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# The impact of pricing strategy on achieving sustainable development 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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keyword3, Al-Hadba Food Industries Co., Ltd

## ABSTRACT

He seeks Search Current recognition Pricing Strategies And represented With Cost-based pricing strategy ,Market penetration strategy, Price leadership strategy),As an independent variable and a statement of its impact on sustainable development and its dimensions represented by (environmental, economic, social) as a dependent variable And to define it ,Administrative leadership In company Al-Hadbaa Food Industries Limited in Mosul City  
The research problem was represented by the following question: Is there a significant correlation between the strategy? Pricing And sustainable development in the company under study?  
Is there a moral effect? For pricing strategy In the sustainable development of the company under study? To answer this question, a main hypothesis was adopted, which is :TYou are mine Administrative leadership Researchers in Al-Hadbaa Food Industries Co. Ltd. Sufficient awareness, clear vision, and accurate knowledge With search variables...directed to them, and prevalent in their company." To prove the validity of this hypothesis, or not, it was tested statistically, using the appropriate statistical tools, through a questionnaire form that was prepared and distributed for this purpose, as it was distributed (42) A questionnaire on a representative intentional sample With administrative leadership, dealing with the company under investigation, and it was recovered .And (39) Valid form, i.e. by (92%), and the respondents' answers were analyzed, which enabled the researchers to present a set of results.



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## 1. Introduction

Industrial organizations are now more aware of the importance of preserving the environment and protecting it from pollution, especially in light of rapid technological developments. This comes through adopting pricing strategies that take into account the environmental impact, which calls for searching for new methods for pricing environmentally friendly products. Hence, the concept of pricing emerged, which aims to produce goods using processes, methods and strategies that reduce the negative impact on the environment. Therefore, it has become imperative for our industrial organizations to adopt these modern concepts and methods, not only to preserve the environment, but also to ensure the sustainability of their resources. By adopting effective methods of resource development and ensuring their continuity, organizations can achieve a balance between economic development and environmental responsibility. Therefore, focusing on sustainable development is crucial to ensuring the long-term sustainability and growth of organizations..

## 2. Methodology

### 2.1. The study problem

The problem of the study lies in the low levels of sustainable development as a result of the deterioration of economic conditions and the spread of unemployment among the segments of society, which leads to the weakening of economic development. In addition, population growth contributes to increasing pressures on economic and social development, which hinders the achievement of sustainability. Today, industrial companies in general and those operating in the Iraqi environment in particular suffer from major problems in the field of striving for sustainable development by reducing waste, lowering prices, reducing costs, addressing stoppages, improving quality and timely delivery, which enables them to maintain their superiority and distinction. Therefore, we are trying through this research to: Address this problem by adopting a pricing strategy that aims to control, reduce, or raise prices according to market requirements, which helps in achieving economic balance and serving society. Therefore, the problem of the research lies in studying the role of pricing strategy in achieving sustainable development within the researched field, so posing the following questions will help in Know the problem: no There is a significant correlation between strategy Pricing And sustainable development in the company under study? Is there a moral effect? For pricing strategy In the sustainable development 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, Pricing Strategy and Sustainable Development In the organizer The researched area, in addition to achieving the following objectives:

1. Definition of the concept Pricing Strategy and Sustainable Development, and Their dimensions.
2. Get to knower ality Pricing Strategy and sustainable development In the organization under study.
3. Reaching accurate results and adopting them as basic pillars for presenting scien-tific conclusions, proposals and the mechanism for their implementation

### 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. 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[1]. 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(2) 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 (3) 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, (4) 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(5).

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[6][1].

- 1-The price competition that competitors use to attract customers to their products.
- 2- Matching the customer's needs, requirements and desires with the organization's products.
- 3-Building purchasing decisions for customers who rely on price as a basic determinant.
- 4-to improve performance Sales And enhance Benefits that Expected Customer get On it Opposite Prices that pays it when buying Products.
- 5-reduction Risks Related Without certainty when take resolution Buy, Which Reflected on Intentions And behavior Customer after practical Buy.

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 (7) 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[8][9][10][1]:

- 1-Creating a clear vision for marketing managers through which pricing objectives and the overall goals of the organization can be achieved.
- 2- 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.
- 3-Confronting competitors in the market and frustrating their efforts to gain a foothold in the market, and establishing the organization's position as a leader in setting prices in front of them.
- 4-Covering costs, especially when the organization provides high-quality products.
- 5-Maintaining the organization's position in the market on the one hand and in the minds of customers on the other hand.

### **3.2. Factors affecting pricing strategies**

Pricing strategy is affected by a set of factors and considerations, and if the organization's management is well aware of these factors, it will be able to choose the appropriate methods and strategies that help attract customers and serve the interests of the organization. Strategies vary according to these factors and the extent of their influence, such as costs Below is an explanation of these factors:[11][12]

Organization objectives

It is the price tool You use it administration Marketing To achieve Objectives General For the organization, like Profitability, Continuity, and growth. In addition to Objectives Marketing Sub, Most notable more The share Market And growth Sales.

Cost

It is Cost component major influential on policy Pricing And his method, so It is running the price The role Most prominent in Covering costs The organization strategy The mix Marketing when Formulate policy Pricing, Should investigation Harmony And compatibility between the price And the rest Elements The mix Marketing Other, like Product, Promotion, and distribution, To ensure Strategies Marketing Integrated And effective. Considerations Organizational

I mean With that Parties Different that You have Right in Participation in practical take resolution Pricing. It varies This is amazing Parties according to nature And size The organization, so Be Management The Supreme And management Marketing in most Organizations They are Officials The main ones on to set the price.

Friends Interests When making a pricing decision, the organization should consider all other stakeholders such

as traders, distributors, and Customers, employees, suppliers, and other stakeholders.

Factors Economic there necessity Inevitability To be considered analysis And study Factors Economic, then take it in The calculations when take decisions Pricing. And Most important This is amazing Factors Depression Economic, And inflation And unemployment, And level Individuals Login and others from Factors Economic Other. Competitors It is running Competitors role vital in decisions Pricing Private With organizations Business, No maybe that Litigation price higher from Competitors in Shadow rap-prochement level quality Its products with products competitors, as It is difficult Liti-gation same the price if He was level quality Its products less from level quality prod-ucts Competitors Others in The market. Demand It is demand on Product from Factors Home that Determine to set the price, so no maybe more Prices in Shadow weakness demand on Products, as no maybe discount Prices in condition demand The strong And the increasing.

### **3.3. Types of Pricing Strategy**

#### 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 organiza-tion provides For customers [13]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 Sell[14].

#### 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 peri-od 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 pen-etration 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[15]

#### Price leadership strategy

TaD This strategy is one of the methods used in pricing products.soIt is used by or-ganizations 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 monopo-listic organizations or those operating within the framework of "oligopoly". This strategy is often used by large organizations in industrial sectors[16] 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[17] This strate-gy may alsoa reason Some barriers that prevent other organizations from entering into competition or getting into price wars. As well as There fore, 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 byorganized It is considered the leader in the market, so There are two types of price leadership, namely: Headquarters,

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 problemsWhich 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[18]

### **3.4. sustainable development**

The concept of sustainable development

Sustainable development currently shapes the bulk of contemporary environmental policy, and the generality of the concept has made it a popular slogan. Which pay some Almost all companies are adopting sustainable development. So This principle has been used to support the views of Divergent In the face of environmental issues such as climate change and environmental degradation, sustainability can mean different, sometimes contradictory, things to economists and environmentalists. Which made communication to compatibility of views Very diffi-cult[19] As you know Brundtland Commission on Sustainable Development Most popular definitions It is defined as “development that meets the needs of the present without compromising the ability of future generations to meet their needs[20] the researchers arrived at the following operational definition: Sustainable development is a dynamic process that aims to achieve a sustainable balance between economic growth, social stability, and environmental conservation, through the effective use of available resources, ensuring that the needs of individuals are met at the present time without compromising the ability of future generations to meet their future requirements

Goals of sustainable development

Connected Sustainable development is the principle of achieving human development goals while preserving the capacity of natural systems to provide the natural resources and ecosystem services on which the economy and society depend. It can be said that the connection deepens with each dawn because the population is increasing but the natural resources available to humanity are not. In recognition of this phenomenon, global concerns have always been expressed for the wise use of available resources As you seek Sustainable development, through its programmes, mechanisms and content, aims to achieve a set of goals that A number of researchers refer to it[21][22]

- Guaranteed provision on Basic service esincluding MiaIt is suitable for drink-ing,andServicesSanitation and Sustainable Energy
- Supporting the generation of development opportunities through inclusive education and decent work
- TMEchanic Innovation and resilient infrastructure, creating communities and cities capable of sustainable production and consumption
- Reducing inequality in the world, especially with regard to gender
- Strengthening cooperation between various social actorsinvestigation Healthy environment and ensuring consumption and production
- Theyay Inclusive and sustainable economic growth.
- Raising awareness of the importance of modern technology in achieving communi-ty goals.

### **3.5. Dimensions of sustainable development**

Environmental dimension

This dimension addresses how to make the natural environment productive and resilient to support human life., and Sustainable use of natural capital as a source of economic inputs and a sink for waste The causes of the environmental problem are often attributed to the pattern of growth and development based on the depletion of natural resources and the use of technologies and methods that are polluting and harmful to the environment, in addition to considering natural resources as public property and society bearing external environmental costs without them appearing in the accounts of institutions or the overall accounts of the national economy[23]

Economic dimension

This dimension aims to achieve continuous reductions in the amount of energy consumed and the depletion of natural resources, the amount of which is higher in rich countries compared to poor countries[24] and according to this dimension, sustainable development seeks to develop economic development according to the perspective of environmental balances in the long term, and the following elements represent the axis of the economic dimension of human life, which are “sustainable economic growth, capital efficiency, satisfaction of needs and economic justice[25].

Social dimension It is the natural right of man to live in a clean and healthy environment in which he can practice all activities, while ensuring his right to a fair share of natural resources and environmental and social services, which he can invest in to serve his basic needs (shelter, fresh food, air... in addition to complementary needs to raise his standard of living (work, promotion...) without reducing the opportunities of future generations[26]

## **4. The practical aspect**

### **4.1. The pricing strategy variable**

where the researchers relied on three main dimensions to measure it, which are:(Cost-Based Pricing Strategy,Market Penetration Strategy,Price leadership strategy)The level of awareness of the surveyed individuals of this variable was determined through:(15)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.

The data in Table (1) indicate that there is an agreement of (81.2%) 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 (4.27)Which indicates that most respondents tend to agree. and standard deviation (0.709)Meaning there is a moderate dispersion in performance. And the coefficient of variation (16.7%)Meaning there is a relative difference, Response rate (81.4%)It shows a high level of agreement among managers, The cost-based pricing strategy achieved the highest agreement contributions with an agreement percentage of (86.5%), while the (price leadership strategy) ranked second with an agreement rate of (84.6%), and then (market penetration strategy) ranked third in agreement percentage (72.6%).

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

Source: Prepared by the

Paragrap hs	Response scale					Arithmeti c mean	Stand ard deviation	coeffi cient of variation	Response rate %
	Strongly agree (5)	I agree (4)	Neutral (3)	I disagre e (2)	Strongl y disagre e (1)				
X1_5	68.2	18.3	7.5	0	0	4.667	0.65	13.9	86.5
X6_10	21.4	51.2	19.4	0	2.4	3.72	0.663	16.6	73.2
X11_15	46.1	38.5	13	2.8	0	4.143	0.814	19.6	84.7
Average	45.2%	36%	13.3%	2.8%	2.4%	4.27	0.709	16.7%	81.4%
		81.2%			5.2%				

researchers based on the outputs of the (SPSS V.26) program n=42

**4.2. Sustainable development variable**

The sustainable development variable was measured through its three dimensions, which are:(Environmental dimension, Economic dimension,Social dimension)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 (2) Summary of frequency distributions, arithmetic means, standard deviations, response rates, and coefficient of variation for the sustainable development variable in the company under study. It is clear from the table (2) There is a general agreement between the opinions of the respondents regarding the sustainable development paragraphs, as the general consistency rate of the answers (strongly agreed, agreed) reached 53%, which indicates a clear degree of agreement between the respondents regarding this variable. In contrast, the percentage of disharmony in the answers reached 11%, while the percentage of neutral answers was%36 This was supported by the arithmetic mean of 3.58, reflecting a positive level of awareness of sustainable development concepts among the surveyed individuals, while the response rate reached 53.15%..

**Table 2.** Frequency distributions, arithmetic means, standard deviations, and relative importance

Source: Prepared by the

Paragra phs	Response scale					Arithmeti c mean	Stand ard deviation	Coeffi cient of variation	Response rate %
	Strongly agree (5)	I agree (4)	Neutral (3)	I disagre e (2)	Strongl y disagre e (1)				
X16_22	7	44	40	3	1	3.56	0.72	0.203	53.68
X23_29	5	51	38	7	10	3.31	0.98	0.298	59.45
X29_35	45	7	30	9	3	3.87	1.20	0.311	55.32
Average	19%	34%	36%	6.33%	4.66%	3.58	0.966	0.270%	53.15
		53%			11%				%

researchers based on the outputs of the (SPSS V.26) program, n= 42

**4.3. Testing the relationship between the research variables**

main hypothesis states: “There is no significant correlation between the combined pricing strategy and the combined dimensions of sustainable development.” The sub-hypothesis emanating from it states: “There is a

significant correlation between each dimension of pricing strategy and the dimensions of sustainable development combined.” To analyze this relationship, a correlation test was conducted at the level of the researched company, where the relationship between the dimensions of the pricing strategy (cost-based pricing, market penetration, price leadership) and the dimensions of sustainable development (economic dimension, social dimension, environmental dimension) was measured. The following are the details of the analysis of this relationship: Table (3): Analysis of the correlation between strategy Pricing and sustainable development a direct relationship between pricing strategy and sustainable development, as the value of Sig The correlation coefficient was less than the significance level of 0.05. Accordingly, the first main hypothesis is rejected and the alternative hypothesis is accepted, which means that there is a statistically significant correlation between pricing strategy and sustainable development

**Table 3.** Analysis of the correlation between strategy Pricing and sustainable

Variables	sustainable development		
	Correlation coefficient	Sig	Significance
Pricing Strategy	0.561	<0.001	The relationship is moral.

**Source:** Prepared by the researchers based on the outputs of the (SPSS V.26) program n=42

#### 4.4. Testing main effect

Hypothesis This hypothesis states that non There is a significant effect relationship For pricing strategy Combined in the dimensions of sustainable development combined, this relationship was analyzed at the level of the company under study. We note from the table (4) We reject the fifth main hypothesis because the value of Sig is less than the significance level (0.05), which means that there is a statistically significant effect of the strategy. Pricing In every dimension sustainable develop ment And the two dimensions (Environmental dimension, and the social dimension) explain the same percentage, as the percentage of each of them was estimated at 70.5%, while after (Economic dimension) with an interpretation rate of (36.4%).

**Table 4.** impact Pricing Strategy In dimensions sustainable development

variableCertified	Independent variable: strategy Pricing				coefficient of determination
	Impact factor	Valuest	Sig		
Environmental dimension	0.839	14.327	<0.001		70.5%
Economic dimension	0.604	7.412	<0.001		36.4%
Social dimension	0.840	17.233	<0.001		70.5%

**Source:** Prepared by the researchers based on the outputs of the (SPSS V.26) program n=42

## 5. Conclusions and Recommendations

### 5.1. Conclusions

- 1- The administrative leadership in the company under study has sufficient awareness of the strategies followed by the company under study in pricing its products, which can achieve its goals.
- 2- 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.
- 3- The company under study seeks, within its future plans, to penetrate the market not only the local one but also to expand to neighboring cities by employing its strategic capabilities to penetrate the market, expand its market share, and customer base by offering its products in the local market, and the markets of neighboring cities at least.
- 4- The company under study, up to the time of preparing the research, was not able to lead the prices of its products in the market. As a result of the competition, it still follows the pricing strategies of competitors, due to their higher capabilities and better stability and consistency in the market, which came as a result of

the stability of its work environment and the fact that its cities were not exposed to military operations that halted production and marketing.

- 5- It became clear to the researcher that Pricing Strategies Together they affect sustainable development at the macro level, as each dimension of Pricing Strategies It has a positive effect on investigations sustainable development.
- 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.

## **5.2. Recommendation :**

- 1- Striving to reduce production costs and trying to reduce them by adopting higher and better technology, and obtaining production resources from sources at lower costs, which will certainly result in reducing production costs in general, which is reflected in reducing prices.
- 2- 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.
- 3- Benefit from the experiences of competing companies in adopting pricing strategies that enabled them to achieve good revenues and high sales.
- 4- Building awareness of product quality and value to the customer, compared to alternative products.
- 5- Increase care The company With economic growth, working to use resources efficiently and in a balanced manner, striving to increase product quality, improve productivity, meet the local market's desires for products, and work to reduce environmental damage resulting from production to the lowest level.
- 6- Management pursuit The company By expanding the horizons of workers to keep pace with developments in the social dimension to increase their knowledge and awareness and work to increase production lines and work to increase points of sale by signing contracts with agents in different regions.
- 7- 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.

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