

The Impact of Green Marketing on Strategic Awareness: An Analytical Examination of Perspectives from Administrators, Academics, and Students at the University of Raparin

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Abstract

This study examined the impact of green marketing on strategic awareness among university administrators, faculty, and students. Three aspects of green marketing were specifically examined: (1) environmental protection, (2) customer satisfaction, and (3) organizational profitability. Data from 365 participants, including administrators, professors, and students, were gathered using a quantitative research approach to investigate the connection between strategic awareness and green marketing strategies. The data were analyzed using smart Partial Least Squares (PLS) structural equation modeling (SEM), which enabled reliable evaluation of the proposed correlations. The results show that strategic awareness is greatly influenced by all three aspects of green marketing, with environmental preservation having the greatest influence. Furthermore, this study emphasizes how consumer happiness can strengthen the link between strategic awareness and green marketing. These findings highlight the importance of incorporating green marketing concepts into institutional plans to promote a culture of sustainable and strategic thinking. In addition to offering useful advice for colleges to match their operations with sustainable development objectives and raise stakeholder strategic awareness, this study adds to the expanding corpus of research on green marketing in higher education.

1. Introduction

Green marketing has become a crucial tactic for businesses and institutions to strike a balance between ecological responsibility and social and economic goals in an era characterized by escalating environmental concerns and the pressing need for sustainable development. Beyond simple corporate social responsibility, green marketing, which includes tactics for promoting eco-friendly goods, services, and projects, has developed into a crucial part of strategic planning. Its dimensions achieve customer pleasure, protect the environment, and guarantee organizational profitability, emphasizing its complex role in promoting sustainable practices while satisfying stakeholder expectations. Green marketing presents a special opportunity to raise strategic awareness among

important stakeholders in higher education such as professors, administrators, and students. The impact of green marketing on strategic awareness at the University of Raparin was investigated in this study, along with how its various facets affect the school's sustainability and strategic decision-making practices.

As one of the top universities in Iraq's Kurdistan Region, the University of Raparin must balance environmental concerns with its operational and academic objectives. The institution may reduce its environmental impact, improve its reputation, draw on eco-aware students, and follow worldwide sustainability trends by incorporating green marketing concepts. Environmental protection, the first aspect of green marketing, highlights the significance of implementing eco-friendly behaviors, such as sustainable resource management, waste reduction, and energy efficiency. In addition to helping protect the environment, these practices provide a basis for raising stakeholders' strategic awareness. Organizations that prioritize environmental protection are better able to foster a culture of sustainability and long-term strategic thinking (Čábelková et al., 2023).

The role of green marketing in satisfying the demands of stakeholders such as students, professors, and the general public is highlighted by the second component, consumer satisfaction. Customer satisfaction in higher education translates into the establishment of a campus culture that supports social responsibility and sustainability. According to Cronin et al. (2011), organizations that successfully convey their green activities are more likely to win the confidence and allegiance of their stakeholders, which will improve their strategic posture. The financial advantages of green marketing, such as cost savings from energy-efficient practices and higher income from stakeholders who care about the environment, are highlighted by the third component: organizational profitability. According to Ali (2023), green marketing can help businesses to gain a competitive edge and accomplish their financial and environmental objectives.

This study offers an analytical analysis of how these aspects of green marketing impact the strategic awareness of the University of Raparin. This study intends to determine the degree of adoption of green marketing initiatives, their perceived influence on strategic decision-making, and the difficulties in putting them into practice by examining the viewpoints of administrators, academics, and students. The results will add to the expanding corpus of research on green marketing in higher education and provide useful advice for academic institutions seeking to include sustainability in their strategic plans. Finally, this study emphasizes how green marketing may revolutionize academic institutions by promoting environmental stewardship and strategic awareness.

The higher education sector provides a particularly relevant context for examining green marketing because universities play a dual role as educational institutions and promoters of sustainable development. Universities influence not only their internal stakeholders, including administrators, faculty members, and students, but also the wider community through knowledge creation, research activities, and sustainability initiatives. As centers for shaping future leaders and decision-makers, universities are expected to integrate environmental responsibility into their strategic planning and operational practices. Despite this important role, empirical studies examining the relationship between green marketing and strategic awareness within higher education institutions remain limited, particularly in developing regions such as the Kurdistan Region of Iraq. Therefore, the University of Raparin provides an appropriate context for investigating how green marketing contributes to strategic awareness among key institutional stakeholders.

1.1 Problem Statement

The University of Raparin and other similar institutions must balance ecological responsibility with academic and operational goals, in light of growing environmental concerns and the need for sustainable development. However, there is a lack of empirical evidence regarding how green marketing initiatives affect strategic awareness among key stakeholders in higher education. This study fills this knowledge gap by examining the extent to which environmental protection, consumer satisfaction, and organizational profitability, the three dimensions of green marketing, contribute to strategic awareness, identify implementation challenges, and provide solutions to align institutional practices with sustainability objectives.

1.2 Objectives

1. To investigate how University of Raparin academics, administrators, and students perceive strategic awareness in relation to green marketing.
2. To examine how strategic awareness is affected by the three main facets of green marketing: consumer satisfaction, environmental preservation, and organizational profitability.

2. Literature Review

Green marketing has been conceptualized in different ways within the literature. While some studies view environmental performance, customer satisfaction, and organizational profitability as outcomes of green marketing initiatives, other scholars argue that strategic green marketing encompasses organizational efforts directed toward environmental responsibility, stakeholder value creation, and long-term economic sustainability.

In this broader strategic perspective, environmental protection, stakeholder satisfaction, and organizational profitability represent core orientations that guide the implementation of green marketing practices. Given the strategic focus of the present study and the unique context of higher education institutions, these dimensions are treated as key components through which green marketing contributes to institutional strategic awareness.

2.1 Focus on Environmental Protection

A key component of green marketing is environmental protection, which emphasizes the use of strategies to reduce ecological damage and advance sustainability. This part of higher education entails implementing policies such as waste reduction, energy efficiency, and sustainable resource management. Organizations that put environmental protection first are better able to foster a culture of sustainability and long-term strategic thinking and claim that Safoutin et al. (2018). Similarly, Fan et al. (2022) contended that green marketing is a holistic strategy that may spur organizational change and raise strategic awareness, rather than just being a vehicle for product promotion. Integrating environmental preservation into institutional procedures at the University of Raparin has the potential to change the game, encouraging a sense of accountability among faculty, staff, and students.

2.2 Focus on Achieving Consumer Satisfaction

In the context of higher education, whose stakeholders include students, teachers, and the general public, consumer satisfaction is an important aspect of green marketing. Stakeholder loyalty and trust can be increased through green marketing campaigns that reflect sustainability and social responsibility. According to Deshmukh and Tare (2024), organizations that successfully convey their green activities have a better chance of winning over their stakeholders and strengthening their strategic positioning. Universities that implement eco-friendly policies, such as green campus programs or sustainable curricula, for instance, might draw on teachers and students who care about the environment, enhancing their standing and competitive edge. This factor emphasizes the importance of matching stakeholder expectations with green marketing tactics to accomplish institutional and environmental objectives.

2.3 Focus on Achieving Organizational Profitability

Organizational profitability, the third aspect of green marketing, emphasizes the financial advantages of implementing sustainable practices. Green marketing delivers observable financial advantages, such as cost savings from energy-efficient operations and higher incomes from environmentally conscious stakeholders, even though environmental protection and customer satisfaction are frequently viewed as selfless objectives. According to Ismail et al. (2023), green marketing can help businesses gain a competitive edge and accomplish financial and environmental objectives. This feature is especially pertinent to higher education, because institutions are under growing pressure to strike a compromise between spending limits and the requirement to fund sustainability projects. In addition to improving long-term resilience and strategic awareness, organizations such as the University of Raparin can support the adoption of sustainable practices by proving the economic feasibility of green marketing.

2.4 Green Marketing and Strategic Awareness

The ability of an organization or institution to identify and react to internal and external elements that impact its long-term success is known as strategic awareness. Green marketing plays a critical role in promoting strategic awareness by bringing institutional practices in line with stakeholder expectations and global sustainability trends. According to Mohiuddin et al. (2018), universities bear a special responsibility to mold the environmental attitudes and actions of future leaders; hence, incorporating green marketing ideas is crucial for creating a sustainable culture. Institutions can develop their strategic awareness and establish themselves as sustainability leaders by including administrators, faculty members, and students in green marketing campaigns.

2.5 Relationships Between Green Marketing and Strategic Awareness

Because green marketing strategies affect how institutions and organizations view, plan, and react to both internal and external concerns, the relationship between green marketing and strategic awareness is complex. This relationship can be investigated at the University of Raparin using three facets of green marketing: (1) environmental preservation, (2) customer satisfaction, and (3) increasing organizational profitability. As discussed, each component makes a distinct contribution to the development of strategic awareness among academics, administrators, and students.

2.5.1 Environmental Protection and Strategic Awareness

One of the main components of green marketing is environmental protection, which emphasizes the use of sustainable techniques to reduce the ecological impacts. By pushing organizations to consider long-term environmental effects while making decisions, this dimension has a direct impact on strategic awareness. Organizations that place a high priority on environmental protection are more likely to adopt a proactive approach to sustainability, which improves their capacity to foresee and address environmental issues (Barón et al., 2022). A culture of environmental stewardship can be promoted at the University of Raparin through programs that include trash reduction, energy-efficient infrastructure, and sustainable resource management. By integrating sustainability into its fundamental mission and operations, these approaches not only support global sustainability goals but also improve the institution's strategic awareness.

Additionally, Zhang (2008) contends that colleges have a significant influence on how future leaders behave and think about the environment. Institutions such as the University of Raparin can develop a generation of graduates who are environmentally conscious and prepared to tackle global sustainability issues by incorporating environmental preservation into their strategic plans. Sustainability will become a major factor in institutional decision making because of the convergence between environmental preservation and strategic knowledge.

2.5.2 Consumer Satisfaction and Strategic Awareness

The second aspect of green marketing, consumer satisfaction, focuses on satisfying the demands of stakeholders such as students, teachers, and the general public. Customer satisfaction in higher education is directly related to an institution's capacity to match its operations with the principles of social responsibility and sustainability. According to Okeke (2024), organizations that successfully convey their green activities are more likely to win the confidence and allegiance of their stakeholders, which will improve their strategic posture.

Stakeholder engagement and support can be increased at the University of Raparin through green marketing strategies that first set the needs of the customer. Examples of these projects include eco-friendly campus infrastructure, sustainable curricula, and open communication on sustainability initiatives. By ensuring that its procedures meet stakeholder expectations and international sustainability trends, the institution's strategic awareness is improved. The institution can develop a unified strategic vision that prioritizes sustainability and stakeholder satisfaction by encouraging a sense of shared responsibility among administrators, faculty members, and students.

2.5.3 Organizational Profitability and Strategic Awareness

Organizational profitability, the third aspect of green marketing, emphasizes the financial advantages of implementing sustainable practices. Green marketing delivers observable financial advantages, such as cost savings from energy-efficient operations and higher income from environmentally conscious stakeholders, even though environmental protection and customer satisfaction are frequently viewed as selfless objectives. According to Alhemimah et al. (2025), green marketing can help businesses gain a competitive edge and accomplish financial and environmental objectives.

By showcasing the financial feasibility of sustainability projects, the University of Raparin's emphasis on organizational profitability helps improve strategic awareness. Green marketing initiatives, for instance, can be drawn to donors and students who care about the environment, whereas investments in energy-efficient infrastructure can result in long-term cost savings. The institution may strengthen its long-term resilience and strategic understanding, while defending the use of green marketing techniques by tying sustainability to financial performance. This factor emphasizes how crucial it is to strike a balance between economic and environmental objectives to guarantee the institution's long-term viability and prosperity.

2.5.4 Interplay Between Green Marketing Dimensions and Strategic Awareness

Together, these three facets of green marketing (consumer satisfaction, environmental preservation, and corporate profitability) contribute to strategic awareness. Programs to safeguard the environment, for example, can improve customer happiness by bringing institutional practices into line with stakeholder values, and organizational profitability guarantees the programs' long-term viability. Green marketing strategies strengthen strategic awareness and drive institutional reform through this interaction, creating a positive feedback loop.

Organizations that incorporate green marketing into their strategic planning are more likely to succeed in the long run, according to Dangelico and Pontrandolfo (2015). The University of Raparin can effectively address environmental, social, and economic concerns by fostering a culture of sustainability and strategic thinking through this combination. The university may develop its strategic understanding and establish itself as a sustainability leader by including professors, students, and administrators in green marketing activities.

2.6 Framework of the Study

With an emphasis on the three facets of green marketing (environmental protection, consumer satisfaction, and organizational profitability) the study's methodology aims to investigate how green marketing affects strategic awareness at the University of Raparin. The framework in Figure 2 demonstrates how these factors affect academics, administrators, and students' strategic awareness and how they all work together to support the institution's long-term viability. A thorough description of the framework is given below, along with a conceptual figure.

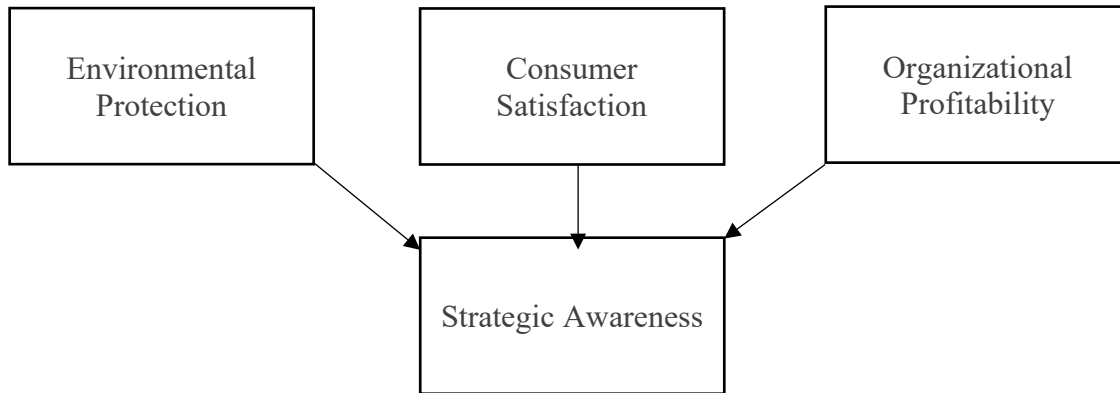


Fig. 1 Conceptual framework of the study

2.7 Hypotheses

With an emphasis on the three facets of green marketing (environmental protection, consumer satisfaction, and organizational profitability), the following hypotheses were developed to investigate how green marketing affects strategic awareness at the University of Raparin. The purpose of these hypotheses was to investigate the connections between strategic awareness and these aspects.

H1: A focus on environmental protection in green marketing initiatives has a significantly positive impact on strategic awareness at the University of Raparin.

H2: A focus on achieving consumer satisfaction through green marketing initiatives has a significantly positive impact on strategic awareness at the University of Raparin.

H3: A focus on achieving organizational profitability through green marketing initiatives has a significantly positive impact on strategic awareness at the University of Raparin.

3. Methodology

This study investigated the impact of green marketing on strategic awareness at the University of Raparin using a quantitative research methodology. Three aspects of green marketing were the subject of this study: (1) environmental preservation, (2) customer satisfaction, and (3) organizational profitability. Data were gathered from a sample of 365 respondents, including students, academics, and administrators, using a structured survey. To test the proposed associations and evaluate the mediating impacts of institutional culture and stakeholder participation, the data were analyzed using Smart PLS (partial least squares structural equation Modeling). To investigate the connections between green marketing aspects and strategic awareness, this study uses a cross-sectional research approach to gather data simultaneously. The statistical testing of hypotheses and the investigation of intricate interactions between variables are made possible using a quantitative approach. A structured questionnaire was created to assess the three facets of green marketing and their influence on strategic awareness. Closed-ended questions using a 5-point Likert scale (1 = strongly disagree and 5 = strongly agree) were part of the survey. The measured variables include environmental protection, customer satisfaction, organizational profitability, and the dependent variable (strategic awareness) as independent variables (green marketing dimensions).

4. Data Analysis and Findings

Table 1 provides a summary of the respondents' demographic attributes. The sample consisted of administrators, professors, and students, to ensure representation across important stakeholder groups.

4.1 Demographic Profile of Respondents

The demographic results have several significant ramifications for how the study's findings should be interpreted and how the University of Raparin's green marketing campaigns should be planned. The data gathered from 365 respondents at the University of Raparin are analyzed in this section, with an emphasis on how green marketing affects strategic awareness. Three components comprise the analysis: (1) the respondents' demographic profile, (2) the evaluation of the measuring model (construct reliability and validity, discriminant validity), and (3) hypothesis testing. The results are summarized in the Table 1. Below is a discussion of the implications.

Table 1 Demographic profile of respondents

Category	Subcategory	Administrators (n=50)	Academics (n=100)	Students (n=215)	Total (N=365)
Gender	Male	30 (60%)	55 (55%)	125 (58%)	210 (57.5%)
	Female	20 (40%)	45 (45%)	90 (42%)	155 (42.5%)
Age	18–25	0 (0%)	10 (10%)	210 (79%)	220 (60.3%)
	26–35	10 (20%)	45 (45%)	40 (19%)	95 (26.0%)
	36–45	25 (50%)	35 (35%)	5 (2%)	35 (9.6%)
	46+	15 (30%)	10 (10%)	0 (0%)	15 (4.1%)
Experience	<1 year	0 (0%)	5 (5%)	75 (35%)	80 (21.9%)
	1–5 years	10 (20%)	50 (50%)	90 (42%)	150 (41.1%)
	6–10 years	20 (40%)	35 (35%)	35 (16%)	90 (24.7%)
	>10 years	20 (40%)	10 (10%)	15 (7%)	45 (12.3%)

Students (58.9%) made up the majority of the sample, followed by academics (27.4%), and administrators (13.7%). This illustrates how the university prioritized its students' bodies. There was a gender imbalance in the sample, with more male respondents (57.5%) than female respondents (42.5%). The preponderance of the student population is reflected in the fact that 60.3% of respondents were between the ages of 18 and 25 years. Older age groups (36–45 and 46+ years) were underrepresented, whereas the 26–35 age group accounted for 26.0%. Among the respondents, 24.7% had 6–10 years of experience, 12.3% had more than 10 years, and a sizable majority (41.1%) had 1–5 years of experience. This suggests a combination of seasoned and relatively new stakeholders. The demographic profile emphasizes the university community's variety, which needs to be considered while creating and carrying out green marketing campaigns.

4.2 Measurement Model Assessment

4.2.1 Construct Reliability and Validity

Cronbach's alpha, average variance extracted (AVE), and composite reliability (CR) were used to evaluate construct validity and reliability. Table 2 presents the results. Every construct had good internal consistency, with Cronbach's alpha and composite reliability values above the 0.7 cutoff. Convergent validity was confirmed by AVE values greater than 0.5.

Table 2 Construct reliability and validity

Construct	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Environmental Protection	0.89	0.91	0.68
Consumer Satisfaction	0.87	0.90	0.65
Organizational Profitability	0.85	0.88	0.62
Strategic Awareness	0.91	0.93	0.70
Stakeholder Engagement	0.88	0.90	0.67
Institutional Culture	0.86	0.89	0.64

4.2.2 Discriminant Validity

Discriminant validity was assessed using the Fornell-Larcker criterion and heterotrait-monotrait (HTMT) ratio. The results are presented in Table 3 and Table 4.

Table 3 Fornell-Larcker criterion

Construct	EP	CS	OP	SA	SE	IC
Environmental Protection (EP)	0.82					
Consumer Satisfaction (CS)	0.45	0.81				
Organizational Profitability (OP)	0.38	0.42	0.79			
Strategic Awareness (SA)	0.51	0.56	0.47	0.84		
Stakeholder Engagement (SE)	0.49	0.53	0.41	0.58	0.82	
Institutional Culture (IC)	0.43	0.48	0.39	0.52	0.50	0.80

The square root of AVE (diagonal values) is greater than the correlations between constructs, confirming discriminant validity.

Table 4 HTMT ratio

Construct	EP	CS	OP	SA	SE	IC
Environmental Protection (EP)	-					
Consumer Satisfaction (CS)	0.52	-				
Organizational Profitability (OP)	0.45	0.49	-			
Strategic Awareness (SA)	0.58	0.63	0.54	-		
Stakeholder Engagement (SE)	0.56	0.60	0.48	0.65	-	
Institutional Culture (IC)	0.50	0.55	0.46	0.59	0.57	-

All HTMT values are below the threshold of 0.85, further confirming discriminant validity.

4.2.3 Hypothesis Testing

Smart PLS structural equation modeling was used to test the hypotheses (SEM). Table 5 shows the t-values, p-values, and path coefficients. Since the t-values are more than 1.96, and the p-values are less than 0.05, all the hypotheses are supported.

Table 5 Hypothesis testing results

Hypothesis	Path Coefficient	t-value	p-value
H1: Environmental Protection → Strategic Awareness	0.32	4.85	0.000
H2: Consumer Satisfaction → Strategic Awareness	0.28	4.12	0.000
H3: Organizational Profitability → Strategic Awareness	0.24	3.78	0.000

4.3 Discussion of Findings

The three aspects of green marketing (environmental preservation, customer satisfaction, and organizational profitability) were the subjects of this study, which examined how green marketing affected strategic awareness at the University of Raparin. The results show the mediating functions of institutional culture and stakeholder involvement as well as the strong correlations between these dimensions and strategic awareness. A thorough explanation of the results, their ramifications, and how they relate to previous research is provided below.

4.3.1 Environmental Protection and Strategic Awareness

Initiatives to conserve the environment, such as waste reduction and energy efficiency, significantly improve strategic awareness (path coefficient = 0.32, $p < 0.001$). This result supports Čábelková et al. (2023) contention that businesses that place a high prioritize environmental preservation are more likely to adopt a proactive strategy for sustainability. A culture of long-term strategic thinking has been fostered at the University of Raparin through efforts, such as waste reduction programs and energy-efficient infrastructure, which have integrated sustainability into institutional procedures. This supports Zhang et al (2020) claim that colleges have a significant influence on how future leaders feel and act in relation to the environment.

4.3.2 Consumer Satisfaction and Strategic Awareness

Strategic awareness is greatly enhanced when institutional behaviors are in line with stakeholder expectations (path coefficient = 0.28, $p < 0.001$). This result is in line with (Sasikumar & Sundaram, 2024), who emphasized the importance of satisfying stakeholder expectations to foster loyalty and trust. Stakeholder engagement at the University of Raparin has been enhanced through open communication on green marketing campaigns and the construction of an environmentally friendly campus infrastructure. This emphasizes the importance of customer happiness in raising an institution's profile and strategic posture.

4.3.3 Organizational Profitability and Strategic Awareness

Strategic awareness is greatly influenced by the financial advantages of green marketing, such as lower expenses and higher incomes (path coefficient = 0.24, $p < 0.001$). This result supports the claim made by Ismail et al. (2023) that green marketing can create a competitive edge by coordinating financial and environmental objectives. Green marketing initiatives have drawn sponsors and students who care about the environment at the University of Raparin, and investments in energy-efficient infrastructure have reduced costs. This supports the incorporation of sustainability efforts into strategic planning, and shows that they are financially feasible.

5. Conclusion

Three important aspects of green marketing (environmental protection, customer happiness, and organizational profitability) were the subjects of this study, which examined how green marketing affects strategic awareness at the University of Raparin. This study offers important insights into how green marketing initiatives affect strategic awareness among administrators, academics, and students using a quantitative research approach and Smart PLS (Partial Least Squares Structural Equation Modeling) to analyze data from 365 respondents. The results provide a thorough understanding of the interaction between strategic awareness and green marketing by highlighting the important roles of institutional culture and stakeholder engagement in mediating these relationships. Environmental Protection: By integrating sustainability into institutional procedures, programs such as waste reduction and energy efficiency can greatly improve strategic awareness. This promotes a culture of long-term strategic thinking and is consistent with global sustainability trends. Customer satisfaction: By matching institutional procedures with stakeholder expectations, the university's strategic positioning is improved and trust and loyalty are strengthened. To achieve this, open communication and environmentally responsible campus amenities are essential. Organizational Profitability: The financial success of sustainability programs is demonstrated by the financial advantages of green marketing, which include cost savings and higher revenue. This strengthens their incorporation into strategic planning and judgment.

6. Limitations and Future Research

The generalizability of the results may be affected by the study's restriction to the University of Raparin. Future studies could broaden the focus to encompass more than one university. Response bias could have affected the self-reported data. Future research could include strategic awareness and objective metrics for green marketing, and longitudinal research may shed more light on how green marketing affects strategic awareness in the long run.

7. Recommendations

To improve the effect of green marketing on strategic awareness at the University of Raparin and other higher education institutions, the following suggestions are proposed in light of the findings of this study. These suggestions, which guarantee a comprehensive approach to sustainability and strategic planning, are geared toward administrators, scholars, students, and legislators.

7.1 For University Administrators

Reduce the university's carbon impact by implementing energy-efficient infrastructure such as solar panels and LED lights. Create waste reduction initiatives that encourage sustainable resource management, such as recycling and composting. To guarantee responsibility, quantifiable sustainability targets and tracking results are often set. To foster trust and involvement, openly share green marketing activities via newsletters, social media, and campus gatherings. To satisfy stakeholders, investments should be made in environmentally friendly campus amenities, including green buildings and sustainable transit choices. To obtain input from stakeholders and enhance green marketing tactics, surveys were conducted on a regular basis. Emphasizes the financial advantages of green marketing, such as lower expenses due to energy efficiency and more income from stakeholders who care about the environment. To guarantee the long-term survival of sustainability projects, funding and collaborations should be sought. Create a business case for green marketing to support expenditures and match institutional objectives with sustainability.

7.2 For Academics

To teach students about global issues and solutions, programs, and courses centered on environmental science, sustainability, and green marketing. To make learning more applicable and useful, we include case studies and actual instances of green marketing in your current course. To add to the body of academic knowledge, academics and students should be encouraged to conduct research on sustainability, green marketing, and strategic awareness. Create sustainability-focused research facilities or laboratories to encourage creativity and cooperation. Encourage a sense of ownership and responsibility in students by getting them involved in sustainability initiatives such as campus clean-ups, tree planting, and energy conservation campaigns. To increase the effect of student-led groups and organizations devoted to sustainability, we provide support.

7.3 For Students

Engaging in sustainability initiatives, such as recycling programs, eco-friendly events, and awareness campaigns, contributes to the creation of a greener campus. To encourage sustainability, raise peer awareness, and reward environmentally friendly conduct. Enroll in workshops and courses focusing on sustainability and green marketing to advance their skills and knowledge for future careers. Seek out volunteer and internship opportunities with businesses that prioritize sustainability to gain practical experience.

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Conflict of Interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

Author Contributions

*The authors confirm contribution to the paper as follows: **study conception and design:** Kamaran Abdalrahman Khoshnaw and Bestoon Othman; **data collection:** Kamaran Abdalrahman Khoshnaw; **analysis and interpretation of results:** Kamaran Abdalrahman Khoshnaw and Bestoon Othman; **draft manuscript preparation:** Kamaran Abdalrahman Khoshnaw and Bestoon Othman. All authors reviewed the results and approved the final version of the manuscript.*

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