

The role of sustainable marketing in achieving competitive advantage through Customer perceived value

(an analytical study of the opinions of a sample of workers at Al-Kafeel Specialist Hospital in the holy city of Karbala)

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Abstract

The current research was concerned with studying the nature of the relationship and the influence between three variables represented by (sustainable marketing, Customer perceived value, and the competitive advantage). Of the hospital workers within the work departments in it, and the nature of the answers was analyzed statistically through the spss statistical program to get to the fact of accepting or rejecting the four hypotheses of the research, which are the hypotheses of correlation and influence relationships, and through the statistical results, the second hypothesis was accepted and the rest of the hypotheses were rejected based on the level Statistical significance. The research reached a set of recommendations that support the application of the concept of sustainable marketing in the hospital enhancing the competitive advantage by intensifying courses and continuous training, as well as the real participation of workers in formulating marketing strategies, supporting services provided to customers, listening carefully to the problems experienced by workers or addressing poor quality of services, and paying attention to environmental responsibility.

Key words : sustainable marketing , competitive advantage , Customer perceived value , environmental responsibility , Al-Kafeel Specialist Hospital .

1 . Introduction

Contemporary marketing literature indicates that sustainable marketing is an important topic relatively in the last period of the twentieth century, and then it is necessary to refer to the influences that caused its emergence .The Greenpeace movement blamed the organizations for the pollution they caused, and drew the world's attention towards how to get rid of the gases emitted from oil and coal to the air, nuclear and chemical waste, dangerous levels of pollution in the waters of the seas and oceans .

(Pazzey , 1992) referred to a group of Influences related to human economic activities through a research paper called sustainability (Parsons and Maclaran , 2009) :

1 - Depletion of renewable resources such as forests and fish .

- 2 - Depletion of energy stocks and non-renewable minerals .
- 3 - Depletion of non-renewable genetic diversity, as some animals and plants have become extinct and others are threatened with extinction, as well as depletion of the earth through pollution.
- 4 - The problems of pollution in industrial societies are many.
- 5 - Problems of accumulated pollution such as smoke, acid rain, the ozone hole, gases, and the heat of the universe.
- 6- The widening gap between the rich and the poor.
- 7 - Increase the rates of change.

As a result of these influences, the world's interest in the environment increased, which resulted in the establishment of the World Environment Committee (Brundtland) in 1987 defined sustainable development as meeting current needs for humans without affecting the ability of future generations to meet their needs), and this means that sustainability is an important tool for evaluation not only of economic and social development but also of the most effective business in general, and it was not there are environmental and social problems until the late eighties, which aroused public attention, as the studies marketing discussions related to the role of society are modern and evolving concepts such as green marketing , environmental marketing, environmental entrepreneurial marketing, and it should be noted what was stated in the Rio Declaration in 1992 and the Global Follow-up Summit for Sustainable Development (Johannesburg) in 2002, while the latest study adopted regarding these topics and created new directions, to discuss the roles and responsibilities of business firms in Society, and thus the discussions in the early nineties directed towards sustainability and extended to enter the field of activities Sustainable business and marketing sustainability, so the beginning of marketing can be traced back to the late sixties and early seventies , At the time, the appropriate field of marketing and its social role was studied and debated by marketing scholars. (Parsons and Maclaran , 2009) At the end of the sixties, there was self-reflection and discussion about the role of marketing in environmental and social change processes. It is important to recognize that this batch of

attention was to promote consumer well-being in return for dissatisfaction of customers with substandard products, and the term sustainable marketing was launched by (Sheth & Parvatiyar, 1995), who discussed marketing efforts both competitively and environmentally. (García-Rosell & Moisaner, 2007). Sustainable development can be achieved only through a proactive marketing organization, as well as stimulating intervention government, and this means shifting from the current consumer marketing to the new sustainable marketing, i.e. out of hand the hidden hand, which is the free markets, to the apparent hand, which is the government.

Also, writers and researchers have studied and discussed the field of marketing in recent decades from a socially responsible and environmentally informed perspective(TIEDEKUNNAN & GARCÍA-ROSELL, 2009) . And at the beginning of the twenty-first century, business leaders began to understand that sustainability in an environmental and social way that can contribute to achieving their profits and improving their positions competitiveness in the market in a positive way (Trivedi et al., 2018). Sustainability is seen as an attractive concept in a variety of fields but marketing in particular has the opportunity to contribute significantly to the understanding of the concept, its merits and its vitality as a focus of the future operations of the organization, Marketing has the opportunity to elevate its focus from

customer relationship management and owner relationship management other interests as well as a broader range of market issues that include economic and environmental dimensions social (Trivedi et al., 2018). Whereas (Kotler and Armstrong , 2017) explained the concept of marketing that organizations thrive by identifying the current needs and desires of target customers and meeting them in a more effective and efficient manner than the ability of competitors to do, and focuses on meeting the needs of the organization by Short-term sales, growth, and profit by engaging customers, giving them what they want now and with that, satisfying consumer needs immediate and present desires do not always serve the future interests of either customers or organizations, while the societal marketing concept takes taking into account the well-being of consumers in the future, while the concept of strategic planning considers the needs of the organization in the future, while understandable sustainable marketing focuses on consumer welfare and the organization's future needs together, and sustainable marketing calls for responsible actions socially and environmentally, it meets the immediate and future needs of customers and the organization. Sustainable marketing requires a smoothly functioning marketing system composed of consumers, policy makers, and others to work together to ensure socially and environmentally responsible marketing actions.

In this research, the researcher relied on measuring the sustainable marketing variable on three dimensions (Strategic integration, Societal engagement, and Ethical capabilities) (Andria, 2020).

In order to measure the variable, the perceived value of the customer, the researcher relied on the dimensions (Perceived Functional Value, Perceived Emotional Value, Perceived Social Value) (Wang, 2022). As for measuring the third variable (competitive advantage), the researcher relied on five dimensions: (cost advantage, quality advantage, flexibility advantage, delivery advantage, and mental image) (Aldali, 2019)

2 . Theoretical framework

2.1. Sustainable Marketing

Sustainability is seen as an attractive concept in a variety of fields but marketing in particular has the opportunity to contribute significantly to the understanding of the concept, its advantages and its vitality as a focus of the future operations of the organization, Marketing has the opportunity to elevate its focus from customer relationship management and owner relationship management other interests as well as a broader range of market issues that include economic and environmental dimensions social (Trivedi et al., 2018)

It appears that the concept of sustainable marketing appeared in Western literature as recently as the late nineties it is a natural stage in the development of marketing(Rudawska, 2018) .

(Eitiveni et al., 2018) also added that reinforces the need for a broader vision of the concept of marketing through management problems arising from the severe negative environmental, social and economic impacts that have arisen report global and market-driven events . (Shrad, 2012 : 63) referred to a concept of sustainable marketing, in which he focused on the importance of this type of marketing , in which he indicated that the adoption of this concept by organizations will bring many benefits and gains , such as reaching the top of the competitive pyramid, or perhaps it will give it market leadership with increasing interest in environmental matters in marketing in general, if the organization adopts a sustainable marketing philosophy, it will make it close to the customers who want it deal with them, especially those who have an environmental orientation.

(Cătoiu et al., 2010) pointed out in his concept of sustainable marketing the novelty of the subject, and stated that sustainable marketing is one of the modern topics, as it focuses on the optimal use of the resources you possess the organization aims to provide products of high value to customers, and other relevant parties, taking into consideration of long-term environmental and social issues.

It has been shown (Fuller, 1999) that sustainable marketing is the process of planning, implementing and controlling marketing strategies from product development, pricing, promotion and distribution in behavior it satisfies the following three criteria:

1. Customer needs met.
2. Organized goals accomplished.
3. A process of compatibility with environmental regulations.

Sustainable marketing is one of the environmentally informed marketing concepts sees as simple attempts to shift in environmental issues from a social challenge to a marketing challenge that could be easy to transform by applying tools and techniques marketing (Van Dam and Apeldoorn , 1996) .

(Basile and Hershaue , 2011) explained sustainable marketing is one of the entrances to marketing that brings together organizational processes interior and organization of resources that create value and ideally stakeholders (owners, shareholders, employees, value chain partners), the natural and social environment rich in the activities of the organization, and this term is applied in the organization that operates within a particular system.

Sustainable marketing is one of the latest concepts that reflects the development in the field of thought development marketing, as it appears due to a group of factors, including:

- a - Organizations endeavor to fulfill what they desire if the demand leads to hearing effects that are harmful to society and the environment, It contradicts many customs and traditions.
- b - That the organizations did not apply the marketing concept as it should be, as it became clear that it leads in the process of wanting to satisfy the desires and needs of a certain group of consumers, the interests of the consumer are sacrificed and the desires of other groups, which results in a lack of consideration for the public interest.
- c- The desire to achieve more profits may push organizations to exploit excessively and extravagantly to existing sources of wealth, although such wealth should be used and rationally exploited, which this wealth can be preserved and renewed.
- d- Increasing consumers' awareness about the environment is another factor in organizations that pushes them to implement better practices sustainable or environmental.
- e- The movement of consumers and the movement of environmental protection is one of the main factors for the emergence of the idea of marketing sustainable, the consumer movement contributes to protecting the consumer from illegal marketing practices responsible, while the environmental movement calls for preserving the environment to make it a safe place to live for us and for generations coming.
- f- The limited nature of natural resources and their increasing costs.
- g- The need to gain a competitive advantage in order to adopt sustainable strategies. (Source 10: 61 – 64) , (Falaq and others , 2018) .

2.2. customer perceived value

The basic assumption is within an entry value-based pricing is the consumer's trade-off for alternatives available on the basis of his awareness of the value provided to him by product where it is intended the difference between the total consumer value and total consumer cost on the other hand (Mohammed , 2002) . Zeithmal sees the overall rating of how useful the product is from before the customer, on the basis of what he perceives and what he gets from it Goods or services. Anderson Jean et Chintagunta explained the perceived value of a monetary unit (amount) for a group of economic, technical, service profits, social, obtained from the institution interchangeably taking into account offers and the prices of other competing suppliers. According to Kotler, value is that difference. between total values and total cost, where total values relate the benefits that the customer gets from the product, and the total cost it relates to the total financial, functional and psychological costs that made by the customer (Oliver and Nigel , 2000) .

Carman and Archy define value as customer goals and his personal needs and the benefits he seeks to obtain, represent all are important factors and reasons behind determining the value that determined by the purchase of the product, the definition must be the level of value what the customer expects to get from buying a product respond to his goals and aspirations and the amount of benefits he wants to obtain on it, but the definition did not refer to the cost of all this and it is possible that negatively affects the perceived value. As Gug Audigier defines it in his book as a variable that increases by meeting customer needs or lowering the cost of the product (Audigier, 2003) . Perceived value has become an important part of strategic management for business organizations, it is considered a vital factor that helps them attract new customers and maintain customers present, and also add significant value to the decision-making process of consumers. The perceived value depends on customer experience and knowledge. Perceived value is defined as the quality the customer receives for the price paid, i.e. the lowest price a customer would pay for a high-quality brand (Zeithaml, 1988) .The perceived value is the customer's overall evaluation of the usefulness of the product based on perceptions of what is received and what is offered saying that value is always determined by the consumer on his own terms can also be conceived of as value it is the overall evaluation of the experience of consuming a product or service(Yee & San, 2011) .

Some researchers also suggest that perceived value is a combination of service quality and benefits (functionality and social and economic) and sacrifices (time, effort and money) that an individual must make to get the service . Some also divided the perceived value dimensions into two groups: the functional dimension and the emotional, Where the individual evaluates the functional dimensions based on: the rational and critical foundations, and the quality of the job products and services, price, versatility, and the emotional dimension includes: feelings, emotions internal, and the social dimension, which is related to the social influence on behavior consumer (Wilawan,2018) . The concept is closely related to the high quality of the product and the presence of certain characteristics, advantages and benefits that the customer sees in it product, there is a strong relationship between the concept of value on the one hand and a number of other concepts, such as beauty, efficiency, happiness and other characteristics and points that the customer wishes to have, so he suggested (Holbrook) recently introduced a new theory of application of realized value according to three dimensions: (Strawy , 2020)

A- Whether the value is internal or external: when it is the value that the customer wishes to obtain from the purchase the product is external, consumption in this case becomes a means to achieve another end

such as the functional benefit of the product for example: (a car to show off + achieving transportation), but if it is internal, then the consumer experience becomes the goal of buy.

B- Whether the value is self-directed or directed to others: the value achieved for the customer is self-directed (the customer himself) if the customer cares about the product or the consumer experience for himself, and because it affects him as a peer, or in a specific way, such as: (using perfume + eating), and because he chose it for him, and on the other hand, it is value directed to others if the customer cares and appreciates the product for the sake of others (such as family, neighbors, friends, coworkers) or for certain principles (home, planet, religion, world) and in this case the product a value that the individual wishes to direct to others.

C- The fact that the value is sought by the individual or responds to it: the individual seeks to achieve a value for himself from reading something - tangible or intangible - when he tries to influence something in a material or immaterial way, and vice versa from this, the value that responds to the individual arises when it is related to things that were performed for the individual without any effort expended.

2.3 competitive advantage

The concept of competitive advantage refers to the company's ability to formulate and implement strategies that make it central better for other companies operating in the same activity, and achieve competitive advantage through better utilization the technical, material, financial and organizational capabilities and resources, in addition to the abilities, competencies, knowledge and others the capabilities of the company that enable it to design and implement its competitive strategies. Achievement is associated the competitive advantage has two basic dimensions: the perceived value of the customer, and the company's ability to achieve excellence (Abu Bakr, 2007) . The importance of competitive advantage lies in the fact that it gives companies the ability to defend and preserve their market position its competitive position among its competitors, in addition to enhancing the company's capabilities and its production, marketing and documentation capabilities its relations with customers and the improvement of administrative decisions, and one of the most important dimensions that the competitive advantage includes is quality products or services offered, profitability, market share, creativity and innovation (Munizu, 2013) .

There are two types of competitive advantage models: a market-based model and a resource-based model both are complementary, and build on each other, as the market-based model of competitive advantage includes on the variables of cost, differentiation, effectiveness, evaluation of competitors, threats and risks facing the company's work, As for the resource-based competitive advantage model, it includes all the resources that the company possesses, whether material or financial or human, so that its movement and development is from within the company (Addae-Korankye, 2013) .

One of the most important influences that support competitive advantage are total quality management practices that help companies to achieving competitive advantage and reaching high competitive levels, enabling it to face challenges and improve productivity, cost reduction, and the integration of performance processes with creativity and innovation, which would achieve all corporate objectives competitiveness, preserving its position in the market, and ensuring the continuity and progress of its business (Ware, 2014). (Ratnaningsih et al., 2010) defines competitive advantage as the ability of sectors to meet the needs of customers It is related to services and products and providing them with high quality, with the aim of

satisfying them, as well as meeting the needs of employees in the field the company, providing a return on investment to achieve growth, development, and reach the desired goals and objectives.

While (Baroto et al., 2012) indicated the competitive advantage as being a group of factors that are related directly and indirectly in the company's stability in the market, which includes active participation in all fields economic, which affects the stability and development of profits, through the optimal use of available resources.

(Naliaka & Namusonge, 2015) believes that the competitive advantage reflects the most appropriate tool that aims to discovering new, innovative and novel ways to produce and provide goods and services in a more effective manner than those it provides competitors in the market, where they are able to embody these methods and methods on the ground, and bring about a process creativity outperforms its peers.

The sources of the company's competitive advantage are as follows:

1 – Innovation : Innovation is a key source for achieving a high competitive advantage in a dynamic environment pivotal in the corporate strategy, with the tremendous development in the field of technology and communications, innovation has become a form an essential pillar, and an important dimension of strategic performance, and therefore it is of the utmost importance that companies seek to adapt with the external environment, and to respond to the regulatory changes imposed by the strong competition in the market, with the aim of achieving a sustainable competitive advantage, maximizing profits, and attracting the largest number of customers to it (Janáková & Zatrochová, 2015). Innovation is also the successful paper, and the solid ground on which companies are based in developing and developing their performance. And improving it, innovation and technology play a fundamental role in marketing production in a modern way, and creating value additive to goods and services, and each of them contributes to reducing the cost of production, and enabling the company to provide goods and services it is unique and distinct compared to its peers, and the company achieves a high competitive advantage in the market(Sachitra et al., 2016) .

2 - Time: Time is the main source for achieving competitive advantage, which requires companies the speed in meeting the requirements and needs of customers and adapting to the shifts of the changing environment, which requires fragmentation of work, And predict the occurrence of changes permanently, and update mechanisms to ensure that customers get the product and services quickly to avoid bottlenecks and increase costs. Time is one of the most important sources that achieve a significant competitive advantage for the company, as time is equivalent to money and productivity , quality and innovation, time management leads to cost reduction, high quality and excellence, and enables the company to maximize its profits and strengthen its position in the market. Provision and good time management also contribute to cutting down and reducing the cycle planning in the product development and manufacturing cycle, raising the level of performance, developing and improving its products. Play as management time plays a role in presenting and offering products and commodities to the market within a short period, in a way that benefits the customer and attracts customers the largest number of potential customers. And highlights the importance of time in the ability to design and draw strategic plans, management the organizational structure of the company, and the achievement of profits within a short period of time, which is reflected in the improvement of the company's reputation and develop its brand, and develop its position in the market (Hamshari, 2013) .

3- Knowledge: Knowledge is the most important strategy for any company that wants to invest in competition in the market competitiveness and want to achieve success, and seeks to discover new methods more effective than those used before competitors, and it also helps to transfer the important information and expertise that the company has, which it considers necessary for various administrative activities such as problem solving, decision making and strategic planning (Hamshari, 2013).

Some believe that the competitive advantage does not appear in isolated companies, but in a group of companies, in other words, companies operating in the same industry together through consumers, suppliers, and other similar relationships, and that firms successful in owning a competitive advantage does not depend on technology, patents or status its strategic only but rather on how to manage its workforce, as organizational resources play an essential role in achieving them, and the heterogeneity in organizational resources leads to differences in the competitive advantage and the level of performance between companies, and can be achieved by owning the company outstanding strategies that help them attract and retain superior-performing human resources out for a long time. (Saadoun and others , 2015).

3. The importance of the research

The importance of the current study is derived from the importance of the variables and topics that it richly addressed, which it derives from through its researched variables (sustainable marketing, customer perceived value, and competitive advantage), organizations today seek to develop its competitive capabilities in order to improve its level of performance, which plays a key role in ensuring its success, as well as it focuses on preserving the environment and its natural resources and social responsibility the importance of the study through the following points:

3.1 - Highlighting the applied dimension through which sustainable marketing contributes to enhancing the competitive advantage of the researched organization.

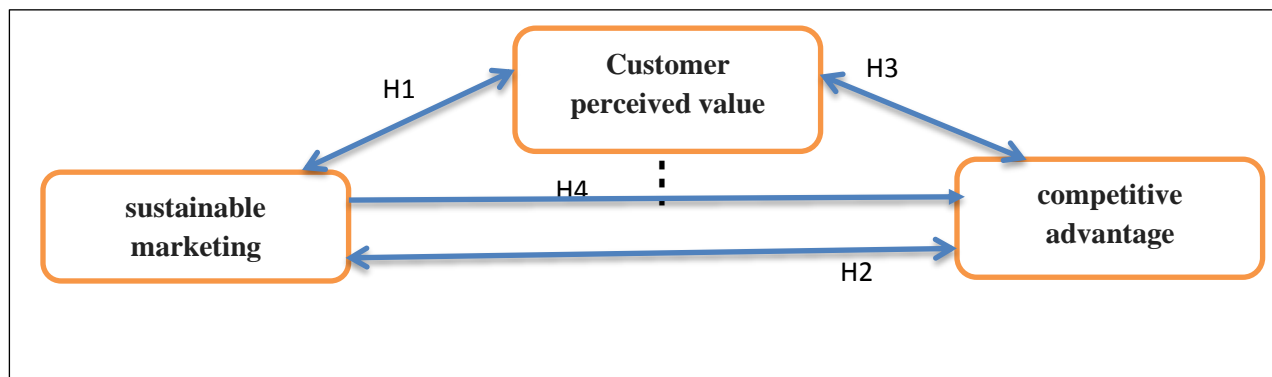
3.2 - The importance of the study also emerges from the urgent need for sustainability in the field of marketing, as the means that enhance the organization's standing and survival in turbulent environments, and face challenges by moving away from style traditional marketing, building a competitive advantage whose benefits cannot be simulated or reproduced, and this is what supports the importance of the study to develop and improve the performance of the researched organization.

3.3 - The study provides solutions to the problems that the organization suffers from, the study community, through practical application and trying to realize the value of sustainable marketing among the administrative leaders in business organizations.

4 - Materials and Methods

Figure (1) below shows the hypothesis diagram of the research, which refers to the total of the four hypotheses that explain the relationship and effect between the research variables.

Figure (1) Hypothesis Diagram of the Research



H1–There is statistically significant correlation at $\alpha = 0.05$ between sustainable marketing and customer perceived value in the hospital .

H2-There is statistically significant correlation at $\alpha = 0.05$ between sustainable marketing and competitive advantage in the hospital .

H3-There is statistically significant correlation at $\alpha = 0.05$ between customer perceived value and competitive advantage in the hospital .

H4-There is statistically significant effect at $\alpha = 0.05$ to sustainable marketing in competitive advantage through the mediating role of customer perceived value in the hospital .

5- Results

A – Study Population and Sample

The research tried by studying the nature of the relationships between the variables to identify the extent of the correlation and effect between the research variables, and the research targeted a sample consisting of (23) workers in Al-Kafeel Specialist Hospital in the holy city of Karbala , as the questionnaire was distributed to the sample members in order to know the level of their opinions and ideas about the variables the research, and the answers were collected from the sample and analyzed statistically through the statistical program SPSS. Table (1) below shows the characteristics of the sample .

Table (1) sample characteristics

| Variable | | Frequency |
|-------------------|--------------------|-----------|
| Age group | Less than 31 years | 18 |
| | 31 – 40 | 4 |
| | 41 - 50 | 1 |
| | 51 - 60 | - |
| Gender | Male | 17 |
| | Female | 6 |
| Educational Level | Secondary | 3 |
| | Diploma | 9 |
| | Bachelor | 11 |
| | Master | - |
| | Phd. | - |

The results presented in Table (1) show the characteristics of the sample in terms of gender, educational level, and age group. In terms of gender, the hospital focuses on employing males at a greater rate compared to females, as the number of males working in the hospital was (17), while the number of females was (6), and this indicates the nature of work requirements within the hospital. As for the age group, the table indicates a great focus on employing workers with an age group of less than 31 years, and this indicates interest in youth energies to accomplish work efficiently and quickly. As for the educational level, the hospital focuses on employing advanced diploma and bachelor's degree holders, as they obtained the highest number (9) and (11), respectively.

B- Reliability and Validity of the Survey Instrument

The research tool includes (64 items) that depends on three variables, which are sustainable marketing as an independent variable and includes three dimensions which are (Strategic integration , Societal engagement and Ethical capabilities) and Customer Perceived Value as a mediating variable that includes three dimensions (Perceived Functional Value , Perceived Emotional Value and Perceived Social Value) .as for Competitive advantage, it is a dependent variable and includes five dimensions, which are (cost advantage ,Quality advantage , Flexibility advantage , Delivery advantage and Mental image) .

Table (2) Descriptive statistics and Reliability for Sustainable Marketing’s dimensions

| | Strategic integration | Societal engagement | Ethical capabilities |
|--------------------|-----------------------|---------------------|----------------------|
| Mean | 1.992 | 1.991 | 2.217 |
| Std. Deviation | .587 | .727 | .876 |
| Reliability : .844 | | | |

The values in Table (2) above indicate that Ethical capabilities obtained the highest mean value of (2.217) and Std. Deviation with a value of (.876), which indicates the importance of this dimension and its high value among respondents in the institution. Followed by the dimension Strategic integration with value mean and std. Deviation was equal to (1.992) and (.587), respectively. As for measuring the extent of realism and credibility of the dimensions of sustainable marketing , the Alpha Cronbach index was used, which came with a value of (.844), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

Table (3) Exploratory Factor Analysis for Sustainable Marketing’s dimensions

| Component | Total Variance Explained | | | Extraction Sums of Squared | | |
|-----------|--------------------------|---------------------|--------------|----------------------------|---------------|--------------|
| | Total | Initial Eigenvalues | | Total | Loadings | |
| | | % of Variance | Cumulative % | | % of Variance | Cumulative % |
| 1 | 2.338 | 77.939 | 77.939 | 2.338 | 77.939 | 77.939 |
| 2 | .365 | 12.167 | 90.106 | | | |
| 3 | .297 | 9.894 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

The results contained in Table (3) refer to the exploratory factor analysis of the Sustainable Marketing’s dimensions, which aims to explain the amount of variance and reduce the dimensions to a specific value, as the three dimensions of the Sustainable Marketing were reduced to a single component with a value of (77.939), which explains the variance in the variable. We also note from the above table that the first component has obtained the highest percentage of (2.338) and a variance value of (77.939) , then the second and third component comes with a value of less than one, which means that they cannot be considered as strong components in terms of influence.

Table (4) Component Matrix for Sustainable Marketing’s dimensions

| Dimensions | Component 1 |
|-----------------------|-------------|
| Ethical capabilities | .893 |
| Strategic integration | .887 |
| Societal engagement | .868 |

Table (4) shows the percentage of the contributions of each of the three dimensions to the formation of the Sustainable Marketing variable , as ethical capabilities got the highest value of the variable formation with a value of (.893) , then came strategic integration and societal engagement with values (.887) , (.868) respectively .

Table (5) Descriptive statistics and Reliability of Customer Perceived Value’s dimensions

| | Perceived Functional Value | Perceived Emotional Value | Perceived Social Value |
|-------------------|----------------------------|---------------------------|------------------------|
| Mean | 2.101 | 2.072 | 2.449 |
| Std. Deviation | .516 | .619 | .742 |
| Reliability: .531 | | | |

The values in Table (5) above indicate that Perceived Social Value obtained the highest mean value of (2.449) and Std. Deviation with a value of (.742), which indicates the importance of this dimension and its high value among respondents in the institution . Followed by the dimension Perceived Functional Value with a value as mean and std. Deviation was equal to (2.101) and (.516), respectively. Perceived Emotional Value dimension came in third place In terms of importance to the respondents, it obtained a mean of (2.072) and std. Deviation was equal to (.619) . As for measuring the extent of realism and credibility of the dimensions of customer perceived value , the Alpha Cronbach index was used, which came with a value of (.531), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

Table (6) Exploratory Factor Analysis of Customer Perceived Value’s dimensions

| Component | Total Variance Explained | | | Extraction Sums of Squared Loadings | | |
|-----------|--------------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Initial Eigenvalues | | | Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 1.642 | 54.739 | 54.739 | 1.642 | 54.739 | 54.739 |
| 2 | .891 | 29.695 | 84.434 | | | |
| 3 | .467 | 15.566 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

The results contained in Table (6) refer to the exploratory factor analysis of the Customer Perceived Value’s dimensions , which aims to explain the amount of variance and reduce the dimensions to a specific value, as the three dimensions of the Customer Perceived Value’s variable were reduced to a single component with a value of (54.739), which explains the variance in the variable. We also note from the above table that the first component has obtained the highest percentage of (1.642) and a variance value of (54.739), also the rest of the components, they had values of less than one, which means that they cannot be considered as strong components in terms of influence.

Table (7) Component Matrix of Customer Perceived Value’s dimensions

| | Component 1 |
|----------------------------|-------------|
| Perceived Functional Value | .856 |
| Perceived Emotional Value | .794 |
| Perceived Social Value | .527 |

Table (7) shows the percentage of the contributions of each of the three dimensions to the formation of the Customer Perceived Value variable, as Perceived Functional Value got the highest value of the variable

formation with a value of (.856), then the Perceived Emotional Value dimension with a value of (.794) , and finally Perceived Social Value with a value of (.527).

Table (8) Descriptive statistics and Reliability for the Competitive advantage’s dimensions

| | Cost advantage | Quality advantage | Flexibility advantage | Delivery advantage | Mental image |
|--------------------|----------------|-------------------|-----------------------|--------------------|--------------|
| Mean | 2.342 | 2.337 | 2.347 | 2.315 | 2.201 |
| Std. Deviation | .552 | .712 | .501 | .575 | .461 |
| Reliability : .905 | | | | | |

The values in Table (8) above indicate that Flexibility advantage dimension obtained the highest mean value of (2.347) and Std. Deviation with a value of (.501), which indicates the importance of this dimension and its high value among respondents in the institution . Followed by the Cost advantage dimension with a value as mean and std. Deviation was equal to (2.342) and (.552), respectively. The Quality advantage dimension came in third place In terms of importance to the respondents, it obtained a mean of (2.337) and std. Deviation was equal to (.712) ,while Delivery advantage and Mental image came in fourth and fifth place respectively . As for measuring the extent of realism and credibility of the dimensions of the Competitive advantage variable, the Alpha Cronbach index was used, which came with a value of (.905), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

Table (9) Exploratory Factor Analysis of the Competitive advantage’s dimensions

| Componen t | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|---------------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| | | | | | | |
| 1 | 3.672 | 73.445 | 73.445 | 3.672 | 73.445 | 73.445 |
| 2 | .519 | 10.389 | 83.834 | | | |
| 3 | .435 | 8.702 | 92.536 | | | |
| 4 | .234 | 4.682 | 97.218 | | | |
| 5 | .139 | 2.782 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

The results contained in Table (9) refer to the exploratory factor analysis of the Competitive advantage’s dimensions , which aims to explain the amount of variance and reduce the dimensions to a specific value, as the three dimensions of the Competitive advantage variable were reduced to a single component with a value of (73.445) , which explains the variance in the variable. We also note from the above table that the first component has obtained the highest percentage of (3.672) and a variance value of (73.445), as for the

rest of the components, then came the second and third components with values (.519) and (.435) . and fourth , fifth components with value (.234) , (.139) respectively . They had values of less than one, which means that they cannot be considered as strong components in terms of influence.

Table (10) Component Matrix of the Competitive advantage’s dimensions

| | Component 1 |
|-----------------------|----------------|
| Cost advantage | .801 |
| Quality advantage | .925 |
| Flexibility advantage | .894 |
| Delivery advantage | .851 |
| Mental image | .807 |

Table (10) shows the percentage of the contributions of each of the three dimensions to the formation of the the Competitive advantage variable, as Quality advantage dimension got the highest value of the variable formation with a value of (.925), then the Flexibility advantage dimension with a value of (.894) , finally came Delivery advantage dimension , Mental image dimension and Cost advantage dimension with a values of (.851) , (.807) and (.801) respectively .

C- Hypothesis testing

H1–There is statistically significant correlation at $\alpha = 0.05$ between sustainable marketing and customer perceived value in the hospital

| | | Sustainable Marketing | Customer Perceived_Value |
|--------------------------|---------------------|-----------------------|--------------------------|
| Sustainable Marketing | Pearson Correlation | 1 | .240 |
| | Sig. (2-tailed) | | .270 |
| | N | 23 | 23 |
| Customer Perceived Value | Pearson Correlation | .240 | 1 |
| | Sig. (2-tailed) | .270 | |
| | N | 23 | 23 |

It is evident from the results in Table (11) above that there is a positive significant correlation between Sustainable Marketing and Customer Perceived Value , which was valued at (.240), in addition to that was the value of the sig. (.270) more than 0.05, which means the relationship between the two variables

Sustainable Marketing and Customer Perceived Value is not statistically significant at $\alpha = 0.05$, and therefore the first hypothesis is rejected.

H2-There is statistically significant correlation at $\alpha = 0.05$ between sustainable marketing and competitive advantage in the hospital .

| Table (12) corellation between sustainable marketing and competitive advantage | | | |
|---|---------------------|-----------------------|-----------------------|
| | | Sustainable Marketing | Competitive advantage |
| Sustainable Marketing | Pearson Correlation | 1 | .548 |
| | Sig. (2-tailed) | | .007 |
| | N | 23 | 23 |
| Competitive advantage | Pearson Correlation | .548 | 1 |
| | Sig. (2-tailed) | .007 | |
| | N | 23 | 23 |

It is evident from the results in Table (12) above that there is a positive significant correlation between Sustainable Marketing and competitive advantage, which was valued at (.548), in addition to that was the value of the sig. (.007) Less than 0.05, which means the relationship between the two variables Sustainable Marketing and competitive advantage is statistically significant at $\alpha = 0.05$, and therefore the first hypothesis is accepted .

H3-There is statistically significant correlation at $\alpha = 0.05$ between customer perceived value and competitive advantage in the hospital .

| Table (13) corellation between customer perceived value and competitive advantage | | | |
|--|---------------------|-----------------------|--------------------------|
| | | Competitive advantage | Customer Perceived_Value |
| Competitive advantage | Pearson Correlation | 1 | .270 |
| | Sig. (2-tailed) | | .212 |
| | N | 23 | 23 |
| Customer Perceived Value | Pearson Correlation | .270 | 1 |
| | Sig. (2-tailed) | .212 | |
| | N | 23 | 23 |

Table (13) above shows that there that there is a positive significant correlation between customer perceived value and competitive advantage, which was valued at (.270), in addition to that was the value of the sig. (.212) more than 0.05, which means the relationship between the two variables customer perceived value and competitive advantage is not statistically significant at $\alpha = 0.05$, and therefore the first hypothesis is rejected.

H4-There is statistically significant effect at $\alpha = 0.05$ to sustainable marketing in competitive advantage through the mediating role of customer perceived value in the hospital .

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|--|------------|----------------|----|-------------|-------|-------------------|
| 1 | Regression | 1.645 | 2 | .822 | 4.728 | .021 ^b |
| | Residual | 3.479 | 20 | .174 | | |
| | Total | 5.123 | 22 | | | |
| a. Dependent Variable: Competitive advantage | | | | | | |
| b. Predictors: (Constant), Customer Perceived Value, Sustainable Marketing | | | | | | |

It is clear from the results presented in Table (14) that there is not a statistically significant impact of sustainable marketing in competitive advantage through the mediating role of customer perceived value , as the value of sig. was (.021) which more than (0.05) and this indicates the reject of the fourth hypothesis, which refers to there is not statistically significant effect at $\alpha = 0.05$ to sustainable marketing in competitive advantage through the mediating role of customer perceived value .

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|--|------|----------|-------------------|----------------------------|-------------------|----------|------|------|---------------|
| | | | | | R Square Change | F Change | df 1 | df 2 | Sig. F Change |
| 1 | .567 | .321 | .253 | .41705 | .321 | 4.728 | 2 | 20 | .021 |
| a. Predictors: (Constant), Customer Perceived Value, Sustainable Marketing | | | | | | | | | |
| b. Dependent Variable: Competitive advantage | | | | | | | | | |

Finally, the results presented in Table (15) indicate the total correlation value of the model by considering that sustainable marketing and customer perceived value as independent variables have a correlation with the dependent variable competitive advantage, as the correlation value was positive by (.567) and at a

significant level of (.021)) Which is more than (0.05), which not supports the correlation between the research variables, in addition, the value of R. Square indicates the amount of variance that occurs in the value of the independent variables will affect the interpretation of the variance in the dependent variable with a value of (.321).

6. Discussion

It is clear from the results contained in the statistical analysis that there is an acceptance of some of the four hypotheses of the research, and there is a rejection of others. The four hypotheses were designed in order to identify the nature of the correlation and effect relationships between the three research variables. The first hypothesis indicated that there is a correlation between sustainable marketing and customer perceived value With a score of (.240), while the level of significance was (.270), which is greater than (0.05), so the first hypothesis was rejected.

As for the second hypothesis, it indicated the extent of the existence of a correlation between sustainable marketing and competitive advantage, and the results indicated that there was a correlation of (.548), while the level of significance was (.007), which is less than (0.05), and this means that the second hypothesis is accepted. As for the third hypothesis, it indicated the extent of the existence of a correlation between customer perceived value and the competitive advantage, and the results showed that there was a correlation of (.270), while the level of significance was (.212), which is greater than (0.05), and therefore the hypothesis is rejected. While the fourth hypothesis explained the extent of the impact of sustainable marketing in achieving competitive advantage through the mediating role of customer perceived value, the fourth hypothesis was rejected because the level of significance (.021) is greater than (0.05).

7. Recommendations

In this part, the researcher seeks to present a set of recommendations that can be of interest to the health institutions administration, the research sample in order to achieve the best results in terms of improving performance and achieving positive relations in the field of work:

1 –Investing in modern technological applications, and integrating them with a sustainable marketing strategy to increase the creation of initiatives new innovation, and provide a new and high value for the customer and the hospital.

2 – Attracting individuals with distinguished skills from inside and outside the hospital to obtain marketing knowledge that it is difficult for competing organizations to obtain and ensure their superiority in the market and to achieve leadership continuously.

3 – Involve most department managers in the hospital and those with experience in formulating a sustainable marketing strategy, to implement it marketing is everyone's responsibility.

4- Develop special strategies for research and development for projects to develop and improve services by taking advantage of previous experiences.

5 – The necessity of applying sustainable marketing in the hospital, the study community, and adapting its dimensions to its reality, because it is one of the modern marketing strategies that seek to protect the environment and preserve natural resources for generations the future and perpetuating the relationship with the customer and achieving welfare for the community, and then accruing to it superiority .

6 – The hospital invited the study community to spread the concept of sustainable marketing in its dimensions among managers as part of its main plans as part of its culture, and how to apply it in order to achieve its pioneering orientation .

7 – It is necessary for the hospital to collect information about the requirements of customers and competitors and about the market and the situation. economic and political, and on suppliers, due to the importance of collecting marketing information in the manufacturing process marketing decisions .

8 – The hospital should pay more attention to sustainable marketing by adopting an integrated approach to management human resources that improve the marketing means of the organization, and by taking care of environmental procedures, developing a program training and education in the organization.

9 – The need to increase training and development programs through conducting training courses or conferences to develop employees and increase their knowledge of the concept sustainable marketing.

10 – Paying attention to the development of departments concerned with communicating with customers in order to listen to their complaints and benefit from proposals to find out changes in the market and in the tastes of customers.

11 – Encouraging employees to innovate through creating open discussion seminars to present ideas, adopt appropriate ones, and allocate rewards for every new idea.

12 – The need to take care of the opinions of customers and their various needs and include them on the agenda, as it represents the factory's keeping pace with changes in the market and its serious pursuit of competitive advantage.

13 – The need for the hospital to adopt new ideas and work to implement them in order to outperform competitors and achieve a competitive advantage in order to achieve its long term market leadership.

14 – Innovating new products at a lower cost and distinguished quality to compete with the various products of other organizations.

15 – Increasing the use of advanced computers and their applications to develop the hospital's work and improve the services provided to customers.

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