

Reflection of green marketing in perceived customer value: An applied study at Al-Zahrawi Surgical Hospital

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Article History: Received: 11 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 16 May 2021

Abstract: The research aims to test the impact of green marketing in its dimensions (green product, green pricing, green distribution, green promotion) on the perceived value of the customer in its dimensions (functional, emotional, and social), in Al-Zahrawi Surgical Hospital in the State of Iraq. The research problem was represented by the question that states: The effect of green marketing activities on the perceived value of the customer in Al-Zahrawi Surgical Hospital. "The research relied on two main hypotheses with the correlation test and one for the simple linear regression test to explore and treat the research problem. As for the research sample, it was represented by (220) individuals from doctors, nurses, and administrators from the researched hospital's staff. The questionnaire was used as a main tool for collecting data prepared by the researcher based on ready-made measures, and the researcher adopted a set of statistical methods, including (the arithmetic mean, standard deviation, coefficient of variation,), and the data were analyzed through the use of statistical programs (SPSS V.24). The research adopted the descriptive analytical method. Among the most prominent results that have been reached is the existence of a statistically significant correlation and impact relationship between the green marketing variable with its dimensions (green product, green pricing, green distribution, green promotion) in the perceived value of the customer in its dimensions (functional, emotional, and social). The research concluded with a set of recommendations. The most important of which is the necessity to activate the role of external and internal oversight committees to assess green orientation measures in health services provided by hospitals and prices in line with international standards.

Key words: green marketing, perceived customer value.

1. Introduction

Green marketing is one of the most important pillars that organizations and various sectors rely on to raise productivity levels and the effectiveness of the presentation, pricing, promotion and distribution process for their products within the green marketing approach, and an attempt to satisfy their customers and gain their loyalty to the organization's products. On a comprehensive marketing concept aimed at providing products, promoting them, distributing them, consuming them, recycling their waste and landfills, to ensure that they are less harmful to the environment. As such, green marketing depends on a wide range of activities, starting from product introduction, changes in the production process, changes to packaging, as well as awareness and educational promotion, as well as the form and composition of green marketing activities represented by the green marketing mix (green product, green pricing). Green distribution, green promotion) helps greatly in determining the extent of the organizations' desire to achieve customer satisfaction and the extent of effort that the organizations will make in order to deliver their products to their customers and achieve their desires in a manner that is not harmful to the environment.

2. Methodology

1.2. Research problem

Hospitals are among the most important service organizations for citizens throughout the country, especially the targeted country of Iraq through research, for the vital role that these hospitals play in relation to their health services and their impact on public health for the general population, and therefore their products must be characterized by the use of elements and dimensions of green marketing, but The reality indicates that it still suffers from a clear deficiency in the green approach to preserving the environment when providing the health product to the beneficiaries, as well as the levels of value that the beneficiaries realize are affected in the presence of a green trend, whatever the levels of the latter, as the repercussions of this result from the possession of awareness and awareness of the general population Society for the importance of green marketing, including the green product and green pricing, and the response to green promotion and green distribution. Therefore, the research problem starts with the following main question: - What is the impact of green marketing activities on the perceived value of the customer for health organizations in the State of Iraq.

A number of the following questions arise from it:

(1) What is the extent of interest in green marketing and the perceived value of the customer in Al Zahrawi Surgical Hospital? (2) Is there a correlation between green marketing by removing it and the perceived value by removing it to the customer in Al Zahrawi Surgical Hospital? (3) Is there a significant effect of green marketing by removing it in the perceived value? For the customer to depart her in Al-Zahrawi Surgical Hospital?

2.2. Importance

The importance of research is embodied in diagnosing the level of green orientation in particular, green marketing, including the provision of a green product, which is represented by green health services that should be provided by hospitals, green pricing, promotion, awareness and education towards adopting green concepts and green distribution and determining the level of perceived value to the customer for these concepts to provide research For health institutions in particular, hospitals contribute to highlighting them for the purpose of encouragement, awareness and education towards adopting green trends, as well as explaining to the health organization the extent to which green marketing is related and the perceived value of the customer, especially in light of the current situation, which is represented by the escalation of epidemics, and it is also not hidden that green marketing is not limited to its role Selling products for the purpose of profitability, but providing solutions and organizations that may be in need of a green approach, which are hospitals because of their connection to the health and safety of citizens, as well as clarifying the role of green marketing in raising the efficiency of health services and presenting them to the research hospital to motivate and encourage it to apply environmental standards and work to adopt environmentally friendly policies regarding products Health.

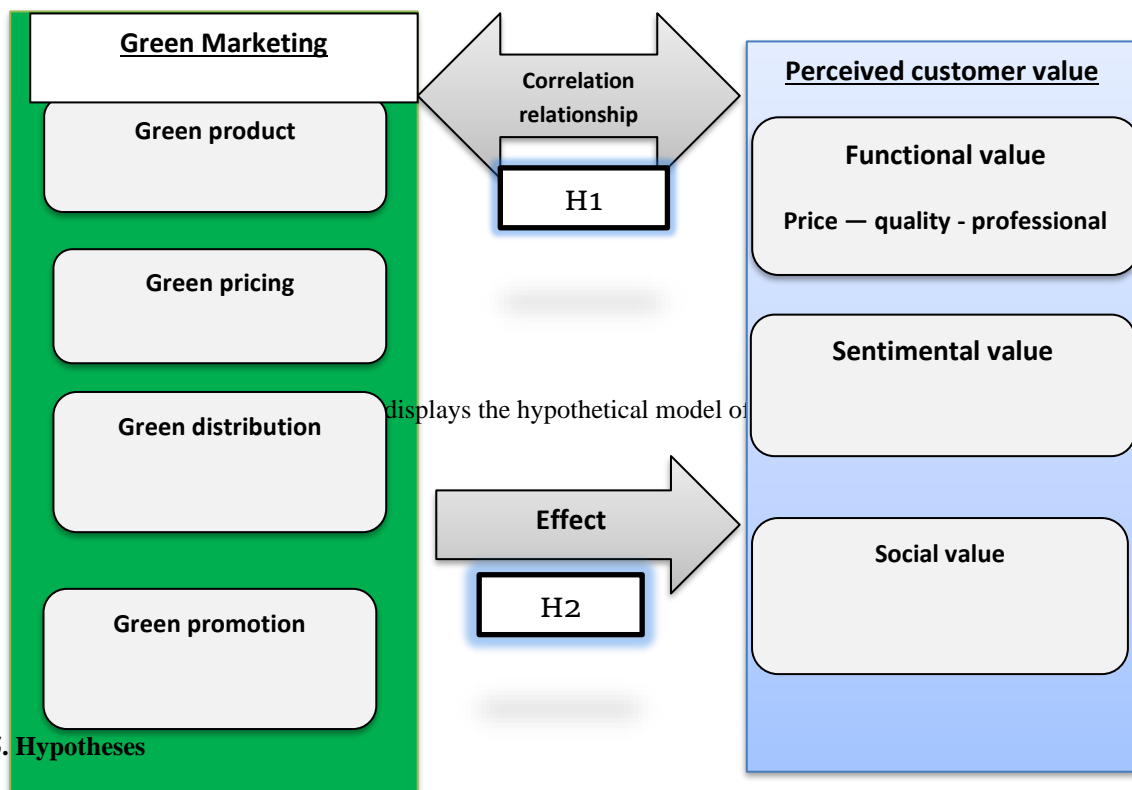
3. Objectives

The research aims to achieve a set of goals, the most important of which are:

1. Diagnosis of the level of adoption of green marketing procedures at Al-Zahrawi Surgical Hospital
2. Diagnose the level of concern for perceived value for the customer at Al Zahrawi Surgical Hospital
3. To diagnose the extent of an association between green marketing with its dimensions and the perceived value of the customer by removing it in Al-Zahrawi Surgical Hospital.
4. Determining the extent of the influence of green marketing by its dimensions in the perceived value of the customer by its dimensions in Al-Sadr Hospital.

4.2. Sample

Figure No. (1) displays the hypothetical model of the research by dealing with the relationships between the main and sub-variables of the research, as the one-way arrow represents influence relationships, while the two-way arrow represents the correlation relationship.



2.5. Hypotheses

The research is based on two main hypotheses:

The first main hypothesis: - There is a statistically significant correlation relationship between green marketing with its dimensions and the perceived value of the customer in its remoteness.

The second main hypothesis: - There is a statistically significant effect between green marketing in its dimensions and the perceived value of the customer by its dimensions.

2.6. Data collection tools

The researchers adopted the descriptive and analytical approach in carrying out this research. They used the questionnaire to collect data that was prepared using the ideas of a number of researchers in the field, as shown in Table (1):

The source of the scale	Dimensions
Denial & Magariños, David,2017	Dimensions of green marketing (green product, green pricing, green distribution, green (distribution)
Madlala, Andile B.,(2013)	Dimensions of perceived customer value (functional-emotional-social

Note: The questionnaire was prepared according to Likert's 5D scale (1) totally decline (2) refuse (3) neutral (4) agree (5) completely agree

4. The theoretical background

3.1: Green Marketing

3.1.1 The concept of green marketing

The concept of green marketing began to receive special attention since the sixties of the last century, when it became a concern of organizations and its concept began to be interpreted in terms that vary according to the organization's orientation, the nature of its activity, and the areas of its use of green marketing practices. Researchers in the field of green marketing differ about providing a specific definition of green marketing because of the differences in schools and the approaches adopted by researchers. Because of the different time periods in which these definitions were presented, as (Al-Rabia'i et al., 158: 2020) defined it as the overall management process responsible for identifying, anticipating and satisfying the needs and requirements of customers and society in a profitable manner, taking into account the principle of sustainability. He indicated (Vijail & Anitha, 2020: 4138) the marketing activities related to the marketing and selling of products based on their environmental benefits, as they are produced and packaged in an environmentally friendly way. He added (Vaitone & Skackauskiene, 2020: 151) is the necessary activities carried out by organizations aiming to enhance the positive impact and reduce the negative impact of products on the environment. The researcher believes, through what he concluded from the writers and researchers of the previous definitions, that the concept of green marketing is concerned with studying all activities of the organization with an environmental dimension while carrying out planning and development of the elements of the marketing mix, achieving the goals of the organization, satisfying the desires of current and prospective customers, preserving their environment and providing environmentally friendly products when presented. Or when getting rid of it.

3.1.2 The importance of green marketing

Recent surveys have shown that organizations that offer their current products and reinforce them with their idea of environmental safety do better than those who don't care much about their environment. This is also

evidenced by the accessibility and entry into new markets, the overall competitive advantage enjoyed by organizations over other organizations and most importantly the sustainability of their profits.

(Vijail & Anitha, 2020: 4139-4140) mentioned a number of benefits that green marketing provides to both the customer, organizations and the environment, including: -

1. Green marketing positively affects human health and the environment. Customers are familiar with the pure products and the pure production methods used in production as well as the disposal methods.

2. Green marketing has developed special effects in the modern market, as green indicates purity through quality, fair price and merit in dealing, and this encourages integrated efforts for purity in production and consumption.

3. Green marketing focuses on marketing environmentally friendly products to meet the needs and desires of customers with ease and less harm to the environment.

(Allannunzzi, 2018: 8) added that implementing environmental initiatives can help organizations adjust their resources. Organizations believe that their image and compliance and preventing environmental accidents is an important driver of EMS practices. Environmental drivers involving related parties are closely related to environmental management systems because they can improve relationships with stakeholders. Most of the previous studies have focused on general environmental behavior and have not paid much attention to green procurement behavior. But with the passage of time and expansion of green marketing, more attention has been paid to green procurement behavior. Although the role of governments and organizations in protecting the environment is important and undeniable, consumers have a more important role in protecting the environment and in fact the consumer can help protect the environment by purchasing and using green products. Today we can say that consumers are looking for something more than products.

3.1.3 Dimensions of green marketing

Given that green marketing requires an integrated set of activities, it is important for organizations to know what they want to do and why they do it. All organizations' actions need to support this consistent approach across the green marketing mix (green product, green pricing, green distribution, and green promotion) since the components of The mix illustrates the organizations' value proposition to the market. Each component of the marketing mix will be reviewed and restructured to align with the green marketing approach. This will lead to the development of consistent, verifiable and meaningful "green" marketing mix elements.

1. Green products

The development of green products for the market is an effective decision that facilitates the process of environmental or green orientation and it is a means by which the company defines and hands over its environmental sites along with distribution, pricing and coordinated and integrated promotion. It will establish its competitive characteristics compared to other major players. (Taghian & Polonsky, 2019: 237) The green product needs to be developed according to the customers' desires, as the products can be manufactured from recycled materials that reduce the dangerous consequences for the surrounding environment. (Mayakkannan, 2019: 2).

2. Green pricing

(Taghian, & Polonsky, 2019: 238) indicated that pricing green products is similar to the pricing of traditional products in that the prices must be set in relation to specific marketing objectives and taking into account the main internal and external factors such as customer expectations. (Mayakkannan, 2019: 3) added Green pricing takes into account customers, their incomes, stakeholders, communities and the environment and ensures green productivity as value can be added to it by transforming its manifestations functionally and through personalization.

3. The green distribution:

Green Distribution includes "activities and practices aimed at improving the environmental performance of the company's demand chain". (Mukonza & Swarts, 2019: 6), since there is an internal and external approach to green distribution in the internal approach, researchers look at the internal environment of the organization, which should be a place where employees and managers can identify environmental issues in the internal procedures of the organization and the effectiveness of the internal space in dealing with the product. (Almajali & Tarabieh, 2020,417) added that customers are attracted as a result of good employee behavior and providing an attractive environment. Green distribution also relates to "delivering green products at the right time to the right customers and place."

5. 4. Green Promotion

(Evelina et al. 2020: 2619) indicated that green promotion is a communication designed to inform stakeholders of efforts and commitment to preserving the environment such efforts as the delivery of environmentally friendly products and socialization related to environmental protection. Green promotion is also referred to as communication. Who promotes the product and services in addition to promoting the green advertising campaign, it must also have characteristics that enhance the company's image of social responsibility. And it has a positive impact on the company, and in this regard (Almajali & Tarabieh, 2020,417) indicated that "green promotion is about giving correct, honest and not misleading information.

3.2 Perceived customer value

3.2.1 The concept of perceived customer value

Most of the organizations have relied on the superiority of their products and to distinguish them from what the competitors offer, as the perceived value of the customer is an important determinant of the customer's purchasing behavior and it is a variable determined by (quality and cost) and the customer represents the starting point in the performance of the activities of the organization and from it its value is enhanced and that the organizations that want success and continuity are not It succeeds only within the limits it imposes within the limits of competition, but within the limits imposed by the desires and tastes of customers.

If (Lia et al., 2020: 22 13) indicates that the concept of perceived value to the customer is the customers' evaluation of the value of products, service contacts, information and other elements that the customer has purchased and represents a personal feeling that the customer experiences during the purchase of products and the comparison between them. and added (Karha, 2020: 16) that it is a trade-off between the benefits and the sacrifices that the supplier makes in the commercial markets. In this regard, he (Confentea et al., 2020: 4) pointed out that it is a set of features related to customer perceptions and perceptions of the value of the product or service and a trade-off between benefits and costs where customers deal with a specific commodity.

3.2.2 Green perceived value

The perceived value of the customer is considered a strategic choice, as organizations are keen to provide green perceived value taking into account the environmental trends of superiority to their customers in order to survive and maximize profits and market share compared to their competitors, so that they go beyond the major organizations by achieving the highest levels of customer satisfaction and that the green perceived customer values are represented by the values of customers who are friends of the environment. Green perceived value can increase the customer's awareness of social values. It can be explained through the following: -

Green perceived value is defined as the customer's overall assessment of the net benefits of a product or service between what is received and what is provided based on the customer's environmental desires, sustainable expectations, and environmentally friendly needs (Chen & Chang, 2012: 505).

3.2.3 The importance of perceived value to the customer

Perceived value for the customer is an important factor in maintaining the competitiveness of organizations, their reputation and position in the market, and many studies and research have found that customers' perceptions of value directly and significantly affect private purchasing decisions.

As (Zanon et al., 2020: 3) indicated that one of the importance that the perceived value provides to the customer is that it is one of the most important and influential measures for gaining a competitive advantage and improving buying intentions, as highlighting that the customer's perception of value greatly affects customer satisfaction It has been recognized as one of the most important determinants of customer loyalty. And added (Graf & Maas, 2008: 2) that organizations that focus on the value of their products are more flexible, more sustainable and more successful than all other organizations, because the concept of perceived value is one of the basic elements in marketing applications as the importance of perceived value is highlighted by increasing customer preference. It identifies differences, and helps justify value pricing and a commitment to environmental responsibility. As through the perceived value of the customer, the company can develop an offer to provide a higher value to its customers, and this allows the company to attract new customers and retain the current ones and achieve targeted profits if the company increases the value it delivers to its customers, as the perceived customer value is a basic strategy for gaining a competitive advantage and long-term success, in addition to Attracting customers based on perceived value, or the degree to which they meet their needs and expectations about product quality and price by understanding their customers' needs and expectations.

3.2.4 Dimensions of perceived customer value

The customer represents the starting point at the beginning of the organizations' activity and from it their value is enhanced, and the organizations that want to succeed in the field of the products they provide are not limited to their distinction in the products that are distinguished from the competitors, but within the limits imposed by the desires and tastes of customers, so we will show the dimensions of the perceived value of the customer according to what has been taken And his quotation from the opinions of writers and researchers because of the dimensions that perceived value carries, focused on adding functional, emotional and social value to customers.

As (Al-Dhabawi, 2016: 23-22) indicated that the dimensions of the perceived value of the customer are as follows: -

1- Functional value (quality): is the tangible or tangible benefit expected from providing products and the functional value of the products may be derived from the characteristics or features, including reliability, duration and price, and previously the functional value represented the main motivation for choosing the customer as it can be measured depending on the functional critical aspect.

2- Emotional value: it represents the use of products depending on the feelings and emotional states of the customer. The emotional value of products and services is derived from the feelings that connect the customer with them, the emotional value represents the benefit derived from the emotional states that the product or service generates, and the emotional value arises when the product or service provokes emotional states, as previous research and studies have found a direct relationship and influence Positive between emotional value and customer satisfaction. Sentimental value helps build close emotional bonds with current, future and wanted customers and has a significant positive effect on customer satisfaction (Mosavi & Ghaedi, 2012: 4).

3- Emotional value: it represents the use of products depending on the feelings and emotional states of the customer. The emotional value of products and services is derived from the feelings that connect the customer with them, the emotional value represents the benefit derived from the emotional states that the product or service generates, and the emotional value arises when the product or service provokes emotional states, as previous research and studies have found a direct relationship and influence Positive between emotional value and customer satisfaction. Sentimental value helps build close emotional bonds with current, future and wanted customers and has a significant positive effect on customer satisfaction (Mosavi & Ghaedi, 2012: 4).

6. The applied aspect of the research

4.1. Presentation of the results of the sample answer, analysis and interpretation

This topic includes the results of the research, analyzing and interpreting them, using the arithmetic means to diagnose the answers of the sample members, and the standard deviations to estimate the extent of dispersion in the answers, the coefficient of variation to determine the relative dispersion in the answers, as well as assessing the level of interest of the research sample individuals, on the general level of the research variables and the level of dimensions , Since the five-year Likert scale was relied upon, which is determined between (1 - 5), and it was divided into categories through (subtracting the lowest value from the largest value) i.e. (5-1 = 4) and the result is divided by the largest value i.e. (5 / 4 = 0.8) and then it is combined with the minimum scale, i.e. (0.8 + 1 = 1.8) to represent the first category, and as shown in Table No(2).

Table (2): Categories of evaluation

4.4-5	3.5-4.3	2.6-3.4	1.7-2.5	0.8-1.6	Category
very good	good	Average	low	Very low	Evaluation

4.1.1 Presentation of the interpretation of green marketing results

In this paragraph, the results of the surveyed response to the independent variable (green marketing) are presented, analyzed and interpreted by addressing four dimensions (green product, green pricing, green distribution, and green promotion), and the following is a presentation of the results of these dimensions: -

Table (3) the results of the dimensions of the green marketing variable

No	The paragraphs	Arithmetic mean	standard deviation	Coefficient of variation%
1.	Green product	3.857	1.038	27.2
2.	Green pricing	3.836	1.966	25.2
3.	Green distribution	3.861	0.962	24.9
4.	Green promotion	3.879	0.983	25.4

Source: Prepared by the researcher based on the results of (SPSSv24)

Table (3) shows the results of the analysis of the green product dimension, with a relative dispersion of (27.2%), and a standard deviation (1.038) to indicate agreement and homogeneity in the opinions of the investigated sample, and the arithmetic mean reached (3,857), a good level. There is an interest on the part of Al-Zahrawi Hospital management to keep pace with technology that seeks to provide health services that are not harmful to the environment, in addition to being under the supervision of the Ministry of Health and Environment and committed to environmental safety instructions and under the supervision of the Ministry's Environment Periodic Committees to provide an environmentally friendly health service. The results of the analysis of the green pricing dimension indicated a relative dispersion of (25.2%), and a standard deviation (0.966) to indicate agreement and homogeneity in the opinions of the researched sample in an acceptable manner, and the arithmetic mean reached (3,836), a good level. Prior to the management of Al Zahrawi Hospital, it kept pace with the legislation, laws and regulations imposed by the Ministry of Health and Environment when providing products to the customer. The results of the analysis of the green distribution dimension indicated a relative dispersion of (24.9%), and a standard deviation (0.962) to indicate a lack of agreement and homogeneity in the opinions of the surveyed sample, and the arithmetic mean reached (3.861), a good level. Al-Zahrawi Hospital administration keeps abreast of developments related to the distribution of its health services that are not harmful to the environment, in addition to that its procedures related to distribution are under the supervision of the Ministry of Health and Environment and are committed to environmental safety instructions and are under the supervision of the Ministry's Environment Periodic Committees to provide an environmentally friendly health service. The results of the analysis of the green promotion dimension indicated a relative dispersion of (25.4%), and a standard deviation (0.983) to indicate agreement and homogeneity in the opinions of the researched sample in an acceptable manner, and the arithmetic mean reached (3,879) a good level. Prior to the management of Al-Zahrawi Hospital, by keeping pace with green technology and promotional means for health services that are not harmful to the environment, in addition to being under the supervision of the Ministry of Health and Environment and committed to environmental safety instructions and under the supervision of the Ministry's Environment Periodic Committees to promote an environmentally friendly health service.

4.1.2: Presenting and analyzing the interpretation of the customer perceived value results

Table (4) the results of the perceived value of the customer

No	The paragraphs	Arithmetic mean	standard deviation	Coefficient of variation%
1.	Functional value	4.014	0.951	23.787
2.	Sentimental value	3.8286	1.0548	27.577
3.	Social value	3.902	1.004	25.875

Source: Prepared by the researcher based on the results of (SPSSv24)

Table (4) shows the results of analyzing the functional value dimension with a relative dispersion of (23.7%) and a standard deviation (0.951) to indicate agreement and homogeneity in the opinions of the researched sample in an acceptable manner and the response of the researched sample to the functional value dimension. With the center of my account (4.014) at a good level, it indicates the efforts of the Zahrawi Hospital administration to provide a health service that achieves functional value for the beneficiary in line with the requirements of the environment and the instructions of the Ministry of Health and Environment. The results of the analysis of the sentimental value dimension are evident with a relative dispersion of (27.5%) and a standard deviation (1.054) to indicate agreement and homogeneity in the opinions of the researched sample in an appropriate and acceptable manner. By the management of Al Zahrawi Hospital, keeping pace with modern technology, means and methods in providing health services to achieve emotional benefit. The results of the analysis of the social value dimension indicate a relative dispersion of (25.8%), and a standard deviation (1.004) to indicate agreement and homogeneity in the opinions of the researched sample in an appropriate and acceptable manner. In light of the foregoing, it is clear that there is an endeavor by the management of Al Zahrawi Hospital to keep pace with technology, means and modern methods in providing health services to achieve social benefit.

4.2. Test hypotheses for research

This part explains the test of correlation and influence relationships between the independent variable (green marketing) with its dimensions (green product, green pricing, green distribution, and green promotion) with the dependent variable (the perceived value of the customer by removing it) in a sample of hospitals in the State of Iraq, specifically Al-Zahrawi Hospital, through a test (Pearson Correlation Coefficient) The statistical analysis of correlation relationships, as well as the influence hypotheses using simple linear regression in order to know the power of attraction and convergence between the two research variables as well as the dimensions of the

independent variable, green marketing with the dependent variable, the perceived value of the customer, so this study includes two axes:

4.2.1. Correlation hypothesis

Table No. (5) results of the correlation

The number of relationships	Perceived customer value	Social value	Sentimental value	Functional value	Dimensions	
4	0.694**	0.597**	0.604**	0.667**	correlation	Green product
4	0.000	0.000	0.000	0.000	sig	
4	0.659**	0.581**	0.545**	0.645**	correlation	Green pricing
4	0.000	0.000	0.000	0.000	sig	
4	0.590**	0.510**	0.499**	0.575**	correlation	Green distribution
4	0.000	0.000	0.000	0.000	sig	
4	0.674**	0.583**	0.556**	0.575**	correlation	Green promotion
4	0.000	0.000	0.000	0.000	sig	
4	0.764**	0.662**	0.645**	0.744**	correlation	Green Marketing relations
4	0.000	0.000	0.000	0.000	sig	
4	5	5	5	5	Number	
%100	100%	100%	100%	100%	%	

Source: Prepared by the researcher based on the results of (SPSSv24)

4.2.2. Impact hypothesis

This paragraph includes testing the impact hypothesis, in order to test the second main research hypothesis (there is a significant and statistical significance impact relationship between green marketing with its dimensions combined with the perceived value of the customer in its dimensions).

Table (6) The impact of green marketing and its dimensions on the perceived value of the customer in its dimensions

		The total perceived value of the customer	Social value	Sentimental value	Functional value	
Dimensions of green marketing (green product, green pricing)	α	0.801	0.446	0.415	1.073	
	β	0.816	0.896	0.885	0.762	
	R ²	0.584	0.439	0.417	0.554	
	F	306.144	170.487	155.608	270.370	
	Sig.	0.000	0.000	0.000	0.000	
indication		Moral	Moral	Moral	Moral	

Source: Prepared by the researcher based on the results of (SPSSv24)

This paragraph includes testing the impact hypothesis, in order to test the second main research hypothesis (there is a significant and statistical significance impact relationship between green marketing with its dimensions combined with the perceived value of the customer in its dimensions)

It is clear from Table (6) related to the simple linear regression test for green marketing in the perceived value of the customer that the calculated value of (f) of (306.144) is greater than the tabular value of (f) of (2.561), and that the value of (sig) reached (0.000) at the level of Significant (0.01), and (0.05). This indicates the significance of the regression. And that the value of the green marketing effect on the perceived value of the customer reached (0.816), meaning that changing one unit of green marketing leads to a change in the perceived value of the customer by (81%), while the value of the interpretation factor was (0.584), meaning that (58%) of the value The perception of the customer came from green marketing and the remainder from other variables or random errors, and these

results indicate acceptance of the first main hypothesis and its meaning (there is a positive effect of statistical significance for green marketing on the perceived value of the customer in its dimensions).

7. Conclusions and recommendations

5.1. Conclusions

1. It was found through the results that there is a strong, significant and statistically significant correlation between green marketing by excluding it and the perceived value of the customer by removing it. This reflects the researched hospital's endeavor to address problems and obstacles and work to improve the activities they offer with a green marketing awareness and orientation.

2. The results showed that there was a strong moral and statistical effect between green marketing in its exclusion and the perceived value of the customer in its remoteness, and this reflects the extent of the impact of the values that the hospital provides to the patient with the green marketing activities.

3. It was evident from the results regarding product pricing that the hospital incurs high costs because the prices are subsidized by the Ministry of Health in a manner that takes into account the social level of the beneficiaries.

4. It was found that the hospital is subject to the instructions of the Ministry of Health and the Environment regarding the prices of their health products. They are directly related to it. These instructions and rules cannot be violated.

5. The results showed that the hospital is keen on using means of transporting raw materials and environmentally friendly equipment.

5.2. Recommendations

1. Enhancing the role of the supervisory committees for assessing the quality of products and their design in relation to preserving the environment and the environmental safety provided by the hospital in order to preserve the safety and cleanliness of the environment.

2. The management of Al Zahrawi Hospital should pay attention to the means of transportation for transporting waste to places of sanitary landfill and allocate the necessary facilities for that to raise the required level.

3. Work to find the best methods and methods that do not cause environmental damage when providing a health product from the hospital. This is done by studying, selecting and analyzing the best ones, knowing their negatives and positives, and forming specialized committees in the process of selecting the best methods or through research and development.

4. Al-Zahrawi Hospital administration should pay attention to the process of pricing its products in light of the value that these products add to the patient, and activate the role of pricing committees, quality assessment and feedback committees, in order to reach a better level in this area.

5. Al-Zahrawi Hospital should focus on importing environmentally friendly products from well-known sources for their green environmental orientation.

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