

THE IMPACT OF SUSTAINABLE MARKETING PRACTICES ON CUSTOMER VALUE THROUGH PERCEIVED QUALITY: A SURVEY STUDY OF THE GENERAL COMPANY FOR ELECTRICAL AND ELECTRONIC INDUSTRIES

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Abstract:

The aim of this research is to examine the impact of sustainable marketing practices, including sustainable product, sustainable distribution, sustainable promotion, and economic dimension, on customer value mediated by perceived quality in the General Company for Electrical and Electronic Industries, represented by Al-Qeithara Company and Tulip Flower Company in Baghdad. The research attempts to answer questions related to the research problem, including whether there is an effect of sustainable marketing practices on customer value mediated by perceived quality. A questionnaire was distributed to a sample of technicians in the General Companies for Electrical and Electronic Industries in Baghdad. The current research relied on the questionnaire, personal interviews, and field visits as primary measures. The relationship between the variables was tested using a random sample of 231 technicians working in the factories, and various statistical methods were employed using the software programs (SPSS v.28, AOMS v.26). The research concluded with several findings, the most important of which is the precedence of variables based on relative importance, which were in order: sustainable marketing practices, customer value, and perceived quality. The results indicated that sustainable marketing practices have an impact on customer value mediated by perceived quality.

Keywords: Sustainable marketing practices, customer value, perceived quality.

1. Introduction:

In light of rapid economic and social changes, the importance of sustainable marketing has grown as a strategic tool that contributes to enhancing customer value. Sustainable marketing is an approach that focuses on achieving environmental and social benefits while maintaining economic objectives. Improving perceived quality is a vital element in this context, as perceived quality plays a central role in shaping customer experiences and loyalty. Today, companies are looking to adopt marketing practices that enhance their overall image and meet customer needs in sustainable ways. Thus, the importance of studying the impact of sustainable marketing practices on customer value arises from the need to understand how perceived quality acts as a mediating variable. This research aims to explore the relationship between these three variables, reflecting the significance of studying this field to understand how to improve relationships with customers and enhance the value offered to them.

2. Research Methodology:

2.1 Research Problem:

The issue of the impact of sustainable marketing practices and perceived quality on increasing customer value is related to several complex factors. One of the most notable challenges is the difficulty in measuring customer value. Measuring the direct impact of sustainable marketing practices presents a significant challenge. The values resulting from these practices may include

improving brand image, enhancing loyalty, and increasing customers' willingness to pay higher prices. However, translating these benefits into measurable figures is quite difficult.

Moreover, there is variability in perceived quality, which reflects how customers evaluate products. This understanding can vary significantly among customers due to diverse experiences, which are influenced by several factors such as culture and social context. This variability may diminish the impact of sustainable marketing practices on enhancing customer value. Furthermore, implementing these practices often incurs additional costs, such as improving the supply chain and increasing clean production, which may make some customers unwilling to pay higher prices for these practices unless they are convinced of the environmental value that the products provide.

Through field visits and personal interviews with department managers, officials, and technicians in industrial companies (such as the General Company for Electrical and Electronic Industries, Al-Qithara Electronics Company, and Tulip Flower Company), the researcher observed a lack of understanding of environmentally friendly marketing practices and their impact on customer value, especially given the mediating effect of perceived quality.

Therefore, the researchers aimed to investigate this issue faced by electrical and electronic companies to understand the impact of sustainable marketing practices on improving customer value through perceived quality. Based on this, a set of research questions was formulated:

- What are the levels of availability of the research variables (sustainable marketing practices, perceived quality, customer value) in electrical and electronic companies?
- What is the level of impact of sustainable marketing practices on customer value in electrical and electronic companies?
- What is the level of impact of sustainable marketing practices on perceived quality from the perspective of the study sample?
- What is the level of impact of perceived quality on customer value in electrical and electronic companies?
- What is the level of impact of sustainable marketing practices on customer value through perceived quality in electrical and electronic companies?

2.2 Importance of the Research:

A. Theoretical Importance of the Research

The practical importance of the research can be identified as follows:

1. **Improving Brand Image:** Sustainable marketing practices, with a focus on perceived quality, contribute to enhancing the mental image of companies, increasing their appeal to customers concerned with environmental issues.
2. **Increasing Customer Loyalty:** Customers feel loyal to companies that adopt sustainable practices, which enhances their satisfaction and increases the likelihood of retaining them in the long term.
3. **Company Differentiation:** Companies that focus on sustainability can stand out from competitors who do not give these factors the same attention.
4. **Long-term Financial Benefits:** Sustainable practices contribute to improving resource utilization efficiency and reducing raw material costs, positively impacting the company's financial performance in the future.

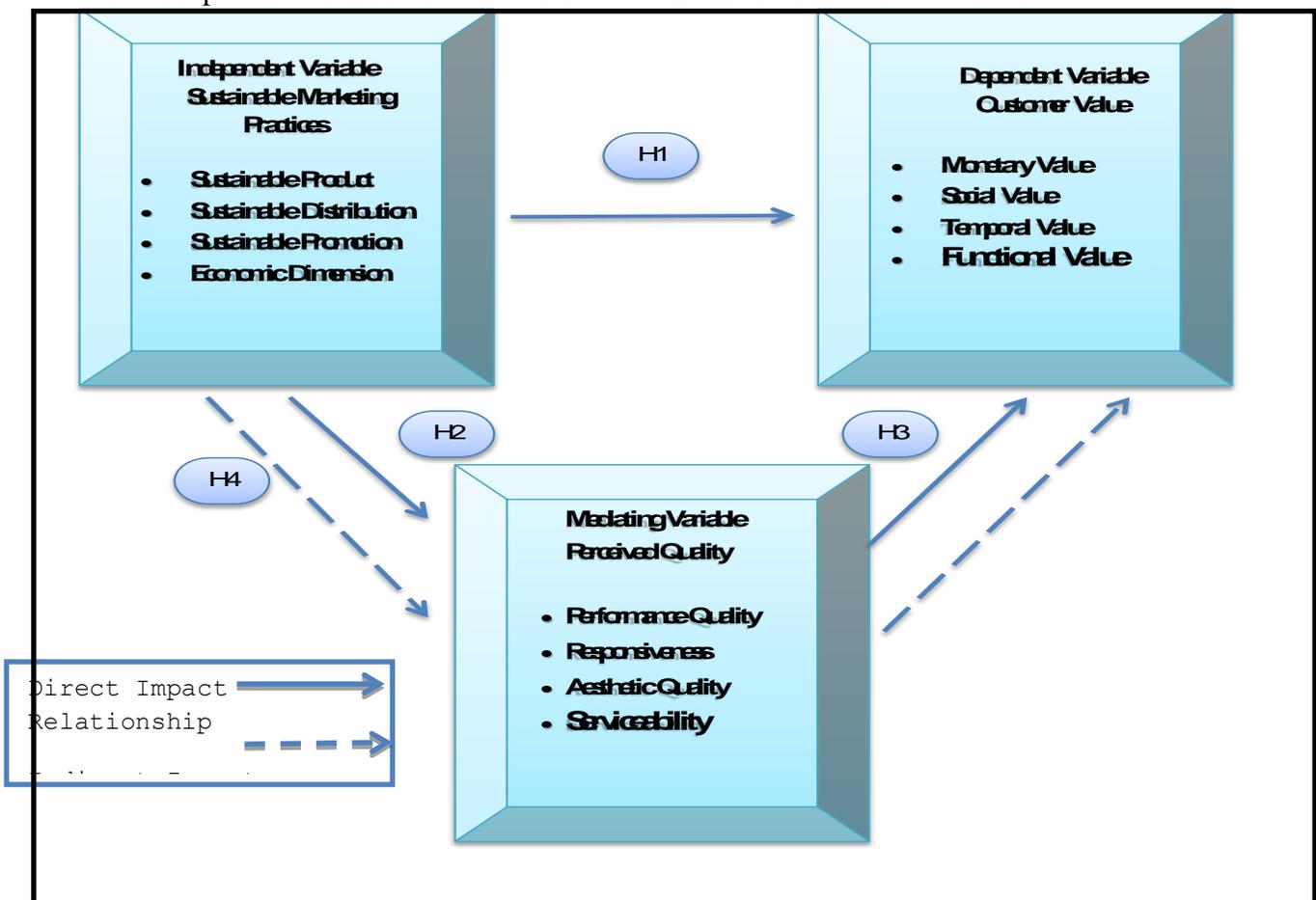
2.2.3 Research Objectives:

The research addresses several objectives, the most important of which are:

1. Determining the Level of Availability of Variables: Measuring the extent of availability of the research variables (sustainable marketing practices, perceived quality, and customer value) in electrical and electronic companies.
2. Determining the Impact of Sustainable Marketing Practices on Customer Value: Studying the impact of various dimensions of sustainable marketing practices (sustainable product, sustainable promotion, sustainable distribution, and economic dimension) on customer value based on the opinions of the research sample.
3. Determining the Impact of Sustainable Marketing Practices on Perceived Quality: Analyzing the impact of the same dimensions on perceived quality according to the opinions of the research sample.
4. Determining the Impact of Perceived Quality on Customer Value: Investigating how perceived quality affects customer value based on the opinions of the research sample.
5. Determining the Impact of Sustainable Marketing Practices through Perceived Quality: Measuring the extent to which sustainable marketing practices affect customer value through perceived quality as a mediating variable, according to the opinions of the research sample.

2.2.4 Research Model :

The hypothetical framework of the research is designed based on a survey of the intellectual results of reputable scientific literature related to the main and sub-research variables.



Figure(1) Hypothetical Framework of the Research

2.2.5 Research Hypotheses:

In light of the research problem, the following hypotheses can be formulated: Several study hypotheses have been established, including main and sub-hypotheses, to achieve the research aspirations and test its hypothetical model as follows:

- **First Hypothesis (H1):** There is a significant effect of sustainable marketing practices on customer value.
- **Second Hypothesis (H2):** The second hypothesis: There is a significant effect of sustainable marketing practices on perceived quality.
- **Third Hypothesis (H3):** The third hypothesis: There is a significant effect of perceived quality on customer value.
- **Fourth Hypothesis (H4):** There is a significant effect of sustainable marketing practices on customer value through perceived quality as a mediating variable.

2.2.6 .Research Population and sample

- Research Population: The General Company for Electrical and Electronic Industries (Al-Qithara and Tulip Flower) was selected, all located in Baghdad.
- Research Sample: A total of (231) questionnaires were distributed to technicians, with (202) returned, while 29 questionnaires were not retrieved.

2.2.7. Justifications for Choosing the Research Topic and Environment

The study's interest in the topic "The Impact of Sustainable Marketing Practices on Customer Value through Perceived Quality" is evident for several reasons, including:

1. **Importance of the Sector:** Electrical and electronic industries are considered essential and important sectors for customers in Iraqi society, making it a suitable environment to study the relationship between the used variables.
2. **Product Diversity:** Industrial sector companies, including those specialized in electrical and electronic industries, offer a wide range of products, providing an opportunity to collect information to support the study.
3. **Scarcity of Studies:** There are few studies that link the three variables of the study, namely sustainable marketing practices with its dimensions (sustainable product, sustainable distribution, sustainable promotion, and economic dimension), perceived quality with its dimensions (performance quality, responsiveness, aesthetic quality, and serviceability), and customer value with its dimensions (monetary value, social value, temporal value, and functional value).

2.2.8 Tools Used for Data Collection:

The tools can be divided into two parts:

1. **Theoretical Part:** The researcher relied on the theoretical aspect of the research using literature and contributions from researchers obtained from Arabic and foreign books, research papers, internet sources, master's theses, and doctoral dissertations relevant to the theoretical framework of the research.
2. **Practical Part:** The questionnaire represented the main tool for the practical aspect of the research and consisted of variables (sustainable marketing practices, customer value, perceived quality). The sustainable marketing practices variable included four dimensions, while customer value included four dimensions, and perceived quality also included four dimensions, totaling 60 indicators for the research variables. The five-point Likert scale was used as shown in Table (1).

Table (1) Five-Point Likert Scale					
Level of Practice Degree	Very High	High	Medium	Low	Very Low
	1	2	3	4	5

The questionnaire was designed based on the theoretical part of the research to align with the research field and the opinions of researchers, as shown in Table (2).

Table (2) Structure of the Questionnaire and the Sources Used.

T	Main Variables	Sub-Dimensions	Number of Items
1	Sustainable Marketing	Sustainable Product	5
		Sustainable Distribution	5
		Sustainable Promotion	5
		Economic Dimension	5
2	Customer Value	Monetary Value	5
		Social Value	5
		Temporal Value	5
		Functional Value	5
3	Perceived Quality	Performance Quality	5
		Responsiveness	5
		Aesthetic Quality	5
		Serviceability	5

Section Two: The Theoretical Framework of the Research

3. Sustainable Marketing

3.1 Concept of Sustainable Marketing

The concept of marketing refers to a set of activities aimed at creating and exchanging valuable offerings with customers and partners. The concept of marketing is complex and evolving, with varying perspectives on its definition due to changes in societies and organizations. According to the American Marketing Association, marketing includes strategies for building strong relationships with customers and creating superior value for them (Kotler et al., 2024).

Sustainable Marketing is a new approach in the business world aimed at achieving a balance between generating profits, protecting the environment, and contributing to the well-being of society. This type of marketing seeks to provide products that meet the needs of current customers without compromising the ability of future generations to meet their own needs. Sustainable marketing relies on three main pillars: profit, environmental protection, and social responsibility (Rudawska, 2017).

3.2 Importance of Sustainable Marketing:

The importance of sustainable marketing arises from the necessity of integrating sustainability into marketing activities, due to rapid globalization and the increasing concern of customers about environmental and social issues. Sustainable marketing helps organizations to distinguish themselves and survive, especially with governments imposing laws to protect the environment (Seretny& Gaur, 2020) ,(Masocha, 2018).

The importance of sustainable marketing is evident in several points:

1.Preserving natural resources and ensuring environmental sustainability.

2. Enhancing social acceptance and supporting the community, which strengthens relationships with customers
3. Achieving profits and reducing costs through waste management.
4. Stimulating sustainable demand and enhancing collaboration between the organization and the customer Sustainable marketing enables organizations to enhance their reputation, encourage customers to purchase environmentally friendly products, and explore new markets. It also boosts community development efficiency, creates job opportunities, and maximizes the utilization of available resources, focusing on innovation and increasing stakeholder awareness of the importance of social responsibility.

3.2.3 Dimensions of Sustainable Marketing

From the above table, it is evident that the dimensions of sustainable marketing practices vary from the researchers' perspectives. The dimensions (sustainable product, sustainable distribution, sustainable promotion, and economic dimension) will be adopted as points of convergence among researchers due to their comprehensiveness and alignment with the current research environment, which is the General Company for Electrical and Electronics Industries. The reasons for adopting the current research dimensions stem from their coherence and alignment with the current research objectives, as well as the agreement of most researchers on their comprehensiveness in explaining sustainable marketing practices, making them more logical than other dimensions:

1. Sustainable Product: Various terms relate to the relationship between the product and the environment, such as "environmental product," "green product," and "sustainable product." All reflect a common concept of delivering products that meet customer needs and desires while having a positive impact on the environment. The United Nations defines a sustainable product as one whose production, use, or disposal has low negative environmental impacts. A sustainable product focuses on reducing the negative environmental impact of products throughout their entire life cycle, from production to use or final disposal. Sustainable products contribute to improving operational performance and reducing costs, although drawbacks include additional time and costs associated with compliance with environmental procedures. When organizations reduce packaging and use recycled materials, customers are willing to pay higher prices for these products, thus promoting sustainable consumption (Al-Hayani, 2021).

2. Sustainable Distribution: Sustainable marketing relies on an interactive distribution system between the organization and the customer, known as sustainable distribution channels, where product waste is retrieved and recycled. This system focuses on providing products easily and conveniently while adhering to fair trade principles. Sustainable distribution aims to achieve environmental and economic benefits by improving energy efficiency and reducing the need for transportation (Al-Khazraji, 2024).

3. Sustainable Promotion: This is a communication process conducted by the organization aimed at raising awareness of sustainable products to persuade customers to purchase them and enhance brand loyalty, while considering positive environmental and social impacts.

4. Economic Dimension: This dimension focuses on supporting the economic growth of society by achieving sustainable profits for institutions through the provision of innovative products and services that support sustainability, reducing costs through responsible production and distribution practices, while ensuring sustainable profits without harming the environment or depleting natural resources.

Table (3) Dimensions of Customer Value According to the Opinions of Some Researchers

Research Environment	Distribution											Researcher's Name / Year	
	Sustainable Promotion	Sustainable Distribution	Sustainable Price	Sustainable Product	Economic Dimension	Social Dimension	Environmental Dimension	Social Marketing	Customer Value Marketing	Customer-Oriented Marketing	Message Sensation Marketing		Innovative Marketing
Small and Medium Enterprises					*	*	*	*					Ben Jorrah, 2017
Industrial Sector								*	*	*	*	*	Trivedi, 2018
Insurance Company								*	*	*	*	*	Abu Tabeek h, 2019
Cement Factory								*	*	*	*	*	Zawin, 2020
Cement Company					*	*	*						Al-Hayani, 2021
Theoretical								*	*	*	*	*	Abdul Razak and Hamad, 2021
Power Plant					*	*	*						Ali, 2022
Tourism Sector					*	*	*						Hamid et al., 2022
Electrical Industries					*	*	*						Ranfag ni & Ozue m, 2022

Oil Industries					*	*	*						Zahri et al., 2023
Hospitals					*	*	*						Ibrahim, 2023
Small and Medium Enterprises								*	*	*	*	*	Al-Aani, 2024
Industrial Sector	*	*	*	*									Al-Khazraji, 2024
	1	1	1	1	7	7	7	6	5	5	5	5	Total
	%7	%7	%7	%7	%53	%53	%53	%46	%38	%38	%38	%38	Percentage

Source: Prepared by the researchers based on the literature presented in the table above.

Second: Customer Value

4. Customer Value :

4.1 Customer Value concept: Customer value is defined as the systematic efforts made by the organization to measure customer satisfaction with products, including quality, appropriate pricing, and delivery. The concept of value can be divided into two types: value to the customer, which refers to products with perceived value, and value from the customer, which focuses on the benefits returned to the organization from the relationship with the customer (Al-Azamiy, 2022).

Customer value is also defined as a comparison between the product value, which includes physical characteristics and services provided, and the organizational image value, against the costs incurred by the customer, represented by the price paid (monetary cost), time cost, effort cost, and psychological cost (Raouf, 2023).

Customer value is the extent to which the customer perceives a good or service as meeting their needs or desires, measured by the customer’s willingness to pay for it (Welathanthri, 2019).

4.2 Importance of Customer Value: The importance of customer value lies in enhancing loyalty and achieving a sustainable competitive advantage for organizations by meeting customer needs and exceeding their expectations. This importance can be summarized in the following points:

1. **Customer Retention:** Organizations strive to understand customers' needs and desires to maintain strong relationships and prevent them from turning to competitors, by maximizing customer value, defined as the difference between total benefits and costs.
2. **Customer Satisfaction:** Customer satisfaction is considered the foundation of organizational continuity, as it leads to an increased customer retention rate, positively impacting profits.
3. **Customer Loyalty:** Customer loyalty requires understanding their needs and fulfilling promises, which enhances the value provided to them and prevents them from switching to competitors.

4. **Total Benefits:** This includes the benefits that customers receive from products, such as material and personal benefits, while considering sacrifices like monetary, psychological, and time costs.

Customer value also contributes to achieving a balance between marketing activities, helps identify opportunities and threats in the competitive environment, and serves as a strategy for understanding the expectations and needs of current and potential customers.

4.3 .Objectives of Customer Value

Organizations aim to build customer loyalty to ensure that customers do not turn to competitors, by achieving and realizing value that meets their aspirations. The main objectives of customer value can be summarized as follows:

- 1.**Creating Profit and Value:** Achieving customer value to enhance the organization's profitability.
- 2.**Increasing Reliability:** Reducing the risks of defects and poor maintenance to boost customer trust (Boerdonk et al., 2021).
- 3.**Word-of-Mouth Promotion:** Turning customers into promoters of the organization, which helps attract new customers.
- 4.**Improving Service:** Providing after-sales services and maintenance agreements to enhance value.
- 5.**Reducing Costs:** Renewing services or remanufacturing products to meet customer needs.
- 6.**Training Human Resources:** Increasing employee awareness of customers.

4.4.Dimensions of Customer Value:The dimensions of customer value reflect the diverse concepts that organizations seek to understand and apply in order to meet customer needs and achieve their satisfaction. Researchers' perspectives on these dimensions have varied according to the fields of study and research focus. These studies can be highlighted in Table (4).

Table (4) Dimensions of Customer Value According to the Opinions of Some Researchers

Research Environment	Dimensions													Researcher and Year	
	Product Value	Service Value	Aesthetic Value	Personal Value	Case of Use	Conditional Value	Brand Value	Temporal Value	Social Value	Functional Value	Motional Value	Intellectual Value	Performance Quality		Monetary Value
Industry			*						*		*		*	*	Sweeney, 2001
Banks										*	*			*	Abu Faz, 2015
Service Organization					*	*		*		*	*		*	*	Vakulenko et al., 2019
Hilla								*			*	*		*	Al-

Municipality															Asadi, 2020
Private Colleges							*		*		*		*	*	Jathir, Hamid, 2021
Automotive Sector	*	*		*								*			Abbas, Yahya, 2021
Municipality								*			*	*		*	Alrubai, Tawfiq, 2021
Private Hospitals								*			*	*		*	Al-Azami, 2022
Industry								*			*	*		*	Al-Khazraji, 2024
Banks								*			*	*		*	Mohammed, Said, 2024
	1	1	1	1	1	1	1	6	2	2	9	6	3	9	Total
	%10	%10	%10	%10	%10	%10	%10	%60	%20	%20	%90	%60	%30	%90	Percentage

Source: Prepared by the researcher based on the sources referenced in the table.

From Table (4), the dimensions of customer value can be identified as (monetary value, social value, functional value, temporal value).

1. Monetary Value: This value is considered an indicator of the return a customer receives in exchange for the price paid, reflecting the alignment of product quality and characteristics with the price. The value relates to the superiority of benefits, such as quality and trust, over sacrifices, which directly affects customer satisfaction (Al-Murad and Al-Zaydi, 2022).

2.Social Value: Social values are considered agreed-upon standards within society that contribute to building a better community, including honesty, humility, and assistance. Social values play a fundamental role in promoting a positive vision of society and its activities (Jathir, Hamid, 2021).

3.Temporal Value: It can be said that temporal value, according to the researchers, reflects the importance of time to the customer, as customers place significant emphasis on the duration it

takes to obtain the product. This value is represented in the customer's desire to receive the product quickly and with high quality.

4.Functional Value: Functional value refers to the characteristics of the product, such as performance, aesthetics, and reliability, and is fundamental in product evaluation. It focuses on what the product must deliver in terms of reliable, safe, and cost-effective performance. Functional benefits directly influence customer behavior, as they are related to customer satisfaction and repurchase intention (Ragab, 2021).

5. Perceived Quality

5.1.Concept of Perceived Quality: This refers to the customer's self-assessment of the product's quality based on their expectations and past experiences, encompassing both tangible and intangible characteristics, and the product's ability to meet their needs and desires. It represents the overall feeling of trust towards the organization.

Perceived quality is a crucial concept in quality management and marketing, as it reflects customers' or users' perceptions of a product's quality. Regardless of its actual specifications or performance, perceived quality is not only related to the technical characteristics of the product but also heavily relies on customer impressions, experiences, and expectations. Moreover, perceived quality is a critical factor in decision-making, as customers tend to choose products they consider to be of higher quality. It also plays a role in enhancing customer satisfaction and market competition. Therefore, perceived quality is a strategic weapon for organizations, as it provides a competitive advantage by aligning with customers' aspirations and desires regarding their products.

5.2 . Importance of Perceived Quality:

Perceived quality by the customer has a significant impact on the success of the organization by enhancing loyalty, improving the customer experience, and providing a competitive advantage. that perceived quality is of great importance, as evidenced by the following points:

1. Quality Assessment: The customer evaluates the final quality of the product based on their personal experience and understanding of the product, which means that quality begins at the design stage and ends with their experience(Al-Thamari, 2024).

2. Enhancing Loyalty: The customer plays a central role in enhancing their loyalty to the organization. When the organization focuses on customer needs, it strengthens the relationship between them and the customer, supporting its success (Ahmed et al., 2023).

3. Guiding Activities: The customer represents a starting point in implementing the organization's activities, as products are improved based on their needs and desires, contributing to meeting their expectations.

4. Improving Quality and Productivity: Focusing on the customer is considered a driver for enhancing quality and increasing productivity, leading to the organization's success by responding to customer needs.

5. Building Trust: Perceived quality enhances customer trust and protects them from commercial fraud, as a decrease in perceived product quality is associated with a decrease in demand.

5.3 Dimensions of Perceived Quality:The dimensions of perceived quality represent a set of criteria that customers rely on to evaluate the quality of a product based on their personal experiences. These dimensions aim to measure the extent to which the product aligns with customer expectations and needs. Although there are differences among researchers regarding

the number and classification of dimensions, they agree that perceived quality reflects the customer's experience and expectations, making it a fundamental tool for improving performance. As illustrated in Table (5).

Table (5) Dimensions of Perceived Quality

The Researcher and the Year	Dimensions									Study Environment
	Design Quality	Empathy	Aesthetics	Serviceability	Durability Quality	Conformance Quality	Reliability	Responsiveness	Performance Quality	
Al-Khawaldeh, 2010	*					*			*	Service Organization
Ezzat, 2015	*			*		*		*		Cement Factory
Fathi, 2016	*	*					*	*		Service Organization
Mohammed, 2016			*	*	*		*	*	*	Cement Factory
Al-Kadhim, 2017			*	*	*	*	*		*	Automotive Industry
Qassas, Iyad, 2018	*	*					*	*		Telecommunications Sector
Imaningsih, 2019	*			*	*	*	*		*	Cement Factory
Haidar, 2019			*	*	*	*	*	*	*	Cement Factory
Salam, 2020	*	*					*	*		Telecommunications Sector
Omar, 2021	*					*			*	Cement Factory
Mithaak, 2022			*	*	*	*	*	*	*	Automotive Industry
Nouri, 2023	*				*	*			*	Oil Sector
Hamid, 2024	*	*					*	*		Education Sector
Total	9	4	4	6	6	8	9	8	8	The total
	%69	%30	%30	%46	%46	%61	%69	%61	%61	

Source: Prepared by the researchers based on the sources mentioned in the table.

From Table (4), the required dimensions of perceived quality can be identified as (Performance Quality, Responsiveness, Aesthetics, Serviceability).

1. Performance Quality: This refers to the extent to which the product achieves its primary function, which is linked to customer expectations and their changing needs, which may vary from one customer to another. It relates to providing added value that reflects the uniqueness of the product in meeting customer needs and expectations. This dimension represents how the product is delivered, which is evaluated by customers during its provision (Yarghish, 2021).

2. Responsiveness: This reflects the organization's readiness to deliver the product to customers quickly and efficiently, as well as involving positive interaction with customer requests,

enhancing their satisfaction and reflecting the company's commitment to providing a distinguished product. Responsiveness refers to human behavior as a reaction to a specific stimulus, including thinking and problem-solving (Hussein, 2014).

3. Responsiveness reflects the extent to which product providers are prepared to meet customer needs quickly and efficiently, enhancing their satisfaction.

4. Aesthetics: This refers to the external appearance of the product expressed through shape, color, and packaging. It represents the sensory and emotional impression formed in the customer's mind about the product, resulting from the interaction of their senses with the visible and tangible elements of the surrounding environment. This dimension refers to the aesthetic characteristics preferred by customers, such as shape, color, and design (Faris, 2017).

5. Serviceability: This refers to the ease and efficiency with which a customer can obtain support, maintenance, and responsiveness to their requests after acquiring the product, directly affecting their perception of quality. It pertains to the reparability of the product, ensuring its continued usability. Serviceability indicates the supporting services provided to the customer after purchase, aimed at enhancing their satisfaction and building a sustainable relationship with them (Vigaran, Al-Hawari, 2020).

6. The Practical Aspect of the Research

6.1 Coding the Research Measures:

To verify the level of availability of the main variables in the research, the research measures were coded to facilitate data entry and analysis using SPSS and AMOS software. The variables in sustainable marketing practices (including product, distribution, promotion, and economic dimension) are represented as independent variables, while perceived quality is represented as a mediating variable, and customer value as a dependent variable, each consisting of 20 items. The relationships between these variables were analyzed based on the opinions of a sample of employees in electrical and electronic industrial companies in Baghdad.

Table (6): Coding the Research Measures

Variable	Dimension	Code	Number of Items
Sustainable Marketing Practices X	Sustainable Product	SP	5
	Sustainable Distribution	SD	5
	Sustainable Promotion	SUP	5
	Economic Dimension	ED	5
Perceived Quality M	Performance Quality	QOP	5
	Responsiveness	R	5
	Aesthetics	A	5
	Serviceability	POS	5
Customer Value Y	Monetary Value	MV	5
	Social Value	SV	5
	Temporal Value	TV	5
	Functional Value	FV	5

Source: Prepared by the researchers

6.2 Choosing the Normal Distribution of Data:

This research relied on the normal distribution test as a primary statistical tool to determine the most appropriate method for data analysis, due to its importance in describing the nature of data centered around the mean. The Skewness and Kurtosis coefficients were used to assess the suitability of using parametric statistical methods, considering the tabulated value for the standard normal distribution (± 1.96) as a criterion for decision-making regarding the normal distribution of data. The research sample included 202 employees from industrial companies in the electrical and electronics sectors in Baghdad.

Table (7): Results of the Normal Distribution for the Research Variables

Questions	Sample Size	Missing Values	Skewness	Kurtosis
Sustainable Product	202	0	0.25	0.784-
Sustainable Distribution	202	0	0.095	0.064
Sustainable Promotion	202	0	0.162	0.972-
Economic Dimension	202	0	0.394	0.241-
Sustainable Marketing Practices	202	0	0.435	0.445-
Performance Quality	202	0	0.175	0.666-
Responsiveness	202	0	0.140	0.641-
Aesthetics	202	0	0.180-	0.593-
Serviceability	202	0	0.225	0.981-
Perceived Quality	202	0	0.321	1.139-
Monetary Value	202	0	0.26	0.781-
Social Value	202	0	0.13	0.815-
Temporal Value	202	0	0.155	0.817-
Functional Value	202	0	0.114	1.204-
Customer Value	202	0	0.303	1.199-

Source: Outputs of the SPSS Program (V.28).

6.3 Testing for Linear Interference Between Dimensions:

To verify the absence of linear interference between the dimensions of the independent variable "Sustainable Marketing Practices" and the dimensions of the mediating variable "Perceived Quality," the Tolerance and Variance Inflation Factor (VIF) tests were used. The Tolerance value should be greater than (0.10) and the VIF value should be less than or equal to (5) to ensure there is no multicollinearity problem. These tests were conducted using SPSS V 28.

Table (8): Testing for Linear Interference Between Dimensions of the Independent and Mediating Variables

Dimensions of Sustainable Marketing Practices	Tolerance	VIF	Tolerance	VIF
Sustainable Product	0.261	3.832		
Sustainable Distribution	0.462	2.167		

Sustainable Promotion	0.308	3.243	Greater than 0.10	Less than 5
Economic Dimension	0.429	2.334		
Dimensions of Perceived Quality	Tolerance	VIF		
Performance Quality	0.300	3.331		
Responsiveness	0.255	3.914		
Aesthetics	0.348	2.876		
Serviceability	0.241	4.145		

Source: Outputs of the SPSS Program (V.28).

6.4 Assessing Sample Size Adequacy:

Statistical tests were used to determine the adequacy of the sample size for examining the relationships between variables. The Kaiser-Meyer-Olkin (KMO) test was used to assess the suitability of the data for factor analysis, with a value considered acceptable if it exceeds (0.50). Bartlett's Test of Sphericity was also used to ensure that the correlation matrix is not an identity matrix, indicating the presence of significant correlations among the variables.

Table (9): Sample Size Adequacy Test for the Research Variables

Research Variables	Number of Items	(KMO)	(Bartlett)	Sig
Sustainable Marketing Practices	20	0.906	3356.567	0.000
Perceived Quality	20	0.930	4110.831	0.000
Customer Value	20	0.917	3856.087	0.000
Criterion	Greater than (0.50)		Existence of a Statistically Significant Relationship	

Source: Outputs of the SPSS Program (V.28).

6.5 : Results of the Descriptive Analysis of the Research Variables

- Summary of the Levels of Research Variables:**

Table (10) summarize the levels of the research variables. The results showed that "Customer Value" ranked first, indicating a high perception of value by customers from their dealings with the company. This was followed by "Sustainable Marketing Practices" in second place, reflecting the company's efforts in adopting environmental and social practices. "Perceived Quality" ranked third, indicating a need to enhance customers' perception of the quality of the products offered.

Table (10): Summary of Research Variables

T	Research Variables	Standard Deviation	Standard Deviation	Standard Deviation	Standard Deviation
1	Sustainable Marketing Practices	3.060	0.774	25.3	2
2	Perceived Quality	3.253	0.827	25.4	3
3	Customer Value	3.317	0.771	23.2	1

Source: Outputs of the SPSS Program (V.28).

6.6: Testing and Analyzing the Direct Effect Between Research Variables

6.6.1 Testing the First Main Hypothesis Using Simple Linear Regression

First Main Hypothesis

There is a statistically significant effect of the variable Sustainable Marketing Practices on the variable Customer Value.

Customer Value = 1.029 + 0.748 (Sustainable Marketing Practices)

The data in Figure (2) indicate the results of testing the hypotheses regarding the impact of Sustainable Marketing Practices on Customer Value. The calculated value of the F statistic was (259.845), exceeding the tabulated value (3.94) at a significance level of (0.05), leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis, which states that there is a significant effect of Sustainable Marketing Practices on Customer Value. This shows that sustainable marketing strategies have a substantial impact on customers' perception of value from products and services.

The results of the t-test for the regression coefficient (β) of Sustainable Marketing Practices showed a value of (16.120), exceeding the tabulated value (1.984), confirming that these practices have a significant effect in explaining the variation in Customer Value. Each one-unit increase in Sustainable Marketing Practices corresponds to a (74%) increase in Customer Value, while the analysis model explains (56%) of the variations in the level of Customer Value.

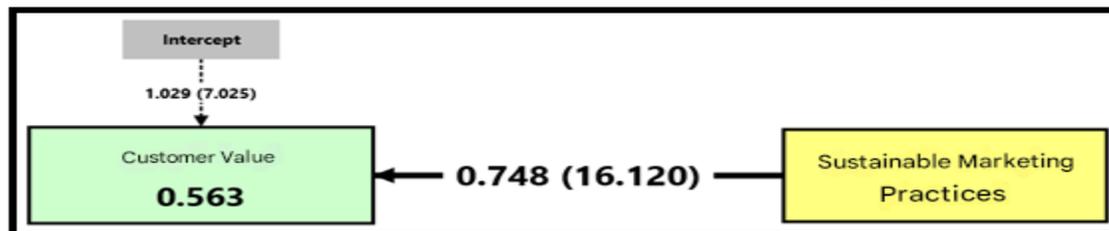


Figure (3): Analysis of the Impact of Sustainable Marketing Practices on Customer Value

Source: Outputs of the Smart PLS4 Program.

6.6.2 Testing the Fifth Sub-Hypothesis Using Multiple Linear Regression:

This hypothesis will be tested using a multiple linear regression analysis model to determine the combined effect of the dimensions of Sustainable Marketing Practices on Customer Value, which can be expressed by the following hypothesis:

Testing the Second Main Hypothesis: "There is a statistically significant effect of the dimensions of Sustainable Marketing Practices combined on the total Customer Value."

$$Y = 0.953 + 0.072X_1 + 0.109X_2 + 0.279X_3 + 0.310X_4$$

The results in Figure (3) indicate that the calculated value of (F) reached (67.848), suggesting that the model is valid for analysis, as it exceeds the tabulated value (2.46) at a significance level of (0.05) and with a confidence level of (95%). The adjusted R^2 value explains (57%) of the variance in "Customer Value" due to the dimensions of "Sustainable Marketing Practices." While the t-values for the dimensions of sustainable promotion and the economic dimension (4.032 and 4.424) indicate a significant effect, the dimensions of sustainable product and sustainable distribution (1.024 and 1.696) show minimal impact when included in the model.

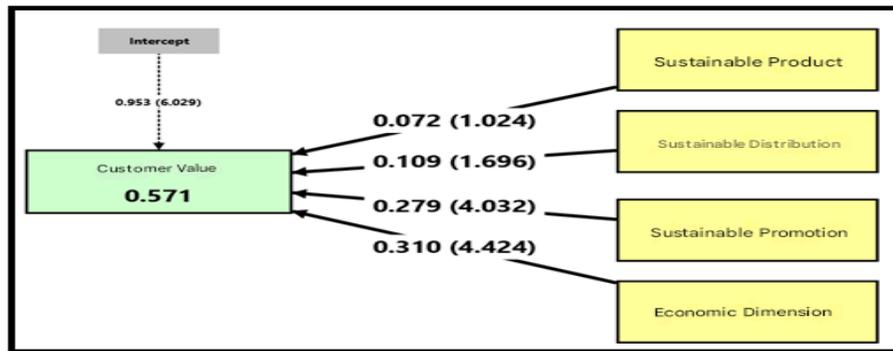


Figure (3): The Impact of the Dimensions of Sustainable Marketing Practices Combined on Customer Value

6.6.3 Testing the Third Main Hypothesis Using Simple Linear Regression:

This hypothesis will be tested using a simple linear regression analysis model to determine the effect of the dimensions of Sustainable Marketing Practices on Perceived Quality, which can be expressed by the following hypothesis:

Third Main Hypothesis
There is a statistically significant effect of the variable Sustainable Marketing Practices on the variable Perceived Quality.
Perceived Quality = 0.591 + 0.870 (Sustainable Marketing Practices)

The data in Table (11) and Figure (4) indicate the results of testing the hypotheses regarding the impact of Sustainable Marketing Practices on Perceived Quality. The calculated value of the F statistic was (395.268), exceeding the tabulated value (3.94) at a significance level of (0.05), leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis, which states that there is a significant effect of Sustainable Marketing Practices on Perceived Quality. This reflects the vital role of sustainable marketing policies in enhancing customers' perception of product quality, showing that adopting sustainable marketing practices contributes to improving the brand image of products.

The results of the t-test for the regression coefficient (β) of Sustainable Marketing Practices showed a value of (19.881), confirming their significant effect in explaining the variation in the level of Perceived Quality. Each one-unit increase in Sustainable Marketing Practices leads to a (87%) increase in Perceived Quality, while the adjusted R^2 value explains (66%) of the variations in product quality.

Table (11) Statistical Indicators for Analyzing the Impact of Sustainable Marketing Practices Dimensions on Perceived Quality

Sig	(F)	(R ²)Adju	(R ²)	(R)	(t)	Dimensions of the variable of sustainable marketing practices		The mediating variable	
0.000	262.658	0.566	0.568	0.753	10.773	1.338	(α)	Sustainable product	Perceived quality
					16.207	0.631	(β)		
0.000	118.660	0.369	0.372	0.610	7.560	1.360	(α)	Sustainable	

					10.893	0.620	(β)	distribution
0.000	270.555	0.573	0.575	0.758	8.792	1.165	(α)	Sustainable promotion
					16.449	0.676	(β)	
0.000	254.928	0.558	0.560	0.749	5.126	0.809	(α)	Economic dimension
					15.966	0.799	(β)	
0.000	395.268	0.662	0.664	0.815	4.280	0.591	(α)	Sustainable marketing practices
					19.881	0.870	(β)	
(1.984= Tabular (t))////(3.94=(F)Tabular)//// (N) =202)								

Source: Outputs of the SPSS V.28

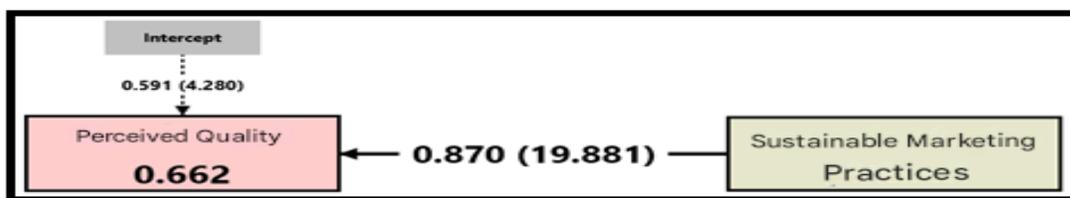


Figure (4) Analysis of the Impact of Sustainable Marketing Practices on Perceived Quality

7: Conclusions and Recommendations

7.1 Conclusions

1. Sustainable marketing practices play a central role in enhancing customer value for electrical and electronic industrial companies by meeting customer needs while considering environmental, social, and economic dimensions.
2. All dimensions of sustainable marketing practices, including sustainable product, sustainable distribution, sustainable promotion, and the economic dimension, significantly affect customer value, highlighting the importance of adopting a sustainable marketing strategy.
3. The economic dimension is a key factor supporting product quality improvement by balancing prices and costs, which increases customer loyalty.
4. Sustainable distribution contributes to reducing environmental impact and improving the company's image by using transport methods and storage facilities that comply with environmental safety standards.
5. Sustainable promotion acts as an effective tool for raising awareness about the benefits of eco-friendly products, enhancing purchasing decisions.
6. Sustainable products that adhere to quality standards distinguish the company in the market by offering high-performance products.
7. Perceived quality is an important mediating variable in the relationship between sustainable marketing practices and customer value, as it enhances customers' perception of quality.
8. Dimensions of perceived quality affect customer satisfaction and their perception of product value.
9. Customer value in companies is at an average level, indicating a balance between benefits and costs.
10. There is a significant positive relationship between sustainable marketing practices, perceived quality, and customer value, reinforcing the importance of sustainability.

11. Implementing sustainable marketing practices with a focus on quality enhances the competitiveness of companies.
12. Effective management of customer relationships enhances the time value of the customer, positively reflecting on their loyalty.
13. Product diversity increases the perceived monetary value among customers.
14. Companies that reduce waste in production achieve an average level of sustainable products, reflecting their commitment to environmental responsibility.
15. The aesthetics of products play an important role in attracting customer attention.
16. Providing regular after-sales services enhances the quality of the experience perceived by customers.
17. Reducing order wait times improves the company's responsiveness.
18. Having a specialized department for customer relationship management contributes to faster response times to requests.
19. Improving product functional performance ensures customer satisfaction.
20. The integration of sustainable marketing practices with dimensions of perceived quality leads to increased customer value.

7.2 Recommendations

1. Companies should enhance sustainable marketing practices by integrating economic, environmental, and social dimensions.
2. Direct efforts towards improving sustainable distribution strategies using eco-friendly methods.
3. Intensify promotional campaigns to highlight the advantages of sustainable products.
4. Develop products to meet quality and performance standards, focusing on innovation.
5. Improve dimensions of perceived quality by enhancing responsiveness and product aesthetics.
6. Strengthen the role of perceived quality as an effective mediator between marketing practices and customer value.
7. Enhance economic value through competitive pricing strategies.
8. Implement comprehensive training programs for employees to raise awareness of sustainable marketing practices.
9. Adopt periodic evaluation systems for marketing practices and levels of perceived quality.
10. Encourage ongoing research in sustainable marketing practices.
11. Develop comprehensive sustainable marketing strategies that focus on the three dimensions.
12. Elevate performance quality using high-quality raw materials.
13. Improve transportation and storage methods to be environmentally friendly.
14. Develop promotional campaigns that highlight the environmental and social benefits of products.
15. Monitor product prices to ensure competitive economic value.
16. Increase focus on after-sales services by organizing effective maintenance schedules.
17. Activate effective communication channels with customers to reduce wait times.
18. Build a close relationship with customers by providing products that meet their needs.
19. Develop product designs to be attractive and aligned with customer desires.
20. Offer ongoing training programs to enhance employees' understanding of sustainability and product quality.

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