The Impact of Peace Marketing on Customer Well-Being: Insights from Zain Iraq Telecommunications

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Abstract: This research seeks to shed light on peace marketing practices and analyse their impact on customer well-being. Peace marketing is one of the important marketing topics that has a major humanitarian role in making the world a better place to live, free from wars and violence. This research aims to test the level of impact of peace marketing practices and its dimensions of social development, transparency, and customer rights in achieving customer welfare, and to explore how marketing initiatives that focus on peace can encourage companies to contribute to spreading peace and security in the world and achieving prosperity, stability, balance, and protection for society. A random sample of 472 Zain Iraq Telecommunications Company customers was selected and reached through an electronic questionnaire published on social media sites. This research adopted the descriptive analytical approach in data analysis, using Smart PLS4 structural equation modeling for path analysis. The study concluded that peace marketing practices have a significant impact on achieving customer well-being, as peace marketing practices contribute significantly to improving customer well-being. Customers who are exposed to marketing messages and activities that focus on peace feel greater psychological comfort and reassurance when interacting with the brand. Peace marketing practices also contribute to strengthening social ties between customers and society, and marketing initiatives that encourage cooperation and peace help build a cohesive and supportive community, which enhances customers' sense of belonging and communication and improves social well-being. The results also showed a significant impact of economic development on customer well-being. If economic development is achieved, the standard of living will rise, and welfare and prosperity will be generated.

Keywords: peace marketing; customer well-being; economic development; world peace; transparency; customer rights.

Introduction

Marketing practices that focus on peace and humanitarian initiatives are essential elements that can enhance the overall well-being of society and contribute to building sustainable relationships between brands and their customers. With the increasing social and environmental awareness among consumers, it has become necessary for companies to adopt marketing strategies that reflect the values of peace and cooperation. Peace marketing is one of the modern topics that focus on sustainability and supporting humanitarian goals in creating a civilisation free of terrorism, wars, and violence by employing marketing tools to achieve world peace (Huda, 2020). Gupta (2019) refers to peace marketing as a marketing initiative to reduce conflict and build a harmonious world between marketers and consumers, through which marketers try to identify the actual needs and requirements of the market and solve customers' problems. The customer seeks, in his role, to support society, think of others, encourage peace, and reject extremism. Peace marketing aims to meet the needs and desires of individuals to achieve well-being in the whole world (Dabija et al., 2016). Marketing management in various companies plays a major and important role in establishing world peace through cooperation between organisations to achieve social welfare (Bejan, 2017). Peace marketing aims to influence consumer behavior and change social and personal attitudes (Singh & Pathak, 2022). Negeri (2023) indicates the possibility of reducing extremism and

achieving well-being by adopting peace marketing practices to promote social good and encourage peace. This is reinforced by the study of Al-Taie and Al-Hadrawi (2021), which confirms that peace marketing is the reference source in social transformation towards prosperity and well-being in the world. One of the goals of peace marketing is to rebuild brands to focus on meeting customer needs and reformulating the marketing mix to be directed towards achieving customer well-being and happiness and achieving social sustainability (Bejan, 2017). Kbelah et al. (2019) believe that companies play a major role in resolving conflicts and disputes around the world and contribute significantly to achieving well-being and happiness, so they must take on their role in spreading peace. The primary goal of marketing is to create value for customers (Ghafoora & Al Khazraje, 2023). The goal of peace marketing is to make the world a better place to live (Wayne, 2022). Customer well-being is related to quality of life (Awan et al., 2022).

This research seeks to explore how peace marketing practices affect customer well-being by analysing the impact of its dimensions of economic development, transparency, and customer rights in achieving customer well-being. The research aims to provide useful insights for companies and marketers on how to develop peace-focused marketing strategies that contribute to sustainably improving customer well-being. Through a theoretical review of related literature contributions and previous studies, the research problem and its questions were formulated. This research problem highlights how peace marketing practices can contribute to achieving peace and well-being for customers. To answer these questions and achieve the objectives of this research, hypothesis (H1) was formulated to test the impact of peace marketing on customer welfare, hypothesis (H2) to test the impact of economic development on customer welfare, hypothesis (H3) to test transparency on customer welfare, and finally hypothesis (H4) to test customer rights on customer welfare. A survey study was conducted that included choosing Zain Iraq Telecommunications Company as a site for applying the research. The research sample represented the company's customers and users. This research adopted the descriptive analytical approach to analyse the data. This research paper is structured into four sections. The first section includes previous literary contributions, the second section includes the research methodology, the third section includes the results of the practical analysis and discussion of the results, and finally, the last section includes the most important conclusions and recommendations.

Literature review

Peace marketing

Peace marketing is one of the modern marketing concepts that refers to non-profit marketing, social marketing, or marketing that aims to establish the foundations of peace in the world (Youssef, 2021). The first to talk about peace marketing was Kotler, and in 2016 the World Peace Business Conference was held, through which he proposed meeting the basic needs of individuals to achieve stability, security, and world peace (The Hiroshima, 2016). Pavlát and Knihová (2019) see peace marketing as part of societal marketing, and peace marketing activities should focus on educating customers to shift their behavior from self-focus to community focus. At the same time, Bejan (2017) calls it humanitarian marketing because its goals are humanitarian in achieving justice and a decent life for all. Gajdošík et al. (2022) classify peace marketing within international marketing due to the connection of its effects internationally and globally while Nedelea and Nedelea (2015) assert that peace marketing is classified within non-profit marketing because its goals are noble and do not aim for profit, but rather for the welfare and stability of society. It is the use of a set of marketing techniques that help persuade customers to change their behavior from individual interest to societal interest and establish the principles of peace and welfare for society (Todua & Jashi, 2016). Peace marketing enhances the effects on human behavior toward social peace and makes the world free of

conflict, terrorism, genocide, violence, war, and acts of destruction (Nedelea & Nedelea, 2018, p. 23). Peace marketing aims to transform society towards prosperity, welfare, and comprehensive peace for the world, and for marketing programs and campaigns to play a pivotal role in resolving conflicts that lead to peace and political, social, and individual sustainability (Youssef, 2021). Peace marketing is based on two principles: the first is the conflict principle, which means finding a balance between interests and capabilities, and the second principle is the spiral principle, which indicates that the intensity of the conflict begins to gradually disappear and the crisis ends little by little, opening the way for organisations and countries to increase their solidarity and cooperation (Bejan, 2017).

Anucha (2022) believes that marketers and companies should distribute the message of peace in areas of violence that need peace, just as they do in distributing their products and services to customer areas that need them. Peace marketing seeks to satisfy individual needs, achieve happiness and well-being in society, and spread peace among all (Almagtome et al., 2020). The importance of peace marketing is highlighted in preserving the rights of customers and granting them the right to choose, the right to safety and security, and the right to obtain information, in addition to transparency in dealing, respect, fulfilment of obligations, and striving to achieve the well-being and happiness of the customer (Al-Taie & Al-Hadrawi, 2021). The idea of peace marketing is non-profit, its goal is societal and global, and the goals of the peace marketing mix differ from the traditional marketing mix in terms of nonprofit, achieving peace and well-being, achieving social sustainability, and making the world a better place (Chukwu et al., 2018). Deceptive marketing practices are responsible for building a society based on greed, conflict, and exploitation (Al-Heali, 2020). Current marketing practices also encourage excessive consumption and unfair profit, thus encouraging chaos in societies (Al-Khazraje, 2024). There are many ethical observations on the marketing activities of a large number of companies (AlJabouri & Mohammed, 2020). Peace marketing and social marketing are relied upon to address economic and social crises and achieve well-being and peace (Išoraitė, 2019). From the above, the following hypothesis can be formulated:

H1: There is a positive impact relationship at a significant level (<0.05) for peace marketing on customer well-being.

Dimensions of peace marketing

Both Youssef (2021) and Al-Taie and Al-Hadrawi (2021) agree that the first dimension of peace marketing is economic development, which refers to the process through which the economic well-being and standard of living of people are improved (Jiao & Sun, 2021). Companies seek to achieve economic and financial development for society and its individuals by taking steps aimed at reducing unemployment, enhancing customer value, and changing consumption patterns (Abbas & Khan, 2023). Companies have become more focused on achieving sustainable economic development by focusing on reducing costs, exploiting resources, recycling, consuming less energy, treating emissions, and protecting community resources (Hassan et al., 2023). Luo et al. (2023) posit that economic development is the direction of optimal use of human, material, and social resources to raise the economic value of society to improve the quality and quality of life and achieve consumer well-being. According to the above, the following hypothesis can be developed:

H2: There is a positive impact relationship at a significant level (<0.05) for economic development on customer well-being.

The second dimension is transparency, which is defined as the degree to which the company, its owners, officials, employees, values, culture, and results of its business

operations share with the customer and make him aware of all the information he needs (Youssef, 2021). Peace marketing seeks, through its commitment to transparency, to build a base of trust between it and customers in granting them their full rights, fulfilling obligations, and pledging transparency in the offer, cost, organisation, and providing complete information to customers (Al-Taie & Al-Hadrawi, 2021). Ghafoor et al. (2023) believe that companies that follow the principle of transparency and disclosure are the ones that put the customer's interest in mind and seek to satisfy their desires and needs with complete transparency and seek to achieve the customer's well-being and happiness to enhance trust and loyalty. According to the previous proposals, the following hypothesis can be formulated:

H3: There is a positive impact relationship at a significant level (<0.05) for transparency on customer well-being.

Finally, the third dimension is customer rights, which is defined as the company's commitment to protecting the customer and ensuring their rights to obtain products and services, not harming or deceiving them, and adhering to transparency and disclosure in all stages of marketing so that the customer can make his decision without pressure (Al-Taie & Al-Hadrawi, 2021). Senior leaders in companies should take serious steps to inform customers of their rights, intensify efforts to protect them and move towards assuming social responsibility (Bello et al., 2021).

H4: There is a positive impact relationship at a significant level (<0.05) for customer rights on customer well-being.

Customer well-being

The concept of well-being refers to the positive outcome of the lives of individuals and society, that their lives are going well under good living conditions and that they have all the means of comfort (Akram et al., 2021). Chen et al. (2021) define it as the company's ability to build a positive feeling among customers resulting from satisfaction, happiness, a sense of gratitude, and creating a smile towards providing certain products or services. Henkens et al. (2021) believe that customer well-being means the customer's feeling of joy, happiness, comfort, and satisfaction towards the product or service provided. Henkens et al. (2021) define customer well-being as the optimal psychological comfort of the customer, which includes comfort, moral well-being, self-awareness, a sense of pleasure, happiness, pleasure, and satisfaction. Customer well-being affects the psychological state, as the customer feels energy, vitality, and love of life and society when he feels well-being and that all his needs are available easily and without effort (Xie et al., 2020). Shulga et al. (2021) indicate that the characteristics of customer well-being are enthusiasm, optimism, self-acceptance, respect for others, a sense of positivity, independence, and happiness. Furrer et al. (2021) explain that customer well-being has long-term advantages and benefits such as general health, security, financial stability, love for others, and social integration, and other daily advantages and benefits such as feeling happy and joyful, and positive psychological benefits such as getting rid of stress, peace of mind, and physical comfort.

Ruggeri et al. (2021) believe that the level of well-being is related to the degree of satisfaction, psychological comfort, happiness, and the feeling of joy and accomplishment achieved by the customer towards the product or service. Falter and Hadwich (2020) confirm that well-being is generated when companies use several events that lead to the customer's engagement in activities of value to society and the individual, making him feel interested and free to make decisions to meet his needs in the way that suits him. Petersen

et al. (2021), Shaker and Hani (2022) emphasise that well-being is associated with comfort and enjoyment of a positive environment. Ibrahim et al. (2021) believe that if a company abandons transparency and integrity in its marketing activities, this will affect customers' well-being and generate negative feelings that undermine their confidence in the company. Cheng et al. (2020) also confirm that the loss of the customer's rights and his exposure to fraud and deception by companies will leave a major psychological impact, and the customer will lose confidence in marketing activities and will feel frustrated and unhappy.

Zowain et al. (2019) and Musher (2022) agree that the dimensions of customer well-being are psychological and are represented by feelings of happiness, joy, anxiety, sadness, fear of the future, and comfort. The marketer must understand these feelings, provide products and services that enhance the customer's positive state, and deal with the customer in a way that enhances their feelings of happiness and joy. The second dimension is existential and is represented by individuals' beliefs about their lives, their decisions, and what they feel about themselves and society. This dimension can be controlled by granting the customer their full rights and giving them control over their decisions by choosing the appropriate products and services. Finally, the support dimension represents interest and support. The marketer can enjoy transparency and integrity so that he can leave a positive impression and impact on their souls and enhance their feelings of well-being. According to the above and based on the hypotheses of this research, the research model can be built from the independent variable, peace marketing, and its dimensions, economic development, transparency, and customer rights, and the dependent variable, customer well-being, as in Figure 1.
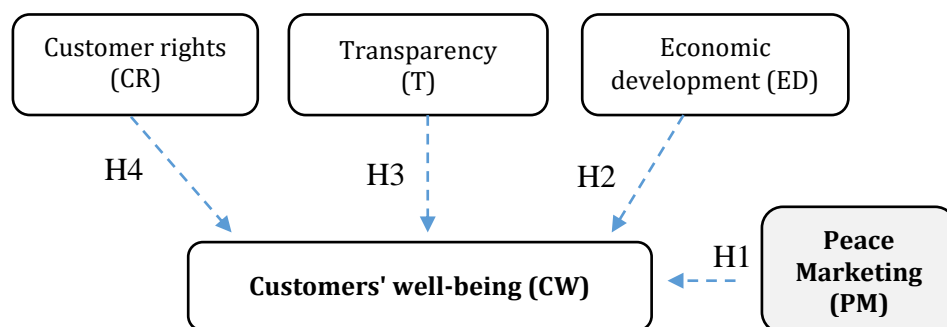

Figure 1. Research model
Source: own processing

Methodology

Research problem

In recent years, the world has witnessed a noticeable shift in consumer trends towards products and services that reflect their human and social values. Customers have become more aware of environmental and social issues and prefer to deal with brands that demonstrate a clear commitment to peace and social responsibility. Despite this shift, there is a clear gap in understanding how peace marketing practices affect customer well-being. This research seeks to bridge the research gap between peace marketing and customer well-being. The research problem is to determine the impact of peace marketing practices on customer well-being and understand the nature of the relationship between them. Based on the main research problem, the research attempts to answer the following questions:

- Is there a clear impact of peace marketing practices on achieving customer well-being?
- How can peace marketing practices contribute to achieving peace and social well-being?
- What is the level of awareness of peace marketing practices at Zain Iraq Telecommunications Company, and does the company rely on this philosophy in marketing its products?
- Does Zain Iraq Telecommunications Company achieve psychological and social well-being for its customers?

Research importance

This research gains its importance because it studies critical variables in achieving peace and prosperity, as peace marketing practices represent a strategic approach to peace using marketing activities and seeks to achieve prosperity and stability in society. The importance of the research is also evident from the prominent role played by Zain Iraq Telecommunications Company, as it is one of the oldest and most influential telecommunications companies in Iraq. The number of subscribers in Zain Iraq exceeds 17 million, and it plays an important role in the private sector. This research also contributes to expanding the theoretical understanding of the impact of peace marketing practices on customer well-being, which is an area that still needs more in-depth studies and the provision of an experimental conceptual framework that can be tested in the future, which researchers can build on in future studies on similar topics. This research also provides important insights for companies and marketers on how to develop and implement marketing strategies that focus on peace, human values, and community well-being, and helps in designing effective marketing campaigns that enhance the customer experience and increase their levels of well-being, which is positively reflected in the well-being of society.

Research aims

This research seeks to test the level of impact of peace marketing practices and its dimensions of social development, transparency, and customer rights in achieving customer well-being, and to explore how marketing initiatives that focus on peace and harmony can enhance customers' sense of comfort and reassurance and achieve well-being. This research also attempts to provide practical recommendations for companies on how to deal with the challenges associated with implementing peace marketing practices and urge them to contribute to spreading peace and security in the world and achieving well-being, stability, balance, and cooperation among all communities of the world, making the world a better place to live.

Research sample

Zain Iraq Telecommunications Company was chosen as a study community and a site for applying the research. The research sample was a random sample of the company's customers and users of its network. Due to the difficulty of determining the size of the community and the spread of sample members, an electronic questionnaire was used. A five-level questionnaire was formulated according to the Likert scale, which starts from 1, completely disagree, two, disagree, three, neutral, 4, agree, and 5, completely agree. The questionnaire was formulated after reviewing previous related studies. The scale (Youssef, 2021) was chosen to measure the peace marketing variable. It was chosen for its suitability to the nature of the research objectives and its proximity to the study sample. The scale proposed by Musher (2022) was also chosen to measure the customer well-being variable after the researcher made the necessary and appropriate modifications to make it more suitable for this research environment. The questionnaire was formulated electronically using the Google Form tool and the snowball method was used to obtain responses to the questionnaire and transfer them from one respondent to another

(Saunders, 2009). To provide the audience with equal opportunities to answer the scale paragraphs, the questionnaire was presented on social media platforms. Accuracy, objectivity, clarity, and brevity were considered in the questionnaire questions, and closed answers were adopted. The ideal sample size for this study was calculated using the G-Power program. The ideal sample size was calculated as 472 as shown in Figure 2.

The questionnaire was displayed for four weeks on Facebook, WhatsApp, Telegram, and Instagram until the number of responses reached the required number, after which the questionnaire was closed. The number of responses was 472 valid responses for measurement, representing this research sample.
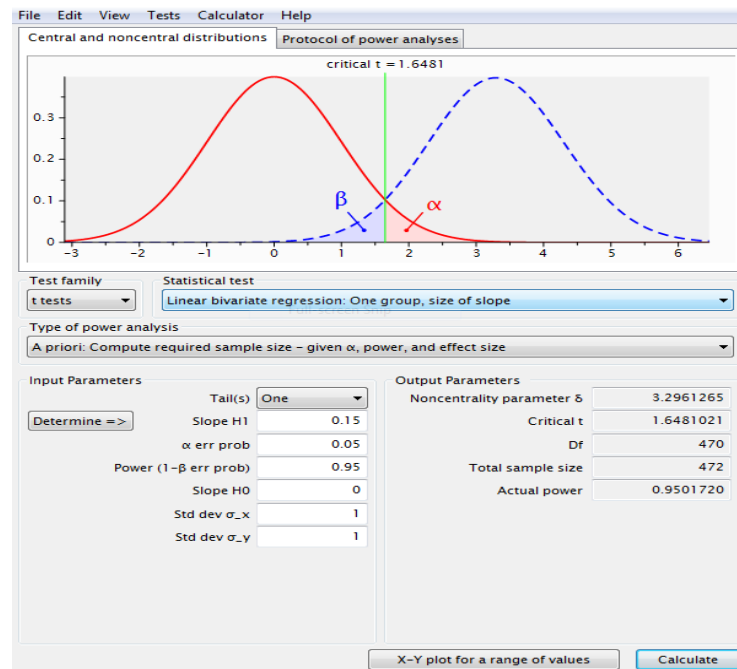

Figure 2. Sample size calculation using G-Power
Source: own G-Power output

Findings

This research relied on structural equation modelling in SmartPLS4 and SPSS V.26 in analysing data, testing hypotheses, and reaching results within the analysis, testing the external model of the scale, testing the structural model, and testing hypotheses. The analysis process also included the use of appropriate statistical tools to produce highly accurate results, which are presented below:

Evaluation of the external model (measurement model)

Table 1 reflects the reliability and validity of the study scale, as internal reliability was measured by Cronbach's alpha and composite reliability by (CR). According to Zahra (2023a), Al Khazraje and Sideeq (2024), the Cronbach Alpha test is used to measure validity and reliability. If Cronbach's alpha values are greater than 0.70, the scale is considered to have acceptable validity and reliability. To measure reliability, composite reliability (CR) is measured, and according to Al-Khazraje and Ghafoor (2023), Amir et al. (2024), if the composite reliability value is greater than 0.70, the scale is considered reliable and internally consistent. To measure convergent validity, the average variance extracted AVE was extracted, and according to Ameer et al. (2022), its value must equal or exceed 0.50 to indicate that the items adequately cover all aspects of the scale. The factorial structure was also tested, and the factor loadings for all items should be greater than 0.60 to indicate the validity of the factors and that they adequately represent their

latent structures. Table 1 shows that the values of Cronbach's alpha for the Peace Marketing Scale (PM) reached 0.826 and Customers' well-being (CW) reached 0.891, thus exceeding the required values for all variables. The same applies to the composite reliability (CR), as the value for the Peace Marketing Scale (PM) reached 0.888 and Customers' well-being (CW) reached 0.910. This means that the scale has high validity, stability and reliability. Also, all the items of the scale are internally consistent and truly reflect the variables to be tested. The AVE values for the Peace Marketing Scale (PM) reached 0.701 and Customers' well-being (CW) reached 0.685. The convergent validity proves that the scale meets the standards of goodness of fit, is valid for measurement and is ready for testing.

Table 1. Confirmatory factor analysis, reliability, and convergent validity

Latent construct	Indicators	Factor Loadings	Cronbach's Alpha	CR	(AVE)	Remark
		(>0.6)	(>0.7)	(>0.7)	(>0.5)	
Peace Marketing (PM)	PM		0.826	0.888	0.701	Valid and Reliable
Economic development (ED)	ED1	0.626	0.815	0.776	0.565	Valid and Reliable
	ED2	0.691				
	ED3	0.673				
	ED4	0.733				
Transparency (T)	T1	0.631	0.704	0.819	0.632	Valid and Reliable
	T2	0.761				
	T3	0.752				
	T4	0.765				
Customer rights (CR)	CR1	0.755	0.745	0.839	0.667	Valid and Reliable
	CR2	0.763				
	CR3	0.715				
	CR4	0.778				
Customers' well-being (CW)	CW1	0.687	0891	0.910	0.685	Valid and Reliable
	CW2	0.658				
	CW3	0.707				
	CW4	0.730				
	CW5	0.732				
	CW6	0.703				
	CW7	0.642				
	CW8	0.832				
	CW9	0.752				
	CW10	0.642				
	CW11	0.620				

Source: Smart PLS4 output

After testing the convergent validity and ensuring the validity and reliability of the scale, the discriminant validity test was conducted using the HTMT test, which indicates univariate correlations. The tested values must be less than 0.90 to indicate that the data has a distinctive nature. Table 2 shows that all HTMT values for the scale variables are less than 0.85, and thus it has acquired discriminant validity, and that the measurement model is appropriate, ready, and reliable.

To increase the confirmation of discriminant validity, the Fornell-Larcker standard test was conducted. According to this standard, the values must be significant, statistically acceptable, and greater than 0.50, as it works to compare the value of the square root of the average variance extracted AVE for each construct with the correlations between the other constructs in the model according to Al-Khazraje (2024a).

Table 2. Discriminant validity using HTMT ratio

Construct	CR	CW	ED	PM	T
CR					
CW	0.853				
ED	0.816	0.871			
PM	0.717	0.825	0.773		
T	0.739	0.885	0.783	0.770	

Source: Smart PLS4 output

Each variable must be distinct from others, i.e. the values of the intersections of the variable itself are greater than the values of the intersections with another variable, which explains the existence of a large difference between the latent variables and their dissimilarity, and that each variable represents itself and does not resemble the other. Table 3 shows that the Fornell-Larcker standard is achieved, that all values are greater than 0.50, that the criteria for matching discriminant validity have been achieved, and that each variable is unique and distinct from the rest of the variables.

Table 3. The Fornell-Larcker criterion

Construct	CR	CW	ED	PM	T
CR	0.753				
CW	0.780	0.695			
ED	0.554	0.653	0.682		
PM	0.869	0.819	0.841	0.633	
T	0.688	0.706	0.714	0.917	0.729

Source: Smart PLS4 output

Evaluation of the internal model (structural model)

After confirming the evaluation of the external model (CFA), the internal model will be tested to test the relationships between the latent variables and verify the validity of the proposed hypotheses. The internal model evaluation test was conducted using the bootstrapping tool, path coefficients were extracted to measure the direct and indirect effects, and the value of the interpretation coefficient R^2 was extracted, which indicates the degree of variance included in the model. According to Zahra (2023b), Al Khazraje (2024b), the explanatory power of the PLS structural model increases according to the R^2 value, which enables the prediction of internal structures. If the R-squared value is 0.75 or more, it indicates a large effect, and if it is within 0.50, it indicates a medium effect, and if it is less than 0.25, it indicates a weak effect (see Table 4).

Table 4. Model's quality and predictive relevance

Construct	Hypothesis	Construct*	R Square	R Square Adjusted	Q Square	Result
Customers' well-being (CW)	H1	PM---> CW	0.670	0.667	0.783	Supported
Sig= 0.000						

Source: Smart PLS4 output

The preliminary model was extracted with the suggestion of inflating the sample size to 5000 preliminary samples to confirm the statistical significance of the proposed relationships. Table 4 shows the test of goodness of fit, as the value of the coefficient of determination R^2 reached 0.670, which is a high impact ratio, and thus the independent variable is at a significance level of 0.000, which is less than 0.01, and thus indicates the significance of the relationship and acceptance of the impact hypothesis 0.667, which explains the dependent variable by 66%, and the rest of the value indicates factors that were not addressed by this research. The blindfold test was also conducted to obtain the Q-Stone-Geisser square, which indicates predictive validity, and the value of Q^2 reached

0.783, which is greater than 0, indicating that the latent variables present in this model can predict, as in Figure 3.
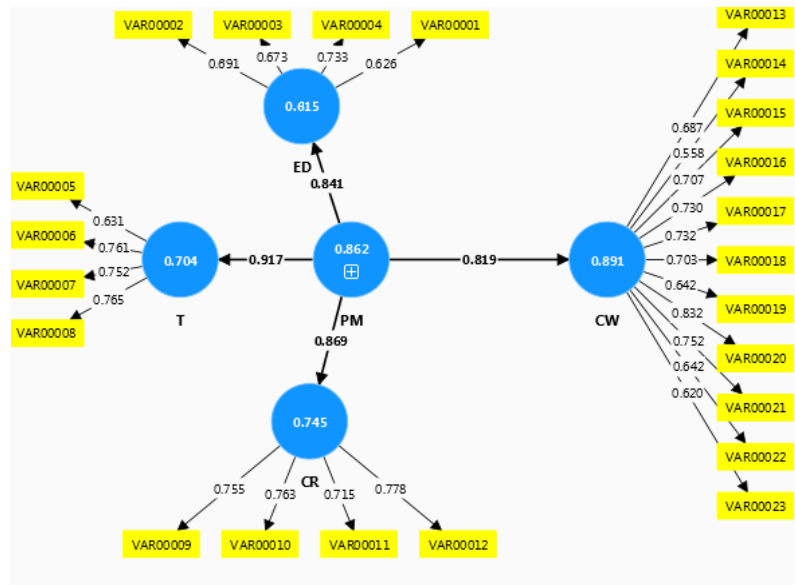

Figure 3. Measurement model
Source: Smart PLS4 output

Figure 3 shows that the latent variables in the current model have the ability to predict and that the numbers in the arrows represent the path coefficient while the numbers in the circles represent the validity and reliability coefficient. The symbol [+] indicates that the items dependent on the variable are hidden because they are not needed in evaluating the structural model.

Table 5 shows the path coefficient for testing the hypotheses. The path coefficient value for hypothesis (H2) reached a p-value of less than 0.05, which indicates the significance of the relationship, and the calculated t-value is greater than the tabular value of 1.96. Therefore, the required criteria for the t and p values were achieved, which indicates the significance of the impact relationship. Therefore, hypothesis (H2) is accepted, which means that there is a significant impact between economic development and customer well-being.

Table 5. Path assessment

Hypothesis	Construct	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Result
H2	ED ---> CW	0.252	0.264	0.095	2.644	0.008	Supported
H3	T ---> CW	0.164	0.159	0.088	1.865	0.062	Reject
H4	CR ---> CW	0.530	0.528	0.084	6.320	0.000	Supported

Source: Smart PLS4 output

The validity of hypothesis (H3) was also verified, as the p-value was greater than 0.05, which indicates that the relationship is not significant, and the calculated t-value is less than the tabular value of 1.96. Therefore, the required criteria for the t and p values were not achieved, which indicates that the impact relationship is not significant. Therefore, hypothesis (H3) is rejected, which means that there is no significant impact between transparency and customer well-being. The validity of the hypothesis (H4) was verified as the p-value was less than 0.05, which indicates the significance of the relationship and that the calculated t-value was greater than the tabular value of (1.96). Thus, the required criteria of the t and p values were achieved, which indicates the significance of the relationship of influence and thus the acceptance of the hypothesis (H4). This means that there is a significant influence between customer rights and customer well-being.

Figure 4 shows the path coefficients for the direct and indirect impact of the dimensions of peace marketing (economic development, transparency, customer rights, and the dependent variable customer well-being), and it shows the acceptance of the hypothesis (H2 and H4) and the rejection of the hypothesis (H3) for not meeting the required values.
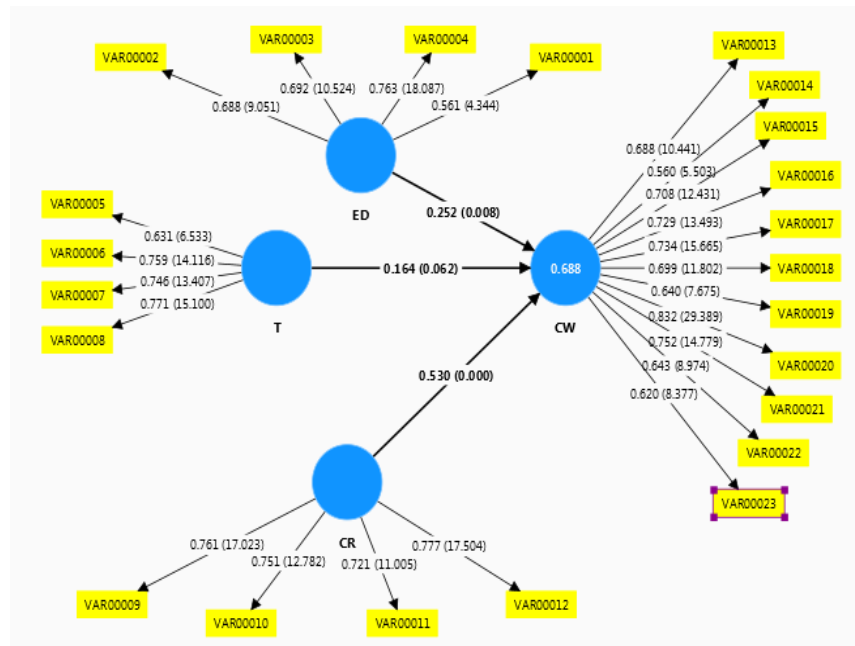

Figure 4. Path assessment
Source: Smart PLS4 output

Moreover, Figure 4 shows the path coefficients for the direct and indirect impact of the dimensions of peace marketing (economic development, transparency, customer rights, and the dependent variable customer well-being), and it shows the acceptance of the hypothesis (H2 and H4) and the rejection of the hypothesis (H3) for not meeting the required values.

Discussion

Peace marketing is one of the modern marketing concepts that refers to non-profit marketing, social marketing, or marketing that aims to establish the foundations of peace in the world (Youssef, 2021). Negeri (2023) indicates the possibility of reducing extremism and achieving well-being by adopting peace marketing practices to promote social good and encourage peace. This study found a significant relationship and association between peace marketing and customer well-being, and these results are consistent with the results of the study (Youssef, 2021). This is reinforced by the study of Al-Taie and Al-Hadrawi (2021), which confirms that peace marketing is the reference source for social transformation towards prosperity and well-being in the world. One of the goals of peace marketing is to rebuild brands so that they focus on meeting customer needs and reformulating the marketing mix to be directed towards achieving customer well-being and happiness and achieving social sustainability (Bejan, 2017). The results of this study showed that peace marketing practices exist in Zain Iraq Telecommunications Company and are achieved by providing activities and events that contribute to establishing peace and commitment to social responsibility. The company has many activities in support of peace by intensifying its promotional efforts to reject violence and hatred. It launched the Peace Operetta campaign to support refugee camps in 2015, the Peace in Your Heart campaign in 2016 to reject the acts of violence that swept Iraq at that time in the fight against ISIS gangs, and the I Will Tell God Everything campaign in 2017

against the use of violence and wars against civilians and children. It also launched the Mr. President campaign in 2018 to preserve peace in the world and stop acts of sabotage against civilians.

Kbelah et al. (2019) indicate that companies play a major role in resolving conflicts and disputes around the world and contribute significantly to achieving well-being and happiness, so they must take upon themselves their role in spreading peace. Zain Iraq also contributes to achieving the well-being of customers and subscribers by offering a range of services and activities, in addition to launching free communications and internet packages and conducting lucky draws for many prizes. Mousa et al. (2021) believe that customer well-being can be achieved by the company providing social, personal, or recreational activities that aim to provide entertainment, pleasure, or well-being to customers by providing the best services with transparency and integrity and preserving customers' rights and freedom of choice and putting the public interest before personal interest.

The results of this research showed a positive and significant relationship between economic development and customer well-being. These results are consistent with the study of Makridis and Mishra (2022) purporting that economic development leads to achieving well-being for society and the consumer. Abboud et al. (2023) also believe that consumer well-being has multiple dimensions related to living conditions, income, quality of life, harmony, and peace in society. The results of this study also showed that there is no clear significant effect between transparency and customer well-being. This study also found a positive significant effect between customer rights and customer well-being. These results are consistent with Cheng et al.'s (2020) study, which confirms that the loss of customer rights and exposure to fraud by companies will leave a major psychological impact and the customer will lose confidence in marketing activities and will feel frustrated and unhappy. In the same context, Ibrahim et al. (2021) indicate that the company's failure to take into account customer rights in its marketing activities will affect customer well-being and generate negative feelings that undermine their confidence in the company. The results of this study also support the results of the study (Yi, et al., 2023), which indicates that customer participation and granting them freedom contribute to achieving customer well-being.

Al-Desouky (2023) also found that adding value to customers and providing their full rights contributes to customers feeling happy and satisfied with the service provided and generates well-being. This supports the validity of the results of this research, so it can be said that adopting peace marketing practices leads to building more positive and sustainable relationships between companies and the communities in which they operate, thus achieving social and economic well-being. Companies should assume social responsibility and play their role in marketing peace in the world, especially in societies suffering from unrest, wars, and terrorism only. Negeri (2023) believes that peace marketing has contributed to reducing the severity of unrest in Nigeria. This research suggests conducting more studies on peace marketing to enhance the humanitarian role of marketing and for companies to bear part of the global peace process. It would be good to conduct a study linking peace marketing practices to social responsibility. We also suggest conducting a study on the role of social media in marketing peace to societies suffering from terrorism, as the public and customers should be involved in peace initiatives through social media and media campaigns only. Bejan (2017) believes that social media, forums, blogs, and web pages have played a major role in the spread of peace marketing. A study could be conducted to clarify the role of influencers on social media in promoting peace marketing practices.

Conclusions

The study reached a set of conclusions, the most important of which is the existence of a moral impact of peace marketing practices in achieving customer well-being, as peace marketing practices contribute significantly to improving customer well-being. Customers who are exposed to marketing messages and activities that focus on peace feel greater psychological comfort and reassurance when interacting with the brand. Peace marketing practices also contribute to strengthening social ties between customers and society, and marketing initiatives that encourage cooperation and peace help build a cohesive and supportive society, which enhances customers' sense of belonging and communication and improves social well-being.

The results of this research also showed the existence of an influential relationship between economic development and customer well-being. If economic development is achieved, the standard of living will rise, and well-being and prosperity will be generated. Companies that seek to achieve economic development in the sectors they serve will achieve sustainability, reduce costs, invest resources, and unemployment will decrease, community-oriented activities will increase, and well-being, comfort, and stability will be achieved. Companies that take into account consumer protection, preserve their rights, give them complete freedom of choice, do not harm them, and deal transparently according to the principle of disclosure and avoid fraud and deception will gain customers' attention. The customer will feel comfortable and satisfied, which leads to achieving well-being.

Despite the great benefits of peace marketing, companies face challenges when applying these practices. Among these challenges is the need to ensure honesty, integrity, and transparency in marketing activities and the serious endeavor of companies to adopt the public interest over individual interest, as many companies look at profit before the interest of society, in addition to political differences and their reflection on the work of companies. Peace marketing has a broad positive role in society. By promoting the values of peace and cooperation, companies can contribute to building more cohesive and happy societies. To make the most of peace marketing practices, it is recommended that companies invest seriously in social responsibility programs and humanitarian initiatives. Marketing messages must be honest and reflect the actual values of the brand to ensure building long-term trust with customers. Companies seeking to implement peace marketing practices should be interested in including social responsibility in their activities and should seek to intensify promotional campaigns supporting peace and rejecting violence and extremism. They should also keep social responsibility in mind when providing any product or service to improve the level of social welfare. Companies should also establish cooperative partnerships with civil society organisations and non-governmental organisations that focus on social issues and contribute to solving them to enhance the values of communication, transparency, cooperation, and providing a helping hand, especially to communities suffering from unrest. They should also urge the public to participate in these practices through donation campaigns and education on the need to reject violence.

Achieving peace leads to development and economic sustainability, achieving stability, security, comfort, and well-being in society, and achieving justice, transparency, and integrity. All of these lead to a happy society and economic prosperity. This will allow companies to focus more on the needs of customers and provide them with the best to enhance public welfare and achieve peace. Zain Iraq Telecommunications Company has a clear role in promoting peace marketing practices through promotional campaigns it carries out to combat violence and terrorism and call for peace. This is evident in its approach during the ISIS invasion of Iraqi cities and villages in 2014. Zain Iraq Telecommunications Company works annually to hold a peace operetta, leads promotional campaigns to reject violence, participates in activities to support the displaced, cooperates with local and foreign organisations to assist those affected by terrorist acts, and seeks to include social responsibility in its work strategies. It also seeks

to achieve the well-being of customers and subscribers by offering packages of offers and competitions to gain customer satisfaction and achieve happiness and well-being for its subscribers.

Research limitations and future studies

This research faced a number of limitations, the first of which is the scope of the research, as the research was conducted in the Iraqi environment, which may constitute an obstacle to generalising the results more widely, in addition to using the non-probability sampling method, which constitutes another obstacle, as the questionnaire was presented via social media platforms and a closed five-point questionnaire was used to collect data, which is also one of the most important limitations of the study, as the closed questionnaire does not give the respondent the opportunity to answer comfortably and increases bias. Choosing the study community, Zain Telecommunications Company, has greatly limited the effects of the results. It is possible to conduct studies on market peace in the industrial or service sector, and these may provide important results. It would be good to conduct a study that tests the impact of peace marketing on social responsibility and highlights the role of peace marketing in reducing unethical marketing practices. The effects of international marketing strategies on the spread of the philosophy of peace marketing to a wider scope can also be studied.

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