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The role of sustainable promotion strategy in determining pricing strategy A survey study of the opinions of a sample of administrative leaders in Al-Hadbaa Food Industries Company Limited in the city of Mosul

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ABSTRACT

The current study aims to know (the promotion strategy sustainable And its role in determining the pricing strategy (a survey study of the opinions of a sample of administrative leaders in Al-Hadbaa Food Industries Company Limited in the city of Mosul), and adopting the promotion strategy sustainable (as an independent variable), expressed in its dimensions, (payment strategy sustainable Attraction strategy sustainable pressure strategy sustainable Suggestion strategy sustainable), and pricing strategy (as a dependent variable), represented by the dimensions required to be included (cost-based pricing strategy, market penetration strategy, price leadership strategy), in an attempt to address the research problem of “Do organizations realize the role that the promotion strategy can play?” sustainable In determining the pricing strategy? At the level of the company under study? To achieve this, the study adopted a hypothetical plan that reflects the nature of its hypotheses, which expressed the extent of the availability of the study variables, the correlation relationship, and the impact between them at the overall and partial levels. This study was completed based on the descriptive and analytical approach, and the questionnaire was used as a primary tool to collect the necessary data, in addition to personal interviews. two researcher adopted a deliberate sample of (42) individuals, which included (the chairman, members of the company’s board of directors, department heads, and production line supervisors), and the data collected was analyzed using the statistical program (SPSS Version 27) To obtain the results necessary to achieve the objectives of the study. Among the most notable results, it was found that the company adopts strict control procedures to reduce environmental violations, which ensures compliance with environmental standards and enhances its commitment to preserving the environment. These procedures contribute to supporting environmental sustainability within the company’s activities.



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1. Introduction

Today's global markets are witnessing rapid changes and continuous developments that impose major challenges on organizations to maintain their competitiveness and ensure their continuity in a complex and dynamic business environment. In light of these transformations, relying on traditional marketing strategies is no longer sufficient to achieve sustainable success. It has become necessary for organizations to adopt new and flexible promotional strategies that enable them to keep pace with rapid changes in the labor market, understand the evolving needs of customers, and respond to their expectations in more effective ways. These strategies are not just tools for marketing products, but rather a means to enhance the relationship with customers, support the company's competitive position, and achieve sustainable growth in changing markets.

2. Methodology

2.1. The study problem

Local and global markets are witnessing an increasing acceleration in the pace of competition, accompanied by the diversity and multiplicity of customers' needs and requirements. In this context, organizations seek to adopt a pricing strategy that enables them not only to compete, but also to gain and retain customers. Adopting an appropriate pricing strategy is determined by a promotional strategy that ensures the delivery of the necessary information about the organization's products to the customer, attracts his attention, and motivates him to purchase the organization's products rather than other competing alternative products in the market. Hence, the problem of the study came, as it became clear through the visit to Al-Hadbaa Food Industries Company Limited in the city of Mosul, which promotes its products throughout Nineveh Governorate and not just the city of Mosul, and it became clear through the meeting with the chairman and members of the company's board of directors, that the company faces high competition from Iraqi companies, whether operating in the city of Mosul, or companies operating in the governorates close to it, which find a market for their products in the city of Mosul, and to ensure the company's survival and maintain its market share, it had to adopt a pricing strategy as a competitive tool that would ensure its survival and continuity, and compete with organizations that offer products similar to its products, and here was the question: (Do sustainable promotion strategies play a role in determining the pricing strategy of the company under study)?.

2.2. Importance of the Research

The importance of this research stems from its role in clarifying the impact of pricing strategy on achieving sustainable development, as it helps guide companies towards adopting pricing policies that support the balance between economic growth, environmental conservation, and social justice. The research also contributes to highlighting the role of pricing as a tool to stimulate sustainable consumption and encourage innovation in the production of environmentally friendly goods and services, which enhances the sustainability of resources and achieves long-term market stability..

2.3. Research Objectives

In light of defining the research problem and its importance, its main objective is to describe, Sustainable Promotion Strategy and Pricing Strategy In Company The re-searched area, in addition to achieving the following objectives:

- Definition of the concept Sustainable Promotion Strategy and Pricing Strategy, and Their dimensions.
- Get to know reality Sustainable Promotion Strategy and Pricing Strategy In the organization under study.
- Reaching accurate results and adopting them as basic pillars for presenting scientific conclusions, proposals and the mechanism for their implementation.
- Explaining the impact of sustainable promotion strategy on pricing policies to achieve competitive advantage and market sustainability.

2.4. Research Population and Sample

The study adopted a deliberate sample consisting of (the chairman, members of the company's board of directors, department heads, and production line supervisors) in Al-Hadba Food Industries Company Limited, with a total number of (42) individuals. This sample was adopted because it is responsible for making and building the company's strategic plans, and thus making decisions that are at the heart of its production and marketing work .

3. The Theoretical Aspect

3.1. Sustainable Promotion Strategy Concept

maybe a description Strategy That it is procedure You do To The organization To achieve Its objectives, as maybe Look To her As it is Path To transfer concept or an idea from the condition Creative to Positioning Actual in environment Competitive or As a map road For the result The plan For her, here it is role Strategy By putting theo-ry Business in Work procedures and policies, And help on investigation Results De-sired on Although from non ability on Prediction Environmental.Help Strategy The organization in Search for Opportunities that be basically For success The organiza-tion[1] It is a strategy sustainable promotion part from

Strategy Marketing Comprehensive For the organization, Which Aims to communication with The market via group from Activities that Goes along with nature a job The organization gesticulate Presented by from Products, in addition to their role in conveying information about the organization and its products to the target customer, help The organization in At the same time in getting on information a task around Its customers, and what can satisfy them, and thus be a database that enables The organization, From establishing its brand, building sustainable customer relationships, increasing its competitiveness, gaining a larger market share, and constantly working to maintain this share, as well as generating revenues[2] Based on the above, two researcher define the following operational definition: Promotion strategy:sustainableIt's a plan methodology You use it Organizations to promote And marketing Its products or Its services to customers potential And the current ones, To increase Awareness With the mark Commercial, And motivation interest And the demand, And improve Sales and revenues.

3.2. Goals and importance of sustainable promotion strategy

there Many from Objectives which seeks Promotion strategy sustainable to achieve Which no graduation on Goals strategy Marketing that Adopt it The organization in Implement it, It is noted that Goals Sustainable Promotion Strategy Explain How important is it? In organizations Business.Which can be stated as follows:[3][4]

1. Determine The market Target, And divide it to Slices Specific It is done Dealing With it, in a way that suits the privacy of each part of it.
2. Determine The Center that You wish The organization in Occupy it comparison With competitors in Minds customers.
3. Determine Benefits that It will be the focus On it To reach to customers.
4. Coordination Efforts that You are doing it The organization With what Compati-ble with Goals Strategy Marketing.
5. To enhance Awareness With products or Services And more Sales.the goal he Access to Customer More Roads effectiveness And motivate them on take deci-sions Buy.
6. Improving brand image and increasing customer loyalty through effective com-munication and influencing purchasing decisions

3.3. Factors affecting the choice of promotion strategy sustainable

There is Many from Factors that He should Consider it when situation strategy Pro-motion sustainable The plan she has, And Among them[5][6]

a. nature The item (Industrial-Artistic-Consumer)

You need all from Goods Consumerism And the goods Industrial to Strategies Mar-eting different, building on features all Of them.Usually what Depends on Goods Consumerism, Given No expansion The market And high number customers And their spread, on means Promotion not Character like Advertisements In a way greater comparison By means Promotion Character like Sell Personal.

b. nature The market

- Scope geographer To the market He plays role whatever in to choose means Promotion.In condition breadth The market And its spread inside The state, He prefers Use Advertisement Because maybe that It arrives to slice greater from In-dividuals In a way Wider.But in Markets that Concentrated geography, So it will be Sell Personal more effectiveness For his ability on communication Direct with customers in that Areas.
- type customers, if He was The market Target from Brokers or Buyers Industrial-ists He prefers Use Sell Personal, But if He was The market Target from custom-ers He prefers Use Advertisement mostly.
- number customers, if He was number customers big maybe Use Advertisement so becomes Sell Personal Expensive in This is amazing the condition, But if He was number customers Specific maybe Use Personal selling.

c. Resources Available

So whenever Diverse Resources Finance And humanity Diverse Shapes Promotion.

d. budget Promotion

some Organizations small Size that She has resources Financial Limited no You can Use some Ways Promotion like Advertisement in TV in Times a task, Be road Pro-motion Through advertising By mail or in some means Advertisement Local Given To decrease Its costs to end what.

e. stages turn life Product

without doubt that Goals and activities Promotion Different It varies. when It changes Stage that There is With it Product in turn His life , In phase development Product He is goal Promotion he construction degree from Science By product I have Customer , But in phase presentation Product To the market So it will be goal Promotion he more Knowledge And science By product As a matter of fact General , when It arrives Product to phase Growth Van goal Promotion he investigation preference For the brand , But in phase Slope Van the goal he practical Directed by Product from The market In a manner comfortable And here Then Costs Promotion disappear on about big.

f. features Product

that Presented by and the degree of competition in The market And number Goods that Provided by The organization.

3.4. Types of sustainable promotion strategies

There are many marketing strategies that an organization can adopt in its promotional work, and the organization's choice of a specific strategy itself depends on the elements that were previously mentioned. The organization can also adopt more than one strategy at the same time, provided that it achieves its goals and objectives. For the purposes of the study, the four sustainable promotional strategies were adopted (sustainable attraction strategy, sustainable push strategy, sustainable pressure strategy "violent strategy", sustainable suggestion strategy "soft strategy"), which came in the highest percentages in the research and study within the table of the types of promotional strategies for some researchers, which are as follows:

1. Sustainable Attraction Strategy

Attraction strategy, concept, importance, and goals

The strategy Aims to attract the Customers To products, and Depends on This is amazing Ano Strategy On the use of methods He was able to convey sufficient information about the products to the customer, with the aim of attracting his attention, and pulling him away from the rest of the influences that competitors are working on, and convincing him of the product, reaching a stage of attraction and persuasion with the products that the organization offers, making him a promoter who represents the organization in conveying the information to others[7] and it is considered This strategy, strategy Excellent promotion, so It depends heavily on Two elements of the promotional mix, so NThrough them, information can be conveyed and the organization's products promoted on a wide scale. These two elements Advertisement, personal selling Which obligates the organization to Spending huge amounts of money, Specifically On television advertisements, with the aim of convincing buyers that its products are superior to those of competitors.[8] and He sees (Kotler)By adopting this strategy, the organization's marketing management directs all its efforts and marketing activities. Towards end customers who are the core of its marketing activities, To encourage them to interact with the product And buy it[9] And TaD strategy Attraction is one of the important strategies within the organization's overall marketing strategy. Its importance comes from the following:[10][11][12]

- Increased competition due to the large number of, and similarity Products on display.
- It contributes to increasing sales volume by attracting customers and motivating them to make large purchases, which leads to enhancing sales in general
- Because it is The most used method by competitors, the organization must also adopt it to keep up with the competition and use the same competitive approach
- Provides adequate product knowledge, such as demonstrations and training on its use, as well as information on its operation and maintenance.

But Gifts Who is behind using this strategy? The goals that are achieved The organization has a variety of activities, all of which serve the basic objectives for which the organization was established. This diversity is the result of differences and diversity.nature,And the quality of the products,As well as Diversity of tastes and desires of target customers. The most prominent of these objectives include:[12]

- Attract Customers Renew and convert Customerspain Organizations Competition to productsorganized.
- Reward loyal customers for their purchases and encourage them to keep buying again.
- Encouraging off-season purchases.
- Urge the customer On trying the new product.

Methods used In sustainable attraction strategy

Most organizations use multiple means to increase their sales within a new framework in order to attract customers' attention., And achieve distinction from competitors And the point of all this Sales Achievement In larger quantities, and stimulation Customers to repeat purchase, And the following Some of the methods you use Marketing Management in Organization swithin Attraction strategy:

- **Using a celebrity:** The organization resorts to attracting customers by using famous figures from the artistic or sports community.By appearing in its advertisements or promotional events for its products, andThis kind of attraction has a big impact.inCustomer psychology can contribute to a significant increase in sales. The process is done by the famous person presenting the organization's offers and talking about the benefits that the customer gets.Through advertising,Aand Invite them to visit the organization's sales centers.
- **Attraction viaGifts:** The organization offers free gifts to every customer who buys a certain type of product, where it gives a gift for every purchase made by the customer. For example, when he buysCustomerBuy two units of the product and get one extra unit for free. Free gifts can also be given to all visitors to the organization's centers such as pens, notebooks, t-shirts, and other souvenirs bearing the organization's logo. These gifts have a clear impact.inVisitors' purchasing behavior,As well as Being a means And Effective advertisements that can be used to attract more visitors to learn about the organization's products.

- **Samples Free:** A small amount of the product is offered free of charge to customer to try it. This method is especially used in products with wide consumption due to its low price.[13]
- **Competitions:** A competition is organized between the customers. Includes general questions, cultural, such as competitions held in the month of Ramadan, or it may be questions about the system and its products. The prizes are usually tempting and expensive. It aims to attract customers' attention to the organization's name and products.[12]

2- Sustainable Payment Strategy

A- Payment strategy, concept, importance and objectives

The marketing department directs its promotional efforts according to this strategy. To our channel members, the focus here is on wholesalers, who in turn carry out part of the promotional efforts directed at retailers, who in turn also share their sales efforts with customers, it is a process by which the product reaches the customer by pushing it through specialized channels that begin with wholesalers, then retailers, and so on to the customer, and then to the customer. This is a strategy in its working methodology. Personal selling, as well as the possibility of using advertising (albeit to a small extent), as the marketing department works through personal selling efforts by contacting the end customer via channels that facilitate communication and product introduction, according to [14]. Intermediaries are the main axis in this strategy, as marketing efforts are intensified towards intermediaries who constitute the links of the distribution channel that the organization's management relies on within its marketing efforts to reach the markets. Intermediaries, regardless of their names, contribute with their promotional efforts directly to pushing products through their sequences and sites to the customer who is looking for specific products that meet and satisfy his needs, and make him feel the value he seeks through them.

The payment strategy is important for the business organizations that adopt it, as it is one of the strategies that increase sales and raise revenues, in addition to other factors that make it important, including: The importance of the payment strategy comes from it being one of the strategies that is characterized by this strategy, with its ability to influence and persuade, is formulated within an integrated plan that stems from the main promotional plan. Its goal is to provide the customer with information that motivates him to make a purchase decision. [15] and below we explain some points that highlight the importance and objectives of the push strategy through the tools and techniques on which the promotional mix depends, as these tools contribute to achieving the objectives effectively and enhance the organization's ability to push products towards the target customer.

- Distinguish it with its ability to influence and persuade, it is formulated within an integrated plan that stems from the main promotional plan, and its goal is to provide the customer with information that motivates him to make a purchase decision.
- The organization pushes products towards customers through interaction. Has live with intermediaries who provide the organization with information that enables it to satisfy interests. Has wish customers. This contributes to bringing the two parties' viewpoints closer together, thus increasing the chances of successfully completing the sale. This represents the essence of the success of the payment strategy.
- Represents representative personal selling. The organization in its dealings with brokers, and it has the main role in the promotional program of the marketing plan in the organization. He can interact directly with the customer (the broker), exchange opinions and ideas, and transfer information to the organization's management.
- The organization pushes products towards customers through interaction. Has live with brokers, through information collected from brokers. The organization can satisfy interests. Has wish customers. This contributes to bringing the two parties' viewpoints closer together, thus increasing the chances of successfully completing the sale. This represents the essence of the success of the payment strategy.

As for the objectives of the push strategy, this strategy has objectives that are achieved when it is relied upon in promotional work, which are beneficial to the organization. These objectives are represented by the following: [16]

- Inform the customer through providing information and assistance to promoting, educating and directing the customers during their journey in search of a solution to their problem, the neighborhood. Including providing them with information about the products. New, educate them on how to deal with these products, and guide them to find the best solutions that meet their needs as a goal to push the products.
- Convince the customer of the products, positive reinforcement in finding or suggesting products that meet the needs of the potential customer. investigation A satisfying experience for him.
- Strengthening the relationship with brokers and distributors, and increasing distribution in target markets, through building long-term relationships. It aims to build relationships that do not depend on completing the sale deal only, but rather on investing in this relationship and employing it. To understand customers' needs more deeply and provide appropriate solutions based on that.

Steps to implement the sustainable payment strategy

Depends on organizations are a group of for steps to implement the push strategy I am for him, these

steps are as follows:[9]

- Determine the Customers Potential N qualified: Dealing with the right customers is crucial to your success in selling .organized Do not seek to communicate with anyone. customer Potentially, but rather focus on communicating with those who are likely to appreciate and respond to the value you provide. Organized, whom it can serve effectively and profitably.
- Presentation and explanation: At this stage of the payment process,Should The organization must explain how the product solves the problems of the customer Customers are looking for effective ideas and solutions, not just friendly interaction or results. Moreover, buyers don't just want products, they want to understand the value these products will add to their business.
- The Deal with Objections: Often have CustomersObjections during a presentation or when asked to make a request. Objections can be logical or psychological ,and The muster presentative To use a positive approach, And to treat objections as opportunities to provide more information, and to turn objections into reasons to buy.

Follow-up: The final step in the process Payment of products, if Touting Follow up Necessary Andif it was The organization tRed guarantee satisfaction Customers And repeat the transaction after Product push ,And it should On the organization Complete any details about delivery time, terms of purchase, etc. Then She should Make an appointment for to call And Follow up after receiving the customer Initial request to ensure that installation, instructions and maintenance occur correctly .Through follow-up, the organization can detect: Any problems? related to its products, and reassure the buyer about the interest of the organized, and reduces any concerns that may arise for the customer when Payment process.

3- strategy Sustainable pressure (violent strategy)

The organization relies on the pressure strategy on the intensive method of persuasion, introducing customers to its products, and the real benefits that can be achieved for them in return for purchasing them, and adopting them in their lives [17]. The organization's management does not stop at this point, but rather employs this strategy to announce its prices, where and how its products can be obtained, highlight the characteristics of these products, and compare them with similar products offered by competitors. It must be noted that this strategy is a short-term strategy that directly and primarily targets selling the largest possible quantity of products, and achieving the highest profits in the shortest possible time for the organization [18]

The basis for implementing this strategy is based on the idea of besieging the customer, and focusing on immediate urging or pressuring him with the aim of making a quick purchase decision, through the use and dissemination of promotional phrases and messages everywhere he sees or hears, continuously and for a long period of time. Among these phrases are "Buy now... before it's too late", "Pay a little now, instead of paying a large amount tomorrow", "Seize the opportunity and get the product now". These phrases create an impression in the customer that the purchase process is necessary and inevitable [5] Through this strategy, the organization besieges the customer, and pressures him with its various possible promotional means available to it, and employs to ensure the achievement of its goals both intensive advertising and reminder advertising, through which it intensifies the promotional messages directed to the customer, reminds him of its products, and urges him to buy as a current opportunity available to him now [19]. It is assumed that a quick decision to buy will be made according to them, and for greater guarantees, the organization relies on All its persuasive powers are supposed to be temporary programs that stimulate faster and greater availability of its products in the market, and accordingly, the pressure strategy is an influential strategy that directs the customer's behavior to convince him of the organization and its products, through promotional methods that show the advantages of the organization's products compared to competitors, and urge the customer to buy as if it is an opportunity that will not be repeated in the future [8]. It must be noted that competitors will certainly seek to adopt counter-promotional strategies in an attempt to attract the customer to their products, and here adopting constructive promotional strategies that are not similar to what competitors offer, promotional strategies through which advertisements are intensified that disclose information about their products, the performance of these products, and the added value from them.

4-Suggestion strategy sustainable(soft strategy)

It is one of the long-term promotional strategies, through which the organization seeks to gain the customer and build sustainable relationships with him, the end of which is achieving the best profits for the organization. This strategy relies on the simple and easy persuasion method [17], as this strategy is based on showing the facts and adopting the language of dialogue with the customer aimed at pushing him to make a purchase decision with complete conviction [18], and is done through a dialogue that focuses on the benefits that the customer achieves when he buys and uses the organization's products[5], provided that this dialogue is a simple dialogue that does not make the customer feel any moral pressure exerted on him urging him to buy without complete conviction [20], and according to [8] this strategy differs from previous strategies, as it is, on the one hand, easy and simple in the way it convinces the customer and explains the facts, and on the other hand, the way it attracts the customer and convinces him to buy is done through a logical, long dialogue The term, and the organization needs resources to implement this promotional strategy, and the value of these resources varies according to the size of the organization and its capabilities, in addition to the nature of the products it offers. Both agree [19] in

opinion with those who preceded them in that it is a simple strategy in dealing with the customer, and does not rely on the method of pressure and coercion, and includes in its advertising content the organization highlighting the characteristics of the product, benefits, and advantages that the customer can obtain by purchasing this product. In today's competitive environment, where products have similar features, it has become necessary to have a loyal customer, who has long-term relationships with the organization, this relationship is established based on the benefits and advantages that he gains from the organization's products, and these relationships with the customer can increase the frequency and quantity of customer requests for the organization's products, and provide economic benefits to it, and can recommend new works and products to the people around it, and gain new customers at a lower cost.

4. Pricing Strategy

4.1. Pricing Strategy, Concept, Importance, and Objectives

In light of the great diversity of products and features that customers demand, as well as facing many challenges and problems in their environment, organizations are now seeking to find appropriate strategies for them, including a pricing strategy that enables them to increase profits and distinguish themselves from competitors [21]. Pricing is one of the most important strategies that the organization is interested in formulating correctly and appropriately, as this strategy enables the organization to position itself well in the market and gives it a competitive advantage that distinguishes it from its competitors. Here, the organization had to adopt an appropriate pricing strategy that achieves its goals and, at the same time, makes the customer feel cared for. Today's customer is aware of the pricing strategies followed by the organization, and the latter must adopt a pricing strategy that affects intentions and the purchase decision and creates a distinguished position in his mind, in addition to its role in giving the organization a competitive advantage that confronts its competitors.[22].It is necessary to point out the necessity of adopting a pricing strategy that seeks not only to attract the customer and buy it once, but also to repeat the purchase process, as competitors are still present, and they target the customer through different pricing strategies, which requires the organization to adopt an effective pricing strategy that studies the internal and external factors and challenges, and everything related to the market, enabling the organization to confront price wars, and at the same time achieve its goals [23], and to ensure the sustainability of competition, the organization must here choose the appropriate pricing strategy based not only on market conditions, costs, and the desire to achieve profits, but also on the nature of customers, as its strategy may be more successful if there are distinct customers who are looking for the value of products, and prefer to obtain diverse offers, regardless of the pricing policy imposed by the organization [24]. However, the challenge facing differentiated organizations remains in the presence of strategic customers in their choices, as these customers try to postpone making the purchase decision until later until prices decrease. This may negatively affect the organization's profits and weaken its differentiated pricing strategy. Therefore, the optimal pricing strategy should be determined based on the nature of customers and their purchasing style, by segmenting the market according to customers, competitors and the nature of competition, and other factors Influential [25] Economic dimension Based on the definitions proposed by researchers regarding the Pricing strategy, two researcher identified the following operational definition: A set of policies and methods adopted by the organization to determine appropriate prices for its products in line with its commercial objectives and market conditions. This strategy aims to achieve a balance between increasing profits, attracting customers, distinguishing itself in the market, and keeping up with competition. and that For strategy Pricing is of great importance to both the organization and the customer. Determining the pricing strategy helps the organization build its plans that target the customer, survival, continuity, and growth in the market, in addition to other factors that have highlighted their importance, which are as follows:[26][21]

- The price competition that competitors use to attract customers to their products.
- Matching the customer's needs, requirements and desires with the organization's products.
- Building purchasing decisions for customers who rely on price as a basic determinant for their decision.
- to improve performance Sales And enhance Benefits that Expected Customer get On it Opposite Prices that pays it when buying Products.
- reduction Risks Related Without certainty when take resolution Buy, Which Reflected on Intentions And behavior Customer after practical Buy.
- Impact on an experience Customer after Buy, so Feel With satisfaction on His decision when achieves value from The product that Got it On it.

In light of the importance of the pricing strategy for the organization, it is necessary to mention the objectives that it seeks to achieve, which are seen by each of [27],as characteristics that distinguish it through its objectives from the rest of the marketing strategies in the organization, and they can be summarized as follows:In the following:[28],[29],[30],[21]

- Creating a clear vision for marketing managers through which pricing objectives and the overall goals of the organization can be achieved.
- It achieves stability and balance in line with the organization's marketing strategy, as well as achieving

sales stability in the short term and increasing them in the long term.

- Confronting competitors in the market and frustrating their efforts to gain a foot-hold in the market, and establishing the organization's position as a leader in setting prices in front of them.
- Covering costs, especially when the organization provides high-quality products.
- Maintaining the organization's position in the market on the one hand and in the minds of customers on the other hand.
- Maximizing profits, which is the main goal of the organization, by selling products to customers while taking into account costs and capital expenditure.

4.2. Types of Pricing Strategy

When developing an organization's pricing strategy, a set of methods are adopted that contribute to determining the prices of the offers presented in the market. Each method is chosen according to market conditions, the nature of customers, competitors, costs, and influencing factors. There are many options that organizations can adopt according to the requirements of their interests and goals. Most researchers agree that the pricing strategies available to organizations are multiple and different, and each of these strategies has its own goals and objectives that it is supposed to achieve for the organization. Strategies according to the following:

Cost-based pricing strategy

Cost is the main factor. The important thing is to determine the right price. When designing a product, the organization adds the costs of production and then sets a price that covers those costs. An organization that seeks to reduce its costs sets low prices to achieve higher sales and profits. In contrast, there are organizations that bear high costs to set higher prices, based on the belief that higher costs reflect higher quality. The difference between cost and price represents the value that the organization provides for customers [31]. as Cost-based pricing is one of the most common methods in Organizations Business due to its ease and simplicity of application. In this method, the organization starts by determining the production costs, then adding the marketing costs and administrative expenses to get the total costs. After that, a certain profit margin is added, calculated as a percentage of the production costs or the total costs, to determine the price to sell [32]. Cost-based pricing strategy has advantages and disadvantages.

This strategy has a set of advantages and disadvantages, the most important of which are: [33]

- It requires little information and can be easily managed.
- It tends to keep markets stable when demand and the factors affecting it change.
- A feature that contributes to the ethical side of the organization that applies it.
- Provides protection against lack of knowledge for Organizations Who enter the market without any prior experience.
- Cost-based pricing can provide full cost coverage and a fixed rate of return. Additionally, this type of pricing does not require a lot of additional market research, so it is calculated based on the organization's own costs.

However, existing pricing strategy has some flaws. The cost to him is also clear. They are: [33]

- The biggest drawback of cost-based pricing is that it completely ignores customer desires. As he says [34] "Any pricing strategy that does not take into account customer value creates a vacuum that sucks all the profit out of the business." Therefore, not taking into account customers' willingness to pay is not a smart approach, especially for those who intend to enter a new, dynamic, and competitive market.
- A culture of isolation that leads to loss of profit when entering the market, so it becomes necessary to monitor competitors' prices closely.
- It contains what are called sunk costs, which are costs that occur and cannot be recovered or covered at any level of production. These costs may sometimes conflict with incremental costs, which are costs that change with the level of production.

Market Penetration Strategy

This strategy is usually used when: presentation New product on the market, so It aims to achieve rapid penetration and market expansion to gain the largest possible market share .and The main goal is to enhance

long-term profitability through rapid penetration. This strategy relies on offering low prices to increase market share as quickly as possible, as well as increase sales volume of the product

And Breakout refers to the use of low prices to open the market and make large sales in a short period of time. As uncertainty increases, the Customers More intelligent and rational in their purchasing decisions, so They are looking for fair pricing. In this context, a penetration strategy may be the best option to reach this category of Customers. and The penetration strategy is achieved by setting a relatively low price for the new product with the aim of achieving deeper market penetration at the current stage, and thus securing a larger market share in the coming periods. and This strategy is only applied when the price set for the product is at a level that promotes increased sales volume. In industries with economies of scale and expertise, a significant portion of total costs can be reduced, allowing the justified penetration pricing strategy to be applied, which contributes to greater profit in The market [35]. and This strategy has many advantages and disadvantages. According to the opinions of a number of researchers [33]

- Rapid growth of the base Customers so It happens by offering better prices than competitors while maintaining the same quality of products. Or even offer something better, making it easier to attract the Customers and compete with other organizations.
- Seeking This strategy to Increase his share The organization quickly market and expand its presence effectively..
- that strategy penetration It is useful and effective when the organization is able to produce on a large scale that leads to economies of scale.
- This strategy is suitable for new products that do not have a clear social connotation, and that are not linked to social status, such as industrial detergents used by the housewife. And Homes.

However, besides the ability to effectively capture the market by offering a lower price, there are also some disadvantages associated with this strategy. [33]

- necessity Considering it is the brand image, so That the Customers They often associate "cheap" price with "low quality." Therefore, a market penetration pricing strategy may negatively affect the organization's image, unless the organization identifies itself as a brand that always offers low prices..
- This strategy may lead to lower prices in the industry as a whole. When competitors adopt a competitive pricing strategy and want to match prices to maintain market equilibrium and avoid losing Customers They will lower their prices accordingly. This could eventually lead to a price war that makes little profit for all parties.
- Sometimes demand may be so high that the organization cannot meet its needs.

Price leadership strategy

This strategy is one of the methods used in pricing products. So It is used by organizations that are leaders or dominant in the markets, and are considered to control market prices within their industry. This strategy is also used in the case of monopolistic organizations or those operating within the framework of "oligopoly". This strategy is often used by large organizations in industrial sectors. [36] and prices are changed according to this strategy when new competitors enter or competitors try to influence the market share, as leading organizations change their prices to remain the ones in charge of the pricing process or dominate the industrial sector. [37]. This strategy may also a reason Some barriers that prevent other organizations from entering into competition or getting into price wars. As well as Therefore, organizations that adopt this strategy adjust prices, either by lowering or raising them, according to the demand for their products.

And This strategy is embodied by setting prices by organized It is considered the leader in the market, so There are two types of price leadership, namely:

1. The leading organization takes the initiative to change prices, so The rest of the Organizations Ready to follow, provided that this change brings her sufficient profit.

2. organized Small but considered a price leader having proven its ability to analyze and diagnose changes in the market. Price leadership is always seen as a way to establish pricing policies in order to penetrate the market. and avoid problems Which may lead to price wars, the application of this strategy aims to control prices within the industry to maintain the organization's leadership position and impose barriers to the entry of new competitors. This strategy succeeds in monopolistic markets and when organizations within the same industry are affected by the same price variables. It is important for the organization to have accurate and comprehensive knowledge of market conditions, because any error in pricing may lead to the loss of control over the market [38].

5. The practical aspect

5.1. strategy variables sustainable

promotion two researcher relied on three main dimensions to measure it, which are:(strategysustainable attraction, strategySustainable payment, strategySustainable pressure, sustainable suggestion strategy)The level of awareness of the surveyed individuals of this variable was determined through:(20)Paragraph, using a five-point Likert scale.

The table provides (1) A summary of the frequency distributions, arithmetic means, standard deviations, and response rates, in addition to the coefficient of variation for the pricing strategy of the company under study.

Table 1. Frequency distributions, arithmetic means, standard deviations, and relative importance

Paragraphs	Response scale					Arithmetic mean	Standard deviation	coefficient of variation	Response rate %
	Strongly agree (5)	I agree (4)	Neutral (3)	I disagree (2)	Strongly disagree (1)				
X1_5	28.0	31.0	22.4	12.9	5.7	3.629	1.107	30.9%	72.6%
X6_10	56.2	20.0	10.0	7.6	6.2	4.124	1.152	28.8%	82.5%
X11_15	34.7	40.0	16.2	7.6	1.4	3.991	0.910	23.1%	79.8%
X16_20	50.0	24.7	17.6	6.2	1.4	4.157	0.998	24.0%	83.1%

Source: Prepared by the researchers based on the outputs of the (SPSS V.27) program n=42

Data from Table (3) indicate that

- a. **that Attraction strategy sustainable:** Represented by paragraphs (X_1toX_5) And with a percentage of (59.0%) of the respondents towards agreement (strongly agree, agree) on the total of this dimension and the percentage of disagreement (disagree, strongly disagree) at a percentage of (18.6%) and the percentage of neutrals (22.4%) and this is supported by the arithmetic mean (3.629) and a standard deviation (1.107) and a coefficient of variation (30.9%) and a response rate (72.6%).
- b. **Payment Strategy sustainable:** Represented by paragraphs (X_6 to X_10) and with a percentage of (76.2%) of the respondents towards agreement (strongly agree, agree) on the total of this dimension and the percentage of disagreement (disagree, strongly disagree) with a percentage of (13.8%) and the percentage of neutrals (10.0%) and this is reinforced by the arithmetic mean (4.124) and a standard deviation (1.152) and a coefficient of variation (28.8%) and a response percentage (82.5%).
- c. **Pressure strategy sustainable:** Represented by paragraphs (X_11 to X_15) and at a rate of (74.7%) of the respondents towards agreement (strongly agree, agree) on the total of this dimension and the rate of disagreement (disagree, strongly disagree) at a rate of (9.1%) and the rate of neutrals (16.2%) and this is supported by the arithmetic mean (3.991) and a standard deviation (0.910) and a coefficient of variation (23.1%) and a response rate (79.8%).
- d. **Suggestion strategy Sustainable:** Represented by paragraphs (X_16 to X_20) and at a rate of (74.7%) of the respondents towards agreement (strongly agree, agree) on the total of this dimension and the rate of disagreement (disagree, strongly disagree) at a rate of (7.7%) and the rate of neutrals (17.6%) and this is supported by the arithmetic mean (4.157) and a standard deviation (0.998) and a coefficient of variation (24.0%) and a response rate (83.1%).

Summary of promotional strategy variable sustainable

The data in the table indicate that:(2) There was an agreement of (71.2%) of the respondents on the total paragraphs expressing the four dimensions of the promotional strategy variable. Sustainable Represented by (attraction strategy sustainable Payment strategy sustainable pressure strategy sustainable Suggestion strategy

sustainable) With an arithmetic mean of (3.975), a standard deviation of (1.042), a coefficient of variation of (26.7%), and a response rate of (79.5%), the (push strategy) dimension achieved sustainable) The highest contributions of the agreement, which made it ranked first compared to the other dimensions, with an agreement rate of (76.2%), while it was followed by (the strategy of suggestion sustainable) and (pressure strategy sustainable) ranked second with an agreement rate of (74.7%) and came after (the attraction strategy sustainable) ranked third with an agreement rate of (59.0%).

Table (2): Summary description and diagnosis of the variable Sustainable Promotion Strategy

Dimensions	The agreement	Arithmetic mean	Standard deviation	coefficient of variation	Response rate	Arrangement
Sustainable Attraction Strategy	59.0%	3.629	1.107	30.9%	72.6%	third
Sustainable Payment Strategy	76.2%	4.124	1.152	28.8%	82.5%	first
sustainable pressure strategy	74.7%	3.991	0.910	23.1%	79.8%	second
Sustainable Suggestion Strategy	74.7%	4.157	0.998	24.0%	83.1%	second
Average	71.2%	3.975	1.042	26.7%	79.5%	-

Source: Prepared by the researchers based on the outputs of the (SPSS V.27) program, n= 42

5.2. Pricing strategy variable: The variable was measured.Pricing StrategyThrough its three dimensions,They are:(Cost-Based Pricing Strategy,Market Penetration Strategy,Price leadership strategy)To identify the level of awareness of the researched individuals of this variable, 15 paragraphs were adopted using a five-point Likert scale.

The table shows (3) Summary of frequency distributions, arithmetic means, standard deviations, response rates, and coefficient of variation for the sustainable development variable in the company under study.

Paragraphs	Response scale					Arithmetic mean	Standard deviation	coefficient of variation	Response rate %
	Strongly agree (5)	I agree (4)	Neutral (3)	I disagree (2)	Strongly disagree (1)				
Y1_5	52.9	28.6	13.3	5.2	0.0	4.291	0.845	19.8%	85.8%
Y6_10	21.4	22.9	29.5	16.7	9.5	3,300	1.243	37.9%	66.0%
Y11_15	38.1	35.7	18.1	6.7	1.4	4.024	0.976	24.3%	80.5%

Source: Prepared by the researchers based on the outputs of the (SPSS V.27) program, n= 42 It is clear from the table (3)

- a. **Cost-Based Pricing Strategy:** Represented by paragraphs (Y_1 to Y_5) and at a rate of (81.4%) of the respondents towards agreement (strongly agree, agree) on the total of this dimension and the rate of

disagreement (disagree, strongly disagree) at a rate of (5.2%) and the rate of neutrals (13.3%) and this is supported by the arithmetic mean (4.291) and a standard deviation (0.845) and a coefficient of variation (19.8%) and a response rate (85.8%).

- b. **Market Penetration Strategy:** Represented by paragraphs (Y_6toY_10) And with a percentage of (44.3%) of the respondents towards agreement (strongly agree, agree) on the total of this dimension and the percentage of disagreement (disagree, strongly disagree) at a percentage of (26.2%) and the percentage of neutrals (29.5%) and this is supported by the arithmetic mean (3.300) and a standard deviation (1.243) and a coefficient of variation (37.9%) and a response percentage (66.0%).
- c. **Price leadership strategy:** Represented by paragraphs (Y_11toY_15) And with a percentage of (73.8%) of the respondents towards agreement (strongly agree, agree) on the total of this dimension and the percentage of disagreement (disagree, strongly disagree) at a percentage of (8.1%) and the percentage of neutrals (18.1%) and this is supported by the arithmetic mean (4.024) and a standard deviation (0.976) and a coefficient of variation (24.3%) and a response rate (80.5%).

Summary of the pricing strategy variable

The data in Table (6) indicate that there is an agreement of (66.5%) Of the respondents on the total paragraphs expressing the three dimensions of the pricing strategy variable, which are (cost-based pricing strategy, market penetration strategy, price leadership strategy), with an arithmetic average of (3.872) and standard deviation (1.021) and coefficient of variation (27.3%) and response rate (77.4%) And after (cost-based pricing strategy) achieved the highest agreement contributions with an agreement percentage (81.4%), while the (price leadership strategy) ranked second with an agreement rate of (73.8%), and then (market penetration strategy) ranked third in agreement percentage (44.3%).

Table (4): Summary of the description and diagnosis of the pricing strategy variable

Dimensions	The agreement	Arithmetic mean	Standard deviation	coefficient of variation	Response rate	Arrangement
On a cost basis	81.4%	4.291	0.845	19.8%	85.8%	first
Market Penetration Strategy	44.3%	3,300	1.243	37.9%	66.0%	third
Price leadership strategy	73.8%	4.024	0.976	24.3%	80.5%	second
Average	66.5%	3.872	1.021	27.3%	77.4%	-

Source: Prepared by the researchers based on the outputs of the (SPSS V.27) program, n= 42

6. Conclusions and Recommendations

6.1. Conclusions

1. It is clear to researchers from the theoretical aspect of the study that adopting an effective pricing strategy in the company under study contributes to improving and enhancing its market share, and also helps in improving the organization's performance and developing its capabilities by providing products that are characterized by quality and appropriate price to customers.
2. The results of the correlation analysis showed that there is a statistically significant correlation between the sustainable promotion strategy and the pricing strategy.
3. The results of the influence relationship analysis revealed a significant influence relationship between sustainable promotion strategy and pricing strategy.
4. The administrative leaders in the company under study have sufficient awareness of the strategies followed by the company under study in promoting its products, which can achieve its goals.
5. The company under study relies mainly on determining the prices of its products on: Cost-based pricing strategy, as it is the basis that enables it to set appropriate prices for its products, sufficient to cover its costs and achieve appropriate revenues for it.
6. The company's management adopts specific strategies aimed at achieving economic sustainability, by focusing on enhancing profitability, expansion and diversification, innovation, and effective financial risk management. These strategies contribute to enhancing the company's economic success and ensuring the continuity of its business in the long term.
7. The company has been found to have strict control measures in place to reduce environmental violations, ensuring compliance with environmental standards and enhancing its commitment to environmental conservation. These measures contribute to supporting environmental sustainability within the company's activities.

6.2. Recommendation :

- 1- The company must establish a specialized unit responsible for sustainable promotion, with a focus on developing new ideas and adopting innovative methods.
- 2- The necessity of monitoring changes in the company's external environment to ensure keeping pace with them and benefiting from them, which enhances its ability to seize opportunities and increase its market share.
- 3- Ensuring and observing customer rights when innovating, ensuring that there is no negative impact on price, quality, safety and security, while adhering to all other rights.
- 4- Seeking to create or develop mechanisms to follow up on the Customers Its responsibility is to monitor pollution levels resulting from production processes, take appropriate corrective measures, and provide effective means that contribute to reducing pollution and preserving the environment.
- 5- Exploiting occasions, religious and national holidays, during which the company reduces the price of its products. This is a good opportunity to introduce the products and distribute larger quantities of these products.
- 6- Benefit from the experiences of competing companies in adopting pricing strategies that enabled them to achieve good revenues and high sales.

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