deviation for the same item amounts (0.980), its variation coefficient amounts (0.267), and its answer severity amounts (0.73).This shows that the lab management takes into consideration safety and security standards in its products.

Table (5) Social Marketing

No.		Items	Arithmetic Mean	Standard Deviation	Variation Coefficient	Answer Severity
Social Marketing	20	The lab takes into consideration customers' long-term needs when taking decisions.	3.66	0.931	0.254	0.73
	21	The lab takes customers' complaints into consideration.	3.73	0.953	0.255	0.75
	22	Telecom company is environmentally friendly.	3.62	1.952	0.263	0.72
	23	The lab tries to publish its ideas and services using different advertisement means.	3.67	0.884	0.241	0.73
	24	Lab management takes into consideration safety and security	3.67	0.980	0.267	0.73

		standards in its products.				
Average			3.67	0.945	0.257	0.73

*The table has been designed by the researcher using the

Conclusions and Recommendations

1. Conclusions

The statistical analysis shows a number of conclusions and recommendations:

1. The statistical analysis shows that the study sample believes that Al-Kut Textile Lab is able to deal with marketing variables.
2. The statistical analysis indicates that Al-Kut Textile Lab has the ability to control markets using innovative means.
3. The statistical analysis shows that Al-Kut Textile Lab works according to thoughtful plans to meet increasing request.
4. The statistical analysis states that Al-Kut Textile Lab tries to improve its products in order to create a value to work.
5. The statistical analysis indicates that Al-Kut Textile Lab management has a marketing vision when entering new markets.
6. The statistical analysis shows that the Lab management tries to satisfy its customers through competition with other competitors by producing new products.
7. The statistical analysis indicates that the study sample believes that the lab's vision is linked with people's renewed desires.

2. Recommendations

The study has reached a number of recommendations listed below:

1. Enhancing studies on marketing in order to predict future customers' needs.
2. It is necessary to continuously work in order to improve products.
3. Enhancing customers' satisfaction by producing new products that meet customers' needs.
4. Enhancing customer's value by continuously improving products.
5. Regarding customers' desires as a starting point in developing any product.

References

1. Belz, F - M. and Peattie, K. (2009). " sustainable marketing: A global perspective ". Chichester: wiley.
2. Kocmanova, A., and docekalova, M. (2011). "**corporate sustainability: Environmental, social, Economic, and corporate performance**", Acta univ. Agric.et silvic. Mendel. Brun., vol lix, no.7.
3. Dabija, D. C. and POP, C. M., (2013), " Green marketing - factor of competitiveness in Retailing ". Environmental Engineering and management Journal, 12(2).

38	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 5 Issue: 9 in Sep-2022 https://www.grnjournals.us/index.php/AJEBM
	Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/

4. Charter, M., Peattie, K., Ottman, J., & Polonsky, M. J. (2002). Marketing and sustainability. *Centre for Business Relationships, Accountability, Sustainability and Society (BRASS) in association with The Centre for Sustainable Design, April*, 324.
5. Serbanica, D., Radulescu, V. and cruceru, A.F., (2015) " **The role of marketing audit in Evaluation sustainable marketing performance in Romanian organization**", *Amfiteatru Economic*, 17 (40).
6. Neely, A, Gregory, M. and plats, k. (1995), " **performance Measurement system Design : a literature review and research agenda**", *international journal of operation and production management*, 15(4).
7. Uysal, Fahriye, (2012), " **An integrated model for sustainable performance measurement in supply chain**". *Procedia – social and behavioral sciences*, 62. Available online at www.sciencedirect.com.
8. Grunwald, R. (2007): "**Financial analyze a planovani podniknu**". I.vyd. Praha: Ekopress.isbn 978 – 80 – 86929 – 262.
9. Kocmanova, A., and docekalova, M. (2011). "**corporate sustainability: Environmental, social, Economic, and corporate performance**", *Acta univ. Agric.et silvic. Mendel. Brun.*, vol lix, no.7.
10. Kocmanová, A., & Němeček, P. (2009). Economic, environmental and social issues and corporate governance in relation to measurement of company performance. In *Liberec Economic Forum* (pp. 177-187).