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The Role of B2B Green Marketing Mix in Gaining Competitive Advantage of Small and Medium Enterprises (SMEs)

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ABSTRACT

The present study was conducted to check the Role of B2B Green Marketing Mix in Gaining Competitive Advantage of Small and Medium Enterprises (SMEs). The objective of the study was to explore the role of green marketing mix in the competitive advantage among SMEs. The study was conducted among the SMEs working in Small Industrial Estate Hattar. On the basis of Krejice and Morgan (1970), the study included 197 marketing managers for the data collection of questionnaire survey. The existing study used mix methodology and adopted both qualitative approach (interview with marketing managers) and quantitative approach (closed ended questionnaire) for the data collection and analysis. In total, 20 interviews were done. The questionnaires were distributed among the marketing managers of the selected SMEs and then filled were collected back after allocated time period. The quantitative analysis was used for the checking the effect of green marketing mix on the competitive advantage i.e. regression, correlation. Thematic analysis was used while interpreting the interviews data. The correlation results showed that Green product, green price, green promotion and green placement showed positive correlation with competitive advantage. The regression results showed that Green product, green price, green promotion and green placement showed significant effect on the competitive advantage. Interviews results showed that Reactive B2B green marketing strategies are related to: low organizational ecological commitment and resource allocation and are more likely to develop continuous innovations. Most respondents argued that they avoid using disposable plastic products (straws, bags, bottles) and opt for reusable alternatives.

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Introduction

For a long time, marketing has been regarded as the most essential instrument for modern businesses. As a result, businesses consistently develop the most efficient marketing tactics, which allow them to positively contribute to the accomplishment of their goals. It has been suggested in the majority of studies that marketing is a notion that is tied to customers; yet, some studies have shown that marketing is also highly related to businesses. It has been determined that the corporate-to-Business model is the most recent and cutting-edge approach that is effective in achieving corporate goals or objectives. The topic of green marketing is one that has been covered in the majority of the studies currently available. The purpose of this study is to investigate the notion of green marketing techniques for business-to-business transactions in order to provide Small and Medium Enterprises (SMEs) in the Industrial sector of Pakistan with a competitive advantage.

Globalisation is a process that is continuously growing over the world, which is opening up more new marketplaces for consumers and buyers alike, providing them with additional options to buy and sell. When globalisation has a favourable impact on buyers and sellers, it will also bring some new obstacles and problems for the world. On the other hand, globalisation will have a positive impact on buyers and sellers. According to Chan (2013), one of the most significant issues as a result of globalisation is the environmental crisis, which has an impact on all living things. Concerns regarding the future of the globe are very important to consumers in today's world. Numerous studies have shown that both individuals and businesses are now more worried about the environment and prefer to buy eco-friendly products to safeguard the planet from any potential threats to living things. Businesses are taking into account what customers want, especially those who are very worried about the environmental problems that are happening all over the world, as they adapt to change and plan their company strategy. Jansson et al. (2010) say that the term "Green Products" is now used to describe commodities that are good for the environment. "Green Marketing," on the other hand, is the term for the methods used to advertise and promote these products. Kalamas et al. (2014) say that "Green Marketing" is a way for businesses to sell their goods. This plan looks at all the parts of the marketing plan, such the company's price policies, promotions, product characteristics, distribution activities, and advertising techniques, in order to get a piece of the possible customers.

For the purpose of achieving the goals of the marketing strategy, a competent manager is of the opinion that the beliefs of consumers regarding environmental issues should be given primary consideration. Historically, businesses were tasked with the responsibility of formulating their marketing strategy with the primary purpose of maximising profits and retaining existing customers. Prior to moving forward with the process of selecting and manufacturing environmentally friendly products, it is vital to first incorporate into the culture of the company.

It has been stated by a number of different scholars that "green marketing" refers to the studies that investigate the impact that marketing has, both positively and negatively, on environmental pollution, energy consumption, and the consumption of other resources (Cevreomen 2010, as cited in Aysel, 2012). Uydaci (2002) provides an

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additional explanation of green marketing by stating that "Green Marketing serves two purposes." There is a growing movement in the world that is reshaping the marketing and production strategies of organisations. This movement is related to becoming green, which is gaining more popularity. The natural resources of the world are insufficient to satisfy the unending desires of the people.

The term "competitive advantage" refers to a competitive position in which an organisation strives to exceed its competitors in terms of profit. Competitive advantage is achieved by organisations through the utilisation of three distinct methods, namely price, differentiation, and quality. These strategies are utilised in order to achieve competitive advantage. These tactics will be discussed in greater detail later. Competitive advantage can also be defined as "an advantage that a firm has over its competitors, allowing it to generate greater sales or margins and/or retain more customers than its competition." This is an additional definition of competitive advantage.

A competitive advantage can be broken down into two primary parts: The cost It is possible to have both comparative and differentiated advantages. When a company is able to manufacture goods or services at a lower cost than its competitors, it is said to have a comparative advantage. This advantage allows the company to sell its products or services at lower prices in the market and create greater profits than its competitors. Differential advantage, on the other hand, is formed when businesses distinguish their products and services in order to attract customers and acquire an advantage over their competitors. The differentiation of products is the foundation upon which a differential advantage is being built. When it comes to the success or failure of businesses, competition is the most important factor (Porter, 1985, page 1). In accordance with the findings of Coda, Minoja, and Zollo, a company that is unable to achieve a competitive advantage but nevertheless provides its customers with high-quality goods and services that add value to their experience would ultimately see a decline in market share. There are only a few options available to organisations when they are confronted with these kinds of challenges, and those options include reducing their pricing and profit margins in order to maintain their presence in the market. If they do not do so, they may be forced to leave the market entirely as a consequence of a loss. One reason why every organisation ought to have a competitive advantage is because of this circumstance.

Although green marketing has been widely studied in consumer markets of developed economies, research on B2B green marketing in developing countries remains scarce. Existing literature often emphasizes sustainability in advanced contexts where regulatory frameworks, consumer awareness, and institutional support are stronger, leaving a gap in understanding how firms in resource-constrained environments adopt proactive green strategies. Scholars have recently highlighted this limitation, noting that B2B sustainability practices are underrepresented in marketing research and require deeper exploration in emerging economies (Vrontis, Shams, Kotabe, Kumar, & others, 2025). Similarly, studies on green brand identity and governance in B2B channels remain concentrated in developed markets, underscoring the need for contextual evidence from developing countries (Zhang & Li, 2024). New work has begun to map the intersection of socio-economic factors and green marketing in B2B dynamics, but

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this remains largely conceptual and lacks empirical grounding in developing economies (Flores, 2024). Moreover, empirical studies in contexts such as Palestine show that while green product and placement enhance environmental performance, pricing and promotion strategies are inconsistently applied, reflecting the fragmented nature of green marketing in developing countries (Braika, Saleh, & Jaaron, 2024). Recent global reports also stress that SMEs, particularly in Asia and Africa, are critical to sustainability transitions but remain under-supported, highlighting the urgency of research that connects green marketing strategies to competitive advantage in these settings (World Economic Forum, 2025; Bain & Company, 2025). Addressing this gap, the present study contributes by examining how SMEs in Pakistan integrate green product innovation, sustainable pricing, strategic placement, and eco-promotion into their competitive strategies, thereby extending the applicability of theories such as the Resource-Based View and Innovation Theory to developing-country contexts.

LITERATURE REVIEW

The majority of the research that has been conducted on topics such as green marketing (GM), eco-innovation (EI), the circular economy (CE), and sustainability has taken place in industrialized countries over the course of the last few years. According to the findings of a number of different research (Jia et al., 2023; Shabbir et al., 2020), the tactics that are used in the implementation of green marketing have a favorable influence on the sustainability of businesses as well as the behavior of consumers. This has the effect of increasing awareness of environmental issues and establishing a strong framework. Furthermore, the research has shown that the use of green marketing methods, which include the promotion of green goods and their placement, has a considerable positive impact on the environmental performance of the food industry (Braik et al., 2023; Afshari et al., 2020; Hermawan et al., 2023)

Green marketing and other sustainable and lucrative green management methods are all-encompassing processes that involve figuring out, predicting, and meeting the needs of both customers and society in a way that is both sustainable and profitable. In other terms, it is the advertising of goods that are thought to be good for the environment. The idea came about because more and more people are worried about the state of the environment and how it affects the health of society (Kaur et al., 2022). This is how the idea came about. This development is a planned reaction to how consumer behaviour is changing, which is marked by a growth in purchases that are affected by the environment. Manju and Latha (2023) said that people are getting less happy with firms that say they care about the environment since more people are learning about the Sustainable Development Goals (SDGs). Customers' knowledge of and preferences for the environment are greatly affected by marketing that is ecologically friendly.

The core components of green marketing, including the development of environmentally friendly goods and solutions as well as the implementation of eco-labels, have a substantial and favorable impact on the attitudes that people have towards the natural world. Ho and colleagues (2021) propose that the effect that environmental concerns and beliefs have on consumer attitudes toward the environment is both significant and mostly positive.

Strategic communication that effectively integrates sustainability into every area of a

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brand's marketing strategy is the fundamental definition of green marketing. A sticker or a label that is colored green and that indicates that the package is composed of recycled materials is not sufficient evidence on its own. In addition, it entails the comprehensive implementation of environmentally responsible practices across the whole supply chain, over the product's entire lifespan, and in accordance with the fundamental principles of the organization. Sustainable businesses that use green marketing tactics make their operations more environmentally friendly by employing energy-efficient manufacturing methods and getting raw materials in a way that is good for the environment (Kaur et al., 2022). The manufacturing industry in Pakistan is facing big problems because of the bad consequences it has on the economy, society, and ecology of the country. Furthermore, the industry's vital contribution to the national economy is negatively impacted by excessive resource use, pollution, and waste generation, all of which lead to environmental degradation (Rasheed et al., 2023).

According to Garriga and Mele (2004), disruptive innovations have the potential to promote social objectives and provide enterprises in "telecommunications, consumer electronics, energy production, and many other industries" with a competitive advantage. This is page 55. Environmental marketing has been impacted by political notions on the use of corporate power and governmental control. (The production of energy is an important area for green developments.) Environmental marketing has been influenced by environmental marketing. Integrative theories put a significant amount of focus on stakeholder management, which is affiliated with social norms, environmentally conscious marketing (Rivera-Camino, 2007), and the overall welfare of the community. Ethical theories have an emphasis on a number of different subjects, including the pursuit of the common good, environmental sustainability, and human rights for all individuals.

A study by Luo et al., (2025) found that the independence of boards of directors helps green marketing programs work better. However, when a CEO is also the chairman of the board, this concentration of power makes these programs less effective. Furthermore, research indicates that a varied gender makeup on boards of directors serves as a moderating factor that amplifies the impact of green marketing on corporate performance.

Studies have demonstrated that when regulatory measures are successfully included in green marketing plans, they may greatly help businesses sell more. Luo et al. (2025) found that companies who followed EU sustainability requirements had more engaged customers and made more money. This was especially true for industries that cared a lot about the environment, like cosmetics. Businesses who are environmentally friendly in their marketing improve their brand equity and show that they are leaders in their field when it comes to sustainability. For example, cosmetic companies that focus on biodegradable packaging, lowering their carbon footprint, and ethical sourcing in their advertising tend to keep customers longer and get them to buy again. Also, green marketing that is based on rules lowers the risk of losing money by making sure that companies follow sustainability standards, avoiding legal fines, and taking advantage of tax breaks. By following these rules in their marketing, businesses may follow the law and take advantage of the demand for eco-friendly products, which will eventually

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lead to higher profits in the long term (Luo et al., 2025).

RESEARCH METHODOLOGY

The existing study used mix methodology and adopted both qualitative approach (interview with marketing managers) and quantitative approach (closed ended questionnaire) for the data collection and analysis of the collected data. The population of the study was comprised different marketing related officers working in the firms in the Industrial Estate Hattar. The study has included all the marketing related staff working in the sample firms. According to the Statistics of employees showed that there are 1300 marketing staff (Marketing Manager, marketing office, Sale Manager, Sales Officer, Junior Sales Executive, Senior Sales Executives etc) working in 480 firms. These marketing staff were taken as the population of the study. The study has used multi-stage sampling technique. In stage first, the study has included firms in the sample and on 2nd stage, the study has included sample employees i.e. 197 in the sample size. The study was conducted among the SMEs working in Small Industrial Estate Hattar. While in the case of questionnaire, the study will distribute questionnaire among the marketing managers sample SME in Hattar. The reports of KPK Chamber of Commerce (2023), there are 480 industrial units operating in Industrial Estate Hattar and on the basis of Krejice and Morgan (1970), the study included 197 marketing managers were included for the data collection of questionnaire survey. In total, twenty interviews were done. According to the literary works, interviews should go on until more interviews are unable to shed light on the issue being researched (Taylor & Bogdan, 1998). The idea of theoretical saturating is what is often referred to as this (Glaser & Strauss, 1967). When recurring themes appeared, it was decided with the supervisor to end the interviewing session. The interview gets saturated when the data collection were from 17th respondent. However, the study has used 20 marketing managers for interview.

The questionnaire was distributed among the marketing managers of the selected SMEs and then filled were collected back after allocated time period. The filled questionnaire were selected on the basis of quality of responses. The questionnaire data were collected from the selected marketing managers and they these questionnaires were imported into MS Excel and then the statistical tests (Reliability statistics, Descriptive statistics, Pearson Correlation and Regression) will be used for the interpretations. Without having in-depth knowledge and awareness of other qualitative approaches, a thorough theme analysis yields reliable and informative research findings in the field of study. Thematic analysis is particularly helpful for emphasizing similarities and differences as well as for producing fresh ideas in the field of study. Braun and Clarke, (2006) Themes and sub-themes will thus be found and reported.

RESULTS & DISCUSSIONS

Reliability

	Cronbach Alpha	Composite Reliability
Green Product	0.971	0.881
Green Price	0.849	0.791
Green Placement	0.916	0.851

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Green Promotion	0.806	0.961
Competitive Advantage	0.924	0.762

Table is the final results of reliability statistics which has been included in the current study to check the internal validity of the instrument. The data in the present study was based on questionnaire method; therefore, reliability of the variables for the data collection should be measured for reliability. The value of cronbach alpha has been used as a standard for the reliability (>0.70). the values in table has been found significantly higher and concluded that these variables are reliable for data collection.

Correlations

	CA	GPD	GPR	GPL	GPM
Competitive Advantage	1				
Green product	.792**	1			
Green price	.672**	.583**	1		
Green placement	.556**	.471**	.975**	1	
Green promotion	.677**	.410**	.952**	.971**	1

Table presents the results of the correlation analysis conducted to examine the association between the elements of the green marketing mix green product, green price, green placement, and green promotion and competitive advantage. The findings reveal a particularly strong and positive relationship between green product and competitive advantage, with a correlation coefficient of 0.79. This high level of association suggests that eco-friendly product innovation is not merely a symbolic gesture but a substantive driver of firm competitiveness. In practical terms, the strength of this correlation indicates that SMEs adopting sustainable product strategies are more likely to achieve differentiation and long-term market positioning. The result aligns with theoretical perspectives on resource-based advantage, which argue that unique, environmentally responsible products can serve as valuable, rare, and inimitable resources that enhance firm performance. Thus, the correlation underscores the strategic importance of product-level greening as a cornerstone of competitive advantage in the industrial context of Hattar.

The study's findings indicate a positive and statistically meaningful correlation between environmentally conscious pricing strategies and firms' competitive advantage. Specifically, the correlation coefficient of 0.67 suggests that eco-friendly pricing contributes substantially to how businesses differentiate themselves from competitors. This relationship implies that when SMEs adopt sustainable pricing balancing affordability with environmental responsibility they not only appeal to ethically minded customers but also reinforce their market positioning. From a strategic perspective, this result supports the notion that pricing decisions are not merely transactional but can serve as a competitive lever, aligning with sustainability-driven consumer behavior theories. Thus, the evidence highlights that green pricing is a critical dimension of the **green marketing mix**, enabling SMEs to translate environmental values into tangible

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market advantage.

The findings show that the green placement and competitive advantage is having positive relationship with each other. The statistics of this correlation show that green placement and competitive advantage are having 55 percent correlation with each other. The findings show that the green promotion and competitive advantage is having positive relationship with each other. The statistics of this correlation show that green promotion and competitive advantage are having 67 percent correlation with each other.

Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.009	.069		-.127	.899
	Gproduct	.318	.089	.348	3.562	.000
	Gprice	.222	.068	.231	3.273	.001
	Gpromotion	.157	.036	.180	4.411	.000
	Gplacement	1.262	.061	1.258	20.789	.000

R: 0.769, **R-square:** 0.639, **F-value:** 41.67, **P-value:** .000

Table 4.4 reports the regression model summary, which provides insight into the overall explanatory power and statistical significance of the model. The results demonstrate that the combined dimensions of the green marketing mix green product, green price, green placement, and green promotion account for a substantial proportion of variance in competitive advantage. The R-square value of 0.639 indicates that these variables collectively explain 63% of the variation in firms' competitive advantage, underscoring the robustness of the model. Moreover, the significant F-value of 41.67 confirms that the regression equation is statistically valid and not due to random chance. The strength of the overall relationship (76%) suggests that adopting integrated green marketing strategies provides SMEs with a coherent pathway to achieving sustainable differentiation. This finding aligns with strategic management perspectives that emphasize the synergistic effect of marketing mix elements, where product innovation, pricing, placement, and promotion interact to reinforce competitive positioning. Thus, the regression model highlights the importance of treating green marketing as a holistic system rather than isolated practices, offering both theoretical and practical implications for SMEs in Hattar.

The statistics of green product in the above table shows that it is having positive relationship with competitive advantage. The positive variance in the competitive advantage due to green product can be seen in the coefficient value i.e. 0.318. The t-value 3.562 has concluded that green product is having significant effect on the competitive advantage. A positive association between green price and competitive advantage is shown by the fact that the result of green price in the table is positive. On the basis of the coefficient value, which is 0.222, it is possible to see the positive variance in the competitive advantage that is a result of the green pricing. The conclusion that can be drawn from the t-value of 3.273 is that the green pricing is acting as a substantial factor in the competitive advantage.

Based on the promotion's outcomes, this table indicates a favourable correlation

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between green promotion and competitive advantage. On the basis of the coefficient value, which is 0.157, it is possible to see the positive variance in the competitive advantage that is a result of green promotion. The conclusion that can be drawn from the t-value of 4.41 is that green promotion is leading to a considerable influence on the competitive advantage. The result of green placement in the table shows that it is having positive relationship with competitive advantage. The positive variance in the competitive advantage due to green placement can be seen in the coefficient value i.e. 12.62. The t-value 20.78 has concluded that green placement is having significant effect on the competitive advantage.

QUALITATIVE ANALYSIS

Green Marketing Strategies

Green spinning is when "dirty" industries like oil, chemicals, pharmaceuticals, and cars use publicity and lobbying to change the way people see green images.

Green selling is when companies look for environmental features in their products after the fact and then promote them in a way that is sometimes misleading or unproven.

When it comes to studies on general corporate strategy, it is common practice to compare and evaluate both reactive and proactive approaches (Aragon-Correa, 1998; Larson et al., 1986; Sandberg, 2002 in particular). Typically, this dualism is represented in the study that is conducted. According to Sandberg (2002) and Bennett (1996), reactive strategy is the process by which firms react to changes as they occur in the external environment that influences their operations. This process is referred to as the responsive strategy. A proactive strategy is one that includes organisations taking action before they are forced to react to external challenges (Jauch and Glueck, 1988). Another name for this tactic is a reactive strategy. Furthermore, proactive strategies include creating new chances in the immediate surroundings (Aragon-Correa, 1998; Johannessen et al., 1999). Reactive or defensive tactics make up the first strategy, whereas aggressive and forceful tactics, as opposed to defensive ones, make up the second. According to McDaniel and Rylander (1993), these two strategies are the two main pillars of green marketing. These two strategies were suggested, respectively. Within the framework of this study, the word "reactive" refers to the first approach, while the word "proactive" refers to the second tactic. A reactive green marketing strategy, also known as a compliance strategy, is a marketing plan that complies with environmental management criteria, according to Miles and Covin (2000). According to Menon et al. (1999), this method is characterised by a short-term focus, a low level of organisational commitment, and limited senior management participation. Furthermore, this approach calls for few resources, which are low risk and not very costly.

B2B Marketing Strategies and Innovation

Reactive B2B green marketing strategies are linked to a lack of corporate ecological commitment and resource allocation, as well as a tendency for ongoing innovation.

There could be a number of outcomes from proactive B2B green marketing strategies. The results include increased ecological sustainability for the common good, cut costs, improved product differentiation and customer brand loyalty, a better corporate

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reputation, and long-term financial gains from competitive advantage.

Businesses have access to responsive green marketing tactics that are associated with the idea of ecoefficiency. Information systems and ecological sustainability were studied by Chen et al. (2008), who found that "Eco-efficiency aims to mitigate the detrimental effects of the existing system, thereby merely decelerating environmental degradation through ethical mandates and punitive measures." Article 188. The concept of "eco-effectiveness" may also be associated with a proactive green marketing approach for B2B. The authors Chen et al. (2008) state that "Eco-effectiveness transcends merely mitigating adverse environmental effects by eliminating ecological degradation." Changing one's perspective and reorganising one's company are common necessities in the pursuit of eco-effectiveness (p. 188). Finding the one and only answer to environmental problems is what eco-effectiveness is all about.

Proactive B2B green marketing tactics work best when they are linked to the features of diffusion of innovation that contribute to quicker rates of diffusion and adoption.

The relative advantage was initially defined as "the extent to which an innovation is regarded as superior to the concept it replaces" (Rogers, 1995). This definition was released in 1995. In this article, "relative advantage" denotes a broader state that occurs when an invention surpasses the products currently offered by the corporation or its rivals. The rate of adoption of a new innovation is directly proportionate to its relative benefit. Rogers (1995) defines observability as the degree to which the features and benefits of a new product or service can be easily seen and communicated to its intended audience. The rapid distribution of new products and services with more social prominence occurs more swiftly. Compatibility, as defined by Rogers (1995), denotes the extent to which a new product or service aligns with the values and behaviours of existing consumers. The greater the compatibility of a product or service, the more rapidly it is embraced by consumers. The degree of difficulty in using or understanding a new product or service is termed its complexity. The rate of acceptance of an innovation is directly related to its simplicity of understanding and implementation.

Lifestyle changes to reduce your environmental impact.

Some respondents seem to be aware of actions that contribute to sustainability, according to the data. As a result, they have made a number of changes to their way of life, such as reducing their water use, switching to more environmentally friendly cleaning supplies, cutting out single-use plastics, and recycling and reusing items.

"I installed energy-efficient appliances and light bulbs in my residence," is one response that reflects all of the input. *I try to use reusable alternatives instead of throwaway plastic straws, bags, and bottles. I make an effort to use eco-friendly cleaning supplies. I try to use as little paper as possible, and if possible, I use digital alternatives. One member said, "To reduce my carbon footprint, I buy locally produced or organic food and have started using a refillable water bottle instead of buying bottled water. In addition, I have started helping out with climate change projects by planning neighbourhood gatherings and teaching children the value of lowering carbon footprints.*

A responder said that he/she used ecologically friendly cleaning products.

I endeavour to utilise eco-friendly cleaning products. A significant portion of the

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respondents said that they refrain from using plastic disposable items such as straws, bottles, and bags.

An illustration of the many replies in this context is, *"I endeavour to refrain from utilising disposable plastic items (straws, bags, bottles) and choose reusable alternatives instead."* Another said in this context, *"Yes, I recycle consistently." My apartment building provides recycling containers, simplifying the process for me.*

Understanding of the concept of Green Marketing

Participants' responses revealed a lack of understanding of the notion of green marketing. Approximately 50% of the respondents reported being unaware of the meaning of the concept. A participant in the focus interview asserted

"No, I've never heard of this kind of advertising." Some of the other people who answered said that the people who answered knew what "green marketing" meant. Based on their answers, they interpret the notion of green marketing to include "sustainability," "environmental benefits," "recycling," "eco-friendliness," and "price increase." Here is what some of the people who answered said about green marketing:

"Green marketing refers to the promotion of products or services by highlighting their environmental advantages or sustainability."

"Companies endeavouring to market environmentally friendly products while educating consumers about their benefits."

"A marketing strategy that emphasises the product's environmental advantages."

"Indeed, particularly concerning greenwashing, which involves marketing a product as highly eco-friendly while it may be equally detrimental as non-eco-friendly alternatives."

Typically, a pretext for increasing costs.

Green marketing denotes the promotion of products, services, or brands that emphasise their environmentally friendly attributes or advantages.

"Advocating for eco-friendly and sustainable products."

"Utilizing environmentally sustainable packaging derived from recycled materials."

How green marketing influences competitive advantage.

A sizeable proportion of the respondents mentioned that green marketing has a role in the decisions they make about their purchases. The following are some of the topics that were created, which illustrate how green marketing impacts the purchasing decisions of consumers: price, labelling, and environmental effect. You may view some of the replies in the following list:

I endeavour to, however I am not consistently certain of what to seek. Identifying really eco-friendly items is challenging. Another issue I see is that eco-friendly items sometimes incur higher costs than their non-eco-friendly equivalents, which may be a barrier for me.

"Affirmative, I do." I strive to choose ecologically friendly things and consistently examine packaging for labelling.

"It is essential to evaluate the environmental consequences of our acquisitions."

"It is imperative for me to make judicious decisions regarding the environment."

"Typically, I prioritise factors such as taste, quality, or style over environmental considerations when making purchasing decisions."

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CONCLUSION

The empirical findings of this study provide compelling evidence that the green marketing mix comprising green product, green price, green placement, and green promotion plays a decisive role in shaping firms' competitive advantage. The correlation analysis revealed that green product (.792**)** and green price (.672**)** are strongly associated with competitive advantage, while regression results confirmed that green placement (β = 1.258) is the most influential predictor, followed by product (β = 0.348), price (β = 0.231), and promotion (β = 0.180). Collectively, these variables explained 63% of the variance in competitive advantage ($R^2 = 0.639$), underscoring the robustness of the model. Theoretically, these results validate the Resource-Based View and Natural Resource-Based View, which argue that eco-innovation and sustainability practices constitute valuable, rare, and inimitable resources that drive long-term competitiveness. The dominance of green placement highlights the relevance of Porter's Competitive Advantage Theory, where accessibility and visibility of sustainable products create differentiation. Furthermore, the findings resonate with Schumpeter's Innovation Theory, confirming that innovation in product design, pricing, and distribution channels is central to achieving sustainable advantage in emerging industrial economies. Practically, the study demonstrates that SMEs in Hattar are not merely reactive but are proactively embedding sustainability into their marketing strategies. By integrating product innovation, strategic placement, responsible pricing, and eco-promotion, these firms are building resilience and differentiation in competitive markets. The results occurred because sustainability is increasingly valued by consumers, institutional stakeholders, and supply chains, making green marketing strategies both a moral imperative and a strategic necessity. Here's your reference list arranged **alphabetically in APA 7th edition style**, with duplicates removed and links at the end omitted:

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