

Influence of Strategic Green Marketing on Green Corporate Image: Mediating Effects of Green Brand Positioning and Green Innovation Strategy

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ARTICLE INFO

ABSTRACT

Received: 30 Nov 2024

Revised: 24 Jan 2025

Accepted: 03 Feb 2025

This study examines the interrelationships between strategic green marketing, green innovation strategy, green brand positioning, and green corporate image in fostering sustainability within organizations. Employing a quantitative research design, data were collected from a sample of managerial-level employees in the manufacturing sector of Saudi Arabia. The findings reveal significant positive relationships among the constructs, with strategic green marketing demonstrating a strong influence on both green brand positioning and green innovation strategy. Moreover, green brand positioning was found to enhance the green corporate image, while green innovation also positively affected the corporate image. The results underscore the importance of integrating marketing strategies with innovative practices to create a cohesive and authentic brand narrative centered on sustainability. This research highlights the critical role of effective communication and transparent practices in building consumer trust and loyalty. The implications extend to practitioners and policymakers, emphasizing the need for collaborative efforts to promote sustainable business practices. Ultimately, organizations that adopt a holistic approach to green marketing and innovation are better positioned to achieve long-term success while contributing to broader environmental goals. Future research directions are suggested to explore the long-term effects of these strategies on organizational performance and consumer behavior.

Keywords: Green marketing, Innovation, Branding, Environment.

INTRODUCTION

In today's rapidly evolving business landscape, the pressure to address environmental challenges has never been more pronounced. Organizations face increasing scrutiny from consumers, investors, and regulatory bodies regarding their environmental practices and sustainability efforts (Hassan et al., 2024). The rise of climate change, resource depletion, and biodiversity loss has heightened public awareness and concern, leading consumers to demand greater accountability from the companies they support (Nguyen et al., 2023). This shift in consumer behavior signifies a transformative change in market dynamics, where traditional marketing approaches are no longer sufficient (Ganesh & Venugopal, 2024). To meet these evolving expectations, organizations must prioritize CSR reporting, particularly its transparency, credibility, and its role in creating competitive advantage (Caratas, 2014). For most businesses, sustainability is now essential rather than optional (Ghosh, 2019). Environmental and social concerns are prominent in the strategic priorities of numerous organizations. The well-being of future generations is directly influenced by the current generation's efforts to safeguard the environment. Professional buyers are encouraged to select environmentally friendly products, both to contribute to a sustainable future and to achieve a green competitive edge (Konuk et al., 2015). Many sectors have incorporated eco-friendly products into their offerings or as alternatives to traditional non-eco-friendly options. Globally, the market for green products continues to grow compared to conventional alternatives (Chan et al., 2012; Hartmann and Vachon, 2018). Tsai et al.'s (2020) meta-analysis found a positive link between environmental initiatives and firm performance, although this relationship varies depending on specific contextual factors.

In this context, strategic green marketing has emerged as a pivotal component in modern business practices. This approach focuses on promoting products and services that prioritize environmental sustainability, aligning corporate

practices with consumer values (Huang et al., 2024). It transcends mere compliance with regulations; rather, it encompasses a proactive strategy that integrates eco-friendly initiatives into the core of the business model (Zhang et al., 2023). Strategic green marketing serves as a powerful tool for companies to distinguish themselves in a competitive market, building strong emotional connections with consumers who value ecological integrity (Wang et al., 2023). By effectively communicating their commitment to sustainability, organizations can not only enhance brand loyalty but also encourage consumers to become advocates for the brand, amplifying its reach and impact within the market. This shift requires a comprehensive understanding of consumer motivations and behaviors, allowing businesses to tailor their marketing messages to resonate with eco-conscious consumers (Bhardwaj et al., 2023). In essence, strategic green marketing becomes not only a means of promoting products but also a vehicle for fostering a deeper sense of community and shared responsibility among consumers and businesses alike, ultimately driving the transition toward a more sustainable future.

The purpose of this study is to examine the interrelationships among strategic green marketing, green brand positioning, green innovation strategy, and green corporate image in organizations aiming for sustainable business practices. It seeks to understand how these constructs influence each other, particularly how strategic green marketing impacts green brand positioning and drives innovation. The study analyses the role of green brand positioning in shaping corporate image and assess how both green brand positioning and innovation mediate the relationship between strategic green marketing and corporate reputation. Ultimately, this research aims to provide actionable insights for organizations to enhance their sustainability performance and foster positive consumer relationships, contributing to the existing literature on sustainability and marketing.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

A. Green Corporate Image

A green corporate image represents how a company is perceived in terms of its commitment to environmental responsibility and sustainability (Khan et al., 2023). In today's business landscape, sustainability is no longer an option but a necessity. Organizations that actively incorporate eco-friendly practices into their operations and strategies develop a strong green image, which can significantly impact their market position (Wang et al., 2024). This includes adopting sustainable manufacturing processes, reducing waste and emissions, using renewable energy, and offering environmentally friendly products or services. A green corporate image not only enhances a company's reputation but also meets the increasing demand from environmentally conscious consumers (Bathmanathan & Hironaka, 2016). Many consumers are more inclined to support businesses that prioritize sustainability, and they are willing to pay a premium for products that align with their environmental values (Amores-Salvadó et al., 2014; Alam & Islam, 2021). In turn, this can lead to increased customer loyalty and brand differentiation in competitive markets. Businesses with a green image often attract investors who are interested in sustainable ventures and are increasingly influenced by environmental, social, and governance (ESG) criteria. Beyond consumer appeal, a green corporate image can also boost internal morale (Solekah, 2019). This can lead to higher employee satisfaction, improved retention rates, and a more engaged workforce, as they take pride in working for an organization that has a positive impact on the environment (Chang & Fong, 2010). Moreover, companies that maintain a green image often experience long-term cost savings through efficient resource management and reduced waste (Ali et al., 2023). Additionally, such organizations are better positioned to comply with regulatory requirements and avoid potential penalties associated with environmental legislation (Saran & Shokouhyar, 2023).

B. Strategic Green Marketing

Strategic green marketing is a holistic approach that integrates environmental sustainability into a company's marketing strategy while aligning with its business objectives (McDaniel & Rylander, 1993). In today's competitive market, consumers are increasingly aware of environmental issues, and businesses are under pressure to adopt sustainable practices (Polonsky & Rosenberger, 2001; Rahman & Nguyen-Viet, 2023). Strategic green marketing is not just about promoting eco-friendly products; it also involves embedding sustainability across all business operations, from sourcing materials to production processes, packaging, distribution, and end-of-life product management (Chahal et al., 2014; Nguyen-Viet, 2023). A company engaging in strategic green marketing typically focuses on creating a green corporate image, developing eco-friendly products, and establishing a sustainable brand identity (Qayyum et al., 2023; Papadas et al., 2019). The goal is to present the company as a responsible corporate citizen that is dedicated to reducing its environmental impact. This effort is not only about attracting environmentally conscious customers but also about

positioning the company for long-term success in a world that increasingly values sustainability (Borah et al., 2023). One of the key components of strategic green marketing is communicating a company's green initiatives effectively (Ismail et al., 2023). Businesses must be transparent about their sustainability efforts, as consumers are becoming more skeptical of "greenwashing," where companies falsely claim environmental benefits. Authenticity is critical in green marketing. This can be achieved through third-party certifications, eco-labels, and verified green claims, which build trust with consumers. By showing tangible results, companies can differentiate themselves from competitors and establish a loyal customer base that values sustainable practices (Alhamad et al., 2023). Moreover, strategic green marketing can provide a competitive advantage. As more businesses enter the green space, those that can authentically demonstrate their commitment to sustainability will stand out. Companies that align their marketing with broader sustainability trends, such as reducing single-use plastics or promoting energy efficiency, can tap into growing consumer demand for responsible products (Wang et al., 2023). This competitive edge also extends to investor relations, as more investors are prioritizing environmental, social, and governance (ESG) criteria when making decisions. Beyond external benefits, strategic green marketing has internal advantages as well (Papadas et al., 2019). Strategic green marketing is about more than just promoting eco-friendly products; it involves a comprehensive shift toward sustainability in all aspects of a business (Borah et al., 2023). By adopting this approach, companies can enhance their brand reputation, meet consumer demand, attract investors, and contribute to a sustainable future. As environmental concerns continue to rise, businesses that prioritize green marketing will be better positioned for long-term success. Hence, the following hypotheses are proposed.

H1: Strategic green marketing influence on green brand positioning

H2: Strategic green marketing influence on green innovation strategy

C. Green Brand Positioning

Green brand positioning refers to the process of differentiating a brand by associating it with environmentally friendly practices, products, and values (Borah et al., 2023). This strategy focuses on aligning a company's brand identity with sustainable attributes, thereby appealing to environmentally conscious consumers (Krissanya et al., 2023). Green brand positioning goes beyond the product or service level to encompass the entire brand's commitment to sustainability, from production and supply chain management to corporate social responsibility initiatives (Baiquni & Ishak, 2019; Mehraj & Qureshi, 2022). A successful green brand positioning strategy often emphasizes a company's green innovation, eco-friendly product offerings, and dedication to reducing environmental impacts (Situmorang et al., 2021). By highlighting these efforts, businesses can build trust and loyalty among consumers who prioritize environmental sustainability in their purchasing decisions. Companies can also leverage green certifications and eco-labels to reinforce their green positioning and demonstrate authenticity (Aulina & Yuliati, 2017). However, green brand positioning must be implemented carefully to avoid accusations of greenwashing (Gading et al., 2024). Authenticity is key, and brands need to ensure that their green claims are backed by real, measurable environmental efforts. In a competitive market where consumers are increasingly aware of environmental issues, green brand positioning allows companies to stand out while contributing to broader sustainability goals (Akbar et al., 2023). As more businesses adopt this approach, those that can authentically showcase their commitment to the environment will continue to lead in consumer preference and trust (Khandelwal et al., 2024). Hence, the following hypotheses are proposed.

H3: Green brand positioning influence on green corporate image

H4: Green brand positioning mediates between strategic green marketing and green corporate image

D. Green Innovation Strategy

A green innovation strategy is an essential approach that organizations adopt to achieve sustainability while maintaining competitive advantage (Song & Yu, 2018; Ge et al., 2018). This strategy emphasizes the development and implementation of eco-friendly practices across various aspects of business operations, from product design to supply chain management (Wang & Juo, 2021). One of the primary components of a green innovation strategy is the emphasis on research and development (R&D) of environmentally friendly products (Soewarno et al., 2019; Khan et al., 2023). This involves creating goods that use renewable materials, are energy-efficient, and produce less waste throughout their lifecycle. Companies that invest in R&D are more likely to discover new technologies and processes that enhance their sustainability efforts, such as biodegradable packaging or energy-efficient manufacturing techniques (Thao & Xie, 2024). Moreover, a green innovation strategy often involves collaboration with stakeholders, including suppliers, customers,

and regulatory bodies (Lin et al., 2021). By fostering partnerships, organizations can share knowledge, resources, and best practices, enabling them to implement more effective sustainability initiatives. This collaborative approach not only enhances innovation but also builds trust and loyalty among customers who value sustainability (Huang & Li, 2018). Implementing a green innovation strategy can also yield financial benefits. By reducing resource consumption and waste, companies can lower operational costs and improve efficiency (Cao & Chen, 2019). Additionally, sustainable practices can open new market opportunities, as consumers increasingly seek environmentally friendly products. Brands that embrace green innovation often enjoy a positive brand reputation, which can lead to increased customer loyalty and market share. Green innovation strategy is crucial for organizations aiming to balance environmental responsibility with business growth (Akbar & Yousafzai, 2023). By prioritizing sustainable practices and fostering collaboration, companies can not only enhance their competitive edge but also contribute positively to the environment and society at large. This strategic approach is vital for addressing the pressing challenges of climate change and resource depletion in today's global economy. Hence, the following hypotheses are proposed.

H5: Green innovation strategy influence on green corporate image

H6: Green innovation strategy mediates between strategic green marketing and green corporate image

Figure 1 presents the research model.

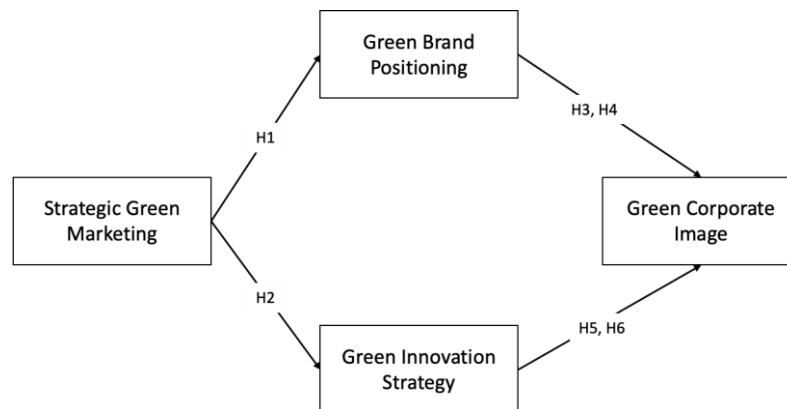


Figure 1. Research Model

METHODS

The study followed a cross-sectional design, where data was collected at a single point in time from managerial-level employees working in the manufacturing sector in Saudi Arabia. The rationale for selecting managerial-level employees in the manufacturing sector in Saudi Arabia stems from their key role in decision-making related to green marketing, innovation, and sustainability initiatives. Managers are directly involved in implementing these strategies, making their insights valuable for understanding how green practices are adopted. The manufacturing sector, a major focus of Saudi Arabia's Vision 2030, is crucial for promoting sustainability due to its environmental impact. This sample ensures the data collected reflects informed perspectives on strategic green marketing and its effects on corporate reputation and innovation. The sample size consisted of 327 respondents, which provides a robust basis for statistical analysis. A five-point Likert scale was used to record responses, with 1 indicating "strongly disagree" and 5 indicating "strongly agree." This approach allowed the measurement of participants' perceptions regarding various aspects of green marketing and corporate sustainability. The constructs used in this study were measured using established scales adapted from prior research. Strategic green marketing was measured using nine items adapted from Papadas et al. (2017). Green brand positioning was measured using six items adapted from Hartmann et al. (2005). Green innovation strategy was assessed using six items adapted from Chang (2011) and Song & Yu (2018). Lastly, green corporate image was measured with four items adapted from Suki (2017). To analyze the data, "structural equation modeling" was employed using SmartPLS software, which allowed for the examination of the relationships between the latent variables and the evaluation of both the measurement model and the structural model. SEM was chosen for its ability to assess the complex relationships among multiple constructs and to account for measurement errors. This method ensured the reliability and validity of the findings and provided insights into the direct and indirect effects of strategic green marketing, green brand positioning, and green innovation strategy on green corporate image.

RESULTS

The demographic profile of the respondents (Table 1) reveals a balanced gender distribution, with 56% being male and 44% female. The majority of participants, 45%, fall within the 25-34 age range, followed by 31% aged 35-44, while smaller percentages are seen in the 45-54 age group (15%), 18-24 age group (5%), and 55-64 age group (3%). Regarding education, most respondents, 65%, hold a Bachelor's degree, 28% have a Master's degree, and 6% have a high school or equivalent qualification. In terms of experience, the majority, 57%, have 1-5 years of experience, 25% have 6-10 years, 14% have 11-15 years, and only 4% have less than 1 year of experience.

Table 1: Demographic Profile (n=327)

	Frequency	Percent
Gender		
Male	183	56%
Female	144	44%
Age		
18-24	17	5%
25-34	147	45%
35-44	103	31%
45-54	49	15%
55-64	11	3%
Education		
High School or equivalent	21	6%
Bachelor's Degree	213	65%
Master's Degree	93	28%
Experience		
Less than 1 year	13	4%
1-5 years	186	57%
6-10 years	82	25%
11-15 years	46	14%

The measurement model assesses the reliability and validity of the constructs (Table 2), with item loadings above 0.7 meeting the required threshold. Strategic green marketing has a Cronbach's alpha of 0.876, composite reliability of 0.901, and an AVE of 0.503, indicating strong reliability and acceptable validity. Green brand positioning shows a Cronbach's alpha of 0.81, composite reliability of 0.857, and an AVE of 0.534, reflecting moderate validity. Green innovation strategy has a Cronbach's alpha of 0.78, composite reliability of 0.785, and an AVE of 0.512, with acceptable levels. Green corporate image, with a Cronbach's alpha of 0.844, composite reliability of 0.868, and an AVE of 0.624, demonstrates strong reliability and validity, meeting the item loading threshold of 0.7. The discriminant validity of the constructs, assessed using the "Fornell-Larcker criterion" (Table 3), shows that each construct's AVE square root (diagonal values) is higher than its correlations with other constructs (off-diagonal values).

Table 2: Measurement Model

Items and constructs	Loadings	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Strategic Green Marketing		0.876	0.901	0.503
SGM1: "We invest in low-carbon technologies for our production processes"	0.799			
SGM2: "We use specific environmental policy for selecting our partners"	0.719			
SGM3: "We invest in R&D programs in order to create environmentally friendly products/services"	0.729			
SGM4: "We make efforts to use renewable energy sources for our products/services"	0.758			
SGM5: "We have created a separate department/unit specializing in environmental issues for our organization"	0.751			

Items and constructs	Loadings	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
SGM6: "We participate in environmental business networks"	0.779			
SGM7: "We engage in dialogue with our stakeholders about environmental aspect of our organization"	0.707			
SGM8: "We implement market research to detect green needs in the marketplace"	0.708			
SGM9: "Among other target markets, we also target to environmentally conscious consumers"	0.74			
Green Brand Positioning		0.81	0.857	0.534
GBP1: "Customers are made aware of the environmental factors exerted by our new products"	0.711			
GBP2: "Environmental labels are used for our new products"	0.72			
GBP3: "Environmental slogans for our new products are communicated to customers"	0.793			
GBP4: "We communicate to customers about the environmentally friendly disposal of our new products"	0.723			
GBP5: "During promotion, we communicate recyclability of our new products to customers"	0.764			
GBP6: "During promotion, we communicate to customers about the environmentally friendly production practices used in the new product"	0.732			
Green Innovation Strategy		0.78	0.785	0.512
GIS1: "The company chooses the materials of the product that produce the least amount of pollution for conducting the product development or design"	0.763			
GIS2: "The company uses the fewest amount of materials to comprise the product for conducting the product development or design"	0.713			
GIS3: "The company would circumspectly deliberate whether the product is easy to recycle, reuse, and decompose for conducting the product development or design"	0.784			
GIS4: "The manufacturing process of the company reduces the consumption of water, electricity, coal, or oil"	0.744			
GIS5: "The manufacturing process of the company effectively reduces the emission of hazardous substances or waste"	0.706			
GIS6: "The manufacturing process of the company reduces the use of raw materials"	0.719			
Green Corporate Image		0.844	0.868	0.624
GCI1: "The green products of our company are credible and stable"	0.779			
GCI2: "Our company has sufficient abilities to meet the green needs of customers"	0.873			
GCI3: "Our company has a fine environmental reputation"	0.809			
GCI4: "Our company has excellent performance with respect to environmental management and green innovation"	0.786			

Table 3: Discriminant Validity (Fornell-larcker criterion)

	Green Brand Positioning	Green Corporate Image	Green Innovation Strategy	Strategic Green Marketing
Green Brand Positioning	0.707			
Green Corporate Image	0.661	0.79		
Green Innovation Strategy	0.566	0.698	0.64	
Strategic Green Marketing	0.575	0.591	0.506	0.709

The path coefficients in Table 4 presents the relationships between various constructs, showing strong results for all hypothesized paths. The path from strategic green marketing to green brand positioning has a beta of 0.575, supporting H1. The path from strategic green marketing to green innovation strategy shows a stronger relationship, with a beta of 0.706, supporting H2. The effect of green brand positioning on green corporate image is significant, with a beta of 0.431, supporting H3. The indirect path from strategic green marketing through green brand positioning to green corporate image has a beta of 0.317, supporting H4. The relationship between green innovation strategy and green corporate image is supported with a beta of 0.463, supporting H5. Lastly, the path from strategic green marketing through green innovation strategy to green corporate image has a beta of 0.345, supporting H6.

The R-squared values indicate the proportion of variance explained by the model for each construct in Figure 2. For green brand positioning, the R-squared value is 0.33, suggesting that approximately 33% of the variance in this construct is explained by the predictors. The green innovation strategy has a higher R-squared value of 0.499, indicating that about 49.9% of its variance is accounted for by the model. Lastly, green corporate image shows the strongest relationship, with an R-squared value of 0.607, meaning that approximately 60.7% of the variance in this construct is explained by the model, reflecting its substantial explanatory power.

Table 4: Path Coefficients

Paths	Beta	Standard deviation	T statistics	P values	Results
Strategic Green Marketing -> Green Brand Positioning	0.575	0.079	7.289	0.00	H1 supported
Strategic Green Marketing -> Green Innovation Strategy	0.706	0.05	14.269	0.00	H2 supported
Green Brand Positioning -> Green Corporate Image	0.431	0.188	11.159	0.00	H3 supported
Strategic Green Marketing -> Green Brand Positioning -> Green Corporate Image	0.317	0.111	6.155	0.00	H4 supported
Green Innovation Strategy -> Green Corporate Image	0.463	0.225	9.281	0.00	H5 supported
Strategic Green Marketing -> Green Innovation Strategy -> Green Corporate Image	0.345	0.16	4.28	0.00	H6 supported

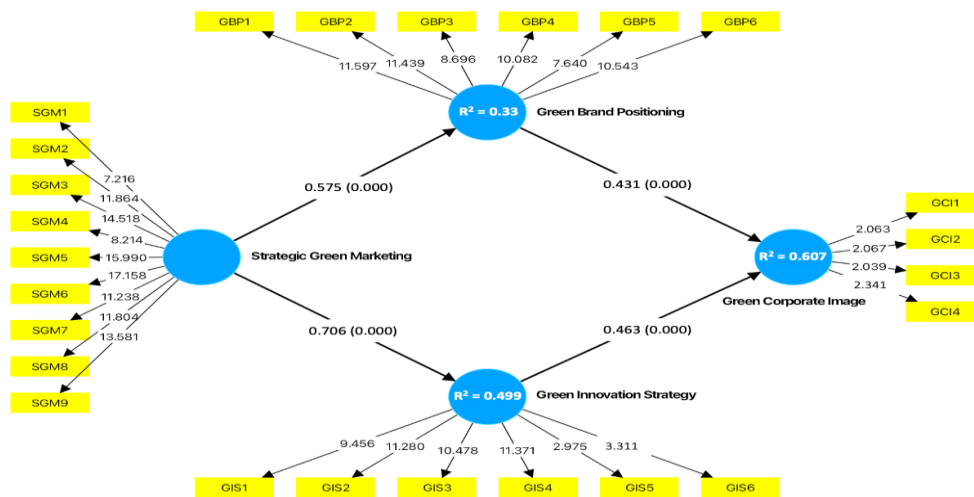


Figure 2: Structural Model

DISCUSSION

The synthesis of study findings with existing literature and highlights their significance in the context of sustainable business practices. The results underscore the critical importance of strategic green marketing as a powerful tool for enhancing green brand positioning and driving sustainable practices within organizations. The significant beta values associated with the hypothesized paths indicate that a well-crafted marketing strategy focused on sustainability can

effectively influence how consumers perceive and engage with a brand. This finding aligns with previous research emphasizing that consumers are increasingly drawn to brands that demonstrate a commitment to environmental responsibility, highlighting the growing trend toward ethical consumption (Chuah et al., 2020). Furthermore, the study reveals that green innovation strategy serves as a vital driver of organizational success, with a strong positive relationship to both green brand positioning and green corporate image. This suggests that companies that invest in innovative, eco-friendly products and processes enhance their reputation and position themselves favorably in a competitive marketplace (Alnasser et al., 2024). The implications are clear: organizations that prioritize sustainability through innovation can meet the evolving expectations of consumers and stakeholders, ultimately leading to improved financial performance and market share (Alateeg & Alhammadi, 2024a). Furthermore, companies must ensure that their CSR reporting is transparent and credible, as these factors are essential for building trust and establishing a competitive edge (Caratas, 2023). Additionally, the findings regarding the mediation effects of green brand positioning and green innovation strategy on green corporate image suggest that businesses must adopt an integrated approach to sustainability. Companies should ensure that their marketing strategies align with their innovation efforts to create a cohesive brand narrative that resonates with consumers. This alignment fosters authenticity and builds trust, which are essential for cultivating long-term customer loyalty and enhancing brand equity (Alateeg & Alhammadi, 2024b). Previous literature supports this notion, indicating that a consistent message regarding sustainability can significantly impact consumer behavior and brand perception (Line et al., 2016; Jia et al., 2023). The study's results also highlight the necessity for companies to actively communicate their sustainability initiatives to foster transparency and engagement. As consumers become more informed and concerned about environmental issues, brands must showcase their commitment to sustainability through tangible actions and transparent practices. This approach enhances corporate image and positions companies as leaders in their respective industries, thereby attracting environmentally conscious consumers and investors (Lai et al., 2010).

The implications of this study provide valuable insights for organizations and policymakers aiming to enhance sustainability efforts through strategic initiatives. The strong relationship between strategic green marketing and green brand positioning demonstrates that companies need to embed sustainability deeply into their marketing strategies to meet the growing demand for environmentally responsible products and services. By effectively communicating their green initiatives, businesses can differentiate themselves in competitive markets, foster customer loyalty, and appeal to environmentally conscious consumers. This highlights the importance of adopting sustainable practices and promoting them effectively as part of a broader brand strategy. As consumers increasingly favor companies that prioritize environmental responsibility, brands that emphasize sustainability can build stronger connections with their audience and enjoy higher levels of customer retention. Green innovation plays a critical role in driving both market success and sustainability. The significant influence of green innovation strategy on green corporate image underlines the need for organizations to prioritize innovation that focuses on environmental sustainability. Investing in eco-friendly technologies, products, and business processes allows companies to stay ahead of regulatory requirements, reduce environmental impact, and meet stakeholder expectations. Moreover, innovation in sustainability enhances a company's overall reputation, signaling its commitment to addressing global environmental challenges (Al-Ayed, 2024a). This can lead to a stronger corporate image, better market positioning, and long-term competitive advantages. Furthermore, organizations that embrace green innovation can attract more investors, improve market share, and contribute to industry-wide sustainability goals.

The study's findings on the mediating role of green brand positioning and green innovation strategy in influencing green corporate image underscore the importance of a holistic and integrated approach. Companies must ensure that their marketing and innovation strategies are aligned with their sustainability goals. A strong, unified strategy will not only enhance brand perception but also build trust among customers, investors, and other stakeholders (Al-Ayed, 2024b). This alignment fosters a credible and authentic green corporate image, which is essential for maintaining a competitive edge in the evolving sustainability landscape. For policymakers, the results suggest that encouraging companies to adopt and promote green innovation is crucial for achieving broader environmental objectives. Additionally, regulations that support sustainable development can push industries toward adopting greener processes (Ayed & Tit, 2024). Promoting industry-wide collaborations and public-private partnerships can also help companies overcome barriers to innovation and scale up their sustainability efforts. From a strategic perspective, companies should design targeted interventions that reinforce their sustainability messaging and actions (Alateeg & Al-Ayed, 2024). These could include marketing campaigns that showcase green innovations, partnerships with eco-friendly organizations, or participation in sustainability certifications. By highlighting their commitment to sustainability through concrete actions and transparent

communication, organizations can enhance their green brand positioning and corporate image, gaining the trust and loyalty of environmentally conscious consumers. This not only strengthens market positioning but also aligns the company's operations with long-term environmental goals.

CONCLUSION

The study concludes that integrating strategic green marketing, green innovation, and a strong green corporate image is essential for organizations aiming to achieve sustainability goals and enhance competitive advantage. The findings indicate that strategic green marketing significantly influences green brand positioning, while green innovation strategy plays a critical role in enhancing both brand positioning and corporate image. This integrated approach aligns with the increasing demand for environmentally responsible practices in the marketplace. The implications of these findings extend beyond individual organizations, suggesting that a collaborative effort among businesses and policymakers is crucial to drive broader industry shifts toward sustainability. By prioritizing eco-friendly innovations and effectively communicating their sustainability initiatives, companies can position themselves as leaders in their industries, thereby attracting environmentally conscious consumers and investors. This research provides valuable insights into the pathways through which organizations can leverage sustainability as a key driver of success. As businesses navigate an increasingly competitive and environmentally aware landscape, those that adopt a holistic approach to green marketing and innovation will be better equipped to thrive while contributing positively to global sustainability efforts. Future research could explore the long-term impacts of these strategies on organizational performance and consumer behavior, further enriching the understanding of sustainability in business practices.

Acknowledgment: The author extends the appreciation to the Deanship of Postgraduate Studies and Scientific Research at Majmaah University for funding this research work through the project number (R-2025-1570).

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