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The Role of the Green Supply Chain in Steering the Company Towards Green Marketing

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ABSTRACT

The green transition is receiving increasing attention both in research and professional practice. The relationship between the green supply chain and green marketing is critically important for organizations aiming to enhance green practices. The objective of this paper is to explore the relationship between the green supply chain and green marketing within the State Company for Electrical and Electronic Industries in Iraq. The survey included 80 participants from senior management levels across the company's geographically dispersed branches, along with specialists in supply chain management and marketing. A quantitative approach was adopted to analyze and present the study's findings. The key result of the study indicates a significant impact of the green supply chain on green marketing, primarily through green purchasing, packaging, and distribution. In contrast, green design and manufacturing did not exhibit a statistically significant effect. The current paper highlights the emerging nature of green practices in Iraq and interprets the findings within this context. Additionally, it provides a practical guide for professionals in heavy industries, illustrating the relationship between the green supply chain and green marketing.

INTRODUCTION

It has become increasingly common to recognize that green supply chains are among the most significant contemporary concepts capturing the attention of global and local companies, as well as researchers and practitioners. These chains aim to strike a balance between economic growth and environmental preservation. This field holds particular importance in light of the environmental transformations and changes occurring both locally and globally, alongside the growing challenges faced by industries across various types and sectors (Alsomaidae *et al.*, 2023). Moreover, green marketing has emerged as a strategic tool adopted by companies to enhance their competitiveness and sustainability by offering environmentally friendly products and services. Green marketing has become a strategic necessity for institutions and companies across all sectors, driven by the social transformations witnessed by societies worldwide. Green marketing focuses on achieving success in the marketplace through environmentally friendly methods that enhance economic development and strike a balance between current and future needs. Recently, there has been a growing demand for implementing sustainable practices, principles, and strategies in marketing. At the forefront of these tools and strategies is the green supply chain, which plays a pivotal role in achieving green marketing goals. It emphasizes how an organization procures its supplies or materials—whether raw, semi-processed, or finished—as an effective tool for evaluating and improving corporate environmental performance. Recently, green marketing has become closely linked to the field of green supply

chains, as both concepts emphasize the marketing and delivery of products and services to consumers without causing harm to the environment. Practically, by appropriately implementing green supply chain practices, business organizations can enhance their reputation and build greater trust with society and customers, thereby creating a sustainable competitive advantage.

In Iraq, the importance of procedural evidence regarding the relationship between green supply chains and green marketing is increasingly recognized. Both concepts remain relatively new within the Iraqi business environment, necessitating further research to clarify their practical interconnection. Social media plays a critical role in raising awareness of social responsibility and promoting sustainability. Additionally, numerous occasions highlight the government's initiatives to support sustainability efforts. Green practices are likely to influence customers' purchasing decisions and may also shape their personal preferences. This necessitates a rethinking of marketing strategies to focus on green practices, including green supply chains.

The current paper aims to investigate the impact of the green supply chain on green marketing. It explores best practices for promoting green activities within the General Company for Electronic and Electrical Industries in Iraq. The study provides practitioners with a practical framework highlighting the importance of adopting green initiatives to preserve the environment and fulfill social responsibility. This endeavor is reinforced through the implementation of green marketing practices.

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LITERATURE REVIEW

Green Supply Chain

Concept of Green Supply Chain

The supply chain is an effective competitive weapon in the current business environment, which did not emerge from a vacuum, but came as a result of changes and developments in all fields, especially within the industrial environment because of its great importance, as well as the changes in customer needs, which forced companies to search for new competitive rules to face competing companies (Al-Shammari & Al-Hayani, 2015). Since the world is oriented towards sustainability, a large number of leading companies, estimated at 70% of companies in their sectors, rely on sustainability in their agenda, and reports of leading companies confirm that the success of their sustainability efforts depends on cooperation and interaction with the company’s suppliers, so the green supply chain is the best means that contribute to protecting society from waste and environmental impacts and will contribute to the company providing sustainable products that contribute to protecting future generations (Herrmann, 2021).

The concept of green supply chain appeared for the first time in (1966) when the (Industrial Research Consortium) at the University of Michigan in the United States of America and expressed it in two aspects, the first to protect the environment and the second to conserve energy and the goal is to reduce the amount of waste and environmental impacts that products leave after their use from customers, and the green supply chain was established in compliance with the laws, regulations and instructions issued by governments and organizations for the environment and society (Al-Ghazi & Muhaisen, 2023). Niemann *et al.*, (2016) defines green supply chain as the process of using environmentally friendly supply chain inputs and converting these inputs into outputs that can be recovered and reused at the end of their life cycles, thus creating a sustainable supply chain. According to (Becerra *et al.*, 2021) through the integration of economic, environmental, and social concerns with important industrial systems, a green supply chain is the realization of a coordinated integrated loop that improves short- and long-term profitability, competitiveness, and

resilience by efficiently managing the flows of materials, information, and capital related to the production, distribution, and acquisition of goods to meet needs. The integration of environmental thinking into the chain, including product design, material sourcing and selection, product manufacturing processes, final product delivery to customers, and end-of-life management of the product after its useful life, is what Oliveira *et al.*, (2018) define as a “green supply chain.” A green supply chain is defined as reducing or getting rid of trash, especially hazardous waste. (Chin *et al.*, 2015) define green supply chain as minimizing or eliminating waste including hazardous chemicals, emissions and solid waste along the supply chain.

Zimon *et al.*, (2019) mention the importance of suppliers in the green supply chain, as good relationships with suppliers will minimize environmental and social risks and maintain the sustainability of the supply chain, which plays a particularly important role in developing the chain and reducing those risks, as well as preventing production interruptions, and improving the overall green supply chain by introducing partners to their company’s sustainability standards. The green supply chain (GSC) has received great attention in recent years due to the increasing pressure resulting from pollution and reducing resource consumption, and here the urgent need appeared to clarify the difference between the normal supply chain and the green supply chain. Mahmoud (2023) explains that the difference between the supply chain and the green supply chain, the first is an interconnected group of suppliers of materials and services that transform raw materials into goods and services delivered by the company to its customers, while the green supply chain gains greater importance because in addition to what the supply chain does, it works to reduce the negative effects of industrial processes and enhance the competitive advantage of companies, and focuses more on customers because customers are the most aware of the negative and positive effects that industry has on the environment. Kadam *et al.*, (2017) stated that the difference between the traditional supply chain and the green supply chain as in Table (1).

Table 1: The difference between a Traditional Supply Chain and Green Supply Chain

Characteristics	Traditional supply chain management is	Green supply chain management
Objectives and Values	is economical	an economic and environmental
Environmental Optimization	High environmental impacts.	Approach to integration and low environmental impacts
Criteria for selecting suppliers	Price and short-term relationships	Environmental aspects, price and long-term relationships.
Cost and prices	High costs and low prices	High costs and high prices
Speed and flexibility	High	Low

The Benefits and Necessity of the Green Supply Chain
 Shahriarpour (2017) mentioned that there are a set of benefits of the green supply chain and the most important

of them can be talked about as follows:

- (1) It leads to some competitive advantages such as lower prices, greener products, and better integration

with suppliers.

(2) Realizing markets for green products which can lead to better adoption of environmental issues by suppliers.

(3) Improving a company's competitive position by reducing costs for industrial companies in their own divisions with low profit margins, as supply chain costs can improve their position in the market.

(4) The green supply chain is important not only for companies but also at the national level.

The government can achieve international competitiveness in its industrial sector through the ability of the country's industry to design and produce green products that reduce demand for resources.

Activities and Dimensions of the Green Supply Chain

Authors and researchers differed in giving or defining the dimensions of green supply chain management, and they also differed in naming the term in scientific terms, some of them called it practices, others called it policies, some said it was initiatives, and some referred to it as activities, and a number of sources, including (Charisios *et al.*, 2019; Nagham & Abbas, 2023; Al Sayegh & Ismail, 2019; Khan & Qianli, 2017; Al Sayegh & Ismail, 2019; Khan & Qianli, 2017), in addition to other researchers who referred to multiple dimensions but agreed in terms of the basis for these dimensions that they consist in most research, references and literature from (green purchasing, green design, green manufacturing, green packaging, green distribution), and this is what the researcher went to adopt them as dimensions and sub-variables of the independent research variable.

Green Purchasing

It represents the purchase of environmentally friendly materials without compromising the traditional purchasing criteria of product quality, cost, and delivery time. Several green purchasing activities can be identified: product eco-labeling, supplier certification (ISO 14000), collaboration in the supplier's internal environment, and evaluation of environmental practices. Product eco-labeling includes product content requirements that have desirable environmental attributes that reduce or eliminate hazardous elements, product content restrictions (environmentally undesirable attributes such as lead, plastic foam in packaging materials), and green product packaging (Vijayvargy *et al.*, 2017).

Green Design

It means designing products that are compatible with environmental aspects and take into account environmental safety and health within the life cycle of the product and during the production process, and green design is an important input to replace a potentially hazardous material or process with a less hazardous material or process, and this action, which seems reasonable, is often undesirable. Green design includes the selection of process supplies, packaging design, and energy use, all of which affect the initial costs and profits of the new product and also

affect the environment at every stage of the product's life cycle (Al Sayegh & Ismail, 2019). Moreover, (Khan & Qianli, 2017) indicates that green design practices depend heavily on customer management, supplier management and internal management, as companies can reduce the harmful impact of their products and processes on the environment by (80%) due to the successful adoption of green design practices.

Green Manufacturing

Green manufacturing practices in the company represent pollution prevention and include a primary focus on obtaining green materials or resources during their entry into manufacturing, as well as in the process and in terms of technology aspects and so on, through optimizing processes to achieve a closed-loop manufacturing system that promotes the reuse of materials, and in terms of clean technology aspects, using robots, machines and automated manufacturing systems (Khairani *et al.*, 2017). Charisios *et al.*, (2019) explains that green manufacturing is an essential part of the green supply chain, especially since about 90% of product-related waste is generated before the product reaches the consumer, and it is easy to understand that adopting a life cycle approach in design and production is important to prevent social and economic environmental impacts, and the use of analytical methods to assess environmental impacts during the production of goods is an essential advantage for the development and competitiveness of businesses, and companies work to enhance transparency in their procedures and communications with their partners, emphasizing all participants in product production (From Designer to Wholesaler.) Recognize that adopting sustainable practices is an obligation for everyone, so the transition to green manufacturing requires the contribution of all stakeholders.

Green Packaging

Packaging characteristics such as size, shape, and materials affect distribution because of their impact on product transportation characteristics. Better packaging combined with rearranged loading patterns can reduce material usage and increase space utilization in the warehouse and on the trailer, as well as reduce the amount of handling required. Green packaging can be illustrated by (reducing packaging size, using green packaging materials, collaborating with the vendor to standardize packaging, reducing material usage and time required for unpacking, encouraging and adopting returnable packaging methods, and promoting recycling and reuse programs (Nagham & Abbas, 2023).

Green Distribution

It means the process of taking into account environmental considerations in moving products from the producer to the customer, and these environmental considerations are how to reduce energy consumption and reduce emissions to mitigate global warming, and green distribution is

represented by a set of special considerations that support green distribution or environmental distribution, namely (promoting environmentally oriented transportation, using environmental trucks, relying on biodiesel cars, in addition to working to improve transportation operations through environmental driving and choosing the appropriate size of the truck with the use of combined transportation of materials and conservation

Green Marketing

Green Marketing Concept

Green Marketing refers to adopting a strategy that takes into account environmental and social aspects in all marketing activities carried out by the company, from product development to promotion and distribution. Green Marketing has a significant impact on societies and the environment, and aims to reduce negative impacts on the environment while increasing positive aspects to the greatest extent possible. It aims to build long-term relationships with customers through trust and shared values. By integrating the principles of sustainability with marketing efforts, companies can contribute to achieving the well-being of societies, preserving the environment and the survival of the company by increasing brand loyalty and achieving a competitive advantage (Al-Bajari, 2024).

Its evidence that there is no agreement on a unified concept of Green Marketing, as concepts for Green Marketing have taken a number of directions, and some of these concepts can be explained as indicated by a number of researchers, as (Mahmoud & Jassim, 2021) indicated that Green Marketing is a relatively new term, as marketing concepts have evolved over time until it reached what it is now, and it can be defined as a set of activities designed to facilitate any exchanges aimed at satisfying the needs and desires of consumers, as these needs and desires are satisfied with the least negative impacts on the natural environment. Mahfouz and Qasim (2023) define Green Marketing as the advanced approach that applies strategies and procedures that lead to the provision of a sustainable product and takes upon itself the application of sustainability concepts, which include meeting needs and desires in an economic, socially appropriate and environmentally friendly manner. (Kazem & Ali, 2023) explain that Green Marketing is the achievement of sustainability practices through the company's performance that meets environmental, social and economic needs, which provides a balance between the three perspectives representing sustainability, namely environmental, social and economic. Al-Taie and Al-Samman (2022) define it as an integrated administrative process responsible for identifying, predicting and meeting the needs and desires of customers and society in a safe, profitable and sustainable manner. Fattah and Shihab (2024) discuss it as the process of planning, organizing, coordinating, implementing and monitoring the marketing program and its impact on customers' desires by directing their purchasing behaviors towards

products that are not harmful to the environment and changing their orientations towards a consumer state that cares about the environment and gaining market share in light of achieving economic goals. (Alsomaidae, 2023; Jalal *et al.*, 2024) stated that the Green Marketing, is an effective technique for marketing products, activities, and business management methods. Consumers of effective and environmentally friendly products are considered a major driving force behind consumption and encouraging Green Marketing, which makes them a major concern for companies operating in the current economic environment

Benefits of Green Marketing

Mukif *et al.* (2020) explain in their research that as a result of the continuous environmental disturbances suffered by the business environment, the importance of Green Marketing has emerged through the benefits it brings to the environment to make it more sustainable and these benefits are as follows:

(1) Green Marketing contributes to pushing the company and its departments to look for innovative and smart ways to apply it, which would contribute in one way or another to achieving high performance of the company.

(2) Green Marketing helps the company to develop marketing strategies that emanate from the organizational strategy, leading to high performance that helps reduce pollution, preserve natural resources and avoid all practices that lead to current or future damage.

(3) It aims to improve performance by adopting a set of unusual procedures and adopting an environment that contributes in some way to improving the organization's image in the minds of its customers, enhancing its marketing identity and leading to improved profits in the short, medium and long term.

(4) It aims to enhance the organization's ability and motivate its leaders to adopt marketing strategies aimed at improving performance and communicating with the customer at the right time and place.

Green Marketing Requirements

Jassim and Shubar (2020) indicate in their research that most researchers in the field of Green Marketing agree that the environmental requirements of industrial companies are divided into six main sections or requirements (comprehensive commitment, supportive financing, renewable goals, enhanced structure, exploring opportunities, and demonstrating success). They are as follows:

Consolidated Commitment

A unified commitment to environmental sustainability is the beginning of every change process, and company managers must understand and internalise the reasons behind their commitment to environmental sustainability, which include saving money by reducing the costs of wasting resources, improving the company's image by demonstrating social responsibility, contributing

to reducing pollution, and making the company more efficient in its environmental conservation activities.

Supportive Financing

Supporting and financing environmental sustainability requires effective leadership, appropriate policies, adequate resources, and a clear vision. Achieving environmental sustainability goals requires more than just leadership, and for long-term success, sustainability efforts must be covered in terms of funding because costs are the barrier that managers face when deciding to implement sustainability efforts.

Renewed Goals

Setting and evaluating sustainable goals is essential. Sustainability goals differ from normal corporate goals as they focus on multiple aspects that relate to current and future consumers and fulfil their needs and desires within the framework of economic aspects, environmental protection and social aspects.

Enhanced Structure

The implementation of Green Marketing requires the provision of multiple requirements that have been pointed out by researchers. These requirements include building a supportive structure for environmental sustainability that allows the implementation of environmental sustainability applications in organization’s and requires the participation of managers at different organizational levels from top management to lower departments, and within the structure is the availability of a special department concerned with sustainability that includes departments, divisions and units for the purpose of spreading the culture of sustainability throughout the company.

Opportunities Prospecting

Green Marketing is a journey for the company and this happens by finding and seizing new sustainability opportunities, and companies can start with simple and easy sustainability projects before moving on to more complex and challenging sustainability projects. According to (Garcia-Feijoo *et al.*, 2020), companies must work to keep the sustainability movement going and continue to look for additional opportunities to make their business more efficient, especially in light of advanced technological conditions and the dynamism of

the environment that can be invested in providing new opportunities that will increase the company’s ability and efficiency.

Show Success

Celebrating the success of these efforts is a key motivator that helps keep organizations’ environmental sustainability efforts moving forward.

Based on literature above, hypotheses are placed as follow:

H1: Green Purchasing has a positive effect on Green Marketing.

H2: Green Design has a positive effect on Green Marketing.

H3: Green Manufacturing has a positive effect on Green Marketing.

H4: Green Packaging has a positive effect on Green Marketing.

H5: Green Distribution has a positive effect on Green Marketing.

MATERIALS AND METHODS

Demographics

In the current survey, men participated at a higher rate than women in responding to the research tool, which was a questionnaire. This can be attributed to the nature of the General Company for Electrical and Electronic Industries, where the demanding tasks typically appeal more to men than to women. The younger age group represents the majority of contributors to the survey, encompassing employees aged between 35 and 55 years. Naturally, industries of this kind tend to attract fresh talent and innovative minds to foster creativity and drive innovation. The survey revealed that participants generally have relatively short to mid experience in their current roles.

The question aimed to assess their expertise in their specific field of work. In most cases, respondents reported having between 5 and 11 years of experience. Though; this period is considered sufficient to acquire adequate skills related to the job, including ways to enhance and improve its performance. Given that the current paper addresses sensitive issues, a greater emphasis is placed on gathering the opinions of managers and their assistants. Additionally, the perspectives of a sample of practitioners specializing in green marketing and green supply chains were taken into consideration. Table 2 presents the demographic sample response.

Table 2: Demographic Responses

Variables	Categories	Frequency	Percentage
Gander	Male	59	74%
	Female	21	26%
Age	Less than 35 years	17	21%
	36-45 years	20	25%
	46-55 years	35	44%
	56 or older	8	10%

Experience	5 years or less	38	48%
	6-10 years	25	31%
	6 years or more	17	21%
Position	Manager	34	43%
	Manager Assistance	29	36%
	Marketing Specialist	9	11%
	Supply Chain Specialist	8	10%

Scale and Measure

The scales developed by (Ninlawan *et al.*, 2010; Sharma *et al.*, 2017; Gill *et al.*, 2023; Wu & Chen, 2014) were used to measure the variables of the current paper. Some minor adjustments were made to improve the understanding of the scale items, including rephrasing and selecting vocabulary more relevant to the workplace. The survey was distributed using a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The green supply chain consisted of 25 items, while sustainable marketing contained 20 items. The snowball sampling and purposive sampling technique were adopted for data collection in the current paper. This was done to ensure the collection of the most relevant data in line with the paper's objective.

Reliability and Validity

Table 3. presents the results of the analysis for the factors of Green Supply Chain (GSC) and Green Marketing (GM). The Kaiser-Meyer-Olkin (KMO) values for all sub-variables range from 0.768 to 0.901, which are considered good, as any value greater than 0.6 is deemed acceptable according to (Shrestha, 2021). This indicates that the data is suitable for conducting factor analysis. It suggests that the variables within the Green Supply Chain and Green Marketing are capable of being effectively explained

through factor analysis. The Alpha values indicate that all sub-variables exhibit high internal consistency, with values ranging from 0.791 to 0.915. According to established standards, any value greater than 0.7 is considered good, meaning that all sub-variables are capable of providing reliable and accurate results in measuring their associated concepts. Green Marketing achieved the highest Alpha value (0.915), indicating that this tool demonstrates the highest internal consistency compared to the other tools. Accordingly, the tool is robust and reliable. Though, it is essential to focus on the various elements that comprise the Green Supply Chain (such as green purchasing, green design, and green distribution) to ensure that all aspects are studied thoroughly.

In addition, there is a good balance between the internal validity of the tool and its efficiency in measuring the required concepts in these fields. Among the variables, green packaging demonstrated the highest internal consistency, whereas green distribution showed the lowest. This discrepancy could be attributed to a lack of full understanding of the green distribution items or possibly because the items in this section do not align with the actual practices of the study's sample. Based on the findings, hypothesis testing can proceed as the results are sufficiently supportive, and the sample size is adequate to ensure the reliability of future measurements.

Table 3: The Results of the Analysis for the Factors of (GSC) and (GM)

Variables	Sub Variables	Items	KMO	Alpha
Green Supply Chain	Sub Variables	Items	KMO	Alpha
	Green Purchasing	GP1-5	0.841	0.891
	Green Design	GDe1-5	0.791	0.834
	Green Manufacturing	GM1-5	0.817	0.826
	Green Packaging	GPC1-5	0.883	0.901
	Green Distribution	GDI1-5	0.768	0.791
Green Marketing		GMR1-20	0.901	0.915

Hypothesis Testing

The analysis began with examining the multiple correlations between the study's variables. As expected, the correlations between the independent variables were high, ranging from 0.916 to 0.834, which reflects the strong alignment in the sample's responses regarding green supply chain practices. More critical than correlation analysis is investigating the relationship between green supply chain variables and green marketing. The results show that the highest correlation was between green

marketing and green distribution. This can be attributed to the close relationship between these two functions based on managerial, professional, and technical considerations. On the other hand, the weakest correlation was with green design. While it is challenging to pinpoint the exact reasons for this weak relationship, it may stem from the organizational distance between the two functions in terms of context. Nevertheless, all green supply chain variables demonstrated a strong positive correlation with green marketing. Table 4 presents the correlation matrix.

Table 4. The Correlation Matrix

Variables	1	2	3	4	5	6
1- Green Purchasing	1					
2- Green Design	0.873**	1				
3- Green Manufacturing	0.901**	0.911**	1			
4- Green Packaging	0.861**	0.890**	0.887**	1		
5- Green Distribution	0.899**	0.916**	0.834**	0.891**	1	
6- Green Marketing	0.681**	0.662**	0.751**	0.700**	0.797**	1

The regression test results indicate that the model possesses strong explanation rate regarding changes in green marketing, with an R^2 of 0.822 and an Adjusted R^2 of 0.812, both statistically significant ($P = 0.000$). At the micro level, the first hypothesis (H1) revealed a statistically significant relationship between green purchasing and green marketing ($P = 0.008$) with a relatively weak positive effect ($\beta = 0.169$). In contrast, the second and third hypotheses (H2, H3) were not statistically significant ($P > 0.05$), indicating that green design and green manufacturing do not directly influence green marketing

within the survey sample. This result reflects a disconnect between the philosophies of design and manufacturing on one hand, and marketing on the other. However, the fourth and fifth hypotheses (H4, H5) demonstrated significant and positive effects. Green packaging showed a relatively strong impact ($\beta = 0.331$, $P = 0.001$), while green distribution had the greatest influence ($\beta = 0.439$, $P = 0.000$), underscoring their importance in promoting green marketing practices. Table 5 summarizes the results of the regression analysis.

Table 5: The Results of the hypotheses test

H	Path	β	t	P.	Effect	Model
H1	Green Purchasing > Green Marketing	0.169	2.700	0.008	+	$R^2=0.822$ Adj $R^2=0.812$ P. 0.000
H2	Green Design > Green Marketing	0.016	0.169	0.866	non	
H3	Green Manufacturing > Green Marketing	0.070	1.049	0.297	non	
H4	Green Packaging > Green Marketing	0.331	3.408	0.001	+	
H5	Green Distribution > Green Marketing	0.439	5.504	0.000	+	

RESULTS AND DISCUSSIONS

In principle, the relationship between the green supply chain and green marketing is adequately clear. Based on previous literature, it is logical for the results to align accordingly with established findings on the relationship between these two variables. The adoption of green practices represents a distinct operational trend within business organizations. In adherence to international standards and regulations, compliance with green practices is, in one way or another, an inevitable necessity. Regardless of cultural variations, environmental preservation messages are effective across all regions within the interconnected modern world. The correlation results indicate that the relationship between green supply chains and green marketing is highly evident. However, based on the impact test results, not all functions of green supply chains are significantly related to green marketing. Green design and manufacturing are not statistically significant in green marketing. This develops some arguments that the connection between these two aspects is less apparent within the sample. Our interpretation of this result is centered on the level of advancement within the surveyed sample. Heavy manufacturing in Iraq is still in its early stages. The surveyed company has not yet achieved sufficient technological progress to produce highly specialized and

environmentally friendly products simultaneously. This level of production requires advanced skills, substantial assets, and an extensive series of successful production trials to transition toward green products. It is premature to conclude that Iraqi companies have failed in designing and manufacturing environmentally friendly products. This level of production remains a fundamental challenge even for well-established multinational corporations. The situation appears more favorable for green manufacturing than for green design. The products of the General Company for Electrical and Electronic Industries remain largely disconnected from the private sector. According to their official website, their primary products are still supplied to the government sector, which exhibits less interest in green practices.

On the other hand, the connection between the green supply chain and green marketing is evident in purchasing, packaging, and distribution processes. As a result of the green transition, this may be reflected in the company's newly adopted purchasing practices. Recent government regulations emphasize the importance of green practices, indicating that the company has begun prioritizing procurement decisions by favoring inputs that support the green initiative. Green packaging and distribution are closely related to marketing, making their impact more apparent. Regardless of the extent to which green

practices are adopted, advertising messages conveyed through packaging and distribution play a more significant role in shaping a company's intent toward green initiatives. Packaging and distribution processes reinforce advertising messages about a company's commitment to green practices. Successful companies are those that proactively communicate their green initiatives through all available means, including final consumer delivery. As indicated by the correlation analysis results, green distribution is the most significant factor in enhancing green marketing. Our argument is based on the direct link between these two practices. This suggests that distribution serves as the gateway for the General Company for Electrical and Electronic Industries to announce its green transition.

CONCLUSION

The relationship between the green supply chain and green marketing has recently gained increasing research attention. In Iraq, green practices are still in their early stages. Our current paper aimed to investigate the impact of the green supply chain on green marketing within the General Company for Electrical and Electronic Industries in Iraq. The findings indicate that the green supply chain has a significant effect on green marketing within the surveyed company. However, a detailed analysis of the results reveals that certain green supply chain practices, such as green manufacturing and green design, are not significantly related to green marketing. Our argument regarding this outcome is that conventional manufacturing methods and design philosophies may not inherently prioritize green outcomes.

Other supply chain practices, such as purchasing, packaging, and distribution, had a significant impact on green marketing. There is a strong connection between these functions, making green marketing more effective. These three practices are likely to serve as a more effective entry point for enhancing green marketing, potentially increasing the relevance of other practices, such as green manufacturing and design. It is crucial to strengthen various aspects of the green supply chain to ensure that organizations align more effectively with green initiatives. Green marketing serves as a vital channel for conveying positive messages about an organization's commitment to environmental and sustainability issues. However, this alone is insufficient without a fully integrated green supply chain, including eco-conscious design and manufacturing processes that place greater emphasis on environmental and sustainability considerations.

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