



T.C.

KAHRAMANMARAŞ SÜTÇÜ İMAM UNIVERSITY
GRADUATE SCHOOL OF NATURAL AND APPLIED SCIENCE

**FACTORS AFFECTING SUSTAINABLE MARKETING
ON SMALL BUSSINES IN THE NORTHERN REGION
OF IRAQ**

MIKAEEL BIRO MUNAF

PhD THESIS

DEPARTMENT OF BIOENGINEERING AND SCIENCES

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I hereby declare that all information in the thesis has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.



MIKAEEL BIRO MUNAF

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KUZEY IRAK BÖLGESİNDE KÜÇÜK İŞLETMELERDE SÜRDÜRÜLEBİLİR PAZARLAMAYI ETKİLEYEN FAKTÖRLER

(DOKTORA TEZİ)

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ÖZET

Sürdürülebilir pazarlama, şimdi ve gelecek nesillerin daha iyi bir yaşam kalitesini sağlamak için toplumun ortak, insan ve kültürel kaynaklarını kullanarak sorumlu bir şekilde alıcı ve satıcıların ihtiyaçlarını karşılayan az gelişmiş ve teşvik edilen ürün ve hizmetleri içermektedir. Diğer taraftan, küçük işletme, işletmeye bağlı olarak büyüklüğü ve geliri sınırlı olan bir organizasyondur. Bu çalışmanın amacı, Irak'ın Kuzey bölgesindeki küçük işletmelerde sürdürülebilir pazarlamayı etkileyen sosyolojik faktörleri incelemektir. Çalışmada örneklem büyüklüğü 2018 yılında rasgele seçilen 400 işletme yöneticisinden oluşmaktadır. Çalışmada beşli Likert ölçeğine uygun bir anket tasarlanmış ve kullanılmıştır. Anket, katılımcıların özelliklerini içermekte ve sürdürülebilir pazarlama unsurlarını dikkate almaktadır. Elde edilen verilerin analizinde, tanımlayıcı istatistikler Ki-kare testi ve İkili Lojistik Regresyon kullanılmıştır. İkili Lojistik Regresyon analizi sonuçları medeni durum, eğitim, deneyim, pozisyon, dil ve eğitim başlangıcının küçük işletmelerde önemli faktörler olduğunu göstermiştir. Ancak, gelir, yaş ve cinsiyet ile sürdürülebilirlik arasında anlamlı bir ilişki tespit edilmemiştir. İkili Lojistik analizi sonuçları, sosyal, politik, yenilik ve deneyim gibi sürdürülebilir pazarlamanın dört unsurunun küçük işletmelerde sürdürülebilir pazarlamayla önemli ölçüde ilişkili olduğunu göstermiştir. Ayrıca, ekonomi, psikolojik, kültürel ve ticari iletişim ile küçük işletmelerde sürdürülebilir pazarlama arasında anlamlı bir ilişki bulunamamıştır. Küçük işletme sahipleri ile bu alanda çalışan uzman, yönetici ve girişimcilerin, sürdürülebilirliğin toplum genelinde olduğunu unutmamaları gerekmektedir. Bu hem stratejik bir odak noktası hem de uzun vadeli karlılık için bir araçtır. Bu çalışma, bir şirketin paydaşlarının teorik uyumluluğunun ve sürdürülebilirliğinin küçük bir şirketi inaktif durumdan harekete geçmeye ve sürdürülebilirliği etkileşimli bir duruma sokmaya hazır hale getirdiğine dair çok güçlü sonuçlar

vermiştir. Bu noktada kontrol edilen aktivite, ortakları finansal, doğal, sosyal, biyolojik, bireysel ve ilgili tüm yönlere teşvik etmektir.

Anahtar kelimeler: Sürdürülebilir Pazarlama, Küçük İşletme, Logit modeli, Kuzey Irak

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**FACTORS AFFECTING SUSTAINABLE MARKETING ON SMALL BUSSINESS IN
THE NORTHERN REGION OF IRAQ**

(PhD THESIS)

MIKAEEL BIRO MUNAF

ABSTRACT

Sustainable marketing, includes underdeveloped and promoting products and services that meet buyer and business client needs using society's commonplace, human, and cultural resources responsibly to certify a better quality of life now and for future generations to come. On other hands, small business is a separately and worked organization that is restricted in size and income relying upon the business. The objective of this study is to analyze sociological factors influencing sustainable marketing on small business in the Northern Region of Iraq. The study sample included workers who deal with small business, and the study sample size was 400 workers who were randomly selected, and the questionnaire were distributed in 2018. A questionnaire was designed and used to record information based on a 5-point Liker scale. It included workers characteristics and regarded the sustainable marketing element. For this purpose, descriptive statistics, Chi-square test and Binary Logistic Regression were used. The results of Binary Logistic Regression analysis indicated that marital status, education, experience, position, language and training start were significant factors in small business. However, income, age and gender contact small business are not significantly correlated. Meanwhile, the finding of Binary Logistic analysis showed that the four elements of the sustainable marketing such as social, political, innovation, and experimental were significantly related to small business. Also, economics, psychological, cultural and trading contact small business are not significantly correlated. For experts and small business owners and those who want to start or consult with one, our message is that sustainability is throughout the community. This is being both a strategic focus and a tool for long-term profitability. There are strong signs that the theoretical compatibility (sustainability) of a company's stakeholder is preparing a small company to move from inactive to reception, and to prevent it to sustainability into an interactive

situation. Controlled activity at that point is to encourage the partners to financial, natural, social, biological, individual and planetary aspects.

Keyword: Sustainable Marketing, Small Business, Binary Logit, Northern Iraq

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LIST OF ABBREVIATIONS

4Cs	: Customer solution, Customer price, Convenience, Communication
4Ps	: Product, Price, Place, Promotion
6Ps	: Promotion, People, Planning, Process, Product, Project
AHP	: Analytical of Hierarchy Process
ANOVA	: Analysis of Variance
BADS	: Bangladesh Agricultural Development Corporation
CDF	: Cumulative Distribution Function
CFA	: Confirmatory Factor Analysis
CSR	: Corporate Social Responsibility
EU	: European Union
HR	: Human Resources
LCP	: Linear Complementarity Problem
OLS	: Ordinary Least Squares
RDT	: Resource Dependence Theory
REDD	: Reducing Emission from Deforestation
RM	: Relationship Marketing
SCCM	: System Center Configuration Manager
SFM	: Sustainable Forest Management
SMS	: Short Message Service
SWDM	: Software testing is an Investigation
SWOT	: Strengths, Weaknesses, Opportunities, Threats
TBL	: Name of Company
UK	: United Kingdom
UNESCO	: United Nation Education, Scientific and Cultural Organization

VIKOR : Vise Kriterijumska Optimizacija I Kompromisno Resenje

WASA : Dhaka Water Supply and Sewerage Authority

WHs : World Heritage site

WHSs : World Heritage site



1. INTRODUCTION

1.1. Background

Sustainable marketing is a comprehensive understanding of the factors affecting the market, as well as understanding the needs of customers. It is also the nature of sustainable marketing, its style and its practical application with a practical aspect and the concept of development. In essence, we need to know the importance of sustainable marketing and how it focuses on everything. However, sustainable marketing pays attention to the social, economic and political aspects of the country. It also has a direct relationship with buyers and consumers because the buyer is the core of market sustainability. The factors that affect market stability are social variables, economic variables, psychological variables, political variables, cultural variables, innovation variables, experimental variables, and trading variables (Koos, 2011).

Small businesses are private partnerships with few employees and low annual revenue. However, small businesses lead to workshops and companies that produce their products only for domestic consumption. They cannot compete with big businesses, and somehow, they cannot compete in foreign or international markets. It can also be shown how a large business can be classified as a small business (Zeriti et al., 2014).

In northern Iraq, market sustainability depends on the status quo. However, the northern provinces of Iraq are a good place for small businesses created by large companies. Indicated that effect Hunt (2012) indicated that effect factors that affect stop-stop marketing in small businesses are the solution to address all levels of existing factors. It is also the case that small companies, without any problems and with indirect support from the government, will receive their products and receive the expected profits. Before 2005, in northern Iraq, nobody dared to invest or create a small business due to the lack of self-esteem. However, in the last few years, financiers or people involved in money have started small businesses and create jobs for others. Also, the political and security situation has a huge impact on the survival of small businesses (Sharma et al., 2010).

The learning and hypothesis of marketing have been an improvement and upgraded since the 1970s, the exploration of marketing has been shown with regards to the trade worldwide (Noo-urai and Jaroenwisan, 2016). Sustainability marketing is the advancement of advertising

that coordinates parts of the economy and the new idea of relationship marketing, and social, moral, environment outlook. It likewise incorporates perspectives among the time of stable advancement that are a development of marketing through exceptional understanding and quality of various probabilities.

As of late, there has been much idea exchange among experts, in the writing, and press about the issue of social obligation, ecology, "green" policy and stability. It has turned out to be significant for the general public to take care of the issue relating not exclusively, to fulfill the fundamental needs, yet in addition to the conservation and improvement of characteristic assets with less damage to the earth and one's own health to empower the next generation to fulfill their necessities moreover with the current natural resources and ecological items safeguarded (Praude and Bormane, 2014).

The point of this part is to give baseline information about the connection between sustainability and marketing. We are most worried about sustainable marketing, or adjusting hierarchical procedures and objectives to general standards of economical business work on; sustainable marketing, how an association cautiously approaches interfacing their suitability objectives, success and difficulties; the stable marketing association, which is an association that takes on a significant sustainability activity and must modify to new objectives; and reasonable buyer conduct, which illustrates the manners in which that shoppers draw in with and consider sustainability (Arnould and Press, 2011).

It is obvious from both the definitions that a few stages must be taken today to spare the eventual fate of coming ages. It likewise uncovered that maintainability is a long-term vision that manages the advancement of a technique depends on morality and good standards. The field of marketing has additionally advanced during the time. Development of advertising has been talked about through five ideas, which are: the production notion, product concept, selling notion, marketing an idea, and social marketing idea. All the marketing exercises rotated around these ideas. Production notion depended on gathering unsatisfied requests by delivering more at a lesser expense. Though the product concept holds that the customers incline toward quality items with inventive features. Selling notion depends on forceful selling and advancement. Be that as it may, in the mid of the twentieth century, the marketing idea came with an emphasis on customer-driven methodology (Kumar et al., 2012).

Seretny and Seretny (2012) indicated that the individual ideas of sustainability and marketing are not new; truth be told, both have advanced more than a very long time into drivers of methodology, competitiveness, and development. It is as of late, in any case, that the term 'sustainable marketing' was brought into the commercial world and initiated a quick re-marking of marketing as an industry.

Marketing has constantly advanced since the beginning, from the casual marketing activities of pre-industrial craftsmen through to the refined web-based life and connection-based promoting of the 21st century. Amid the first half of the twentieth century, scholarship of marketing engaged from the investigation of how to productively offer and circulate items to customers, to progressively modern attempts to inquire and understand users and to prove goods and services to fulfill their demands (Peattie, 1999).

Hence, Kuhlman and Farrington (2010) proposed to supplant the social and monetary components of maintainability as expectedly utilized with a single measurement called prosperity, which is a strategic objective that must be balanced with another called sustainability. Estimating prosperity and sustainability independently will upgrade the transparency of the strategy formulation procedure, by bringing out in the open the two issues and clarifying rather than concealing the decisions that must be made. Obviously, this does not take care of all issues of arrangement assessment: prosperity has numerous viewpoints that should be weighed against each other (Kuhlman and Farrington, 2010).

One subfield that has improved is known, "sustainable marketing." The reason for sustainable marketing is really dual side. In the first place, we need a customer marketing in our reality for survival. Then, it is a consumptive example, or digestion, which can chop down our societal fiber that is about basic profits. There are two targets to this examination. Initially, is to unite disciplines influencing feasible marketing that incorporates, reasoning, human science, financial matters, and business systems to frame a complete picture. Second, is to concentrate on the advancement and plan parts of an existing, new marketing region (Iyiola, 2011).

As an independent company creates it moves through five developments organizes, each with its own particular attributes. Since the progress starting with one phase, then onto the next requires change, it will be joined by some crisis or another. The crisis will, in general, be problematic and the issues of progress can be limited if supervisors are proactive instead of

responding. Earlier information about what creates the crisis and what's in store in each stage will smooth the procedure of progress. This study aims a model of small company development to empower directors of private ventures to get ready for future development (Scott and Bruce, 1987).

Berger and Udell (1998) analyzed the financial aspects of financing small company in private value and debt markets. Firms are seen through a monetary development cycle worldview in which diverse capital structures are ideal at various focused in the cycle.

Since the meaning of enterprise signifies the production of some integration that did not already exist, the business regularly is likened with small company possession and the management. The private venture division has gotten consideration in the monetary and the executives writing as a result of its importance to the economy (Carland et al., 2007).

1.2. The Problem of Statement

Consumers' incredible discontent and successive dissatisfactions are also caused by aggressive sales. Dealers are blamed of carrying out commercial activities in a prominent way, persuading clients to buy products or services they didn't intend to purchase. The most troublesome issue for the individual buyer is the usage of the alleged arranged out of date quality strategy. We ought to likewise take note of that the feedback of promoting is figured not just in connection to exercises went for individual customers. Marketing is blamed for hurting society as a whole. In the configuration that it is presented in developed nations, marketing is blamed for creating false needs, energizing avarice, and even inciting communities to over-consumption and realism. The world health organization for a long time has been focusing on the problem of obesity in developed countries. Marketing additionally tends to promote excessive interest in having - individuals are judged by what they have instead of by their identity. At long last, marketing is also responsible for environmental degradation as well as trivialization and the decimation of the cultural and social condition. In this manner, there is having to configure a marketing strategy which can manage issues identified with accomplishing a natural, social and economic goals, and goals in an incorporated way. In any case, it is exceptionally unpredictable to design an effective marketing strategy because each business objective requires a diverse marketing strategy comprising of the unique set of decisions (Kumar et al., 2012). Therefore,

examination and evaluation of marketing strategy in terms of sustainability are likewise a remarkable goal and requires exceptional consideration. Therefore, this hypothesis initially centers on the idea of showcasing technique. Furthermore, it examines the evolution of sustainability in marketing alongside the ideas of sustainability marketing and sustainability marketing strategy. At last, it shares the issues and changes identified in sustainability marketing strategy. Also, there are distinctive ways to approach the idea of sustainability itself, for instance, as a shortage issue, an issue of integrity and morality, and as a standardizing manual for direct (Young et al., 2010). This research argues that the shift is unfortunate in that it obscures the real contradiction which exists between long-term sustainability and short-term welfare. Moreover, the distinction between three ‘pillars ‘of sustainability is conceptually fuzzy. We propose a definition that reverts to the original sense in which the concept was intended. However, this research does not pretend to offer a comprehensive view of the problem of sustainability. It presents a critical view of how the term is used in policy debate and in impact assessment-the set of methods used in applied research to appraise policies and projects.

1.3. The Important of the Research

Sustainability is an issue going up against all marketing today, regardless of their size or place in the commercial center. Progressively, businesses are finding that grasping sustainable practices leads to a better corporate culture, more solid items, and greater long-haul profitability. Sustainability is one of the most up to date degrees that attempts to bridge social science with civil municipal building and environmental science with the innovation without bounds. When we hear the word “sustainability”, we tend to consider inexhaustible fuel sources, decreasing carbon emanations, protecting environments and a method for keeping the fragile biological systems of our planet in balance. So, sustainability hopes to protect our natural environment, human and biological well-being, while driving innovation and not trading off our lifestyle. On account of this developing prerequisite, a master's will not really be required for most employment as bachelor's programs (and at times lower than this) get ready individuals for a career in sustainability (Boons et al., 2013).

Progressively, businesses are settling on key choices around the type and degree of their corporate sustainability strategies. This comes as people, network associations and governments

are all prioritizing sustainability more and more a fundamental part of any corporate or social arrangement. Associations that have been proactive are as of now receiving noteworthy rewards from their forward-looking practices. However, sustainability can have a variety of implications, depending on the business setting. As far as the earth, sustainability may mean guaranteeing that natural resources are substituted or conserved for the long term and that biological communities are not harmed. As far as work rehearses, sustainability may mean guaranteeing that representatives are paid enough and given sufficient benefits to build families and contribute to their networks. What's more, with regards to business hones, sustainability may just simply infer that the by and large corporate strategies are not pointless or hazardous to the organization's long-haul prosperity and reputation. More motivated to effectively market products and services to consumers in their locale, and additionally pitch the association to potential occupation searchers. This thusly prompts a workforce with more noteworthy aptitudes and more motivation (Rudawska et al., 2018).

1.4. Hypothesis

Hypothesis 1: There is a significant association between social characteristics and small business.

Hypothesis 2: There is a significant association between economic characteristics and small business.

Hypothesis 3: There is a significant association between psychological characteristics and small business.

Hypothesis 4: There is a significant association between political characteristics and small business.

Hypothesis 5: There is a significant association between cultural characteristics and small business.

Hypothesis 6: There is a significant association between innovation characteristics and small business.

Hypothesis 7: There is a significant association between experimental characteristics and small business.

Hypothesis 8: There is a significant association between trading characteristics and small business.

1.5. Objectives of the Research

The overall objective of this research is to decide whether sociological factors influence sustainable marketing on small business. The success of marketing by the decisions of its details of the research objectives can be stated as follows:

- Analyzing of socio-demographic characteristics of workers in small business
- To compare the socio demographic characteristics of small business.
- To compare to sustainable dimensions of marketing with the small business
- To assess the socio demographic characteristics influencing on small business
- To assess the factors or variables affecting the sustainable marketing on the small business.

2. LITERATURE REVIEW

This literature review is going to provide the factors affecting sustainable marketing in small business. Particularly, it will focus on the role of the worker and then illustrate the improvement of sustainable business practices. The issues relevant to sustainable business practices in the company are shown by a strategic implementation, which includes advantages and obstacles.

2.1. Theoretical Framework

The theoretical part of this study is elaborated by sustainability structure for sustainable marketing (see Figure 1). The sustainability framework is made up of three pillars such as environment, society, and economy. In the middle of this junction, sustainable marketing has been located which explains the connection between all the pillars of sustainable marketing. However, all of these three parts must be taken into consideration, which is tightly intertwined.



Figure 2.1 Framework for sustainable marketing (Leonidou and Leonidou, 2011)

As already mentioned, marketing has experienced alters during the time and sustainability is preparing its road in marketing operations. In order to develop a marketing strategy, there is a need to examine sustainability, which means that the firm has to execute

planned marketing practices and marketing mix. At the side of these practices, generate and execution of these practices is so tough because the customer is the main goal of the marketing strategy of the company. Furthermore, the process by the combination of the sustainability with marketing strategy is an important aim and mission. Sustainable marketing should implement in a strategic way to match the demands of the customer not only by communicating in the language of the customer (Mitchell et al., 2010).

Beside the fact, the outcome of sustainability marketing strategy is not only added value to a customer, but also constructing long-term connections with customers. However, it is beneficial for all business, society, and ecology. Thus, Peattie and Belz (2010) did some research about it and presented the notion of the 4Cs and attempted to form traditional 4Ps (Product, Price, Place, and Promotion) into 4Cs, which consists of the Customer solution, Customer cost, Communication, and Convenience. These concepts are so close to the 4Ps concepts of marketing stated by McCarthy. Eventually, 4Cs have taken the place of 4Ps in order to contain sustainability criteria into a marketing strategy.

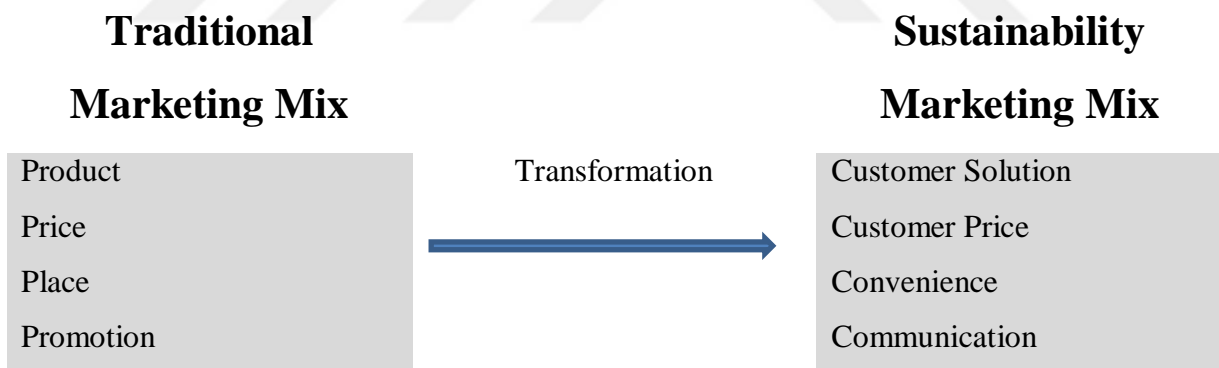


Figure 2.2. McCarthy's 4P approach vs. sustainability marketing mix (Kool et al., 2012)

The threefold bottom line organization implements some plans to make sure that its actions gain profits for all employees and society in which it launches the business. However, there are two ways to evaluate human resources managers of TBL companies. First, providing enough compensation to its workforce, second, generating a safe and warm working atmosphere in order to help employees realize their real value in their work. TBL entities strongly look for positive ways to collaborate with society by some activities, for instance, charitable collaborations, equal opportunity employment (Gummesson, 2002).

A TBL firm stays away from any operations that hurt the environment and seeks methods to decrease any negative effect that its activities might have over the ecosystem. However, it runs its energy consumption and moves toward decreasing its carbon emission. Most of the TBL entities go out of these essential measures through getting benefits of other concepts of sustainable development like consuming wind power.

In fact, most of these exercises rise a profitableness of a firm while helping with the health of the planet. In previous decades, profitableness was examined the merely significant factor in a bottom line of a company, but nowadays businesses have had to enlarge their logic in this respect. Andrew W. Soviets in his book "The Triple Bottom Line" provides an insight regarding the perspective of the triple bottom line, which stated that "In the modern and globalized world, thinking about benefits only on the aspect of economic and social effects is so nearsighted and counterproductive" (Kool et al., 2012).



Figure 2.3. McCarthy's 7P approach vs. sustainability marketing mix (Kool et al., 2012)

According to the explanation of the Brundtland (1987), a sustainable business is a business the acts in the benefit of all current and future shareholders in a way that makes sure the long-term health and permanence of the commerce and its related economic, social and environmental order. Business just focuses on decreasing its environmental effect, which is related to 'green commerce', whilst a sustainable business would consider all of the dimensions of sustainability, which is known as 'triple bottom line'. The domains are always interconnected and should be duplex (Mitchell et al., 2010). A few scholars have criticized the restrictions to the environmental dimensions regarding the trial of the tourism industry, particularly the accommodation industry in order to become 'sustainable' (Shams, 2016). Moreover, as Kernel

(2005) stated, the first step towards sustainability, according to the four-step method for sustainable improvement in the tourism industry can be taking environmental strategies. The first moves are mostly considered the improving environmentally cleaner procedures and environmental management exercises. Consequently, the eventual steps challenge institutions to go beyond and consider social and ethical aspects plus merger in the society.

Homogeneously, Benn et al. (2006) argued that sustainability step model states different phase's institutions can take to gain sustainability. The final step is known as 'The sustaining collaboration', where the ideology of sustainability is interiorized with a basic obligation to ease the ecological viability of the planet and help equitable social exercises and human completion. However, as Fisher and Bonn, (2011) stated, this phase has not been met by any institutions in the entire history. So many commerce pops up to be in the opening stage and need to keep trying to integrate the environmental, ecologic and socio-cultural dimension of stability.

2.2. Literature Review on Sustainable Market in Small Business

Elkington (1994) disclosed this study that means to distinguish the bilateral interrelation between supportable marketing and reasonable improvement. In order to accomplish their full cooperative energy, it is important to actuate sustainable promotion; in other words, it's just as an economical and productive association with the clients (normal and social condition) but in addition, as a variety of socially responsible advertising whether on a more extensive scope as a variety of social advertising or at least a variety of Micromarketing. Eventually, sustainable marketing can participate to sustainable improvement not just during each time's operation with regards to limiting the natural effect, but also by executing new approaches and policies to reinforce a broader notion of sustainable development as an essential segment of economic firms.

McDonagh (1998) explored how affirmed names are being imparted through sustainable marketing inside the grocery shop sector. The examination is a subjective character, with a mix of an inductive and deductive methodology. The exact information has been gathered through five semi-organized meetings and one phone discussion. However, sustainable marketing correspondence can provide with an expanded knowledge in regards to sustainability when interacting and characterizing the term in a simple and clear approach which makes it feasible

for anybody, regardless of age or knowledge to comprehend what sustainability means. Concerning official labels, sustainable marketing correspondence can contribute to an expanded knowledge by making an enthusiasm for the label in question. This can be accomplished by characterizing the confirmed labels, mark, and picture by clear and precise affiliations.

Thøgersen and Ölander (2002) used an irregular example of Danish consumer data to test the speculation that the rise of an appearing utilization design is impacted by individual value preferences; because of the re-greening of society, environmentalism has gradually turned into a popular expression for corporate approaches of the 1990s. Inside the setting of corporate exercises, environmentalism is translated as a more elevated amount of corporate perception designed for the security, safeguarding, and protection of the physical condition. The aim behind the presentation of eco-labels and natural nourishment names is to make it feasible for the buyers' separate items less harmful to the earth from different items. Moreover, consumers' priorities for eco-named items could give the makers of relatively earth amicable items a competitive advantage, and enabling them to slowly drive less ecologically well-disposed items out of the market. Such a competitive benefit could give organizations a motivation to grow new, and all the more naturally benignant items.

Michaelis (2003) investigated the task of the business network in advancing sustainable utilization. Businesses have mostly expected that their commitment to maintainability remains in enhancing eco-proficiency 'remaining in the present business structure'. Besides, sustainable utilization will demand more extensive change, incorporating shifts in the motivators that from the activities of commerce and others, and a change in the way of life that distinguish market desires. Entities, governments, the media, and common society may need to enter a discourse together to build up another topic regarding the idea of flourishing and the task of the business network in advancing it.

Peattie and Crane (2005) examined the discoveries of the examination, which show that nowadays humankind is having high worry about ecological conservation and will expend consume of those goods which are earth amicable such as green in nature. However, the organizations who offer green items will have a competitive advantage over their opponents as individuals have an affirmative behavior for green products. Essential information was gathered from 300 customers by utilizing the individual review technique. Furthermore, since it was an

exploratory research, the non-possibility approach of examining was received by the analysts, judgment and facility testing strategies which were utilized for choosing the subjects to guarantee that subjects are from metro, city, and town illustrating both the sexual orientations, diverse age gatherings, knowledge level, marital status, and yearly revenue. Gathered information was broken down by utilizing T-Test and One-Way ANOVA to investigate the consumers' behavior and attitudes towards green operations, which gives more direction to sustainable advancement through green advertising.

Gilmore et al. (2007) attempted to talk about sustainable tourism marketing with regards to a World Heritage Site and claims that a vital promoting approach for the improvement of practical tourism is essential to the administration of a WH Site. However, the research at that point provides details regarding the administration viewpoints and tries to execute manageable tourism marketing at a World Heritage Site, the Giant's Causeway. Finally, the investigation found that the Giant's Causeway WH Site experiences a general absence of incorporated administration and comprehension of how to show and convey stable tourism marketing.

Ilbery and Maye (2007) analyzed the methodologies and thoughts behind 24 foods, making plans in choosing European nations. The research at that point utilizes this experimental material to conceptualize two advancement bases: 'regional' (place-based) and critical (process-based). The methods of reasoning are investigated through a relative appraisal of two Dutch case study analyses: Waterland and Milieukeur strawberries. According to the argument of this research, producer association requires a reasonable monetary motivator and that most food naming plans require important organizational help if support in more sustainable methods of production is to be completely figured it out.

Pavlov et al. (2008) described that the email marketing foundation is an unpredictable framework requiring all comprehensive examinations. However, for understanding the underlying elements of the spam business and to evaluate alternative reduction techniques, the research builds up a framework element sample. The modeling procedure defines that the framework adjusts as far as possible to develop the public structure. Furthermore, models' propose that separating may have the unwanted result of expanding the worldwide measure of spam. The surprising increment occurs on the grounds that better channels can really help the spammers by subsidizing a data shortage.

Landorf (2009) concentrated on the connection between stable development and heritage tourism, with particular respect to World Heritage Sites (WHSs). However, the aims are discovering the notion of stable heritage tourism and recognize two significant origins of stable operations: a planning procedure that is lengthy, comprehensive, and multiple shareholder contributions in the planning procedure. Moreover, a qualitative content analysis has been used to determine the scope to which these origins have been combined into the tourism decision making procedure at six WHSs. According to the findings, a formal aim-oriented strategy procedure was in proof at all six sites. Eventually, the procedure lacked an extensive and fast method to the broader issues of sustainable development and actual engagement with local society shareholders.

Belz and Schmidt-Riediger (2010) examined the qualities and drivers of sustainability marketing systems. Consumers are one of the primary drivers of sustainability marketing procedures. It is a contingent upon the sharpening of consumers to socio-biological issues, the sensitivity quality of social-environmental characteristics, the independently discovered net advantages and the accessibility of economical choices. The research claims that the typology and drivers apply to non-nourishment enterprises too. Moreover, findings demonstrate that the consolidation of social and biological perspectives into marketing methodologies additionally relies upon the market fragment in which the organization contends. Organizations that are situated in the premium or quality portion are more disposed to take a functioning position on sustainability marketing than organizations that content in the value section.

Chabowski et al. (2011) assessed how sustainability comes up with respect to dietary patterns, which additionally make a restaurant stable. Methodologically, the organized meeting is the most formal individual of the feasible diversities of interview methods. Organized meetings are utilized in standard checking and belief pool since data can be evaluated, and the appropriate responses of different inquiries analyzed, and the principal subjects of market studies legitimately secured effortlessly. However, a further essential marketing opportunity is that they play actively in information allotment. This implies that if restaurant obtains the certification, they spread and publicize naturally well-disposed way of life. This also incorporates playing a social task. After all, we can state that the Sustainable Restaurant

qualification can add to the positive picture of a restaurant, which makes sustainability a marketing instrument with a genuine impact for them.

Gide and Shams (2011) conducted a study regarding the utilization of Relationship Marketing (RM), concentrated on web-based improvement which has expanded largely to raise profit with the goal of stable institutional development. However, as it's pursuing the primary literature review; the websites of the issues have been carefully analyzed as the source of data gathering. Nineteen RM indexes have been described as dissimilar RM prospects. Moreover, the cases are located in the web-based advancements and providing underlined RM indexes as an integrated promotional attempt to boost competitive benefits. According to the case analysis, the notion of a shareholders accidental sphere is progressed as identified with this integrated advancement attempt; besides, adequate with at least one of the four recognized development policies. Eventually, the RM center-based 'sustainable development pattern' has been enlarged through polymerizes of the web-based RM indexes effects that concentrated on the integrated advancement attempt of the case on the affiliated shareholder casual spheres and their relationship with the development policies.

The main aim of an investigation that conducted by Liu et al. (2012) is a new hub-and-spoke combination method to combine green marketing and stable supply chain administration from six dimensions: Promotion, planning, process, people, product, and project, which known as the 6Ps. Initial empirical data have been collected from entities in various industries. However, the procedure of data collection was launched through in-depth interviews. The main study has been done to examine the core constructs of the P6s combination sample. The findings of an empirical research on combination dimensions, combination plans, and the drivers and barriers for multi-dimensional combination are demonstrated with a managerial indication. The new combined sample authorizes the flows of resources like information, substances, and budget between stable supply chain administration and green marketing through multiple straight routs. Moreover, it has the ability to gain better altogether commerce exercises against the triple bottom line purposes.

Donohoe (2012) examines a proposed supportable legacy tourism marketing pattern, utilizing a World Heritage Site contextual analysis – the Rideau Canal in Ottawa, Canada. A lacuna between the pattern's parts and the marketing exercises at the Rideau Canal is monitored.

However, in a mix with other blended outcomes found in the writing, it affirms that the major challenge is short-termism whereas sustainable promoting needs long-term speculations. This examination offers a systematic and sound for economical legacy tourism marketing at the Rideau Canal and other legacy locales around the globe. It must take into consideration that "sustainable marketing" is a generally new idea; this examination offers an essential commitment to the marketing literature.

Kim et al. (2012) conducted a research regards the approaches of marketing, administration affiliates to demand marketing in the hospital industry and discovers that a hospital's stable, competitive benefit, marketing plan, and utilization brand equity can penetrate the purpose of medical doctors to follow job opportunities. In order to obtain the research goals, medical doctors who work in general hospitals completed the questionnaires. However, this research uses structural equation modeling with the highest level of similarity assessment approach without a manager in order to examine hypotheses.

Kumar et al. (2013) based following the essence of the idea of SMS; a comprehensive dialogue on historical advancements in the field is taken up with the assistance of definitions and pictorial delegation of different related ideas that pursued by a study of the extensive variety of existent databases from 1996 to 2011. However, various scientists have added to the development of the field of sustainability marketing system through different relevant ideas. The stages in the advancement of sustainability marketing are biological, social and societal, green, greener, practical and sustainability marketing.

Lii et al. (2013) have concentrated on the impact of the sustainable marketing of three various types: Corporate Social Responsibility (CSR) initiatives, base-relevant marketing, and humanitarianism – on consumer assessments with the administrating impact of mental distance (community distance and spatial distance). However, 480 topics took to participate in a 3x2x2x between topic's factorial plan investigations. The outcomes of the analyses were important and in a special way theorized. Nonetheless, philanthropy has been explored to have a powerful impact on consumer assessments, pursued by the support and cause-related marketing. The correlation between CSR creativities and consumer assessments was importantly harder when consumers realized the central brand with poor social distance plus reason with poor spatial

distance. Therefore, the outcomes provide supply for the significance of psychological distance in administrating CSR initiatives.

Chen and Innes (2013) have investigated about the topics available in the southern collective forests in China, especially before the execution of new forest occupation reforms. For instance, it is consecutive illegal entering, wood robbery, and incomplete availability of fiscal and contradictory forest-relevant strategies. The data have been collected from the field through visiting with an interview that consists the open-ended questions as a signal. However, the interviews were planned to request the most significant elements that are demanded to obtain SFM and woodland certifications from the outlooks of market officers and tiny-yardstick forest farmers. In order to reduce any bias, incoherencies, and errors containing restricted fiscal, low developed infrastructure and transport systems, unsafe woodland tenures, contradictory forest strategies, poor level of knowledge, lack of local cooperative institutions, illegal woodland administration exercises, and incomplete know-how and technical movement. In the end, the scholars have found that the new forest tenure reforms and forestry possession markets had completely finished their main goals and had the capacity to help in introducing so many of the topics facing woodlands prior to the reforms.

Ndubisi and Ndubisi (2013) builds up a reasonable model of sustainable representative inspiration and endeavor execution (in view of task qualities) through the proximity of the domestic promoting, work attributes, vulnerability and in/value speculations. Moreover, it argues that activity attributes and their impact on inspiration and execution in African small and medium-sized ventures rely upon how much vulnerability in the business condition; perceived imbalance and employment frailty coming about because of the migrant competition can be limited. Hypothetical, administrative and strategy suggestions are illustrated.

Brindley and Oxborrow (2014) started the evaluation of challenges facing institutions in aligning stable preparation demands, marketing requirements and the participated shifts in supplying chain administration exercises. However, a sample of a UK university catering segment has been surveyed in order to find out the methods, procedures, and connections related to integrating stable supplying chain and green marketing demands. Moreover, the empirical results describe the separation between acquiring stable products with marketing requests and institutional aspects over sustainability. Therefore, the results enlarge the theoretical negotiation

on stable supplying chains by giving empirical data, relied on real-life execution and shape of this emergent aligned supplying chain sample, which verifies two drivers for the alignment (local and seasonal, lean and resource effectively) over the market's need. However, the results stress on the profits of an inverse information flow, the significance mediation, and connection in its accomplishment; whereas demonstrating the renewal of a supply to push the products into a stable core market.

Hu et al. (2014) concentrated over the centers around the passage and competition of a plant firm supply network in vegetable markets, utilizing a Nash–Cornet paradigm to emulate this competition. Furthermore, the information about the Taiwanese vegetable market is gathered, and a contextual analysis of the Nash–Cornet competitive sample is led in Taiwanese markets. Future issues of the examination contain a conceptualization of a stochastic LCP sample for vegetable markets, a multi-goal investigation of plant manufacturing production, and facility position problems for a plant firm framework. The outcomes demonstrate that aggregate production and benefits of the plant production, supply network enlarges as transportation prices decline. Furthermore, the producer surplus, buyer excess, and aggregate surplus of the plant factory supply network in Taiwanese markets, enhance when production lines are found near the business sectors. An affectability examination is directed which demonstrates the effect of market share and generating cost of the plant factory supply network. Whereas the investigation concentrates around the Taiwanese agrarian merchandise production, the system and examination methodology have generalizability to comparative plant production industry issues in different grounds.

Van Herpen et al. (2015) have investigated obsessed consumers regarding sustainable food choices or stable products such as 'natural food and normal food'. This helps to prepare the research question of 'how to locate the sphere of goods?'. However, 187 contributors to a Dutch University take part in this segment with an average age of 22 years old. A repeated estimate ANOVA on comprehended creature neighborliness, the sort of item (customary, intermediate, or natural) as inside subject's factor with cost and show between-subjects factors, indicated that contributors perceived the star order. In addition, this brings up the managerial question 'how to locate the sphere of goods?'. In an attempt with transitionally manageable meat items, the

research demonstrates that the decision offer of these intermediate items is high when value level and physical showcase flag a steady situating of these items.

Esfahbodi et al. (2016) compared all of the developments of their study and empirically evaluate a combined SSCM fulfillment structure that underpinned by the Resource Dependence Theory (RDT) lens, connecting SSCM operations and their connections with institutional execution, and initiating an empirical research of 128 manufacturing entities (72) firms in China and (56) firms in Iran. However, the research considered and compared the effects of SSCM ratification over environmental and implementation cost within these two appearing markets. Moreover, using a various reversal analysis, the outcomes demonstrate that the differences are less than similarities between these appearing economics. The outcomes show the adoption of SSCM operations' consequences in the upper stages of the environmental performance of Iranian and Chinese factories, but it doesn't certainly direct to developed cost execution. According to the findings, a suggestion pops up that entities acting within appearing markets have to handle SSCM strategies with a wider observation of their fiscal bottom line to reduce trade-offs between cost execution and environmental performance.

Lucchetti et al. (2016) assessed an overview of the fishing operations in Egypt; with a concentrate on the bottom trawling was held to give fisheries' moderators with the proper information for the improvement of trustable technical extents. A SWOT analysis according to practical information collected with straight measurement, interviews with net makers-fishermen and formal data gathered from the Egyptian General Authority for Fish Resources Development; it was provided to discover running limitations and future probabilities for the fishing sector in Egypt. Moreover, the outcomes gained from the demonstrating sample that the capability of a zone with more than 40 km²/h can be affected by the Egyptian navy in the Mediterranean. Nevertheless, this sample can be observed as an inexpensive tool to be used by fisheries' moderators for a rough approximation of the bottom trawl effect and for a rational marine spatial scheming.

Nickerson et al. (2016) started the analysis of spending paradigms and duration of visitors staying in Montana, in order to determine if powerful Geo passengers (upper sustainable attitudes) were not the same as those with lower sustainable attitudes. The data in this research has been gathered from non-resident passengers who cursed at a gas station, rest zones, or

airports that are significant places where any nonresident may be stopped there, because they might need something necessarily. Nevertheless, outcomes indicated that within the single spending classifications, hotel, motels, supermarkets, and licenses or payments, were explored to have statistically important dissimilarities among Geo passenger portions.

According to the investigation of De la Torre et al. (2016), using daily standard and Sharpe ratio stages from 2008 until 2013 (by the side of variance proportion and a one-factor CAMP spreading investigation), presented the outcome that the SI policy is an effective mean-variance in Mexico such as the wider market one; thus it will become a great replacement in the future in the long period. Finally, the results also disproved the presumption of a death of mean-variance proficiency in the stable subsidiary due to a lesser variety.

Gallemore and Jespersen (2016) have applied the matching market structure to improve a new method for introducing a significant question in research developments: In what manners do donors (agencies, foundations, funds, and firms) make a decision which projects to assist? Conceptualizing the made decisions have been made in this matching market as a dependency network, which is linked donors to projects with sponsors. However, Gallemore and Jespersen have used exponential random graph models of (91 supports of funders of 195 Reducing Emission from Deforestation (REDD+) and (stable jungle administration pilot scheme) implemented from 1989 to 2012 in order to examine the impacts of transaction costs over donors' decisions of schemes to support. Finally, these outcomes have a suggestion, which states that tensions among local yardstick scheme execution and international search for resource support considered qualitatively in the development of literature research that can have important impacts on the whole framework of international cooperation on sustainable development.

Hashemi and Ghaffary (2017) attempted the current reasoning underlines of particular attributes given to the area of the European Charter for Sustainable Tourism in Protected Zones, which demonstrates a prerequisite for participatory procedures in local improvement. In a subjective methodology, the reaction of 87 local contributors to a SWOT examination of tourism improvements on their rustic advancement was gathered and observed to aim a year time span. The examination investigates the likelihood of quantitative estimations among the Strength, Weaknesses, Opportunities, and Threats related to advancement designs.

Arfanuzzaman and Rahman (2017) described that the focus of this research will be on the current condition of water request, supply, system loss, costing strategy, groundwater stage, and water consumption per capita of Dhaka city in Bangladesh. The research relied on secondary data that gathered from various sources and institutions. However, the historical data of water need, water supply, the potential of supply, system loss, cost stage, deep tube well, and a crowd gathered from Dhaka WASA Data on groundwater stage, and groundwater evacuation has been gathered from BADC. Furthermore, the rest of the necessary data and information collected from publications of the World Bank, Ministry of Water Resources, Asian Development Bank, the United Nations, and scientific articles. However, both qualitative and quantitative research methods have been conducted in order to solidify the spirit of the research. The research offers a combined SWDM way, which collaborates effective pricing, ground and surface water regulation, stable water consumption, water protection, and short water foot-mark to simplify groundwater evacuation.

Kumar et al. (2017) have focused on the theory of design attitude, which improves and examines a conceptual structure that provides several insights. First, the behavior refers to the environmentally stable products that mediate the connection between buy purpose and environmental know-how. Second, the mediated connection is managed by environmental knowledge. Third, the individual rule is not importantly affiliated to the buy purpose – opposite of the founded results – in a common culture observed in this research. The last insight, the orientation of subjective rules is not supported as a manager over the connection between behavior and environmental knowledge. Moreover, in order to collect data and evaluate the conceptual structure, a questionnaire has surveyed. The CFA sample was fictionalized, which consisted all of the forms in the sample pursuing the theory of designing attitude. Finally, the results of this research provide any significant guidance for marketing theory, public policy, and retailing operations for environmentally stable goods.

Ülkü and Hsuan (2017) claim the modularity to be a powerful notion and operation in improving stable goods and consequently in production that in turn may boost a stable use. However, it can be considered as bringing up an environmentally aware consumer who is going to purchase one of two existing horizontally differentiated goods: a standard item (S) produced by S entity or a modular item (M) produced by M entity. In addition, the M entity can gain

profits from its modular production technology and good turnover policy. For such a customer-driven request environment a sample has been developed and solved to make a single-level perfect, non-collective game where both entities at the same time locate their competitive costs. However, in order to put some more information to analytical statements for the effective costs and the advantages of both entities, structural outcomes and numerical patterns have been provided to exhibit practical insights: Profits get a strong effect of the refund rate, conscientious advertising can enlarge sensitivity of yield greenness, and upper market share and poorer pricing get encouraged by reusability of modular sections. Nevertheless, there is a claim that the modularity is a powerful notion and operation in improving stable products and consequently in production, which in turn, may enlarge stable consumption. Eventually, the results have led concepts for inverse supply chain administration, and entities should consider these outcomes in the initial stages of product design.

Severo et al. (2017) conducted an investigation to evaluate the correlations between the conditions for sustainable product innovation, take constructs of cleaner production and environmental administration into consideration. In this respect, a research questionnaire of 762 entities of various sizes was surveyed in a leading metal-mechanic sector in Brazil. However, the Structural Equation Modeling approaches were utilized for findings analysis. The outcomes of this research demonstrate the powerful connection between the constructs 'Cleaner production' and 'Environmental Administration'.

Alayón et al. (2017) provided a new way, which links stable production origins with stable manufacturing exercises and makes a tunnel for more studies on a world or sector-specific yardstick. However, semi-structured interviews have initiated on the stable production origins placed by the Lowell Center for sustainable production; as well as a perspective of how entities, in dissimilar industries, perform manufacturing exercises relevant to sustainability production origins. Moreover, the outcomes demonstrated that the majority of stable manufacturing exercises stay forcefully concentrated on the stability of environmental dimension, with the highest number exercises originating from the origins of considering energy and material conversation, and waste administration. Likewise, reactive stable manufacturing exercises conquered over proactive, stable manufacturing exercises, as almost all of the exercises aimed to adhere the regulatory and marketing push.

Luthra et al. (2017) analyzed a structure to examine a stable supporter selection by using a combined Analytical Hierarchy Process (AHP), Vise Kriterijumska Optimizacija I Kompromisno Resenje (VIKOR) (The abbreviations meaning English: More Criteria Optimization and Compromise Solution), which is a multi-standards optimization and agreement solution method. At the beginning, 22 stable supporter selection standards and three dimensions of rules (economic, environment, and social) have been recognized by the opinions of the specialists and literature. According to the results, the top five stable supporter selection standards are (Environmental competencies, Occupational health and safety systems, Quality of product, Price of product and Environmental costs). However, for the alternatives of the five stable suppliers the 'price of product' is at the top of the ranking.

2.3. Research Gap to be Filled

It was realized after the review of literature that; the indicator selection can be different in the sustainable marketing. The social, economic, psychological, political, cultural, innovation, experimental and trading are widely accepted, and used worldwide in small business. There was lack of evaluating the sustainable marketing based on small business in the northern region of Iraq.

These indicators are fixed everywhere in the world, but with little difference. Despite the characteristics that exist, some of the characteristics are not considered or have little application. So, we pay attention to these indices that are very important, and see how much they affect the sustainable marketing on small businesses in northern Iraq.

Failure to pay market stability in a small business will result in the loss of labor, capital as well as bankruptcy in the market. However, the above mentioned indicators make what is needed to be implemented as best as possible to promote the sustainability of small businesses.

This study will explain how sustainable marketing effect on small business in the northern region of Iraq. The sustainable marketing has an influence on small business of the reviewed literature. This study intends to investigate the relationship between the social,

economic, psychological, political, cultural, innovation, experimental and trading with small business.



3. MATERIALS AND METHODS

The most vital piece of any investigation which portrays the exact use of systems and methods to distinguish, to choose and to examinations the data gathered to comprehend the exploration issue. Every method ought to be evident that can encourage the pursuer to assess the legitimacy and dependability of the examination. Methodology in this study is essential to get the dependable outcomes which lead to the sound and judicious understanding of results. In this part, the point arranged approach which will clear, eloquent, why this technique has been embraced was clarified.

3.1. Materials

Small businesses, private organizations, partnerships or private companies with fewer representatives or less annual revenue than a typical company. Businesses as "small" prefer the ability to request government to strengthen and qualify for tax policies that are different from country and industry. Small businesses of fifty workers and fewer than five thousand delegates are eligible for many small business affairs programs. While small businesses can also contribute in a variety of ways, such as annual income, sales, assets, transportation, or gross annual or net annual income or net income, a number of workers can be one of the actions Wide.

Small businesses in many countries include service or retail operations such as small grocery stores, barber shops or traders, or bakeries and shops (such as handicrafts, circuit tester), guest houses, restaurants, Small, photographers and Internet related businesses such as web design and computer programming. Few experts work in small businesses, such as accountants, lawyers, dentists, and doctors, even though these experts can be extended to large associations or organizations. Small businesses of the size, income, and legal entitlement vary greatly both within a nation and from nation to nation. Some small businesses, such as a home accounting, business, may have only one business license. For example, other independent companies, daily considerations, homes and ready-made foods may be subject to review by government experts.

3.2. Study Area

Northern Iraq divided by three governors includes partitioned by three governors incorporates that are Erbil, Duhok, and Sulaymaniyah. The city of Erbil is arranged in the northern area of Iraq and it is the second capital of Federal Iraq after Bagdad. Erbil fringes Turkey toward the north and Iran toward the east. Erbil consolidates with Dahuk and Sulaymaniyah to shape the territory. The security circumstance remains by and large quiet. UNESCO has financed a project to renovate and revitalize the Citadel in Erbil city, one of the world's most established occupied settlements, matured somewhere in the range of 3,000 and 6,000 years of age. Starting in 2013, it has a permanent population of around 1.5 million. In Erbil can be gone back to 5000 BC, and it is one of the most established constantly occupied zones on the planet (Aziz, 2011). Erbil contains 10 areas: Choman, Xabat, Rawandoz, Soran, Shaqlawa, Koya, Maxmwr, Hawler Centre and Mergasor.

Dohuk a little populace of around 400,000. Dohuk is one of the few urban communities in Iraq. The official dialect in Dohuk is basically Kurdish, which has two unique vernaculars, Bahdini and Sorani. The city has a very extraordinary society that mainly consists of Kurds, Assyrians, Chaldeans, Yezidies, Arabs, and Armenians. Duhok contains 10 areas Zakho, Amedi, Akre, Sheladezeh, Dinarte, and Bardarash.

Sulaymaniyah is encompassed by the Azmer Range, Goyija Range and the Qaiwan Range in the northeast, Baranan Mountain in the south and the Tasluja Hills in the west. The city has a semi-bone-dry atmosphere with extremely sweltering dry summers and cool wet winters. Most of the population speaks Kurdish in day by day life, however, the general population are also able to speak and understand Arabic. Farsi is also additionally comprehended and talked by the majority of the people for cultural and historical reasons. Sulaymaniyah Province is a mountainous governorate in Iraqi Kurdistan. Its capital is the city of Sulaymaniyah. Halabja Governorate was in the past the Halabja District of Sulaymaniyah until the point that it turned into a different governorate in 2014 (Aziz, 2011).

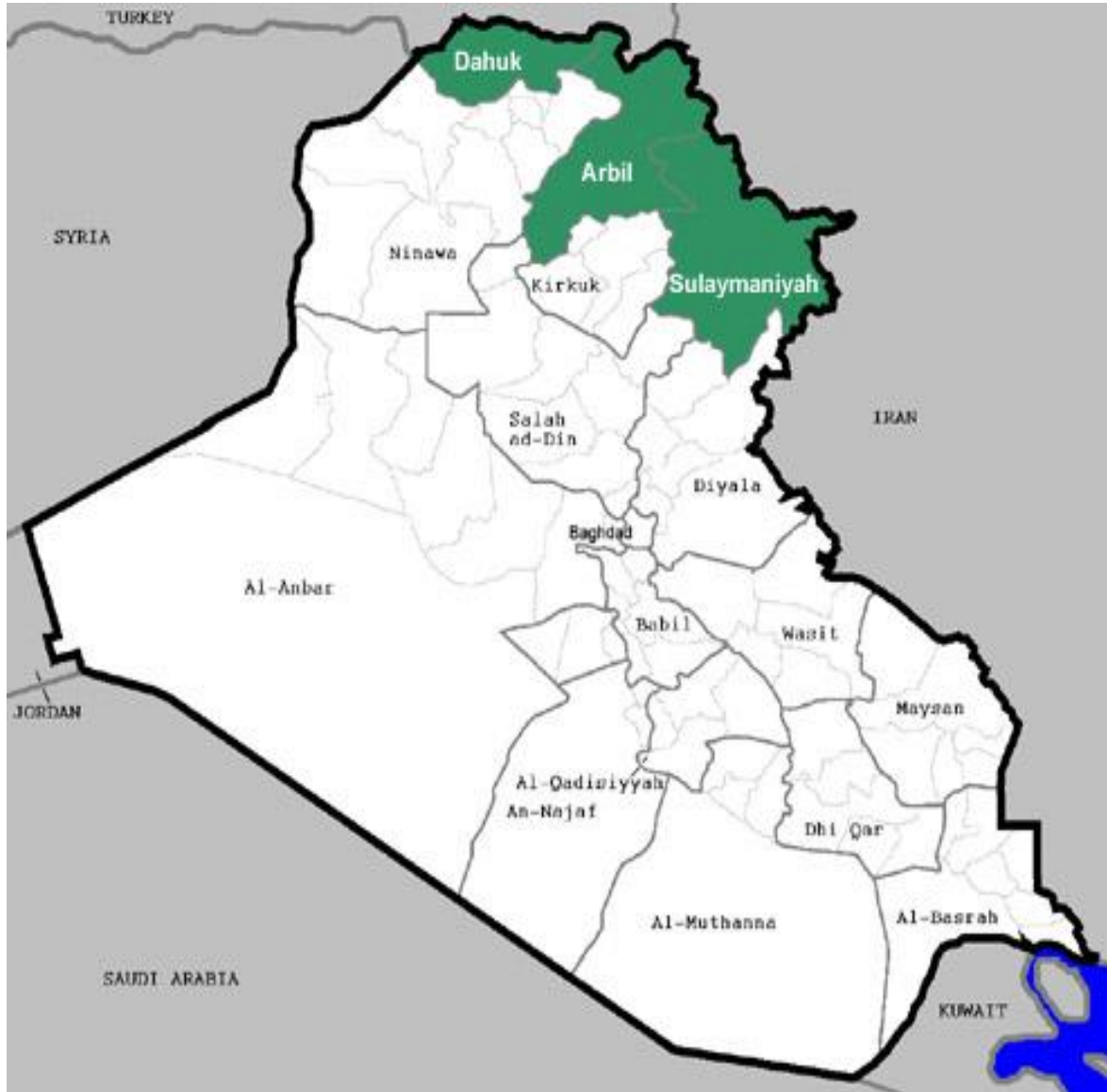


Figure 3.1. Map of Northern Iraq provinces and Iraq governorate (Aziz, 2011)

3.3. Survey Sampling

This study utilized simple random sampling that is a section from likelihood testing systems. The provenance of information for the study was the essential information gathered by utilizing the poll, and respondents it will be solicited the markets for small business and survey was done in 2018.

The sample size was dictated by utilizing the ungrouped one stage random likelihood sampling method based on the household. Important elements rouse people to further their progress is evaluated. Data were randomly taken from the small business in the Northern Iraq territory. The design of the investigation was based on a quantitative analysis approach utilizing a survey methodology to decide factored that individuals see important to their sustainable marketing. There are three key parts which were utilized as independent variables for this study: demographics (e.g., Sexual orientation, age, conjugal status, instruction), and sustainable factors (e.g., Social, economic, political, trading to sustainable marketing, psychological, cultural, experimental, innovation), and the dependent variable is small business. This survey was utilized to accumulate data relating to the intrinsic and outward highlights of all the small business. These features are critical if the small business is pertinent to satisfy for them at work. 400 statements in the survey are utilized to gather data relating to the sustainable marketing attributes, marketer takes important to getting them satisfied with their sustainability. Participants attend to the question asked by utilizing a 5-point scale (1 = strongly disagree, 2=Disagree, 3 =somewhat agree, 4 = agree, 5= strongly agree).

The sample size was controlled by utilizing the ungrouped one phase random likelihood sampling strategy based on household (Trotter, 2012):

$$n = \left[z^2 * \frac{p*q}{d^2} \right] \dots\dots\dots (3.1)$$

Where:

n = sample size

z = linked to 95% confidence interval (use 1.96)

p = expected prevalence (as fraction of 1)

q = 1- p (expected non-prevalence)

d = relative desired precision

According to the method has been used, the sample size was calculated as 384, but utilized 400 observations to empower my research. Questionnaires were distributed randomly.

A questionnaire for monitoring sustainable marketing and its impacts on small businesses has been created by me in northern Iraq. The questionnaire directly concentrated on small business executives and workers. However, it consisted of three main sections: general questions, questions about independent marketing factors, and questions related to small economic factors.

In the first section, general questions on the Likert scale were selected from two to five. In the second segment, questions about independent, sustainable marketing have been asked, which divided into eight dimensions, each of which is divided into other questions. However, each question is also based on the Likert scale (five scores) that includes the characteristics of workers in relation to the marketing factors that are sustainable. These options are (strongly disagreeing, disagree, somewhat agree, agree and strongly agree) that should be referred to one of them and being selected by individuals.

The last part of the questionnaire is about questions for an independent variable that is a small business, which is divided into four dimensions; as well as, sustainable marketing variables. They were divided into five sections of selected solutions plus independent variables.

Eventually, it must take into consideration that the questionnaire was answered by 400 randomly selected individuals. After the completion of the questionnaire in 2018 and finalizing it, then I analyzed the data with statistical programs.

3.4. Data Analysis

The aim of this section is to dissect the data that was collected through the survey with a specific end goal to research the impact of sustainable marketing design small business association working in the Northern Iraq. This chapter includes four fundamental segments. The first one is about the descriptive statistics utilized were frequencies, mean, rates, and standard deviation. The second area will handle the hypothesis testing. The Chi-square test was connected

with the third part and streamered by the Binary logistic regression, was handled in the section fourth.

To fulfill analyzing the socio-demographic characteristics of employees of the small business. Descriptive statistical analysis were used. The average values for interval variables were determined. Table 3.1 represented methods used in this study according to objective.

Table 3.1. Objectice of the study and methods

Objectives	Methods
Analyzing of socio-demographic characteristics and other factors of workers in small business	Descriptive statistics
To compare the socio demographic characteristics of small business.	Chi square test
To compare to sustainable dimensions of marketing with small business	
To assess the socio demographic characteristics influencing on small business	Binary logit model
To assess the factors or variables affecting the sustainable marketing on the small business.	

3.4.1. Chi square test

The Chi-squared test is connected when you have two downright variables from a single population to determine whether the association between the two variables exists.

The formula for Chi-square statistics used in the chi-square test is the chi-square formula. The subset "c" is the degree of freedom. "O" is your self-esteem and E is the normal belief (the expected value). Chi-squared test, in addition to being (χ^2) test, each test is a statistical hypothesis in which the transfer of inspection from the test statistic is a chi-squared distribution, which is speculation invalid. The chi-squared test can be used to reject invalid assumptions (the hypothesis of zero) that data is independent (Bryant and Satorra, 2012):

$$\chi^2 = \sum \left[\frac{(O - E)^2}{E} \right] \dots\dots\dots (3.2)$$

$$E = \frac{C * r}{T}$$

Where:

O: observation

E: expected

T= Total

r= number of Row

C= number of Colum

Managers and workers' responses to affect sustainable marketing on small business attributes across socio-demographic characteristics and dimensions of sustainable marketing such as gender, education, position, main business, cooperation, computer, language and training have been recorded on a different Likert scale. Firstly, descriptive statistics have been calculated to estimate the importance of responding rankings for the social population. In addition, for assessing the difference between the meanings of managers and staff responses for variables and dimensions of sustainable marketing variables and sustainable marketing variables.

3.4.2. Logistic regression analysis

The regression model is estimated to be likely to be socio-demographic variables that affect productivity in a small business. In the regression model, the number of respondent characteristics, such as marital status, experience, education, position, language, has been shown as independent variables to evaluate the impact on dependent variables.

In order to analyze the data, the study used logistic regression that is a statistical method which is used to analyze data. At the same time, logistic regression is very helpful in showing binary dependent variable. Meanwhile, it is also useful in describing the association between a binary dependent variable and independent or explanatory variable. Parameters attained for the independent variables can be used to evaluate odds ratios for each of the independent variables in the model (Xu and Long, 2005).

The only difference between logistic regression and a linear regression model is in results of variables. In the former the result is binary or dichotomous. The variance between logistic and linear regression is reflected both in the opt of a parametric model and in the expectations.

This variance used to say in the analysis of logistic regression follow the same rules of linear regression analysis. For any types of regression analysis, the significant measure is the mean values of the result variable, given the values of the independent variable as:

$$E(Y/x) = \beta_0 + \beta_1x \dots\dots\dots (3.3)$$

Where Y signifies the result variable, X represents a value of the independent variable, and the β_i 's symbolize the model parameters. Many distribution functions have been proposed for use in the analysis of a dichotomous outcome variable. The specific form of the logistic regression model is (Hosmer and Lemeshow, 2000):

$$\pi(X) = \frac{e^{\beta x}}{1+e^{\beta x}} = \frac{e^{\beta x}}{1+e^{\beta x}} \dots\dots\dots (3.4)$$

For simplifying notes, we let $\pi(X) = E(Y/X)$. The transformation of $\pi(X)$ logistic function is identified as the logistic transformation:

$$g(x) = \beta_0 + \beta_1x \dots\dots\dots(3.5)$$

The significance of this change is that a $g(X)$ has many properties required by a linear regression model. Logit, $g(X)$ is linear in its parameters, it may be continuous, and may range from minus infinity to infinity positive, dependent on the range of. In short, the key features in a regression analysis when the result variable is dichotomous as follows:

1. The conditional mean of the regression equation should be formulated to be confined between 0 and 1 (equation satisfies this constraint).
2. The binomial distribution defines the distribution of the errors and will be the statistical distribution upon which the analysis is based.
3. The principles that monitor an analysis using linear regression will also gain for logistic regression.

Method of linear regression is mostly used to estimate unknown parameters that called least squares. The values of parameters in this method, select to diminish the sum of squared deviations of the experimental values of Y from the modeled values. In linear regression, the least squares method produces evaluators with a number of desirable statistical properties. When

the least squares method is used for a model with a bi-directional result, the other estimators do not have the same characteristics. The general method that leads to the square function under the linear regression model (when the error is routinely distributed) is called the maximum probability. This method is the basis for evaluating the parameters of the logistic regression model. A brief overview of the logistic regression model is presented below (Hosmer and Lemeshow, 2000).

The likelihood ratio test is should be used in doubtful cases, it especially when the Wald test failed to reject at the time when coefficient was significant. A ratio of being used for two odds is called the odds ratio (OR). The odds ratio is used to give us an idea of in what way powerfully a given variable may be linked with the result of attention compared to other variables. For a possibility of success p, the odds (likelihood) of success (in our case with cause of sustainable marketing, i.e., involved) are defined.

$$\text{Odds} = \frac{\pi}{1-\pi} \dots\dots\dots(3.6)$$

Basically, the odds are nonnegative values. While the odds are less than one, the possibility of achievement is less than that of failure; when the odds equivalent one, the probabilities of success and failure are equally likely; and when the odds are greater than one, the probability of success is greater than that of failure (Hosmer and Lemeshow, 2000).

4. RESULTS AND DISCUSSION

4.1. Socio Demographic Characteristics of Respondents

The distribution of the respondents according to gender, marital status, education, position and language is presented in Table 4.1. The finding revealed that the majority of the respondents (73%) were male, while the remained 27% were female. In any case, Jain and Kaur (2006) propose the opposite that sexuality and characteristic learning are interrelated in light of the way that men are more open to ecological data than women.

The results of marital status portrayed that nearly 44% of the employees are married and 56% are single. Certainly, some employees apply this desire to married individuals and guardians to; that is, some employers may penalize all employees (regardless of the parents or marital status) who cannot carry out their work commitments without any convenience (Jordan and Zitek, 2012).

According to the results, 66% of the respondents have degrees of high school or less, while the remained 34% are occupied by the employees that have a degree of bachelor or master. This can be explained due to the posting requirements of education, as some posts require a diploma degree, other higher posts require a bachelor's degree, while most top management posts require a postgraduate certificate. Also, they seem to have a commitment to ensure access to higher education to those with the capacity, characteristics and suitable capabilities to succeed. This brings up the issue of how to evacuate boundaries, specifically, budgetary requirements. One type of access is a commitment to adaptable and deep rooted realizing, which can be exhibited through assigning greater value to the utilization of credit (Sharma et al., 2006).

The output of job status represented that 48% of the staffs are known as the financial manager. Also, 17% of the respondents had a general manager as their main job role. Others worked, for example on owner 9%, on HR manager 9%, and on manager just 7%, whereas 10% of respondents had been working in other positions. In addition, many staff employees are continuing education to getting a higher degree and participate in educational programs to have higher authority in their job.

The Table 4.1 shows that, 41% of the respondents speak Kurdish language and 59% of the respondents speak Turkish, Arabic, English and other languages. As a result, employees, in addition to mother tongue, also value other languages, so that they can be hired by foreign companies in their country, which means that they pay attention to employees and other people who are paying attention to them in other languages.

According to survey results, 25.5% of employees have a salary less than 500,000 dinars, also 46.3% of respondents earned between 500,000 to 800,000 dinars, and the rest of the 28.3% had a salary more than 800,000 dinars. In addition, many of employees earn a low salary, because it's not a long time they became employed, also a small percentage of respondents obtain a high salary due to their long years of service. Further, the average salary of employees is 588,260.00 IQD.

Table 4.1. Socio demographic characteristics of respondents in the rompany

Variable		Frequency	%
Gender	Male	291	72.8
	Female	109	27.3
	Total	400	100.0
Marital status	Married	225	56.3
	Single	175	43.8
	Total	400	100.0
Education	Primary	75	18.8
	Secondary	95	23.8
	Diploma	95	23.8
	Bachelor	81	20.3
	Master	54	13.5
	Total	400	100.0
Position	Owner	36	9.0
	General manager	68	17.0
	HR manager	35	8.8
	Manager	27	6.8
	Financial manager	192	48.0
	Others	42	10.5
	Total	400	100.0
Language	Kurdish	166	41.5
	English	62	15.5
	Turkish	69	17.3
	Arabic	95	23.8
	Others	8	2.0
	Total	400	100.0
Income of respondents (Dinar/Month)	Less than 500.000	102	25.5
	500.000-800.000	185	46.3
	More than 800.000	113	28.3
	Total	400	100.0

Table 4.2 shows that the vast majority (63.5%) of the respondents are less than 30 years old and 36.5% are more than 30 years old. Also, the table shows that the 48.0% of the employees are between 25 to 30 years old which indicates that the youth have a very good opportunity to work for employee organization in Northern Iraq, which has positive results on performance since youth are more lively, technologically educated, multi-skilled and less resistant to change. Moreover, the average age group portrayed 30.0%.

Also, the table shows that the majority of numbers of employees' group are representing that 66.3% of the respondent's age is less than 30 years old and 33.8% are more than 30 years

old. Further, the result accounted for 32.0 for the average of an employee group. So with the result, the average group can work for small businesses in the age group of 32.0 who are physically and mentally progressing in doing things and are doing great work very well.

The results in the Table 4.2 showed that the vast majority (73.3%) of the respondents has work experience less than 20 years and 19% have more than 20 years. Moreover, the company average 11 years of business. According to the findings, the result is that small businesses, as a group average, are still young. So, these show that internal and external factors, especially internal factors, have had a significant impact on their operations, which can be established in small businesses.

In addition that that the 35.5% of the respondents get started in business they are between 21-30 years old. Showing this age suggests that those who began to work in this job were all young people in the community and were able to work. Because before there has not been any small business backed by the government in the north of Iraq. Small businesses, in turn, will attract younger people because they are physically fit and excellent, and older people cannot be as young forces have activities.

Table 4.2. Socio demographic of respondents in the company (Continue)

Variables		Frequency	%	Mean
Age of respondents	< 25	62	15.5	30.0
	25 - 30	192	48.0	
	> 30	146	36.5	
	Total	400	100.0	
Number of Employee	< 15	56	14.0	32.0
	15-30	209	52.3	
	> 30	135	33.8	
	Total	400	100.0	
Age of company (For how long has the company have business)	< 5	76	19.0	11.0
	5- 20	217	54.3	
	> 20	76	19.0	
	Total	400	100.0	
Experience (Age when started to business)	≤20	35	8.8	
	21-30	140	35.0	
	31-40	125	31.3	
	41- 50	73	18.3	
	>51	27	6.8	
	Total	400	100.0	

According to the results, about 37% of the cooperation's and investments had labor service export (Figure 4.1). In addition, 19% of the respondents are greenfield investments, while engineering contracts occupied the remained 44% of the respondents. Therefore, people and employees want to be involved in engineering, co-operation or investment in the contracting section and pay more attention to other sectors.

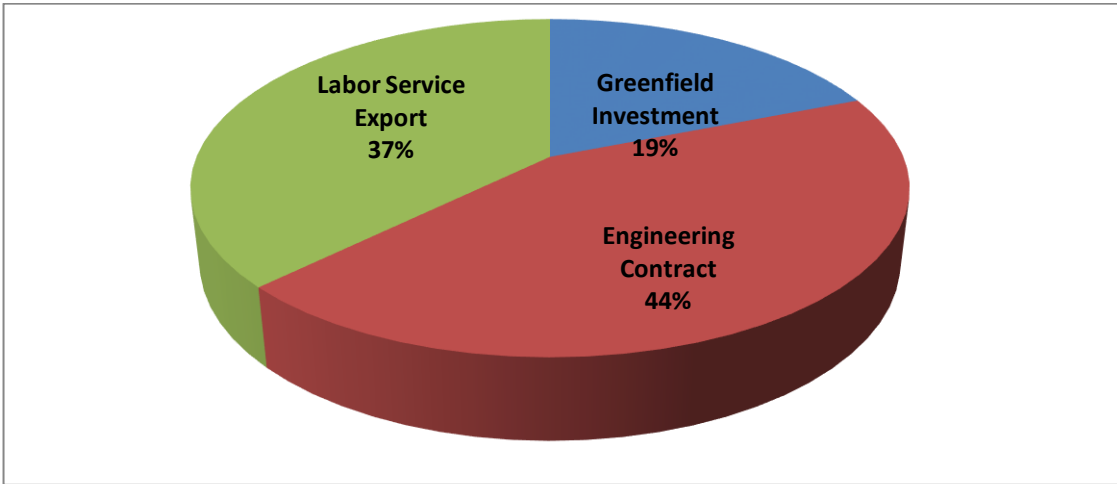


Figure 4.1. Cooperation and investments of respondents

The result of training of respondents portrayed that nearly 38% of the respondents had technical training, 24% of respondents were on training management, and just 12% of respondents had training for both of them. In addition, 26% of respondents don't take any training. Therefore, technical training increases the work efficiency and can solve the problem if there is a technical problem somewhere in the workplace (Figure 4.2).

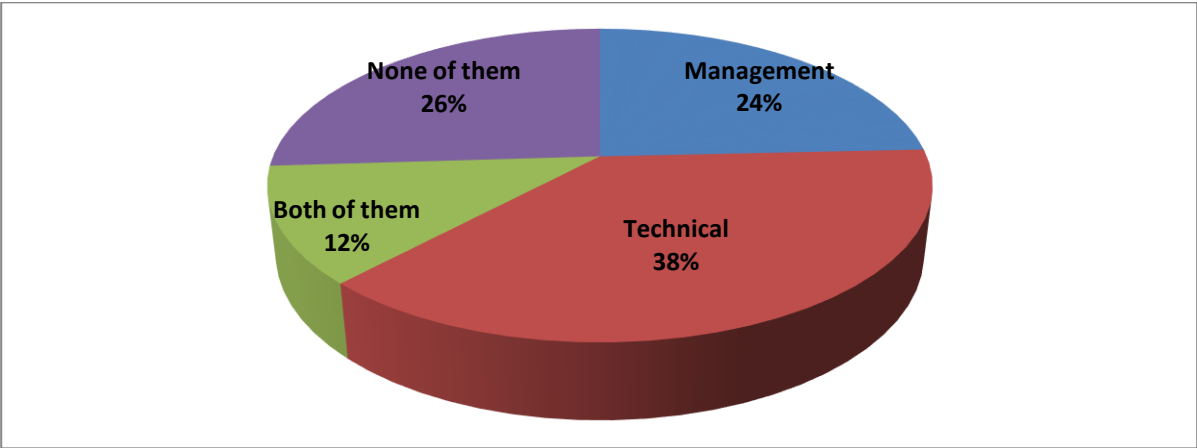


Figure 4.2. Training of respondents

The output of main business represented that 25% of the staffs are known as telecommunications employees. On the other hand, 75% of respondents are working as other staff employees (Figure 4.3). In addition, many employees try to reach the highest level of service that is important to them and to be as valuable as other businesses.

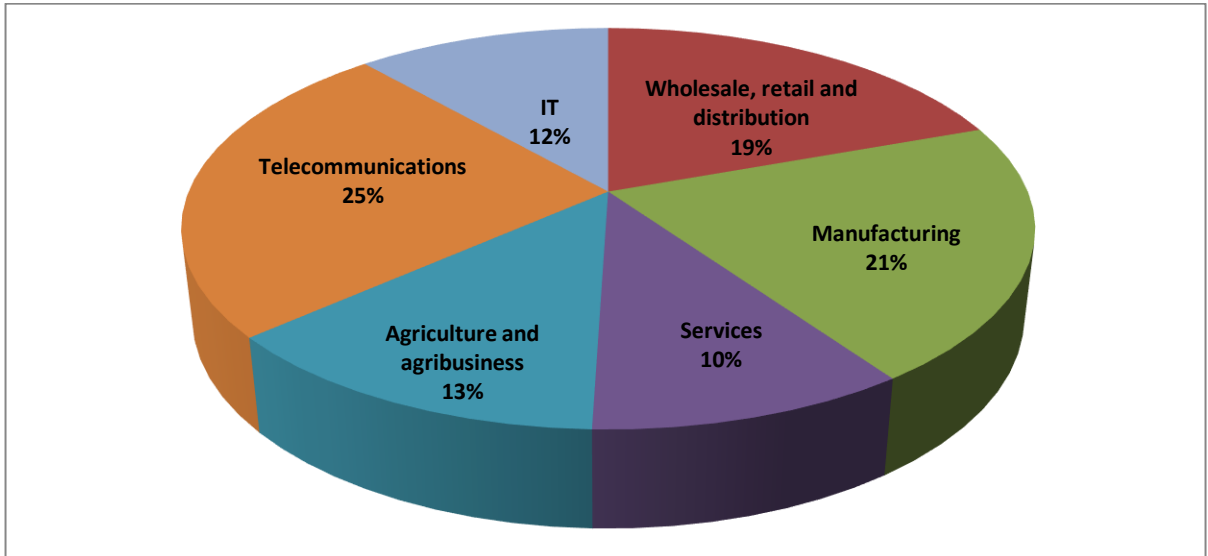


Figure 4.3. Main business of respondents

4.2. Factors Affecting Sustainable Marketing

4.2.1. Training and experience factors, sustainable marketing for small business

To demonstrate respondents' sustainable marketing and factors descriptive statistics were used to gather and collect the mean and standard deviation for each variable. It is visible in Table 4.2 that 72.8% of employees indicated that they use computers for work in the company. In addition, global trade has changed today and all companies use computers to work on the database and information about the decision. So, in small businesses in northern Iraq, they also consider the importance of computer applications and use them as best they can.

Also, 56.3% of respondents indicated that company provide training for working staff to work better. On the other hand, any company for itself provide employee training for better work and higher levels. Thus, it can be seen that regular training in small businesses in northern Iraq can achieve satisfactory results in order to raise the level of quality and quantity of their products. Also, in terms of career advancement, they will reach the desired level.

In addition, 45.3% of respondents reported that company give attention and also reward employees who are entrepreneurs in the company. This means that if employees are given more importance in small businesses or are encouraged or rewarded by employees in their predetermined plans, employees will be mentally spirited and continue to work more effort.

Furthermore, 59.2% of respondents said that company had marketing department. However, all companies necessary marketing departments for sales and supply productions to market and increase the marketing level. As can be seen in small businesses, if there is no marketing segment, it is better not to engage in economic activity. One of the most advanced work at any company is having a very successful marketing department that brings them to the peak, and this is clearly evidenced in small businesses.

Moreover, 53.5% of employees reported that they don't have any work experience. In the results seen in the small businesses in northern Iraq, some of the interior work of the doorway is such that it does not require the necessary experience. This does not mean that small and small businesses are unaware of having an experience and knowledgeable staff.

However, the results show that 47.0% of respondents indicated that their previous work experience were relevant to their current business. Also, the employees have previous work experience relevant to current business don't have a problem and those don't have work experience relevant, to current work, are compatible. However, having their own past expertise with current work has not made any problems for them and have been able to adapt themselves to the current situation. In northern Iraq, almost all small businesses are new, so employees with a non-work experience have been working.

Table 4.3. Training and experience of respondents

Variables		Frequency	%
Use a computer for work by company	Yes	291	72.8
	No	109	27.3
Company provide training for working staff to work better	Yes	225	56.3
	No	175	43.8
Care about employee who are entrepreneurs in your company	Yes	181	45.3
	No	219	54.8
Company have marketing department	Yes	237	59.2
	No	163	40.8
Having any work experience	Yes	214	53.5
	No	186	46.5
Previous work experience relevant to your current business	Yes	188	47.0
	No	212	53.0

4.2.2. Social, spiritual factors affecting small business

It is visible in Table 4.4 that 44.5% of respondents agree, 32.1 % disagree about "you feel comfortable in the workplace has an impact on the small business". This is a problem for all businesses and small businesses that are happy or not satisfied with their workplace. But here it is seen that employees are more satisfied with their workplace, while they are equally disappointed with their workplace.

Full-time workers expend most of their energy in the workplace, which is the reason work connections being so essential to worker prosperity. These connections can either positively or negatively influence a worker's feelings of anxiety, profitability and general sentiments of satisfaction. These components influence a worker's work execution; however, it influences representative wellbeing as well (Bird, 2003).

In addition, 34.6% of respondents are disagreeing and 40.1% agreeing about "security and development plays an important role in the small business". Job security and development are one of the most important factors for business progress. However, it can be seen that more personnel agree that security and development will lead to small business growth. Because those opposed to this theory are much less likely than those who agree.

Moreover, 31.6% of employees are agreeing, 39.1% disagree about "justice affects the small business ". Justice itself is a factor that must be taken care of everywhere. It has been seen that in some small businesses, there has not been justice, which has disrupted some of the economic activities and has not achieved the desired result. However, it can be seen that most workers oppose that justice affects business developments, and many oppose the opposition to this theory that justice promotes a small business strategy.

Also, 29.3% of employees are disagreeing, 31.3% are agreeing about "social identity affecting the small business". Social identity improves the identity of small businesses at internal or external. As you can see, most employees oppose this idea, while a number of employees agree with this idea. So the social identity has failed to really make the development and development of small businesses in northern Iraq.

By looking at the results of "aesthetic work affects the small business" can plainly find that 43.1% of respondents are disagreeing, 30.5% are agreed. Aesthetic work is one of the factors

it seems that small business. Therefore, every company or small business tries to position its personnel and staff in such a way as to influence their morale. As we see, employees are more opposed to the beautiful work, and some of them are in agreement with this idea. In northern Iraq, noting the good tastes of the work, has made the staff not have any interest in the aesthetic work.

Table 4.4. Social and spiritual factors affecting small business

Variables		Frequency	%	Mean	Standard deviation
You feel comfortable in the workplace	Strongly disagree	51	12.8	3.18	1.288
	Disagree	77	19.3		
	Neutral	94	23.5		
	Agree	106	26.5		
	Strongly agree	72	18.0		
Security and development plays an important role	Strongly disagree	63	15.8	2.98	1.212
	Disagree	75	18.8		
	Neutral	102	25.5		
	Agree	127	31.8		
	Strongly agree	33	8.3		
Justice affects the stability of the market	Strongly disagree	51	12.8	2.87	1.129
	Disagree	105	26.3		
	Neutral	118	29.5		
	Agree	99	24.8		
	Strongly agree	27	6.8		
Social identity affecting the stability of the market	Strongly disagree	62	15.5	2.85	1.182
	Disagree	95	23.8		
	Neutral	118	29.5		
	Agree	92	23.0		
	Strongly agree	33	8.3		
Aesthetic work affects the stability on the small business	Strongly disagree	67	16.8	2.80	1.213
	Disagree	105	26.3		
	Neutral	106	26.5		
	Agree	86	21.5		
	Strongly agree	36	9.0		

4.2.3. Economic factors affecting small business

The results in Table 4.5 shows that 15.6% of respondents are disagreeing and 60.8 % are agree about “monopoly role in the small business”. The role of the monopoly in small business

markets is very high. So that small businesses are not able to monopolize and cannot do that. The monopoly role in northern Iraq is such that small businesses cannot cope with it, because they are in the hands of a few individuals who have made their monopoly representation and don't small business has the right to do so. This is because most of the employees agree with the monopoly role in the market, and a smaller proportion does not agree with it.

A monopoly appreciates economies of scale as it is the main provider of the item or administration in the market. The advantages can be passed on to the buyers. Because of the way that imposing business models make loads of benefits, it very well may be utilized for innovative work and to keep up their status as a restraining infrastructure (Van Horn, 2009).

By looking at the results of "investing in the market stability is important" can easily find that 25.8% of respondents are disagreeing, 43.3% are agreed. Investment is one of the most important factors for economic development and development. If a person who does not have the capital can certainly not invest. Economic investments will advance any society, and small businesses can be created with a small business amount of capital. So the investment is equal to creating a small business or large business. The results also show that most of the personnel are investing in the market and there are some who disagree with it.

In addition, 31.3% of respondents are disagreeing, 39.8% agree about "relationship between supply and demand and small business ". The relationship between supply and demand is closely related to the small business. Because every product that is produced is sold and consumed in the market. Northern Iraq is also to be released every item that is consumed. However, the small business with its own production of products has put them on the market to provide the applicants. It can be seen that the product being marketed is consumed by buyers. The results also show that the majority of employees are directly related to the supply and demand process with the small business, and a number of personnel disagree with this theory.

The need and demand are both keys to financial operation. These two affect one another and sway the costs of customer products and service inside an economy. In the event that supply diminishes, costs may keep on expanding. Free market activity has a significant relationship that decides the costs of most merchandise and enterprises (Fidrmuc and Korhonen, 2003).

Also, 36.0% of employees are disagreeing, 36.3% are agreeing about "you need an impact on the stability of the small business". You need to have an impact on the stability of the

market and the need of people in the small business. That is, each market must have stability and stability to meet the needs of the people. If you are not moving in the direction of the stability of the market, you cannot stay in the market forever, and you will lose your position. The needs of the people are also on the same principles as the small business, their demands will be met, and this will be the factor of sustainable marketing. The results also show that there is not much among agreeing and disagreeing.

Moreover, 35.5% of respondents are disagreeing and 35.3% agree about "The purchasing power of people has an impact on the small business. People buying power are another place that affects small businesses. The main problem for people in northern Iraq is that all people have don't purchasing power. Exactly the small business must plan their own purchasing power and what they can produce at the lowest cost and sell it at the lowest price. If people do not have enough purchasing power, all small business products in the market will be wasted and will suffer a lot. It is also evident in the results that there is little difference between the satisfied and dissatisfied with this idea.

Further, results showed that 30.3% of employees disagree, and 21.3% agree that "extreme poverty plays a role in small business ". Extreme poverty is so important in small businesses. If people do not have the ability to buy, in any case, the business will not have any prosperity, and all these small businesses will plummet. In northern Iraq, people buy according to their needs and do not pay attention to poverty. So, as it is known, the employees who opposed this idea are much more than those who agreed to this idea, that extreme poverty has little impact on sustainable marketing.

As in the similar results, Boons et al. (2013) indicated that a sustainable business is a business that acts in the benefit of all current and future shareholders in a way that makes sure the long-term health and permanence of the commerce and it is related economic, social and environmental order.

Table 4.5. Economic factors affecting small business

Variables		Frequency	%	Mean	Standard deviation
Monopoly role in the stability of the market	Strongly disagree	13	3.3	3.68	1.083
	Disagree	49	12.3		
	Neutral	95	23.8		
	Agree	141	35.3		
	Strongly agree	102	25.5		
Investing in the market	Strongly disagree	47	11.8	3.33	1.323
	Disagree	56	14.0		
	Neutral	124	31.0		
	Agree	65	16.3		
	Strongly agree	108	27.0		
Relationship between supply and demand	Strongly disagree	27	6.8	3.14	1.124
	Disagree	98	24.5		
	Neutral	116	29.0		
	Agree	110	27.5		
	Strongly agree	49	12.3		
You need an impact on the stability of the market and the requirement of the people	Strongly disagree	52	13.0	2.97	1.186
	Disagree	92	23.0		
	Neutral	111	27.8		
	Agree	106	26.5		
	Strongly agree	39	9.8		
Purchasing power of people	Strongly disagree	68	17.0	2.96	1.272
	Disagree	74	18.5		
	Neutral	117	29.3		
	Agree	88	22.0		
	Strongly agree	53	13.3		
Extreme poverty plays a role	Strongly disagree	28	7.0	2.93	0.988
	Disagree	93	23.3		
	Neutral	194	48.5		
	Agree	51	12.8		
	Strongly agree	34	8.5		

4.2.4. Psychological factors affecting small business

The results showed that 17.8% of respondents are disagreeing and 46.8% agree about "attitudes and beliefs being important small business". In small business, attitudes and beliefs are important. Because if not all, aspects are properly addressed, these smaller businesses cannot communicate with people who are the primary consumers. So, in this case, we find that the most responses are agreeing with this theory, and some do disagree with it.

In the science of psychology, a behavior makes reference to a lot of feelings, convictions, and practices toward a specific article, individual, thing, or occasion. Behaviors are frequently the aftereffect of experience or childhood, and they can have a strong impact on the conduct. While the behaviors of mind are suffering, they can likewise alter (Becker et al., 2004).

In addition, 27.5% of respondents are disagreeing, 44.6% agree about “learning in the small business”. In small businesses or corporations, learning in small business has a profound effect. Because knowing and understanding how to do a job can be a great success in your pursuit of your goals. That's why here we see that most of the personnel are agree about learning, and some are opposed to it. While the employees agree to give the most importance.

By looking at the results of "the perception of small business" can plainly find that 30.0% of respondents are disagreeing, 45.8% are agreeing. The basic problem in northern Iraq was very difficult to understand the small business. That is why the business was not getting better and the whole stagnant. But for now, this perception in the market has been developed. According to the results obtained, those who agree with the small business perception are more likely than those who disagree with this.

Moreover, 40.3% of the employees chosen to disagree, and 39.8% are responding are agreeing about "motivation is important to the small business. Motivation, in turn, is also important in small businesses. If a person who does not have a motive cannot succeed in his work. Then, one should never be unaware of the changing motive. Unfortunately, those who say that the motivation has the least impact on small businesses is more than the ones they say have a significant impact.

Lii et al. (2013) found similar results. The correlation between corporate social responsibility creativities and consumer assessments was importantly harder when consumers realized the central brand with poor social distance plus reason with poor spatial distance. Therefore, the outcomes provide supply for the significance of psychological distance in administrating corporate social responsibility initiatives.

Table 4.6. Psychological factors affecting small business

Variables		Frequency	%	Mean	Standard deviation
Attitudes and beliefs in the market stabilization	Strongly disagree	16	4.0	3.43	1.057
	Disagree	55	13.8		
	Neutral	142	35.5		
	Agree	116	29.0		
	Strongly agree	71	17.8		
Learning market stability	Strongly disagree	36	9.0	3.26	1.208
	Disagree	74	18.5		
	Neutral	112	28.0		
	Agree	107	26.8		
	Strongly agree	71	17.8		
Perception of market stability	Strongly disagree	62	15.5	3.26	1.388
	Disagree	58	14.5		
	Neutral	97	24.3		
	Agree	81	20.3		
	Strongly agree	102	25.5		
Motivation is important in the stability of the market	Strongly disagree	70	17.5	2.90	1.242
	Disagree	91	22.8		
	Neutral	80	20.0		
	Agree	129	32.3		
	Strongly agree	30	7.5		

4.2.5. Political factors affecting small business

It can be seen in Table 4.7 that the results of "the pressure groups being important to the small business" can plainly find that 22.5% of respondents are disagreeing, 55.8% are agreeing. In northern Iraq, some small businesses are under pressure from some parties or government. This will prevent some businesses from going out of business and in line with the policies of these groups or the government. As can be seen, most employees agree that there are significant pressure groups in the small business compared to those who have said that there are no pressure groups in the small business.

It additionally secures on the development of a specific concern or motive. It advances a particular issue and raises it on to the general program. Lobbyists act locally, nationally and internationally at different levels of political life. Groups are significant channels of impact between people and the state (Schlozman and Tierney, 1983).

In addition, 26.5% of respondents are disagreeing, 48.5% agree about "the government intuition being important for small business ". In every small business, government intuition is required. Because with the official government records you need to identify your business, you can effectively improve your business and make the government use optimal. Also, the results show that those who affect the government's intuition on small businesses are more likely than those who have said that government intuitions have little impact on small businesses.

By looking at 23.0% of employees are disagreeing, and 43.3% are responding are agreeing "the laws of small business. In every small business, if it does not comply with the rules, it will surely be in trouble and will be defeated. So every small business also has rules that must be respected. By following the rules, there will be no problem for the small business owner or the company. As we can see, most employees agree that the rules have an impact on a small business, while a few employees, even though the laws not affect the small business.

Different results were observed the outcomes are corresponding to the results of Lane (1994) observed political sustainable marketing is the investigation of creation and exchange and their relations with law, custom, and government; and with the conveyance of national salary and riches.

Table 4.7. Political factors affecting small bussiness

Variables		Frequency	%	Mean	Standard deviation
The pressure groups being important to the stability of the market	Strongly disagree	30	7.5	3.49	1.212
	Disagree	60	15.0		
	Neutral	87	21.8		
	Agree	130	32.5		
	Strongly agree	93	23.3		
The government intuition being for market stability	Strongly disagree	22	5.5	3.38	1.191
	Disagree	84	21.0		
	Neutral	100	25.0		
	Agree	108	27.0		
	Strongly agree	86	21.5		
The laws to market stability	Strongly disagree	20	5.0	3.33	1.108
	Disagree	72	18.0		
	Neutral	135	33.8		
	Agree	104	26.0		
	Strongly agree	69	17.3		

4.2.6. Cultural factors affecting small business

It is easy to see in Table 4.8 that 24.5% of respondents are disagreeing, and 51.3% are responding agreeing "notions have a role in the small business". In all businesses, notions are involved in small businesses. A small industrial activities with small businesses make their notions different. So let's keep in mind that every notion has its own meaning. It is also apparent in the results that most employees are involved with the notions of small business, agree with those who have said that notions have no role in small business.

Culture is set up to influence financial execution through two channels; social qualities that invigorate singular inspiration, and characteristics that create social assets in the populace (García, 2005).

By looking at the results of "the principles of sustainability affecting the small business" can plainly find that 25.6% of employees are disagreeing, and 36.8% are responding are agreeing. Good research has to be done in every principle of sustainability affecting small businesses. Every small business must have an infrastructure that can stay in the market and be able to compete with one another, or be able to attract the customer in the best possible way. That is why most personnel with a stable principle of change affect small businesses, and a few staffers disagree with this idea.

In addition, 26.8% of respondents are disagreeing, 37.5% agree about "the tastes and behaviors of people having an impact on the small business". Exactly what should be considered, the tastes and behavior of individuals in the small business are effective. This means that small business owners should pay attention to the tastes and behaviors of their customers and know what is worth considering, in order to be more productive and more competitive in the market, according to their tastes and behavior. Also, in the results obtained, most employees agree with the tastes and influential behavior and do not agree on a smaller proportion of this variance.

Looks at the impact of culture on tastes and conduct tendency, and "culture" itself is varied enough that the general population tries to characterize it. The normal conduct, standard convictions, social structures and material attributes of social items, the significance of sustenance to the national economy of nations cannot be denied (Holbrook and Schindler, 1996).

Similar results were observed the outcomes are corresponding to the results of Fisher and Bonn (2011). They stated this phase has not been met by any institutions in the entire history. So many commerce pops up to be in the opening stage and need to keep trying to integrate the environmental, ecological and socio-cultural dimension of stability.

Table 4.8. Cultural factors affecting small business

Variables		Frequency	%	Mean	Standard deviation
Notions have a role in the market stability	Strongly disagree	28	7.0	3.40	1.191
	Disagree	70	17.5		
	Neutral	97	24.3		
	Agree	124	31.0		
	Strongly agree	81	20.3		
Principles of sustainability	Strongly disagree	29	7.3	3.28	1.219
	Disagree	73	18.3		
	Neutral	151	37.8		
	Agree	51	12.8		
	Strongly agree	96	24.0		
The tastes and behaviors of people having on the stability of the market	Strongly disagree	43	10.8	3.10	1.288
	Disagree	104	26.0		
	Neutral	103	25.8		
	Agree	70	17.5		
	Strongly agree	80	20.0		

4.2.7. Innovation factors affecting small business

It is clearly visible in Table 4.9 that 33.3% of respondents are disagreeing, 46.8% are agree about "the needs and demands of customers have a role in the small business". If the needs and demands of customers in a small business do not give importance, then the business will not succeed. Therefore, it should be noted that the needs and demands of customers that boost the business. As shown in the results, more than half of the employees agree that customers' needs and demands have an impact on small businesses, while there are some who believe that the needs and demands of customers have no effect on small businesses.

Industries are developing. Items are developing. Innovation is the creation and change of new learning into new items, procedures, or administrations that address advertising issues. Thusly, advancement makes new organizations and is the basis of development in business and industry (Sánchez-González et al., 2009).

In addition, 32.3% of respondents are disagreeing, 41.6% are agreeing of "the role of value in the small business". It is important to take on the role of value in small businesses because value, the self-value of the small business and companies that make them known in the markets. So never should be these values be lost. In our study, it is also evident that those who have agreed on the role of value in a small business are much more likely. The employees who have taken part in the role have little effect on the small business.

In the advanced economy, innovation is pivotal for esteem creation, development and business and advancement forms occur at the venture, territorial and national dimension. The development will prompt new organizations just as to the expanded intensity of existing endeavors (Khazanchi et al., 2007).

By looking at the results of "the expectations of sustainability affecting the small business" can plainly find that 45.1% of employees are disagreeing, and 37.8% are responding are agreeing. All markets have sustained expectations for their small business. If the business owner does not get what he has expected in the market, its expectations will not be stable and will fail. So it should be that the expectations of the business owner should be sustained and met. As it is worthy of note, most employees are less likely to be affected by the long-term expectations of small businesses than those who have agreed.

Similar results were observed the outcomes are corresponding to the results of Severo et al. (2017) conducted a study to evaluate the correlations between the conditions for sustainable product innovation, take constructs of cleaner production and environmental administration into consideration.

Table 4.9. Innovation factors affecting small business

Variables		Frequency	%	Mean	Standard deviation
Needs and demands of customers	Strongly disagree	40	10.0	3.24	1.289
	Disagree	93	23.3		
	Neutral	80	20.0		
	Agree	105	26.3		
	Strongly agree	82	20.5		
The role of values	Strongly disagree	49	12.3	3.12	1.240
	Disagree	80	20.0		
	Neutral	105	26.3		
	Agree	107	26.8		
	Strongly agree	59	14.8		
The expectations of sustainability in the market	Strongly disagree	75	18.8	2.89	1.351
	Disagree	105	26.3		
	Neutral	69	17.3		
	Agree	92	23.0		
	Strongly agree	59	14.8		

4.2.8. Experimental factors affecting small business

It is plainly visible that in Table 4.10 that 33.8% of employees are disagreeing, and 46.3% are responding are agreeing "the using of the product in the small business". Any business using its product on the market can have a great impact. As its products are manufactured with the best quality and customers are satisfied with the product, it has a huge impact on the market. For this reason, as a result, more staff agrees with this survey, and few disagree.

By looking at the results of "try and work with it this product affects the small business" can plainly find that 31.0% of respondents are disagreeing, 43.3% are agreed. In each market, try to work with this product to affect the small business. This means that if your product is not popular on the market, you are thinking of how to market it. Try different regions and put your product in the best possible place on the market. In the survey, it is also observed that employees agree with this theory that they will work with their product on the market and will affect the small business. But against this theory, there are also employees who oppose the work of their product on the market.

A short introduction to center thoughts from conduct financial aspects. Consider the last time you obtained an adjustment item. Demonstrates that reactions are unique if decisions are surrounded. Fungibility is the significant term that underlies the theory, the way that all asset is the same and does not have any marks (Gefen and Straub, 2004).

Similar results were observed the outcomes are corresponding to the results of Ilbery and Maye (2007). They analyzed the methodologies and thoughts behind 24 foods, making plans in choosing European Nations. The research at that point utilized this experimental material to conceptualize two advancement bases: 'regional' (place-based) and critical (process-based).

Table 4.10. Experimental factors affecting small business

Variables		Frequency	%	Mean	Standard deviation
The using of the product in the market stability	Strongly disagree	52	13.0	3.17	1.298
	Disagree	83	20.8		
	Neutral	80	20.0		
	Agree	116	29.0		
	Strongly agree	69	17.3		
Try and work with this product in the stably market	Strongly disagree	44	11.0	3.17	1.227
	Disagree	80	20.0		
	Neutral	103	25.8		
	Agree	112	28.0		
	Strongly agree	61	15.3		

4.2.9. Trading factors affecting small business

According to Table 4.11, 23.8% of employees chosen disagree, and 44.5% are responding are agreeing “advertisements affect the small business ”. At the moment, advertising has an impact on small businesses and companies. Small businesses need to invest a lot in advertising to better understand their products in the consumer market. It is advertising that represents a small business in the market. Based on the same survey of employees, it is also evident that advertising affects the small business, agree. But there are also employees who say that advertising does not affect the small business.

The reason that accredits the advertising. In today's economy, advertising is significant for each part of commerce. It assumes a basic job for the two producers and buyers. Advertising

is significant for commerce in general as it gives the trade a chance to acquire clients, in this manner expanding commerce turnaround (Fehle et al., 2005).

By looking at the results of "sellers in the market will affect the small business" can plainly find that 35.0% of respondents are disagreeing, 40.3% are agreed. Current markets are such that sellers in the market affect small businesses. Sellers must offer customers with a special reputation and respect for the product that attracts more customers. Each vendor or reseller represents the strength and strength of the small business. This is the result of the survey, with more sales people seeing sellers having a huge impact on small businesses. But there are also employees who say vendors do not have an impact on small businesses.

In addition, 41.1% of respondents are disagreeing, 39.0% agree about "intermediaries have an impact on the small business ". In each country or market, there are intermediaries that affect the business and small businesses. However, in some cases, if there are no intermediaries and dealerships, they will not be able to access the product. But these intermediaries also have an indirect impact on the market, and products are scarce and rare. However, in the poll conducted, the results indicate that the hits do not affect the small business. But with a little difference, employees have said that intermediaries are affecting the market.

The mediation sector is displayed as a greater competitive division with (homogeneous) intermediary companies that send out for the benefit of the producers. Intermediaries buy varieties from producers at some similar cost as local buyers and bring about an extra minimal expense of selling these varieties abroad. This extra minimal cost catches tagging, bundling and other per-unit expenses related to taking the title of varieties from the producers. The cost of by implication sent out varieties is, along these lines, higher than the cost of straightly traded varieties by this factor (Khwaja and Mian, 2005).

In northern Iraq, the companies have not yet reached the level that could have a global trade relationship with major industrial countries because of the lack of training courses needed to advance expertise and work experience for corporate employees.

Table 4.11. Tradig factors affecting small business

Variables		Frequency	%	Mean	Standard deviation
Advertisements affect the stability of the market	Strongly disagree	32	8.0	3.36	1.220
	Disagree	63	15.8		
	Neutral	127	31.8		
	Agree	86	21.5		
	Strongly agree	92	23.0		
Sellers in the market will affect the stability	Strongly disagree	42	10.5	3.14	1.279
	Disagree	98	24.5		
	Neutral	99	24.8		
	Agree	83	20.8		
	Strongly agree	78	19.5		
Intermediaries have an impact on the stability of the market	Strongly disagree	89	22.3	2.85	1.317
	Disagree	75	18.8		
	Neutral	80	20.0		
	Agree	118	29.5		
	Strongly agree	38	9.5		

4.3. Comparison of Small Business by Sustainable Marketing and Socio-Demographic

4.3.1. Comparison of Small Business by Socio-Demographic Characteristics

As seen in Table 4.12, results indicate a statistically significant association between socio-demographic characteristics of respondents and small business.

The results reveal that there is a statistically significant association between "gender" and "small business" ($P < 0.05$). According to result, 40.5% of the male are satisfied, while 23.8% of female, dissatisfied with the term of the small business.

Rosa et al. (1994) demonstrate that the effect of gender orientation is considerable yet regularly unpredictable. Of unique note are confused about co-possession with men and the effect of aggressive sectoral powers that could shape the executives practice.

The association between "education" and "small business" is significant ($P < 0.01$). The majority of respondents (21.0%) are selected satisfied with the term of bachelor, also the same percentage of employees dissatisfied about sustainability affecting the market and small business.

Robinson and Sexton (1994) indicated that effect of education on the business achievement of a business visionary has been the subject of much discourse and hypothesis in both the well-known and academic presses. The writing is full of folklore focusing on the secondary school dropout who became showbiz royalty in the business world outfitted with training from the school of tough times. Up to this point this was a piece of the myth surrounding entrepreneurship.

A sign was observed in the association between "position" and "small business" ($P < 0.01$). Almost 34.0% of manager are strongly satisfied and 20.3% of financial manager are strongly satisfied about small business.

Theoretical and observational work on position settings prompts are ignored how the extent of an organization may influence its activity situating attributes. The way to develop this exploration focus is to join advance, our comprehension of office association, and the effect of lopsided data (Pettit and Singer, 1985).

There is a significant association between "main business" and "small business" ($P < 0.01$). On the other hand, the results represent that a combined of 31.7% of respondents are serviced in the row of the main business and in the column 9.6% of agriculture respondents strongly satisfied in subject of small business.

Henriques and Sadorsky (1996) investigate that the observational outcomes demonstrate that an association's definition of an ecological arrangement is decidedly impacted by client weight, investor with, government administrative weight, and neighborhood and local gathering weight yet contrarily affected by other campaign bunch weight sources and an association's deal to-resource proportion. Outcomes give understanding into how firms respond to ecological issues.

Further, the results represent that the association "cooperation" and "small business" are significant ($P < 0.05$). Moreover the highest percentages of respondents, including 21.1% and 27.6% were respectively disagreeing and somewhat agree about the green field, as well as the same percentages were observed in the columns of satisfied and strongly satisfied (e.g. Engineering and labor service) with the term of the small business.

It was found in the study that conducted by Tu et al. (2014) and explored how coordinate with so as to advance development and entrepreneurial success. This investigation demonstrates that provider, purchaser collaboration clarifies how these two social practices influence item advancements and small business services. In light of the asset based perspective on the firm, that small scale venture helps the wellspring of advancement by taking advantage of the assets and capacities of providers.

The results appeared that there is a significant association between "computer "and "small business" ($P < 0.05$). The result also indicated that nearly 40.5% of the employees are satisfied about yes. On the other hand, the results represent that a combined of 23.8% of respondents were dissatisfied in small business.

DeLone (1988) contemplated researches the components that influence the fruitful utilization of PC based data frameworks by private companies. The vital discoveries demonstrated that chief executive knowledge of computers and involvement in computerization prompts progressively successful computer use in small manufacturing firms.

Also, the association is significant between "language" and "small business" ($P < 0.01$). The results indicate that 18.9% of respondents were Arabic about language while Kurdish language 27.1% strong satisfied for sustainability affecting the market and small business.

Language and power are integral to a comprehension of control. The battle to name and authentic practices happens in the business arranging process, barring some information's and practices and educating and using other learning's and methods for review the association. This procedure works by changing the capital, in its numerous structures representative, social, political and monetary in a hierarchical and institutional field (Oakes et al., 1998).

The table reflected that the association "training" and "small business" 'is significant ($P < 0.01$). Also, observed that nearly 9.3% of the employees are technical, strongly dissatisfied about training, while an increased percentage which was 18.8% can be seen in the column of strongly satisfied about both of them with the term of sustainability affecting the market and small business.

Finding in this study was in contrast with the finding of the study was done by Gibb (1997) found the point of training in small businesses has advanced far from its modest

beginnings and presently it possesses a focal position inside the more extensive preparing banter. The primary thought process to prepare in small businesses identifies with picking up and sustainable competitive advantage under constrained resources-allocation conditions. It is recommended that preparation activity ought to be pointed legitimately at the particular needs of entrepreneur/directors and their workforce.

According to the findings of Seuring and Müller (2008), any work environment with generally high quantities of singles all day specialists in their thirties, advancement capacity, salary, and bonus strongly. The lucidity of one's own job, work volume, working hours, assessment by the supervisor, evaluation by clients, interestingness of work, the difficulty of work, courtesy of the work environment, and relationship with supervisor also influenced work motivation by shifting degrees.

In addition, by looking at the results, Menon and Menon (1997) different in the developing administrative worries over the natural effect of corporate practices have started to impact corporate systems. The creators talk about the idea of an enviropreneurial promoting technique, which mirrors the conjunction of social execution objectives, corporate enterprise directions, and showcasing system by coordinating natural concerns when creating advertising approaches and practices.

At represents to the results, Costa and Vila (2014) indicated that Demographic variables (for example gender and age) that have been accounted for to be noteworthy mediators of the impacts of demeanor, emotional standard and saw conduct control on social expectation in other social examples were observed to be non-significant.

Table 4.12. Comparison of small business by socio-demographic characteristics

Variables		Small Business						χ^2	P-Value
		Strong dissatisfied	Dissatisfied	Neutral	Satisfied	Strong satisfied	Total		
Gender	Male	7.9	18.2	33.3	13.7	26.8	100.0	10.478	0.033
	Female	5.5	18.3	49.5	10.1	16.5	100.0		
Education	Primary	4.0	13.3	49.3	1.3	32.0	100.0	49.382	0.000
	Secondary	6.3	23.2	41.1	7.4	22.1	100.0		
	Diploma	9.5	26.2	17.9	21.1	25.3	100.0		
	Bachelor	7.4	14.8	39.5	21.0	17.3	100.0		
	Master	9.3	7.4	48.1	11.1	24.1	100.0		
Position	Owner	5.6	25.0	38.9	5.6	25.0	100.0	37.662	0.000
	G. Manager	2.9	19.1	23.5	20.6	33.8	100.0		
	HR manager	14.3	31.4	28.6	14.3	11.4	100.0		
	Manager	3.7	11.1	37.0	22.2	25.9	100.0		
	F. Manager	8.0	14.1	45.8	11.5	20.3	100.0		
	Other	7.1	23.8	31.0	4.8	33.3	100.0		
Main business	Wholesale	9.0	14.1	30.8	20.5	25.6	100.0	43.858	0.002
	Manufacturing	2.4	20.5	36.1	19.3	21.7	100.0		
	Services	4.9	26.8	26.8	9.8	31.7	100.0		
	Agriculture	7.7	25.0	40.4	17.3	9.6	100.0		
	Telecom.	12.0	11.0	47.0	6.0	24.0	100.0		
	IT	4.3	21.7	39.1	10.0	24.8	100.0		
Cooperation	Greenfield	7.9	21.1	27.6	23.7	19.7	100.0	16.931	0.031
	Engineering	7.4	20.0	42.3	9.1	21.1	100.0		
	Labor service	6.7	14.8	37.6	11.4	29.5	100.0		
Computer	Yes	7.9	18.0	33.3	13.7	26.8	100.0	10.478	0.033
	No	5.5	18.3	49.5	10.1	16.5	100.0		
Language does your company use work	Kurdish	9.6	15.7	31.3	16.3	27.1	100.0	32.524	0.009
	English	4.8	14.5	41.3	10.3	29.0	100.0		
	Arabic	2.1	18.9	43.2	17.9	17.9	100.0		
	Turkish	10.1	27.5	33.3	8.7	20.3	100.0		
	Other	12.5	12.5	37.5	12.5	25.0	100.0		
Training	Management	2.1	17.5	43.3	7.2	29.9	100.0	26.618	0.009
	Technical	9.3	24.5	33.1	13.2	19.9	100.0		
	Both of them	16.7	10.4	35.4	18.8	18.8	100.0		
	None of them	4.8	13.5	40.4	14.4	26.9	100.0		

4.4. Comparison of Small Business by Sustainable Marketing Factors

4.4.1. Comparison of small business by social factors

The results represented that the association between "justice "and" small business" is significant ($P<0.01$). Moreover, the highest percentages respondents, including 41.2% and 34.4% were respectively satisfied and neutral about the justice, as well as the same percentages were observed in the columns of satisfied and neutral with the term of the small business.

The results appeared that there is a significant association between "aesthetic "and "small business" ($P<0.01$). The result also indicated that nearly 17.6% of the employees are agreeing about aesthetic. On the other hand, the results represent that a combined of 29.2% of respondents were neutral for small business.

Also, the association is significant between "security" and "small business" ($P<0.01$). The results indicate that 17.8% of respondents disagreed about security while they accounted 54.9% satisfied for small business.

The table reflected that the association "social identity "and" small business" 'is significant ($P<0.01$). Also, observed that nearly 52.0% of the employees are agreeing about social identity, while a decreased percentage which was 40.4% can be seen in the column of neutrality with the term of the small business.

These findings correspond to the results of Cronin et al. (2011), different which observed the areas of social manageability are for the most part subordinate upon the connection between the social and the common, with the "biological space" characterized as human embeddedness in the earth. They also contend that, social manageability incorporates every human action, which it isn't only applicable to the focused intersection of economics, the environment and the social. In addition, Shrivastava and Purang (2009) reported that a few factors, including input framework, justice, pecuniary agreements, growth latitude, reward and recognition agreement, financial assertions, reformatory understanding, advancement support, and development have a meaningful impact on the sustainable marketing in small business organizations from appraisal.

Van Dam and Apeldoorn (1996) indicated that the other factor is that if the economical item results in shame since it isn't the social standard, it will most likely not be purchased.

According, if the consumer believes that the conventional product poses a threat to their safety or health, the sustainable solutions may be preferred.

Table 4.13. Comparison of small business of social factors

Variables		Small Business						χ^2	P-value
		Strong dissatisfied	Dissatisfied	Neutral	Satisfied	Strong satisfied	Total		
Justice affects the stability of the market	Strong disagree	20.7	20.7	27.6	17.2	13.8	100.0	32.29	0.009
	disagree	11.0	30.1	17.8	32.9	8.2	100.0		
	Somewhat agree	15.2	29.8	34.4	15.9	4.6	100.0		
	Agree	11.8	11.8	25.5	41.2	9.8	100.0		
	Strong agree	8.3	27.1	33.3	26.0	5.2	100.0		
Aesthetic work	Strong disagree	10.3	37.9	34.5	13.8	3.4	100.0	50.61	0.000
	disagree	19.2	17.8	15.1	31.5	16.4	100.0		
	Somewhat agree	15.9	33.1	31.1	9.9	9.9	100.0		
	Agree	17.6	19.6	19.6	40.1	3.1	100.0		
	Strong agree	17.7	21.9	29.2	22.9	8.3	100.0		
Security and development plays an important role	Strong disagree	13.8	13.8	37.9	24.1	10.3	100.0	44.69	0.000
	disagree	12.3	24.7	16.4	41.1	5.5	100.0		
	Somewhat agree	14.6	19.9	36.4	23.8	5.3	100.0		
	Agree	13.7	11.8	7.8	54.9	11.8	100.0		
	Strong agree	21.9	17.7	20.8	27.1	12.5	100.0		
Social identity affecting the stability of the market	Strong disagree	13.8	17.2	34.5	31.3	3.2	100.0	68.62	0.000
	disagree	19.2	34.2	15.1	19.2	12.3	100.0		
	Somewhat agree	13.2	25.8	40.4	16.6	4.0	100.0		
	Agree	15.7	15.7	3.9	52.0	11.8	100.0		
	Strong agree	16.7	18.8	35.4	16.7	12.5	100.0		

4.4.2. Comparison of small business by economic factors

The results represented that the association between "extreme poverty "and" small business" is significant ($P < 0.01$). Moreover, the highest percentages respondents, including 6.3% and 55.0% were respectively strong agree and somewhat agree about the extreme poverty, as well as the same percentages were observed in the columns of neutrality with the term of the small business.

The results appeared that there is a significant association between "investing "and "small business" ($P < 0.05$). The result also indicated that nearly 29.4% of the employees are agreeing

about Investing. On the other hand, the results represent that a combined of 41.1% of respondents were neutral in of small business.

Also, the association is significant between "need" and "small business" ($P < 0.01$). The results indicate that 30.5% of respondents were somewhat agreed about the need and while they accounted 29.4% satisfied for small business.

The table reflected that the association "monopoly" and "small business" 'is significant ($P < 0.01$). Also, observed that nearly 16.4% of the employees are disagreeing about monopoly, while an increased percentage which was 23.2% can be seen in the column of neutrality with the term of the small business.

Different results were observed these decisions are in accordance with the issue of Prakash (2002), which observed that the effect of economic happens when real output increases after some time. Sustainable economic development implies a rate of growth, which can be kept up without creating other significant economic problems, particularly for whom and what is to come. There is unmistakably an exchange off between rapid economic growth today and growth in the future. As well as, Hunt (2011) stated that the reasons that the value and needs/needs difficulties of practical improvement and the reason for feasible advancement all the more, by and large, can be tended to by poor countries seeking after monetary development, which thusly suggests that the open strategy should center.

Table 4.14. Comparison of small business of economic factors

Variables		Small Business						χ^2	P-value
		Strong dissatisfied	Dissatisfied	Neutral	Satisfied	Strong satisfied	Total		
Extreme poverty	Strong disagree	3.1	28.0	41.4	17.2	10.3	100.0	32.92	0.008
	disagree	4.1	19.2	39.7	21.9	15.1	100.0		
	Somewhat agree	6.6	21.9	55.0	9.9	6.6	100.0		
	Agree	13.7	31.4	29.4	17.6	7.8	100.0		
	Strong agree	8.3	21.9	57.3	6.3	6.3	100.0		
Investing	Strong disagree	6.9	17.2	31.0	13.8	31.0	100.0	31.69	0.011
	disagree	16.4	13.7	26.0	12.3	31.5	100.0		
	Somewhat agree	6.0	14.6	41.1	17.2	21.2	100.0		
	Agree	15.7	15.7	17.6	29.4	21.6	100.0		
	Strong agree	16.7	11.5	26.0	11.5	34.4	100.0		
Need	Strong disagree	13.8	27.6	34.5	20.7	3.4	100.0	35.89	0.003
	disagree	13.7	21.9	23.3	27.4	13.7	100.0		
	Somewhat agree	17.2	24.5	30.5	19.9	7.9	100.0		
	Agree	3.9	15.7	25.5	29.4	25.5	100.0		
	Strong agree	10.4	24.0	26.0	36.5	3.1	100.0		
Monopoly	Strong disagree	4.0	13.8	20.1	41.4	20.7	100.0	31.43	0.004
	disagree	5.5	16.4	15.1	49.3	13.7	100.0		
	Somewhat agree	2.6	11.9	23.2	26.5	35.8	100.0		
	Agree	7.8	7.8	29.4	29.4	25.5	100.0		
	Strong agree	1.0	11.5	28.1	39.6	19.8	100.0		

4.4.3. Comparison of small business by psychological factors

The results represented that the association between "stability" and "small business" ($P < 0.01$) is significant. Moreover, the highest percentages respondents, including 34.4% and 13.7% were respectively strong agree and disagree about the stability, as well as the same percentages were observed in the columns of neutral and strongly agree with the term of the small business.

The results appeared that there is a significant association between "learning market" and "small business" ($P < 0.05$). The results also indicated that nearly 25.5% of the employees are agreeing about learning. On the other hand, the results represent that a combined of 29.8% of respondents were neutral in the subsection of small business.

Also, the association is significant between “attitudes and beliefs” and “small business” ($P < 0.0$). The results indicate that 47.0% of respondents were somewhat agreed about attitudes and beliefs while they accounted 35.3% satisfied for sustainability affecting the market and small business.

Different findings were observed and these outputs are corresponding to the results of Sedlacek (2013) that observed sustainable action network-based social marketing is an approach to fostering sustainable behavior with its roots in social marketing and social brain science. Also, Jones et al. (2008) reported that the CBSM approach starts with an investigation of the barriers that obstruct one specific conduct. A few lines of evidence demonstrate that the inability of the individual to realize the imminence is the calamitous change.

Moreover the results of Danciu (2013) indicated that as marketing solutions that could add to the sustainable development, we advance the stimulation of sustainable demand, the steady development, imposing business model, and change of economical items, require, the plan and utilization of altered correspondence, Investing, a multichannel dissemination organize and the offer of feasible items and administrations at fair prices. Their execution will increase the economic, social and natural suitability at a huge degree later on the off chance that they are upheld by political, governmental and legal efforts.

Table 4.15. Comparison of small business by psychological factors

Variables		Small Business						χ^2	P-value
		Strong dissatisfied	Dissatisfied	Neutral	Satisfied	Strong satisfied	Total		
Stability	Strong disagree	13.8	10.3	27.6	24.1	24.1	100.0	41.70	0.000
	disagree	6.8	13.7	38.4	28.8	12.3	100.0		
	Somewhat agree	24.5	14.6	21.9	11.9	27.2	100.0		
	Agree	11.8	19.6	15.7	29.4	23.5	100.0		
	Strong agree	10.4	13.5	20.8	20.8	34.4	100.0		
Learning market	Strong disagree	13.8	20.7	24.1	37.9	3.4	100.0	26.44	0.048
	disagree	11.0	17.8	24.7	37.0	9.6	100.0		
	Somewhat agree	7.9	18.5	29.8	23.8	19.9	100.0		
	Agree	15.7	11.8	19.6	25.5	27.5	100.0		
	Strong agree	4.2	21.9	33.3	20.8	19.8	100.0		
Attitudes and beliefs	Strong disagree	13.8	13.8	31.0	31.0	10.3	100.0	37.60	0.002
	disagree	1.4	17.8	35.6	30.1	15.1	100.0		
	Somewhat agree	2.0	11.3	47.0	19.9	19.9	100.0		
	Agree	3.9	21.6	17.6	35.3	21.6	100.0		
	Strong agree	6.3	10.4	28.1	38.5	16.7	100.0		

4.4.4. Comparison of small business of political factors

The results represented that the association between "low" and "small business" ($P < 0.01$) is significant. Moreover, the highest percentages respondents, including 8.3% and 36.4% were respectively strong agree and somewhat agree about the low, as well as the same percentages were observed in the columns of neutrality with the term of the small business.

The results appeared that there is a significant association between "pressure group" and "small business" ($P < 0.01$). The results also indicated that nearly 11.8% of the employees are agreeing about the pressure group. On the other hand, the results represent that a combined of 25.8% of respondents were neutral of small business.

Also, the association is significant between "government intuition" and "small business" ($P < 0.01$). The results indicate that 43.1% of respondents were agreed about government intuition while they accounted 26.0% satisfied for small business.

Different results were observed as the outcomes are corresponding to the results of Lane (1994) observed that political sustainable marketing is the investigation of creation and exchange and their relations with law, custom, and government; and with the conveyance of national salary and riches. As an order, the political economy started in moral philosophy. The political circumstances of a country affect its economic setting. The economic condition influences business performance. This impacts factors like duties and government spending, which at least influence the economy.

Table 4.16. Comparison of small business of political factors

Variables		Small Business						χ^2	P-value
		Strong dissatisfied	Dissatisfied	Neutral	Satisfied	Strong satisfied	Total		
Law	Strong disagree	17.2	24.1	24.1	31.0	3.4	100.0	36.95	0.002
	Disagree	1.4	9.6	34.2	28.8	26.0	100.0		
	Somewhat agree	4.0	15.2	36.4	21.9	22.5	100.0		
	Agree	3.9	29.4	29.4	23.5	13.7	100.0		
	Strong agree	6.3	20.8	34.4	30.2	8.3	100.0		
Pressure groups	Strong disagree	24.1	6.9	10.3	44.8	13.8	100.0	38.42	0.001
	Disagree	1.4	12.3	16.4	46.6	23.3	100.0		
	Somewhat agree	6.0	14.6	25.8	30.5	23.2	100.0		
	Agree	9.8	19.6	29.4	11.8	29.4	100.0		
	Strong agree	8.3	17.7	18.8	32.3	22.9	100.0		
Government intuition	Strong disagree	3.4	31.0	34.5	17.2	13.8	100.0	32.10	0.010
	Disagree	12.3	16.4	11.0	28.8	31.5	100.0		
	Somewhat agree	3.3	22.5	29.1	23.2	21.9	100.0		
	Agree	3.9	19.6	19.6	43.1	13.7	100.0		
	Strong agree	5.2	19.8	29.2	26.0	19.8	100.0		

4.4.5. Comparison of small business of cultural factors

The results appeared that there is a significant association between "notion" and "small business" ($P < 0.01$). The results also indicated that nearly 9.8% of the employees are agreeing about the notion. On the other hand, the results represent that a combined of 33.8% of respondents were neutral for sustainability affecting the market and small business.

Different outputs were observed these results are in agreement with the founding of McDonagh and Prothero (2014) which reported that the culture refers to trademark examples of states of mind, qualities, characteristics, feelings, and practices shared by individuals of a society or population. Cultural differences will influence the receptivity of a person to singular instruction and eagerness to acknowledge data and fuse it into his or her ways of life. This is an important part of people's lives and their prospects, their characteristics, hobbies, expectations, loyalty, and their stress and panic influence. So when you work with people and communicated with them, they have this vision and understanding of their communities (Lubin and Esty, 2010).

Table 4.17. Comparison of small business of cultural factors

Variables		Small Business						χ^2	P-value
		Strong dissatisfied	Dissatisfied	Neutral	Satisfied	Strong satisfied	Total		
Notion	Strong disagree	10.3	6.9	20.7	31.0	31.0	100.0	33.00	0.007
	Disagree	8.2	23.3	28.8	23.3	16.4	100.0		
	Somewhat agree	10.6	27.8	33.8	13.9	13.9	100.0		
	Agree	15.7	35.3	19.6	9.8	19.6	100.0		
	Strong agree	10.4	26.0	15.6	18.8	29.2	100.0		

4.4.6. Comparison of small business with experimental factors

The results show that there is a significant association between "not using the product" and "small business" ($P < 0.01$). The results also indicated that nearly 27.5% of the employees are agreeing about the reward. On the other hand, the results represent that a combined of 26.5% of respondents were somewhat satisfied on the subject of small business.

Also, the association is significant between "try and work" and "small business" ($P < 0.01$). The results indicate that 39.2% of respondents were agreed about government intuition while they accounted 17.7% satisfied for small business.

The same results were observed as the outputs are in concurrence with the aftereffect of Bascoul et al, (2013). They reported a noteworthy increment in the significance of natural insurance and supportability to buyers, strategy creators, and society as a rule. Mirroring this,

most associations are at any rate mindful of this new plan and wish to be viewed as finding a way to enhance practices in such a manner.

Table 4.18. Comparison of small business of experimental factors

Variables		Small Business						χ^2	P-value
		Strong dissatisfied	Dissatisfied	Neutral	Satisfied	Strong satisfied	Total		
Not using product	Strong disagree	17.2	17.2	20.7	24.1	20.7	100.0	33.22	0.007
	Disagree	16.4	20.5	17.8	35.6	9.6	100.0		
	Somewhat agree	7.9	20.5	26.5	30.5	14.6	100.0		
	Agree	25.5	27.5	5.9	27.5	13.7	100.0		
	Strong agree	10.4	18.8	18.8	24.0	28.1	100.0		
Try and work	Strong disagree	24.1	24.1	17.2	24.1	10.3	100.0	34.63	0.004
	Disagree	17.8	17.8	19.2	37.0	8.2	100.0		
	Somewhat agree	7.3	15.9	30.5	27.2	19.2	100.0		
	Agree	9.8	13.7	25.5	39.2	11.8	100.0		
	Strong agree	8.3	30.2	26.0	17.7	17.7	100.0		

4.4.7. Comparison of small business of trading factors

The results appeared that there is a significant association between "seller" and "small business" ($P < 0.01$). The results also indicated that nearly 39.2% of the employees are agreeing about the reward. On the other hand, the results represent that a combined of 28.1% of respondents were somewhat satisfied on the subject of small business.

Further, the results represented that the association between "intermediaries" and "small business" ($P < 0.05$) is significant. Moreover, the highest percentages respondents, including 17.8% and 15.9% were respectively disagreeing and somewhat agree about the trading, as well as the same percentages were observed in the columns of satisfied and somewhat satisfied with the term of the small business.

The same results were observed the outputs are corresponding to the results of Varey (2010). He observed that sustainable marketing shows how economic growth can run as one with social improvement and natural assurance. Also he stated that making trade and generation more economical can make us a huge stride nearer to accomplish these objectives.

Table 4.19. Comparison of small business of trading factors

Variables		Small Business						χ^2	P-value
		Strong dissatisfied	Dissatisfied	Neutral	Satisfied	Strong satisfied	Total		
Seller	Strong disagree	13.8	13.8	24.1	24.1	24.1	100.0	32.11	0.010
	Disagree	20.5	17.8	24.7	24.7	12.3	100.0		
	Somewhat agree	27.8	15.9	15.9	30.5	9.9	100.0		
	Agree	7.8	23.5	21.6	39.2	7.8	100.0		
	Strong agree	25.0	22.9	20.8	28.1	3.1	100.0		
Intermediaries	Strong disagree	13.8	13.8	24.1	24.1	24.1	100.0	27.24	0.039
	Disagree	20.5	17.8	24.7	24.7	12.3	100.0		
	Somewhat agree	27.8	15.9	15.9	30.5	9.9	100.0		
	Agree	7.8	23.5	21.6	39.2	7.8	100.0		
	Strong agree	25.0	22.9	20.8	28.1	3.1	100.0		

4.5. Effect of Worker Characteristics on the Sustainable Marketing of Small Business

Descriptions of the variables used in the model are given in Table 4.20. Sustainable marketing as a dependent variable is determined by questionnaire as “the sustainability affecting the market and small business”. This is the dependent variable documented as a binary variable as agreed (1) and disagree (0).

Table 4.20. Descriptions of the variables used in the model

Variables	Definition of characters	Definition of variable	Mean	S.D.
Gender	Gender of respondents	1: Male ; 0: Female	0.73	0.446
Age1	Years of respondents	1: Less than 25; 0: Otherwise	0.16	0.367
Age2	Years of respondents	1: 26-35; 0: Otherwise	0.72	0.448
Age3	Years of respondents	1: More than 36; 0: Otherwise	0.12	0.322
Marital Status	Marital status of respondents	1: Married; 0: Single	0.44	0.497
Edu1	Education level of all respondents	1: Primary, Secondary; 0: Otherwise	0.42	0.495
Edu2	Education level of all respondents	1: Diploma, Bachelor; 0: Otherwise	0.44	0.497
Edu3	Education level of all respondents	1: Master; 0: Otherwise	0.14	0.342
Income1	Income of respondents	1: Less than 450000; 0: Otherwise	0.46	0.499
Income2	Income of respondents	1: 451000-850000; 0: Otherwise	0.39	0.488
Income3	Income of respondents	1: More than 851000;0: Otherwise	0.15	0.360
Pos1	Position of respondents	1: Owner; 0: Otherwise	0.08	0.287
Pos2	Position of respondents	1: General manager, HR manager, Manager; 0: Otherwise	0.33	0.469
Pos3	Position of respondents	1: Financial manager, others 0: Otherwise	0.59	0.493
Language 1	Language of respondents	1: Kurdish; 0: Otherwise	0.41	0.493
Language 2	Language of respondents	1: English; 0: Otherwise	0.16	0.362
Language 3	Language of respondents	1: Turkish, Arabic, Others; 0:Otherwise	0.43	0.496
Traininstart1	You attend any formal training after startup.	1: Management; 0: Otherwise	0.24	0.429
Traininstart2	You attend any formal training after startup.	1: Technical; 0: Otherwise	0.38	0.485
Traininstart3	You attend any formal training after startup.	1: Both of them, None of them 0: Otherwise	0.38	0.486
Experience	Having you had any work experience	1:Yes; 0 :No	0.54	0.499

To analyze the effect of worker characteristics on the sustainable marketing of small business, Binary Logit model was used. Model statistics and estimated coefficients of the model were showed in Table 4.21. The Nagelkerke R^2 variation that does range from 0 to 1 is a more reliable measure of the relationship. In our case it is 0.335, indicating a rather strong relationship of 33.5% between the predictors and the prediction. If the HL goodness-fit test statistic is more prominent since 0.05, as we want for the right models, we cannot rule out the assumption of zero, assuming that there is no observed between the predicted values and the model that is, the

appropriate estimate of the data is acceptable. Rather than using a goodness-of-fit statistic, we regularly need to look at the proportion of cases we have managed to classify correctly. The analyst may well need to drop independents from the model when their impact is not significant by the odd ratio statistic. This is an impressive change in the 33.5% correct arrangement with the constant model so we realize that the model with indicators is a significantly better model. Regarding the results of binary logit regression; there was a statistically significant relationship between sustainable marketing application for small business of worker and marital status, experience, education level, position, language and training start while revealing the significant relation between other independent variables such as small business.

In the results of the binary logit regression analysis, marital-status, experience, educational level, position, language and training start have shown to be the significant factors in small business, while there are no statistically significant relationship between the dependent variable and some independent variables such as gender, age and income group.

Also, the results indicated that there is a statistically relationship between marital and status and small business. On the other hand, the results indicated that the odds ratio of marital-status for small business 3.199 times more likely to involve small business, compared to single employees.

The result of a statistically significant coefficient showed that experience has a positive effect on "small business". Moreover, the results indicated that the odds ratio of experience for sustainable worker 3.241 times more likely to involve in small business.

The findings of binary logit regression explained that the education level of employee in a small business in north of Iraq and sustainable marketing for small business is strongly related and education of employee is very important factors that effecting small business. The outcomes have indicated that bachelor-educated level was 0.250 times less likely to small business compared to the primary-school level, the employee who at the master level were 0.410 times less likely to small business relative to the primary-school level.

According to the statistically significant coefficient, the position has a positive effect on "small business". On the other hand, the results indicated that the odds ratio of position for sustainable worker 1.838 times more likely to involve small business.

The result of a statistical association coefficient showed that language has a positive effect on "small business". The outcomes have indicated that English -language level were 4.780 times more likely to small business compared to the Kurdish-language, the employee who at the Turkish and Arabic language were 1.511 times more likely to small business relative to the Kurdish-language.

As represented to the statistically significant coefficient, training, start has a positive effect. On the other hand, the results indicated that the odds ratio of training starts for sustainable worker 3.583 times more likely to involved in small business.

Waller (2001) indicated that language ability is decisively important in global business expanding viability, proficiency, deals and benefits. Language skills aren't unequivocal in each and every arrangement there are certainly many other vital factors yet on a larger scale the effect of language is deeper and more extensive than we first might think reaching far beyond the immediately obvious. Language and language capability, establish the board management and the managers, building structures, procedures, cultures and personalities being the most fundamental and the most important working instrument to complete things done through making them understandable, intriguing and beneficial.

This result was in line with the findings of a study carried out by the Leal Filho et al. (2018). Education research has recognized the estimation of change, which offers an opportunity for investigating and rethinking how appropriate and successful educational practices may be. In any case, in spite of the job of change in advanced education and especially in maintainability learning, there is a scarcity of studies which look at the degree to which change and learning on issues identified with independent venture might be incorporated. The showed uncovered that the idea of training for private company has not been adequately incorporated into the idea of change in advanced education establishments. It is essential that colleges ought to change to fill in as models of social equity and ecological stewardship, and to encourage manageability learning.

Table 4.21. Effect of worker characteristics on the sustainable marketing of small business

Variables	Coefficient	Standard error	P-value	Odds ratio
Constant	-1.483***	0.486	0.002	0.226
Gender	-0.142	0.186	0.444	0.867
Marital Status	1.163***	0.330	0.000	3.199
Experience	1.176***	0.331	0.000	3.241
Age2	0.275	0.217	0.205	1.316
Age3	0.642	0.409	0.116	1.901
Edu2	-1.382***	0.205	0.000	0.250
Edu3	-0.889***	0.257	0.000	0.410
Income2	0.046	0.160	0.772	1.047
Income3	0.161	0.347	0.666	1.174
Pos2	0.608*	0.317	0.055	1.838
Pos3	0.168	0.298	0.572	1.183
Language2	1.564***	0.289	0.000	4.780
Language3	0.413**	0.175	0.018	1.511
Traininstart2	-0.182	0.214	0.393	0.832
Traininstart3	1.276***	0.236	0.000	3.583
-2 Log likelihood	-181.988			
Chi-square (P- value)	183.229 (0.000)			
Nagelkerke R²	0.335			
Correctly predicted	79.8%			

*, **, ***: significant at 0.10, 0.05 and 0.01 level

4.6. The Principles of Sustainability Affecting the Market and Small Business

Organization

To analyze the effect of dimension factors on sustainable marketing, Binary logit model was used. Descriptive statistics of the variables used in the model are given in Table 4.22. Sustainable marketing employees as a dependent variable are determined by questionnaire as "The principles of sustainability affecting the market and small business organization "This is the dependent variable documented as a logit variable as agreed (1) and disagree (0).

Table 4.22. Descriptive statistic of the variable in the model

Variable	Definition of variable	Definition of Characters	Mean	Standard deviation
Small business	Privately owned corporations	1= Agree; 0= Disagree	0.40	0.492
Social	Is used in many different senses and regarded as a concept	1= Agree; 0= Disagree	0.68	0.488
Economic	Relating to trade, industry, and money	1= Agree; 0= Disagree	0.78	0.415
Psychological	Study of the mind, it's thought, feeling and behavior	1= Agree; 0= Disagree	0.75	0.432
Political	A person's opinions about the management of government	1= Agree; 0= Disagree	0.53	0.500
Cultural	The characteristics and knowledge of a group people	1= Agree; 0= Disagree	0.72	0.451
Innovation	Crucial to the continuing success	1= Agree; 0= Disagree	0.74	0.436
Experimental	Relating to, or based on experience	1= Agree; 0= Disagree	0.74	0.439
Trading	The action or activity of buying and selling goods and services	1= Agree; 0= Disagree	0.73	0.446

The Nagelkerke R^2 variation that does range from 0 to 1 is a more reliable measure of the relationship. In our case it is 0.400, indicating a rather strong relationship of 40.0% between the predictors and the prediction (Table 4.23). If the H-L goodness-of-fit test statistic is more prominent than 0.05, as we want for well-fitting models, we fail to reject the null hypothesis that there is no difference between observed and model-predicted values, implying that the model's estimate fit the data at an acceptable level. Our H-L statistic has significance of 0.960 which means that it is not statistically significant and therefore our model is quite a good fit. Rather than using a goodness-of-fit statistic, we regularly need to look at the proportion of cases we have managed to classify correctly. In this study, 87.4% were correctly classified in the take offer group and 51.8% of the decline offer group. Overall, 72.3% were correctly classified. The analyst may well need to drop independents from the model when their impact is not significant by the Wald statistic. This is an impressive change in the 40.0% correct arrangement with the constant model so we realize that the model with indicators is a significantly better model.

According to the results of the binary logit model; there was a statistically significant relationship between sustainable marketing in small business organizations and "Social", "Political", "Innovation", "Experimental".

According to the statistically significant coefficient, social has a positive effect on "small business". On the other hand, the results indicated that the odds ratio of social for sustainable worker 21.498 times more likely to involve small business.

Based on the statistically significant coefficient, political has a positively affected on the "small business". The results indicated that the odds ratio of political for sustainable worker 2.606 times more likely to involve in small business organizations.

The result of a statistically significant coefficient showed that innovation has a positive effect on "small business". Moreover, the results indicated that the odds ratio of economic for sustainable worker 2.124 times more likely to involve in small business.

Based on the statistically significant coefficient, experimental has a negatively affected. The results indicated that the odds ratio of cultural for sustainable worker 0.440 times less likely to involve in small business.

Therefore, hypothesis H1, H4, H6, H7 and H6 were accepted. On the other hand, H2, H3, H5 and H8 were not accepted.

Andreopoulou et al. (2014) disclosed that means to distinguish the bilateral interrelation between supportable marketing and reasonable improvement. In order to accomplish their full cooperative energy, it is important to actuate sustainable promotion; in other words, it's just as an economical and productive association with the clients (normal and social condition) but in addition, as a variety of socially responsible advertising whether on a more extensive scope as a variety of social advertising or at least a variety of Micro marketing.

This result was in line with the findings of a study carried out by the Brundtland report (1987). The report indicated that a sustainable business is a business the acts in the benefit of all current and future shareholders in a way that makes sure the long-term health and permanence of the commerce and its related economic, social and environmental order.

These results are in contrast with the findings of McDonagh and Prothero (2014) which reported that the culture refers to trademark examples of states of mind, qualities, characteristics,

feelings, and practices shared by individuals of a society or population. Cultural differences will influence the receptivity of a person to singular instruction and eagerness to acknowledge data and fuse it into his or her ways of life.

Frese et al. (2000) discovered that psychological point of view to take a gander at process qualities of activity procedures of small scale business owners; these system attributes are then identified with the organizations' prosperity. How strategies are utilized and how the methodology, significant conduct of the owner/chief is identified with accomplishment in the small business.

Mohr et al. (2001) demonstrated that the socioeconomic effect on small business. The study additionally centered explicitly on economic, social and political measurements. Moreover, the participants benefited from the mindfulness got on their rights, responsibilities and protected benefits.

These findings almost similar to the results of a study were recently done by Abdullah et al. (2017). Their research reveal that authoritative culture has a positive and significant impact on small business and organizational culture has a positive and critical impact on upper hand of small and medium providing enterprises.

Table 4.23. Result of the binary logit model for sustainable market on small business

Variables	Coefficient	S.E.	P-value	Odd ratio
Constant	-3.573	0.912	0.000	0.028
Social	3.068 ***	0.393	0.000	21.498
Economic	0.423	0.506	0.403	1.526
Psychological	0.502	0.454	0.270	1.651
Political	0.958 ***	0.249	0.000	2.606
Cultural	-0.204	0.324	0.529	0.816
Innovation	0.753 **	0.303	0.013	2.124
Experimental	-0.820 **	0.407	0.044	0.440
Trading	0.454	0.279	0.104	1.575
-2 Log likelihood	403.948			
Nagelkerke R²	0.400			
Chi- Square (P-value)	141.536 (0.000)			
Correctly predicted	72.2%			

Note: ***, **and* indicate significance levels at 1%, 5% and 10% respectively

5. CONCLUSIONS AND RECOMMENDATIONS

Sustainability marketing involves planning, implementing, organizing, and controlling marketing resources and programmers to meet customer needs and problems. While organizations target the organization with community and environmental laws. Subsequently, organizations should have the idea of marketing coordination of sustainability in order to identify a marketing strategy that meets the needs of current or future partners and allows for a long-term working life.

The combination of writing shows that the sustainability marketing model includes three measures: social equity, economic profitability and environmental protection. This survey aims to decide an identification (ID) of the reasons why sustainability refers to marketing and small businesses in northern Iraq.

The growth of marketing has occurred through five ideas that are: marketing, production, sales, production and society. With this idea, we also perceive that the long-term relationship with customers will cause a longer period of profit for the company. In addition, the measurement of social equity concerns society and social marketing. Social marketing uses social problems, such as designing marketing strategies. Media advertising and distribution of literature are used to convey the message of community marketing to consumers. Social marketing is to update the principles, ideas and tools for designing, controlling and planning market development that affect individual behavior.

The statistical analysis was utilized for the categorical variables to demonstrate frequencies and percentages. The chi-square test is utilized to discover the association between categorical variables. Based on empirical results, gender, education, position, main business, cooperation, computer, language, training, justice, attitudes, security and development plays, social identity, extreme poverty, investment, need, monopoly, stability, leaning market, attitudes and beliefs, government intuition, low, pressure groups, notion, not using product, try and work, seller, intermediaries are the significant association with sustainable marketing involved and small businesses.

These variables, mentioned above, communicate between them and the small business. As all of these variables are listed, they show a direct link between sustainable marketing and

small businesses. Therefore, their importance should not be ignored and should be used at best. In general, it can be said that for market stability, small firms should use the best variables that affect them. Because internal and external factors affect all companies.

The assumption of the concept of ecological marketing for producers is maintained by the demand of the green market. In addition, the measurement of social equity concerns society and social marketing.

In addition, social marketing can be classified as a social change management that offers a framework for changing the unhealthy or unhealthy behavior of another person. Some examples of social marketing campaigns are the reduction of tobacco consumption, the reduction of alcohol consumption, etc. In conclusion, the dimension of environmental protection associated with ecological marketing.

Finally, the company concept is characterized by a marketing strategy that offers an incentive to customers to maintain and improve customers and public resources based on the decision-making process in a social area and positive towards the action plans of marketing.

Five factors were incorporated in the Binary Logit model, namely social, psychological, political, and cultural and innovation. The observed level of significance for regression coefficients was proposed that these five factors were the statistically important impact on sustainable marketing and small business.

Suggestions for future research firms need capital and social capital to succeed. The need for social capital is well documented and communicating with local bankers can help small businesses. The social capital requirements for networking in the local community have also been well documented because it affects the performance of small businesses.

Obviously, in the global market, all the factors of the sustainability of the market give special attention. As a result, according to the factors we are considering, we use the market to promote and sustain. The factors such as social, psychological, and cultural factors have a significant impact on market sustainability. As we can see, market stability factors such as social, economic, and cultural variables have had a positive impact on market stability in northern Iraq on small business markets. In contrast, political and psychological factors have had a lasting reversal of the market. Similarly, factors such as innovation, business experience,

and trade or trade have not had a significant impact on the sustainability of the market for small businesses in northern Iraq.

Stability of economic sustainability is the first of a kind of sustainable companies. How can company costs be spent with enough margins to grow the business and meet shareholders? In any case, organizations or companies that have a social orientation and depend on government subsidies to survive are not always considered. The problem is that the networks used and service by these organizations are at risk if the organization withdraws from the financial resources and a sustainable and long-term business understands the true understanding of the value of assets. As a result, economic sustainability, with good reasons, is an important point.

In many cases, reversible energy or renovation of offices to promote energy efficiency can generate long-term savings to cover investment costs several times. There are alternative financing schemes for small and medium enterprises that are estimated to help with other collective financing platforms, green investments or specialized private equity firms. Local businesses are also exploring different avenues for creative, business and marketing models that include free installation (for example, protection or windows) in exchange for a share of the savings of a lifetime.

For experts and small business owners and those who want to start or consult with one, our message is that sustainability is throughout the community. While being both a strategic focus and a tool for long-term profitability. There are strong signs that the theoretical compatibility (sustainability) of a company's stakeholder is preparing a small company to move from inactive to reception, and to prevent it to sustainability into an interactive situation. Controlled activity at that point is to encourage the partners to financial, natural, social, biological, individual and planetary aspects.

In general, targeting will be increasingly successful. When the goal is that people are eager to achieve it. Compared to a goal that is being pursued by a third party, such as the government, a tool or some other far-reaching institution. If possible, target people in the process of setting.

Several companies are using gamification to inspire their employees to save energy. Due to a virtual whiteboard, employees compete with each other to be the most careful to turn off and unplug their devices at the end of the workday. Discouraging disposable cutlery, improving

the use of both sides of paper and advancing internal reuse are simple ways in which companies can improve their position in corporate history books.



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APPENDIX

SURVEY

FACTORS AFFECTING SUSTAINABLE MARKETING ON SMALL BUSSINES IN THE NORTHERN REGION OF IRAQ

Demographic information: please tick where applicable

- 1) Gender: A) Male B) Female
- 2) Age: ()
- 3) Marital Status: A) Single B) Married
- 4) Education: A) Primary B) Secondary C) Diploma
 1. D) Bachelor E) Master
- 5) Income: (IQD)
- 6) What is your position?
 - A) Owner
 - B) General Manager
 - C) HR manager
 - D) Manager
 - E) Financial manager
 - F) Other
- 7) How many employees does the company have? ()
- 8) The industry it belongs to: (Main business)?
 - A) Wholesale, retail and distribution
 - B) Manufacturing
 - C) Services
 - D) Agriculture and agribusiness
 - E) Telecommunications
 - F) IT
- 9) For how long has the company have business :()
- 10) Forms of cooperation and investments:
 - A) Greenfield Investment
 - B) Engineering Contract
 - C) Labor Service Export
- 11) Does your company use a computer for work? Yes No
- 12) What language does your company use work?
 - A) Kurdish
 - B) English
 - C) Turkish
 - D) Arabic

- E) Other
- 13) Does your company provide training for working staff to work better? Yes No
 14) Do you care about employees who are entrepreneurs in your company? Yes No
 15) Does your company have a marketing department? Yes
 No
 16) Have you had any work experience? Yes
 No
 17) Was your previous work experience relevant to your current business? Yes
 No
 18) Did you attend any formal training after start up?
 A. Management
 B. Technical
 C. Both of them
 D. None of them
- 19) Your age when started this business:
 A. 20 or under
 B. 21-30
 C. 31-40
 D. 41-50
 E. 51 above

A) How are the **Social** factors affecting **sustainable marketing**? State your opinion on the following issues:

Variable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
20) Is justice affecting the stability of the market?					
21) Are aesthetic work affects the stability of the market?					
22) Do you feel comfortable workplace has an impact on the stability of the market?					
23) Are security and development plays an important role in the stability of the market?					
24) Is social identity affecting the stability of the market?					

B) How are the **Economic** factors affecting **sustainable marketing**? State your opinion on the following issues:

Variable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
25) Extreme poverty plays a role in the stability of the market?					
26) Is investing in the market stability is important?					
27) Is there relationship between supply and demand and market stability?					
28) Does the purchasing power of people have an impact on the stability of the market?					
29) Do you need an impact on the stability of the market and the requirement of the people?					
30) Does monopoly role in the stability of the market?					

C) How are the **Psychological** factors affecting **sustainable marketing**? State your opinion on the following issues:

Variable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
31) Whether the motivation is important in the stability of the market?					
32) Is the perception of market stability being important?					
33) Is learning market stability is important?					
34) Are attitudes and beliefs being important market stabilization?					

D) How are the **Political** factors affecting **sustainable marketing**? State your opinion on the following issues:

Variable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
35) Are its laws to market stability is important?					
36) Are pressure groups being important to the stability of the market?					
37) Is the government intuition being important for market stability?					

E) How are the **Cultural** factors affecting **sustainable marketing**? State your opinion on the following issues:

Variable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
38) Are the principles of sustainability affecting the market?					
39) Do the notions have a role in the stability of the market?					
40) Are the tastes and behaviors of people having an impact on the stability of the market?					

F) How are the **Innovation** factors affecting **sustainable marketing**? State your opinion on the following issues:

Variable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
41) Are the expectations of sustainability affecting the market?					
42) Make the value have a role in the stability of the market?					
43) Do the needs and demands of customers have a role in the stability of the market?					

G) How are the **Experimental** factors affecting **sustainable marketing**? State your opinion on the following issues:

Variable	Strongly	Disagree	Neutral	Agree	Strongly
	Disagree				Agree
44) Do not use the product in the market will affect the stability?					
45) Do try and work with it this product affects the stability of the market?					

H) How are the **Trading** factors affecting **sustainable marketing**? State your opinion on the following issues

Variable	Strongly	Disagree	Neutral	Agree	Strongly
	Disagree				Agree
46) Do advertisings affect the stability of the market?					
47) Are sellers in the market will affect the stability?					
48) Do intermediaries have an impact on the stability of the market?					

J) How is the sustainable marketing affecting **Products and Services**? State your opinion on the following issues:

Variable	Strongly	Disagree	Neutral	Agree	Strongly
	Disagree				Agree
49) The amount of Suppliers is getting lower					
50) We will not invest in Innovations during the following year					

K) How is the sustainable marketing affecting **Marketing and Sales**? State your opinion on the following issues

Variable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
51) Our marketing expenditure has been reduced					
52) There is greater pressure on prices					
53) The sales volume has decreased					
54) The amount of Customers has decreased					

L) How is the sustainable marketing affecting **Human Resources**? State your opinion on the following issues:

Variable	Strongly Agree	Disagree	Neutral	Agree	Strongly Agree
55) We will cancel/postpone recruitment that was planned before					
56) Salary increases will be lower than planned					
57) Our team is concerned about the viability of the business					

M) How is the sustainable marketing affecting **Financial Activities**? State your opinion on the following issues:

Variable	Strongly Agree	Disagree	Neutral	Agree	Strongly Agree
58) Finance is getting harder to obtain					
59) Our customers are taking longer to pay					
60) Our forecast: profits will fall					

CURRICULUM VITAE

PERSONAL DETAILS:

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EDUCATION:

Degrees Received	Institution Name	Country	FROM	TO	Major	Average %
Bachelors	Azad Islamic Mobarekeh Iran	Iran	1992	1996	Industrial Management	61.5
Master	Lebanese French University	Iraq- Erbil	2010	2012	Business Administration	72

WORK EXPERIENCE:

- **2016- Present:** Lecturer- Faculty of Education- Soran University.
- **2016- Present:** Lecturer- Soran Technical Institute
- **2014- Present:** Lecturer- Rwandwz Private Technical Institute- Rwandwz
- **2009- Present:** Director of Finance- Presidency of Soran University
- **2004- 2009:** Accounting Manager- Faculty of Education- Soran- Salahadin University.

- **Feb,2008- Des, 2008:** Manager of Accounting- College of Law-Soran- University of Salahaddin
- **Feb,2008- Des, 2008:** Manager of Accounting- University of Salahaddin

CERTIFICATION, ATTENDANCE & AWARDS:

- **October, 2016:** Teaching for Success: Online Conference, British Council.
- **September, 2018:** Economic International Conference, Turkey

COMPUTER SKILLS:

- Operating Systems: All the types of Microsoft Windows.
- Internet: Emailing Browse ring and web-Searching.
- Application Programs: MS. Word, MS-Excel, MS. Outlook, MS. Access.
- Web surfing and Internet communications

PUBLICATION:

- Analysis of the Impacts of the Economic Crisis on the Tourism Industry in the City of Soran in 2017. *Journal of University of Polytechnic- Erbil*, 2018