

STRATEGY TOWARDS SUSTAINABLE MARKETING AND ITS IMPACT ON COMPETITIVE ADVANTAGE SUMMARY

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ABSTRACT

Study as an independent variable Includes Three sub-dimensions (the social dimension, the environmental dimension, the economic dimension), where the study sought to demonstrate the effectiveness of the restaurant management's adoption of a sustainable marketing strategy in achieving competitive advantage as a dependent variable that included four dimensions (cost, quality, flexibility, delivery) and revealing the relationship and impact of the marketing strategy Sustainable achievement in achieving competitive advantage in a sample of fast food restaurants in Babylon Mall in Baghdad governorate, which are (Royal Classic Restaurant, City Center, Pizza Pizza, Jill House), as they are among the restaurants that have a large market share. A random sample consisting of (50) was chosen. of the workers in restaurants, and to collect the necessary data, the questionnaire was adopted, in addition to adopting the method of personal interviews This study has a set of conclusions, including the existence of a correlation and impact relationship between the variables of the sustainable marketing strategy and the variables of competitive advantage, which made it possible to identify the surrounding environment and seize opportunities and work to achieve competitive advantages to enable it to survive in light of the intense competition it is exposed to by competitors in the industry.

Keywords: Strategy for Sustainable Marketing, Competitive Advantage

INTRODUCTION

The world is currently witnessing in light of turbulent competition, rapid transformations, challenges and conditions that organizations are going through today, making them realize the importance of achieving excellence and competitive superiority in order to be able to face challenges and survive in the face of intense competition that they are exposed to and search for advanced and innovative ways and methods that enable them to survive and excel over competitors in a way that is difficult to imitate from ahead of competitors, and this is what constitutes the problem for managing fast food restaurants that are exposed to fierce competition that enables them to stay in the industry and search for new directions that will enable them to survive, including the strategy of orientation towards sustainable marketing, The business environment is known for its abundance and intensity of competitors, and therefore the organization will find itself compelled to face competition, which necessitates it to confront competitors through the competitive advantage it possesses, which represents a safety valve to confront competitors and outperform them and strive continuously to adopt new trends that enable it to search for and maintain competitive advantages by providing its services At a faster pace than competing organizations or more able than them to respond to the needs of customers or to provide better value and service to their customers, and by adopting important tools and means that enable them to survive and continue in the market, including the strategy of moving towards sustainable marketing, which is one of the strategies that can be employed at the overall level of the organization To achieve the competitive advantage in a way that ensures its survival and helps to occupy strong competitive positions compared to its competitors in order to suit and keep pace with the new competitive trends that have changed their indicators to face the intense

competition that organizations are exposed to, which has helped to Achieving its objectives, including achieving economic and social goals while preserving the environment, achieving distinction over competitors, and in order to survive, grow and continue in the market.

STUDY OF METHODOLOGY

The Study Problem

The researchers were able to seek the problem of the study through the preliminary survey that it conducted for a number of restaurants in Babylon Mall, and it was among the problems faced by the intense competition that it is exposed to, as the strength of competition has become the only condition for survival in the market due to the developments in the industry, the continuation of the work of organizations In the competitive environment by developing new directions that enable it to deal with the future and adequate readiness to confront competing organizations, including the strategy of heading towards sustainable marketing and adopting this strategy as a competitive advantage facing the intense competition it is exposed to Than It is imperative that they use modern marketing methods that enable them to deal with changes efficiently and effectively. With increased awareness and awareness of the customer and strive to achieve the goals of the organization represented in achieving a tight balance between the economic aspect, which is the core of the economic activity of business organizations represented in achieving profits and the social aspect that bears them with social responsibility to achieve Social welfare in a way that achieves the general benefit of society by providing safe and harmless products and services and the environmental aspect of preserving the environment for current and future generations.

The Importance of Studying

- A. This study is considered a cognitive addition to the studies that dealt with the strategy of orientation towards sustainable marketing and competitive advantage, which is expected to help fill the shortfall that was overlooked by those researches that were addressed in this field.
- B. The importance of the study comes from the reality of competition that organizations face from pressures and challenges in order to keep pace with recent developments, and highlight the adoption of advanced marketing methods that enable them to achieve competitive advantage through high quality, lower cost, speed in delivery of orders, or flexibility in their operations to meet the needs of and desires of customers.
- C. Providing an information base for individuals and those interested in studying and for higher education that may contribute to the development of the future reality of the organization in question.

Objectives of the Study

- A. A statement of the extent of the restaurant management's awareness of the importance of adopting a sustainable marketing strategy and its role in achieving competitive advantage.
- B. Contribute to crystallizing the relationship between sustainable marketing strategies and achieving competitive advantage in fast food restaurants.
- C. Presenting a set of suggestions and recommendations for the problems faced by the studied restaurants.

Hypothesis

The study plan included two variables, one of which is the independent variable, which is the strategy of orientation towards sustainable marketing, which includes dimensions (Social dimension, environmental dimension, economic dimension), and the second dependent variable is competitive advantage, which includes dimensions (cost, flexibility, quality, delivery). This model was designed for the purpose of finding correlation and influence relationships between the study variables, as shown in Figure (1).

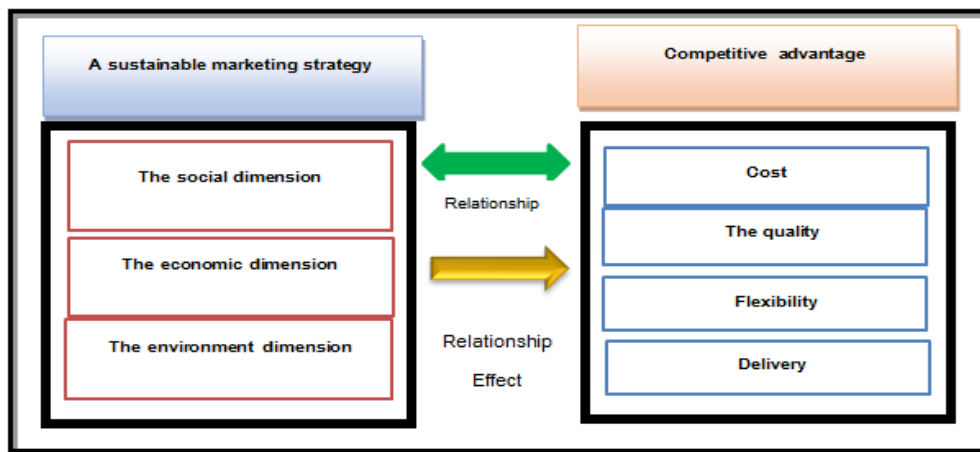


FIGURE 1
FORM (1) THE HYPOTHESIS OF THE STUDY

Hypotheses of the Study

The researchers formulated a set of hypotheses for the purpose of testing and interpreting the relationship between the study variables in order to reach scientific and accurate results, as shown in the following:

The first main hypothesis: There is a significant correlation between the strategies of orientation towards sustainable marketing in achieving competitive advantage

Sub-Hypothesis 1-1: There is a significant statistically significant correlation between the social dimension of the strategy of orientation towards sustainable marketing and competitive advantage.

Sub-Hypothesis 1-2: There is a significant statistically significant correlation between the environmental dimension of the strategy towards sustainable orientation and the competitive advantage.

Sub-hypothesis 1-3: There is a significant statistically significant correlation between the economic dimension of the strategy of orientation towards sustainable marketing and competitive advantage.

The second main hypothesis: The strategy of orientation towards sustainable marketing, with a significant significance, affects the achievement of competitive advantage.

Sub-hypothesis 2-1: There is a significant and statistically significant effect of the social dimension of the strategy of orientation towards sustainable marketing in achieving competitive advantage.

Sub-hypothesis 2-2: There is a significant, statistically significant effect of the environmental dimension of the strategy of orientation towards sustainable in achieving competitive advantage.

Sub-Hypothesis 2-3: There is a statistically significant effect of the economic dimension of the strategy of orientation towards sustainable marketing in achieving competitive advantage.

THEORETICAL FRAMEWORK

Sustainable Marketing

The Concept of Sustainable Marketing

Sustainability is the most profound development in marketing, after the Brut land report and under the influence of many parties such as non-governmental organizations, governments, customers, stakeholders, international community organizations, customer protection associations, which were calling for the organizations' commitment to their social and moral responsibility and giving prominent importance to the dimension In its environmental strategy, strategies emerged calling for the adoption of marketing concepts concerned with environmental, social and economic issues, including sustainable marketing at the end of the nineties and early (2000) to reduce the traditional practices of marketing encouraging consumption, regardless of whether the resources are renewable or non-renewable (Maryam, 2018). Both "ecological marketing" in the 1970s and "green marketing" are considered Contemporary efforts are made to improve the relationship between marketing and the

natural environment. However, neither approach alone provides only a partial analysis of the problems involved starting with the assumptions and limitations of the economic and cognitive aspects of marketing and the dilemmas between micro-marketing objectives and macro-marketing objectives. To control the role of marketing within an ecological space in order for marketing to have a role in sustainable economic development (Yute & Pual, 2008) and maintaining sustainable long-term relationships with customers, taking into account the social aspects and the natural environment in addition to traditional marketing processes (Peattie & Belz, 2010), and sustainable marketing is a type of marketing that builds long-term customer relationships on Effectively with reference to sustainable development issues (Kumar, 2013).

Dimensions of Sustainable Marketing

The success and survival of business organizations in light of intense competition depends on the competitive advantage they possess to improve their market position in a profitable manner, through the use of marketing methods that enable them to survive and achieve superiority over competitors, and all this enhances their ability to achieve their goals, which include the economic goals of achieving Profits for shareholders, environmental represented by preserving the environment, and social goals represented by achieving the well-being of society The behavior of the organization in achieving these activities at the same time is referred to as "sustainable marketing".

The Social Dimension

The concept of corporate social responsibility can be understood as the relationship of organizations with the social, economic and environmental dimensions of the societies in which they operate. That organizations have responsibilities that exist beyond traditional market relationships and that the social dimension of organizations is the relationship between business and society, which can be interpreted as the means by which organizations can contribute to society by taking into account their effects and the concerns of local communities (Punnoose, 2009). Ohlsson & Riihimäki defines sustainable marketing from a social perspective as increasing safety between products and reducing the devastating impact on human health. Moreover, they argue that increased knowledge regarding production and working conditions has created a platform for organizations To market their products that were produced under good conditions and that the greater the size of the social responsibility of the organizations, the greater the impact of the organizations on society and that the duty of organizations to create wealth is to use all means that avoid harm and works to protect or enhance community assets and that making profit is not the goal Organizations are judged not only by their ability to meet the needs of their customers, but also by the way in which they meet the needs of their employees, stakeholders, NGOs, local stakeholders, and suppliers, and this applies to community representatives and other groups (Čertanec, 2019),Corporate social responsibility is based on the idea that organizations have relationships with stakeholders and these relationships may have a strong economic dimension - for example with economic, cultural, environmental and social systems - because business activities affect these interests in society but may also have a primary focus on issues More social and environmental concerns (Dobers, 2009).

Researchers see that the social dimension and social responsibility are synonymous terms because both are related and complementary to the concept of sustainable development and sustainable marketing, and it does not represent the organization's commitment to achieving social welfare towards society only, but rather the organization's responsibility towards stakeholders and other parties associated with the organization.

The Environmental Dimension

The environmental dimension of sustainable marketing is represented by all decisions related to limiting and minimizing negative effects on the environment, and the impact is on the environment either during production or consumption or in the stage after product consumption,

taking into account all the resources and energy used during the production, packaging and distribution process, with the aim of obtaining less Effect on the environment during the period of its use or when it is recycled (Manar et al., 2017), and it is known (Ohlsson & Riihimäki, 2015) Environmental dimension of sustainable marketing It is the environmental responsibility that organizations have towards consumers by informing consumers of the overall impact of a product on nature and its resources.

Abdul-Raziq defined the environmental dimension as “the human activity that raises awareness of individuals about the environment and the existing relationships between its components, and the formation and development of environmental values and skills. The responsibility of the organization does not end after purchase. It is important to measure the impact of the product during its use and at the end of its cycle.” its life and whether it can be recycled or ends up in landfill (Reutlinger, 2012) or it is the extent to which natural and environmental resources are able to meet current needs without deterioration, depletion or pollution except to the extent that it does not threaten future generations (Al-Rumi, 2018). It is clear that environmental issues cannot be ignored when planning marketing, especially at the present time, with the evaluation of products not only on the basis of performance or price, but on the basis of the social responsibility of organizations. This has created opportunities for organizations through which to demonstrate the strength of environmental performance, and when making strategic decisions, environmental issues are emphasized in product decisions. Environmental strengths are also used as a competitive advantage (Kärnä 2003).

Researchers believe that the environmental dimension is the sum total of decisions taken by senior leaders to reduce the impact of their activities on the environment, whether before the production process, during production, or after the production process through adherence to environmental laws and legislation, which is part of their social responsibility.

The Economic Dimension

The goal of achieving profits is one of the main objectives of organizations and that the organization’s responsibility towards investors is to achieve profits and use resources in an economically sustainable way and in a way that allows the organization to work in the long term to achieve profit (Reutlinger, 2012) sustainable economic marketing focuses on increasing sales of sustainable products and services rather than regular products and services. The idea is to mediate a sense of quality and value for environmental products, in order to ensure long-term relationships with customers and sustainable economic marketing activities are mainly considered a perspective to enhance profits and market shares.

Traditional marketing focuses on achieving the economic aspect of making a profit only, and this means that the restrictions imposed on this model will lead to the intolerance of marketing practice in the long run, it can limit the marketing ability. As for sustainable marketing, it combines the achievement of environmental and social dimensions, taking into account aspects economic awareness and environmental problems (Jaroenwisan & Noo-urai, 2016; Jaradat & Al-Hamam, 2016) indicated that the focus of business organizations is on the goal of making a profit, and that social issues are only outcomes of the economic dimension, and that the sustainable marketing orientation is represented in the ability to achieve profitability and create value for customers, Taking into account the needs of major interest groups, business strategy focuses on the efficient and effective use of resources in order to create advantages over competitors and develop the relationship with society, legislators and other stakeholders (Lučić, 2020) and that organizations cannot reach economic goals without achieving social goals and environmental goals” and that “social goals require respect for equity and the biosphere in order to promote well-being anywhere on the planet” (Schaefer, 2004), One of the main challenges facing organizations is integrating the three aspects of sustainable marketing and balancing them in a responsible manner while maintaining their financial stability and competitiveness, while including ecological requirements and social demands, the integration of

the three dimensions is very important and difficult, full of conflicts and trade-offs (Karstens, & Belz, 2010).

The researchers believe that the economic dimension of sustainable marketing is the financial procedure that is used to maximize profits, such as increasing the volume of sales in order to achieve the financial goals of the organization represented in achieving profits for stakeholders and shareholders, and that the organization is able to achieve its economic goals represented by profit by achieving its environmental goals and responsibility towards society.

Competitive Advantage

The Concept of Competitive Advantage

The concept of competitive advantage has gained great importance in the contemporary literature due to the fundamental changes witnessed by the competitive business environment at various levels, whether local or international, and as a result of rapid changes in the external environment, which made it search for continuous superiority over others, *i.e.*, over competitors, suppliers, buyers and other parties who deal With them the organization, of course, the achievement of excellence and superiority will not include in the short term, but it is permanent attempts to maintain a balance in the long term (Ajaj, 2013) The organization has a competitive advantage when it has a product or service that is perceived by the target customers as being better than its competitors The size of the organization's competitive advantage is the difference between the perceived value created and the costs of producing a good or service compared to its competitors. If the perceived value created is greater than the value owned by competitors, the organization achieved the competitive advantage (Dash, 2013) that organizations that understand their customers are able to create and benefit from a competitive advantage. This is done by lowering their costs through the economies of scale through the efficient and effective use of all resources; It is also important to ensure that the organization's capabilities are maximized through the value of its products that meet the needs of the target customers and that the organization achieves the competitive advantage in the eyes of its customers when it sees the goals of its customers is to achieve its own goals and enables it to achieve this and add more value and this leads to competitors feeling that they are gaining Real value (Papulova & Papulova, 2006).

Dimensions of Competitive Advantage

Cost: The lowest cost dimension is the organization's ability to produce and distribute its products at the lowest costs, which allows it to set the lowest prices for its products to be price leaders in the market (Rothaermel, 2015), that the lowest cost represents the first goal that many organizations seek in the market, as they can control the cost of their operations and make them the lowest possible compared to competitors in the same industry, that they will have a privileged position in the market through which they can control The market, and be able to resist external changes and achieve superiority over competitors in the industry, (Thompson & Martin 2013) The focus on the lowest cost will be reflected in the final price of the product and give the organization a competitive advantage and a greater market share, especially in markets where the consumer is more Price sensitivity so that the decision to buy it depends on the lowest price (Al-Dali, 2019).

Quality: It is the process of creating a competitive advantage by designing products - goods or services - to meet the needs and desires of customers and some organizations work to distinguish their products to a much greater degree than others, and this difference can give a competitive advantage (a unique feature) so that it will meet the needs of customers In ways that other organizations cannot imitate through exclusivity that may include quality or reliability, in order to obtain a competitive advantage (Hill & Jones, 2008.)

And (Ibrahim, 2017) pointed out that quality is about achieving a continuous state of satisfaction in the hearts of customers through the continuous developments of all organizational processes. Goods and services that can be relied upon and trusted to perform the functions they are designed to perform.

The competitive advantage arises through the organization offering a distinct product and of high value in the eyes of the customer, and it constantly discovers new ways that are more effective than competitors (Osman, 2017) and through possessing critical manufacturing capabilities such as human talents for technical skills and implementation and owning manufacturing facilities, And the administrative technical determinants that can be utilized and converted into competitive advantages. Or building a successful brand also has a positive impact on competition, organizations strive to provide (products, services) of high quality compared to competitors' products, thus achieving superior profitability. (Dobson, 2004) and seeks to maintain this advantage for a long time, and it is conditional on the capabilities, resources and capabilities that they possess, and if they are transferable and repetitive (Lorenzo et al., 2018) organizations can achieve competitive advantage through two main dimensions, It is the advantage of low cost and high quality of its products as the key in achieving superior performance (Nuryakin, 2018).

Flexibility: It is the ability of the organization to adapt to the change in customers' desires and work to meet them, and it represents the organization's ability to respond to changes in different environments. Therefore, it has become the critical competitive dimension for the survival of organizations in the markets (Fayhan, 2011) or it provides services and products that allow its customers more flexibility to choose products and services and be able to customize them according to their requirements. Such organizations must consider their operations and support large volumes and be able to work closely with market demands in order to meet market demands. Rizvi organizations strive to achieve the highest flexibility and work hard to achieve large-scale flexibility, which means being able to provide products to customers in a short period of time. Some organizations believe that they can achieve great flexibility through their ability to deal With storage units by adjusting production with appropriate levels of automation and smart solutions, organizations are constantly working to reduce the time of their production operations, and thus the ability to achieve greater flexibility in size within manufacturing and lower turnaround times and lead to the ability to produce larger batches, if customer demand is large It can intensify its production. And thus be able to respond more quickly despite the variance in customers' orders while maintaining a low inventory. It is also able to offer its products in different price segments to customers and thus provide a wide range of products and this enables it to maintain its market share (Berglund & Stohm, 2015).

Delivery: It is the basic rule of competition because customers are interested in meeting their needs and desires in the right quantity and at the right time. The delivery function means ensuring that products are met with requirements for quality and reliability and are delivered in the right quantity, at the right time, and at the right place. (Awwad & Anchor, 2013) the speed and reliability of delivery depends on time, especially in the case of introducing a new product, or when the product life cycle is short (Ibrahim, 2017) and the organization is able to provide products quickly and on time because customers have short periods to wait. This depends on the organization's ability to reach the products they need on time, which is an important factor to achieve competitive advantage and leads to increased competitiveness. Delivery time is reduced through the speed of manufacturing operations time. Or by working to reduce batch sizes to be able to provide smaller orders, and the ability to manufacture products faster means they can deliver products to them in less time and with more accuracy than competitors (Stohm & Berglund, 2015).

Practical Side

Researchers turned to This topic is a description of the procedures that I followed in studying it, including first displaying the results in light of the sample answers and analyzing

them, and secondly testing the study hypotheses (correlation and effect).

Descriptive Analysis of the Study Variables

The study is based on describing answers The study sample, which included a sample of fast food restaurants in Babylon Mall in Baghdad governorate, represented by (Royal Classic Restaurant, City Center, Pizza Pizza, Jill House), by selecting a random sample consisting of (50) restaurant workers, was obtained The data of the study through the study's questionnaire and its interpretation and using statistical methods (arithmetic averages, standard deviations, and standard coefficient of variation (which were adopted in describing the study variables, and the results of the answers of the study sample members included about the variables addressed by the questionnaire based on the analysis of those data collected from The study community, as follows:

A. Description the level of answers and their evaluation of the sustainable marketing variable

Which is used to rank the importance of the sample answers and to rank the importance of the dimensions of sustainable marketing, the coefficient of variation was used depending on the arithmetic mean and standard deviation, and as shown in Table (1), as it is clear that the social dimension came in the first order in terms of the dimensions of sustainable marketing with an arithmetic mean of (3.920) and at a good evaluation level with a standard deviation of (0.637), as the coefficient of variation reached (16.247), as most of the sample answers were in agreement about this dimension compared to the other dimensions. As for the environmental dimension, it ranked second in terms of the dimensions of sustainable marketing with an arithmetic mean of (3.767) and a good evaluation level with a standard deviation of (0.680), as the coefficient of variation reached (18.061), while the economic dimension came in the third rank in terms of the dimensions of sustainable marketing with an arithmetic mean of (3.840) and at a good evaluation level with a standard deviation of (0.765), as the coefficient of variation reached.

T	Dimensions of the sustainable marketing variable	Arithmetic mean	standard deviation	the direction of the answer	answer level	CV coefficient of difference	Variable order
1	Social Dimension	3.92	0.637	Agreed	good	16,247	the first
2	Environmental Dimension	3.767	0.68	Agreed	good	18,061	The second
3	Economic Dimension	3.84	0.765	Agreed	good	19,918	the third
	Sustainable Marketing	3.842	0.694	Agreed	good	18,075	

B. Description The Level of Answers and their Evaluation of the Competitive Advantage Variable

It is evident from Table (2) that the competitive advantage variable has achieved a total arithmetic mean of (3.608) is higher than the hypothetical mean, as the coefficient of variation reached (31.459), which measures the order of importance towards answering the opinions of the sample, with a standard deviation of (1.1327), which indicates the lack of dispersion of the sample answers and their affirmation that the presence of interest in competitive advantage for all dimensions and without exception exists in the surveyed restaurants. As shown in Table (2), it is clear that the flexibility dimension came in the first order in terms of the dimensions of the competitive advantage variable, with an arithmetic mean of (3.773) higher than the hypothetical mean, and the coefficient of variation reached (26.212), which measures the order of importance

towards answering the opinions of the sample and with a standard deviation of (0.989), as most of the sample answers were in agreement on this dimension compared to the other dimensions, which indicates the keenness of restaurant management to respond to production processes with high flexibility to fluctuations in demand, and is characterized by its ability to adapt and respond to the unique needs of each customer. And respond to the changes required in the designs of its products according to the preferences of customers,

T	Dimensions of the competitive advantage variable	Arithmetic Mean	Standard Deviation	The Direction Of the Answer	Answer Level	CV Coefficient of Difference	Variable order
1	Cost	3,631	1.241	Agreed	good	34.177	the third
2	the quality	3.541	1.213	Agreed	good	34.255	the fourth
	Flexibility	3.773	0.989	Agreed	good	26,212	the first
3	Delivery	3.488	1.088	Agreed	good	31.192	The second
	Competitive Advantage	3.608	1.1327	Agreed	good	31.459	

Testing the Hypotheses of the Study (Correlation)

Correlation hypotheses aims to test between the variables and dimensions of the study represented by sustainable marketing as an independent variable and its dimensions are (the social dimension, the environmental dimension, and the economic dimension) and the competitive advantage as a dependent or responsive variable and its dimensions are (cost, quality, flexibility, delivery) using the correlation coefficient (Correlation Pearson) to diagnose correlations between dimensions and study variables.

1. **Testing the Hypothesis of the First Sub-Study:** Which states (there is a significant statistically significant correlation between the social dimension of sustainable marketing and competitive advantage).

The correlation coefficient between the social dimension and competitive advantage was (0.765**) at the significance level (0.000), which is less than the significance level (0.05) as shown in Table (2), and this result provides sufficient support for accepting the first sub-hypothesis of the first main hypothesis, which states On (there is a significant statistically significant correlation between the social dimension of sustainable marketing and competitive advantage). This indicates that there is a significant correlation between the social dimension and competitive advantage.

2. **Test the Hypothesis of the Second Sub-Study:** Which states (there is a significant statistically significant correlation between the environmental dimension of sustainable marketing and the competitive advantage).

The correlation coefficient between the environmental dimension and competitive advantage was (0.678**) at the significance level (0.000) which is less than the significance level (0.05) as shown in Table (2), and this result provides sufficient support for accepting the second sub-hypothesis of the first main hypothesis, which states On (there is a significant statistically significant correlation between the environmental dimension of sustainable marketing and competitive advantage). This indicates that there is a significant correlation between the environmental dimension and competitive advantage, as shown in Table (2).

3. **Test the Hypothesis of the Third Sub-Study:** Which states (there is a significant statistically significant correlation between the economic dimension of sustainable marketing and competitive advantage).

Dimensions of the sustainable marketing variable	Correlation value and significance level		Dependent Variable
Social dimension	Correlation value	0.765**	Competitive advantage
	Sig	0	
Environmental Dimension	Correlation value	0.678**	
	Sig	0	
Economic Dimension	Correlation value	0.677**	
	Sig	0	
	Sig	0	
3	The number of accepted hypotheses	Correlation is significant at the 0.01 level (2-tailed).**	The number of accepted hypotheses percentage
100%			

The correlation coefficient between the economic dimension and competitive advantage was (0.677**) at the significance level (0.000) which is less than the significance level (0.05) as shown in Table (3), and this result provides sufficient support for accepting the third sub-hypothesis of the first main hypothesis, which states On (there is a significant statistically significant correlation between the economic dimension of sustainable marketing and competitive advantage). This indicates the existence of a significant correlation between the economic dimension and competitive advantage, as shown in Table (3).

Dependent variable	Competitive advantage	
Variable Independent		
Sustainable Marketing	Degree of Association	0.835**
	Morale Level (sig)	0
	Sample Volume	50
*The correlation is significant at the 0.05. level		
**The correlation is significant at the 0.01. level		

Table 4 shows the correlation between the independent variable sustainable marketing with its dimensions (the social dimension, the environmental dimension, the economic dimension) and the dependent variable competitive advantage, as the objective The correlation analysis is to discover whether there is a significant relationship between the study variables, and the correlation analysis helps us to determine the following:

Test the main hypothesis of the study, which states (there is a significant correlation between sustainable marketing and competitive advantage) The correlation coefficient between sustainable marketing and competitive advantage was (0.835**) at the significance level (0.000), which is less than the significance level (0.05), which means acceptance of the hypothesis which states (there is a significant correlation between sustainable marketing and competitive advantage) and this is what It indicates a significant correlation between sustainable marketing and competitive advantage.

Testing the Impact Hypotheses of the Study Variables

To test the impact hypothesis, which stipulates the following (there is a significant effect between sustainable marketing on competitive advantage), the analysis will be done according to a simple linear regression model, as follows:

$$Y=0.566+ 0.864 (X)$$

It is clear from table 5 that the value of (F) Calculated between sustainable marketing and competitive advantage (382.381). It is greater than the tabular value (F) of (84.4) at the level of significance (0.05), and accordingly we accept the hypothesis which states (there is a significant effect between sustainable marketing on competitive advantage) at the level of significance (5%), *i.e.*, with a degree of confidence (95%). This indicates a significant effect between sustainable marketing on competitive advantage. Through the value of the coefficient of determination (R^2) of (7790.) it is clear that sustainable marketing explains (77%) of the variables that occur on the competitive advantage, as it is clear through the value of the marginal slope coefficient (β) of (0.868) that the increase in marketing Sustainability by one unit will increase the competitive advantage by (86%). As the value of the constant (α) in equation (807.0), meaning when sustainable marketing is equal to zero, the competitive advantage will not be less than this value (Table 9).

Sustainable Marketing	Dependent Variable	Fixed Limit Value (α)	The Value of the Marginal Slope Coefficient (β)	The Coefficient of Determination (R^2)	Values (F) Calculated	Values (F) Tabular	Sig	Indication
	Competitive Advantage	807.0	0.868	7790	382.381	84.4	0	There is an effect

Researchers conclude through testing the hypotheses of the impact that the results of the test proved the existence of a significant effect of the independent variable (sustainable marketing) and its sub-dimensions (the social dimension, the environmental dimension, the economic dimension) in determining the strategic options with their sub-dimensions, as the increase of sustainable marketing by one unit will lead to an increase in choices strategy by (86%) This percentage is high and important in determining strategic options, and this is due to the adoption of sustainable marketing concepts in the surveyed restaurants, which facilitates identifying the best strategic options that contribute to achieving the organization's goals.

CONCLUSIONS AND RECOMMENDATIONS

The researchers dealt with the most important conclusions and recommendations that they reached and based on the results reached through the practical side after conducting the analysis and statistical treatments on the questionnaire's paragraphs related to the study, as follows:

Conclusions

1. The researchers concluded, through field visits and personal interviews, that the surveyed restaurants adopt sustainable marketing at a low level, and that the surveyed restaurants have a strong desire to adopt sustainable marketing, and this proves the results achieved that the surveyed restaurants adopt sustainable marketing at a good level.
2. Sustainable marketing is an important and effective source for achieving competitive advantage, as well as being an important means for the organization to survive in an ever-changing environment by revealing

- opportunities in the market to achieve competitive advantage, and this proves the existence of a correlation and a significant effect between sustainable marketing and the advantage. Competitiveness.
3. Sustainable marketing contributes to achieving competitive advantage through restaurants' response to the required changes in the designs of their products according to the preferences of customers, and this is what the results of the study indicate that sustainable marketing contributes to increasing flexibility, as this dimension ranked first in the first place in terms of the relative importance of the dimensions of the competitive advantage variable in restaurants researched.
 4. We find that the studied restaurants are fully aware of the importance of the social dimension, and this indicates that this force is highly influential in achieving competitive advantages through its relative importance, as this dimension came in the first level in terms of relative importance in influencing the competitive advantage.
 5. Sustainable marketing contributes to the development of fast food restaurants and the achievement of a competitive advantage by relying on the lowest cost or high quality and speed of delivery.

Recommendations

1. That the management of the surveyed restaurants give the environmental dimension and environmental aspects more importance than it is, through the management of the surveyed restaurants reconsidering the impact of their products on the environment and adhering to the legislation and procedures to protect the product, using safe and harmless materials, eliminating waste, and reducing the percentage of waste and waste, which leads to Reducing costs and increasing profits.
2. The necessity of adopting the concepts of sustainable marketing in its dimensions in the researched restaurants because it expresses the organization's strategy through: Protecting the environment, preserving natural resources for current and future generations, maintaining the relationship with the customer, achieving the welfare of the community, and then achieving a distinguished position in the market.
3. The necessity of paying attention to the economic dimension of sustainable marketing, for its important role in achieving profits for stakeholders and shareholders, as this dimension came to the last level in terms of relative importance in influencing the competitive advantage.
4. Working on investing the interrelationship between sustainable marketing and competitive advantage, which enhances the survival of restaurants due to the impact that sustainable marketing has through dimensions in achieving competitive advantage.
5. The necessity of carrying out future research complementary to the research the current situation in other sectors such as the health sector, including sustainable marketing, and its role in achieving competitive advantage.

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