

The Role of Sustainable Marketing in the Continued Activity of Economic Institutions

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Abstract. The study aims at identifying the impact of sustainable marketing on the continued marketing activity of institutions for economic institutions by highlighting the contribution of sustainable marketing characteristics to the survival and sustainability of small and medium enterprises, including the Guedila Mineral Water Establishment based in the city of Jammoura, Biskra State, Quality and meet the needs of various consumers. The problem of research has been: What is the impact of sustainable marketing on the continued marketing activity of a Guedila Mineral water Biskra? Where the applied study for sustainable marketing was at Establishment Guedila Mineral water Biskra. The study found that the role of sustainable marketing was reflected in the survival of a similar mineral water institution, but this remains relatively as there are no indicators of sustainable marketing that are absolutely and directly related to economic institutions.

1. INTRODUCTION

Economic development takes a place in the active participation of marketing. Without exception, we are all involved in a changing market where every member of society becomes sooner or later a consumer. Marketing undoubtedly serves as a catalyst for development and development in living standards.

Individual concepts of marketing and sustainability are not new. In fact, both over the decades have evolved into strategy, competitiveness and innovation engines. Only recently, the term "sustainable marketing" has been introduced into the world's business and the rebranding of rapid marketing has begun as an industry.

Sustainable marketing can be considered as a deepening of the classic marketing in the light that it is rooted in information concepts of the usual globalization of sustainable development which seeks to integrate customer value with environmental and social value.

From this point of view, we highlight the problematic of the study, which is the following central question:

What is the impact of sustainable marketing on the continuity of marketing activity of a mineral water company?

Structure of the study: In order to address the subject under study, it was divided into two sections:

- The first topic: What is sustainable marketing;
- The second topic: a case study at the Guedila Mineral water Biskra.

1.1. What Is Sustainable Marketing

1.1.1. The Sustainable Idea of Marketing Under Sustainable Marketing

From a normative, ethical perspective, researchers stress the role of institutions in solving global social issues and environmental challenges such as climate change, pollution and income inequality. In general, such global issues can be considered very complex when they are resolved individually by political actors.

According to the strict liability laws, large institutions can be considered as responsible and capable of facing such challenges due to the size of resources available to them or controlled by their global research. Thus, the developmental and research capabilities of the institution in the tool of the actors in this regard and it can work to guide the new areas of marketing Such as clean technologies and the hierarchical base of markets.

From a business perspective, there is a broad consensus that sustainability challenges can offer enormous potential for commercialization and commercial supply. In this way, there are two perspectives: (Rosemeier, 2015)

- New laws and regulations related to social issues and the environment increase the pressures towards marketing and innovation in marketing (regular payment).
- Sustainability is the new source of ideas and visions that lead to a new business opportunity (drag vision).

A number of empirical studies have identified the positive correlation between sustainability and business. In general, six marketing possibilities can be identified (reducing costs through increased efficiency, risk minimization, approved planning, guaranteeing legitimacy, attracting new sectors of customers, developing new product and business sectors).

In short, sustainability strives to set the demand standard on marketing to best align with social and environmental trends while at the same time creating competitive advantages and new sources of marketing and innovation in multiple areas. Thus, according to the state of ethics and business, there is a need to recognize sustainability to manage innovation. However, recent studies have shown only a few businesses that consider sustainability as a source of marketing and marketing innovation.

Investment in marketing depends on the season, economic climate, competitive forces and the launch of new products. During periods of economic stress, marketing investments are considered as (in this terrible phase) an optional expenditure. It is expected that institutional marketing will make cuts and usually be made by interactive institutions that develop more borrowing from finance and information technology. They manage portfolio management methods in reducing their costs. They are considering how to move from one type or another in view of their trading goals or returns or the modern market share and other requirements. However, many marketers go from top to bottom without having a long-term plan. As the development of marketing definition began to assess feelings on rationality and began valuable analytical skills these skills are usually applicable only in tactical questioning such as dividing customers, selecting existing and developing media media.

In the midst of the current fluctuations, the concept of high value, the consumer and developed the p4 of marketing, has become a greater focus on the customer. This new approach is based on the view as part of a general approach to creating a sustainable marketing idea.

1.1.2. Definition of Sustainable Marketing: There Are Several Definitions of Sustainable Marketing, the Most Important of Which Are

Traditional marketing methods are not suitable for sustainability. Marketing here needs to support the underlying objectives of sustainability by integrating economic considerations and the social environment in order to create sustainable development that meets the needs of the present without compromising the ability of future generations to meet their needs. This is done by directing marketing towards the best formula for sustainable marketing, and this is done through the components of sustainable marketing mix.

- "is the process of orientation and change towards sustainability by raising awareness of sustainability issues." (Seretny, 2012)
- is "Building sustainable relationships with customers and maintaining them as well as relationships with the social environment and the natural environment." (Philip Kotler, 2010)
- "Responsible and environmentally responsible actions by the business owner that meet the current and future needs of consumers and institutions, while also preserving the ability of future generations to meet or enhance their needs." (Philip Kotler, 2010, p. 1163)
- "The process of developing, pricing and promoting products does not harm the natural environment, and also the process of planning, implementation and control development in the promotion and distribution of products." (Frow, 2014)
- "It is a marketing philosophy aimed at providing environmentally responsible products by improving the rates of safety in products, usually the use of waste and improving the control systems for pollution, development and exploitation of energy and use of these approaches to enhance their competitive advantages and increase profits." (Frow, 2014)
- is "economic policies that make a real contribution to sustainable development and is responsible for organizing supply-demand dumping as a strategy to influence the market and encourage consumers to change their options and consumption patterns to contribute to the planet's ecological balance." (Rosemeier, 2015, p. 8)

Through previous definitions of sustainable marketing we conclude that "it is a concept of business philosophy, a way of thinking and doing business, and promotes credibility and responsibility, leading to better consumption, better relationships and more responsible business, thus influencing the creation of a better world".

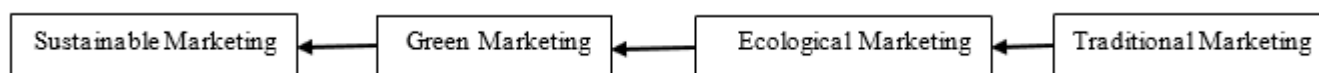


Figure 1. illustrates the evolution of marketing.

Source: Ibid., p8.

1.3. Characteristics of Sustainable Marketing

The asymmetry of information regarding the quality of sustainable products between producer and consumer is a challenge to market in the public market and an enemy of the ability to distinguish between traditional and sustainable products. This encourages opportunistic behavior by some consumers and those who generate trade through the publication of false social advertisements and environment. Therefore, advocates of sustainable marketing call for movement to change the general market mechanism by entering into general political posters to allow commercial use of sustainable products. We demonstrate the characteristics of sustainable marketing in: (Philip Kotler, 2010)

1.3.1. Environmental and Social Problems

In traditional marketing research, the environmental and social problems of a product along the life cycle are not considered much, so the analysis remains superficial and usually the nature environment will be analyzed briefly as part of the overall environment of the institution. Lack of raw materials and increased pollution are mentioned without any additional results of the concept of marketing. Unlike the analysis and distinction of environmental and social problems at the starting points in sustainable marketing.

1.3.2. Crossroads

Distinguishing the intersection between social and environmental problems and consumer behavior is important for sustainable marketing. Social activists insist on solutions to social environmental problems, but they largely neglect the wishes and demands of the consumer. They follow a kind of countermeasure to market alternative marketing approaches, and marketing generally focuses on consumer demand, which overlooks the social and environmental environment and the vital biochemistry environment while at the same time meeting customer requirements.

1.3.3. Natural features

In traditional marketing, the long-term goal is to build a profitable customer relationship. Traditional marketing goals are to increase sales, profits and market share. Sustainable marketing is aimed at sustainable and profitable relationships with the customer and the natural and social environment. In addition to common marketing objectives such as sales, market shares, profits and social environmental objectives are also important. Sustainable marketing also inquires and questions implicit assumptions that reflect basic concepts of marketing such as desire, need and consumer sovereignty.

1.3.4. Asymmetry in Information

The social and environmental characteristics of products usually have different properties such as organic farming or fair trade products. The consumer must believe the information given by the producer or third party regarding the social and ecological characteristics of the products. Asymmetry in information usually opens the door to opportunistic behavior on the part of supply and may lead to demand-side skepticism and, finally, failure to buy and fail in the market. That is why the reference to credibility and trust is important in sustainable marketing.

1.3.5. Characteristics of Time

Traditional marketing focuses on sales and transactions and is somewhat short-term and has a bias towards the present. Sustainable marketing represents a qualitative leap from transaction to relationship and for this reason is called relationship marketing. It aims to build continuous customer relationships for the purpose of generating high customer profits. Sustainable marketing goes further and aims to build lasting relationships with the customer and the natural social environment so long-term thinking and thinking about the future are essential elements of sustainable marketing.

1.3.6. Transformational Attributes

In traditional marketing, the overall environment is usually wide and many institutions consider external forces as non-politicized elements and must adapt to them. In sustainable marketing, the external environment is specific and must be overcome. In the current framework there are some economic incentives to behave in a sustainable manner for both product and consumer. To change the current framework for sustainability, it is necessary to unify the efforts of governmental and non-governmental institutions at the local, national and international levels.

1.4. The Importance of Sustainable Marketing

The importance of sustainable marketing is as follows: (Ricky, 2010)

- Satisfying the needs of owners: Sustainable marketing opens up broad prospects for enterprises to avoid traditional competition and to achieve a higher position among competitors as a result of their targeted products.
- Achieving safety in the provision of products: the focus is on the production of environmentally friendly goods and social efficiency, which avoids the institution of legal prosecution or compensation for harmful products.
- Social acceptance of the institution: The institution enjoys the support of society because of the integration between its objectives and the objectives of the society in which it is located.
- Sustainability of activities: As institutions that adopt sustainable marketing in their practices, they will have the support of the community in which they operate and consumer protection societies, leading to the continuation of institutions in their business.

1.5. Sustainable Marketing Steps: (Philip Kotler, 2010, p. 626)

Sustainable marketing integrates social norms into the full marketing process, with six steps for sustainable marketing: social environmental analysis, consumer behavior analysis, natural sustainable marketing, sustainable strategic marketing, sustainable and sustainable marketing and sustainable marketing.

- is to analyze the social and environmental problem and usually for products that meet the needs and desires of the customer.
- Analyze consumer behavior for social and environmental phrases.
- the Foundation's commitment to sustainable development in the mission statement and the development of sustainable vision and the formulation of sustainable principles and broad plans and the preparation of the objectives of social and environmental marketing.
- The quality of the social environmental product as well as the fragmentation, targeting, positioning and entry into the market, all of which are sustainable (strategic attributes of sustainable marketing).
- Integration of social and environmental standards into marketing mix ie product, service, business relationships, pricing, distribution and communication (functional attributes of sustainable marketing).
- Participate in the process of public and political change that transforms existing institutions into transformative features of sustainable marketing.

2. A STUDY OF THE CASE OF A ESTABLISHMENT FOR GUEDILA MINIRAL WATER BISKRA (Establishment, 2014)

The Vedila Mineral Water Company is one of the institutions active in the mineral water market in Algeria, which is considered to be an important economic opportunity if it is owned by the state. It is now owned by the state. The project was launched in July 2004 under the name of the Vedila Mineral Water Est., Located at 87 Valdele Street, Municipality of Jamoura, Biskra State, with a total area of 69850 square meters , Working in the field of mineral water filling Natural gas, with an estimated theoretical capacity of 40000000 flasks per year, currently employs 119 workers, of which 30 are considered the heart of the organization. The number

of its operations in 2009 reached more than 100 million Algerian dinars. Based on this division, Small and medium-sized enterprises in Algeria are considered medium-sized enterprises.

3. THE SECOND REQUIREMENT IS TO ANALYZE THE FIELD OF ACTIVITY OF THE GUEDILA MINIRAL WATER BISKRA CORPORATION

- Products of the Corporation: The Foundation started its activities with the production of two types of the first packages of size 1.5 l and the second size of 0.5, in 2004, and after 2007 was the first institution to enter the packaging of size 2 to the market, and then produced packages of size 1 l, 0.33 l, and in 2010 produced packs of sports type size 0,5 l and 1 l.

As for the brand name, the name is indicated by the name of the area in which the institution is located, and the predominant or main color adopted by it is pink and blue. The product is characterized by several characteristics and characteristics, in recognition of its quality, quality and reliability. Means that it has a high quality packaging process, so that the technical functions of packing in the enterprise are as follows:

- Distribution: The product shell of the company is characterized by a variety of information that is known and benefiting the consumer.
- Protection: We find that the outer shell adopted by the enterprise, which is the bottles made of high quality plastic imported from SGT, FIB, protects the product from exposure to any risk, and in the process of transport does not expose the product to any risk of fracture and damage ... etc.
- As for the marketing functions of Qadila's product represented in:
- The service and the information: The label of the bottle contains the various components of the product, and contains the website and telephone number of the consumer interest, and this for the purpose of direct contact between the institution and the consumer and know the product that is in the process of purchasing;
- Attracting attention and discrimination: through the use of attractive colors such as pink and blue, and have special phrases distinguish the product from other products.

Therefore, we find that all the above elements enable the institution to impose itself in the market and to be ranked leader.

3.1. Activities of the Guedillas Establishment

The primary and main activity of Kerala is to mobilize mineral and natural water, which the company focuses on to build its competitive strength. In its main activity, it deals with a group of suppliers from inside and outside the country for raw materials. They are shown in the following table:

Table 1. Vendors of the Guedillas Mineral Water enterprise.

Type of Raw Material	The Supplier
The flask	SGT, FIB
Tag card	PICOPARK, BARBI
Flask lid	SGT, BOLIM

Source: Internal documents of the institution

3.2. The Production Capacity of Guedillas Establishment

The company has two complete production units for natural mineral water, and the company uses high technology in the production process. The various machines and equipments are modern and in keeping with the technological changes. These machines are imported from Germany, France and Italy.

The company's production capacity in 2004 is estimated at about 21000 flasks per hour, and in 2010 it is about 36000 flasks per hour. Currently, it produces about 1500000 flasks per day and more than 500 million flasks per year. The company sells its mineral water product on demand, which is growing every day. For the modern and advanced equipment owned by the Foundation, as it has allocated 20 mobile phone lines to some of its members and the officials of the directorates and the heads of some departments, and has 25 computers to help facilitate administrative transactions and management at the level of all functions of the institution, The program "Le rika" works in the follow-up of various business operations and financial and accounting management, as it uses in the management of workers' files and the calculation of wages, as well as some tools of communication and information exchange.

3.3. Pricing and Distribution of the Guedillas Establishment Product

- Pricing: The price is one of the most important factors affecting the purchasing power of the consumer, research depends on the principle of the price of the traditional method, the cost and profit margin:

Where : price = cost + profit margin.

The price of the cost includes all materials from the price of raw materials and the cost of manufacturing, and this price in the market is not negotiable and is not subject to the laws of supply and demand, which is determined in advance and then offered to all, and does not change in the case of determination, For products see this increase in the cost of raw materials. Kadila takes the prices of competitors into consideration, analyzes them and studies the target market. If they participate in exhibitions and salons, their prices are more ethical than commercial. The company aims to achieve a reasonable return on investment, maintain a certain share of the market and try to achieve a greater share, achieve the maximum profit possible and face competition.

The following table shows the prices of different bottle sizes:

Table 2. Prices of bottles by size for a company.

The Size	0,33 l	0,5 l	1 l	1,5 l	2 l
Price	10 DZD	15 DZD	20 DZD	25 DZD	35 DZD

Source: Internal documents of the institution.

- Distribution: The organization depends on the distributive agent and does not deal with the depositing agent. The difference between them is that the distributor does not have the means to store the product he buys from the establishment. When the corporation deals with the distributor, it will control the prices of the products. As for the depositing agent, he buys from the establishment and retains the product for a period of time. Thus, he has the necessary means to store the product and then sells it at the right time and place for him. , And here is the controller of the price, and to contract the institution with any distributor sets a set of conditions are as follows:
- Strong distribution network;
- deals with the best brands such as: Coca-Cola, Hamoud Boualem, Pepsi ... etc;
- owns transport vehicles for distribution (more than 5 trucks);
- Strong business reputation in terms of being known by all traders (wholesale, retail);
- Good financial center;
- Sells the product of the Guedillas Establishment, which is its mineral water only with the rest of the non-alcoholic beverages.

The company deals with transport companies such as Shehab, which is considered the first financier of the means of transport. It also depends on the internet and the telephone in receiving the orders. On the Internet, the customer enters its website and leaves the quantity of the order to be obtained and the information related to it. The customer's mandate is directed to the distributor rather than to the institution. As for the demand by telephone, when the customer contacts the product demand, he dictates the future of the call to all the information about him and the order to be obtained.

As for the distribution through the national territory, the Foundation has established approximately 47 points of sale, and meet an estimated 80% of the needs, so that the largest point of sale is located in the north and center, the capital and the neighboring, and here distinguish between two types of customers of the institution:

- Customers of large orders: They are the important customers dealt with by the institution such as airlines, hospitals and various ministries, so that these customers contact the institution directly or one of the distributors closest to their mandate to agree and negotiate between the parties to reach the conclusion of a contract passed by the institution and the customer, On everything related to the order such as the total price, the method of payment, delivery dates and guarantees ... and also the means of transport either sent by the customer or provided by the institution of its own means.
- Customers of small orders: they are ordinary customers, so if a customer wants to order an order of natural mineral water from the institution, contact them and submit a request to submit the delivery receipt for him, and pay the price of purchase before obtaining the product a little.

Where the figure shows the size of the points of sale owned by the institution Calila, which is the expenses of mineral water storage.

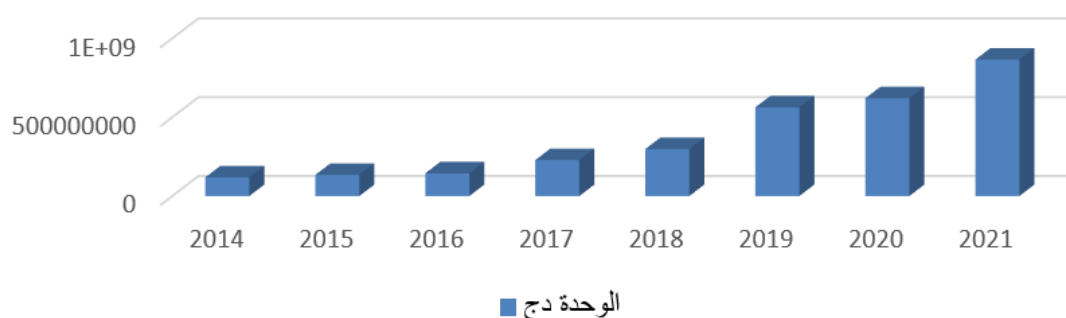


Figure 2. Shows the expenses of Guedillas Mineral Water Corporation from 2014 to 2021.

Source: Prepared by researchers on the basis of the Commercial Registration Documents in Algeria.

It is worth noting that the mineral water storage costs of Qadila Corporation have increased continuously from 2014 to 118475259 dg in 2021 to 1144370775 dj. This is due to the company's awareness of the market and the sharp competition between establishments of the same activity, By opening stores belonging to the Kerala Foundation, reducing the margins of their products' distribution, and providing them to their consumers at the right time and place.

As for the distribution outside the homeland, a product was identified by the Saudi customer through one of his flights in the Algerian aviation, where the package is a drink is a drink that travels with the airline customers attracted by high quality and coordination of the colors of the product, the customer contacted the Ministry of Commerce requesting the best product for water. The agreement between the distributor and the establishment to export a quantity of the product during 2006, was the beginning of 4 containers and then 11 containers and then 3 containers each container with 20 water carriers, And the following table Number of packages shows in each container:

Table 3. Number of packages per container.

Number of Vials in the Package	Package	The Size	The Number of Containers
6	112	1,5	1
6	86	2	1
6	108	1	1
6	140	1 Athlete	1
12	150	0,5	1
12	150	0,5 Athlete	1
12	225	0,33	1

Source: Internal documents of the institution.

The export continued with the increasing demand for a product by the Saudi customer, which the satisfaction of the Saudi customer is the contact of some Saudi consumers of the institution through the Internet and confirm that they have never tasted like natural gastrointestinal water, which indicates that the product is of high quality, and that The company is keen to keep foreign

customers and keep them as one of the most important customers of the institution.

As for the delivery of the order to them, it is through the ship and Transbordement so that the ship does not go directly to Saudi Arabia, but passes through Spain (Valencia) and then to Jeddah, knowing that the export steamer is the state, if received by the distributor to ensure the existence and safety of the product to give License allowing the distributor to introduce the product to the Saudi market.

3.4. The Competitive Advantage of Guedillas Establishment

Is its competitive advantage in its positive characteristics. It can compete with and withstand the unique competition of the mineral water market. Therefore, the advantage of Guedillas is its quality of products and sales force, So that the raw materials and the final product are tested in the laboratories of the institution, and the information technology used by the institution can be a competitive advantage by:

- Field of production: We find that the Foundation uses high technology in the process of production, the various machinery and equipment modern and keep pace with technological changes.
- Management: The organization has an effective information system consisting of a complete set of modern information and communication technologies (wireless, internet, intranet) for the purpose of ensuring a fast flow of information between different interests, as well as using a range of information processing programs.

3.5. The Contribution of Sustainable Marketing to the Sustainability of the Enterprise in its Market Activity

- Sales growth for Guedillas institution : Guedillas aims to achieve growth in sales in order to continue its market activity in order to win consumer satisfaction, which in turn is a real asset for the organization, in which it seeks to enhance its competitiveness in order to maintain its survival and continuity And achieve a return on investment by increasing sales in their markets, and the following figure illustrates this:

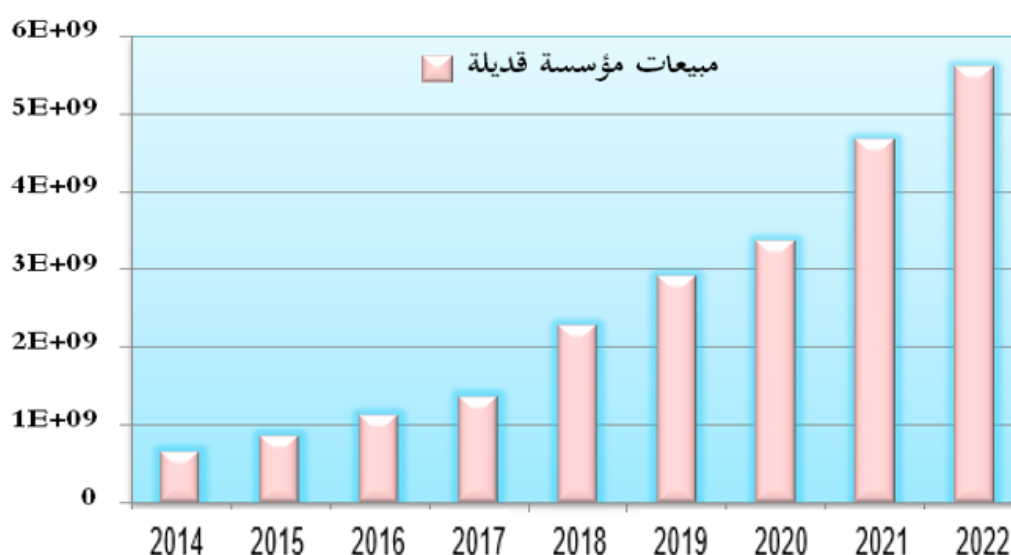


Figure 3. The development of mineral water sales for the Guedillas institution.

Source: Prepared by researcher based on the documents of the Commercial Register in Algeria.

We can see from the figure that the sales of Guedillas Mineral Water institution are increasing from 2014 to 2022. This increase is due to the expansion of its production lines through the increase in its production, which is required by the increase in the labor force, as evidenced by the following table:

Table 4. The development of the labor force of the Guedillas institution.

The Year	2005	2006	2007	2008	2009	2010
Number of Workers	53	82	80	85	90	101

Source: Prepared by researcher based on the documents of the Guedillas institution.

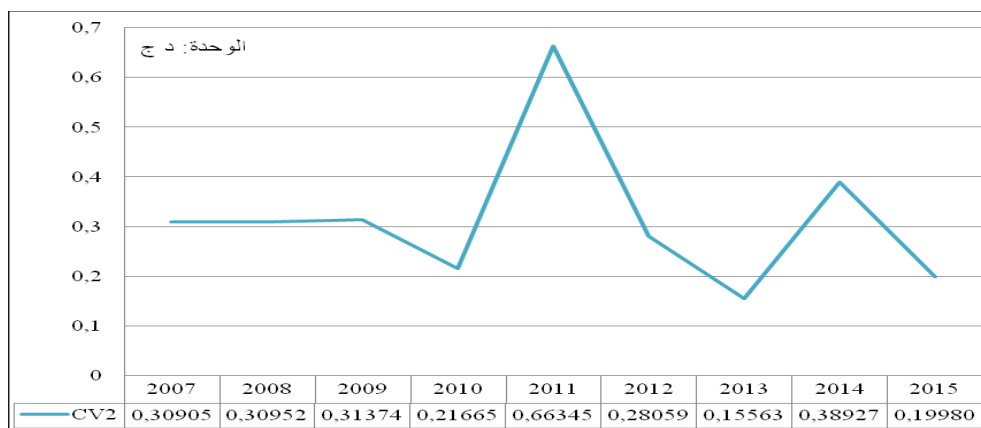


Figure 4. Development of the growth of mineral water sales for the Guedillas institution.

Source: prepared by the researcher based on the documents of the Commercial Register in Algeria for the Guedillas institution.

3.6. Analysis of the Status of the Guedillas Institution in the Environment

The institution operates in an environment composed of different factors, usually have effects on the functions and functions of the institution, which makes the analysis of the institution of its competitive position and the diagnosis of these factors is necessary to find important opportunities to identify and threats On the one hand, and identify its strengths and weaknesses on the other, as an attempt to adopt the appropriate strategies and take the necessary action.

This section deals with the diagnosis of the internal and external environment surrounding the Vedale Mineral Water Corporation, in order to know the different conditions in which it operates and the extent of its development and its impact on its activity.

- External diagnosis: What characterizes this environment is the various transformations that have occurred especially in the last few years, which have had an impact on the goals and directions of the institution. Among the factors that can be distinguished from this environment, we find the following:
- The full opening of the market, after the domestic market was the monopoly of public institutions, public or private, has become in recent years an open market for all foreign institutions that are active in the industry, and this in view of the challenges posed by the market economy and the emergence of globalization trade, On the activity of the enterprise in the market, and competition for its customers and market share;
- The availability of an appropriate legal basis that allows for the activation of competition. The State, through the opening of the market, tries to establish legal rules that remove the various obstacles to entry of foreign institutions and regulate the mineral water market, define the responsibilities and duties of the dealers and provide various incentives. Establishment of branches or representatives in the national market;
- The high rates of innovations provided by the competitive institutions and the tremendous technological development that has reached them, which facilitated various options in terms of shape, quality and price, which led to a threat to the institution, different operations of its activities and the development of the quality of its products,
- The development of customers' different desires for water, which has forced the institutions that are active in this industry to meet the challenges of responding to these desires by offering new products and attractive services that allowed these customers the opportunity to choose the best offers freely.

The opportunities and threats offered by the organization's surroundings can be summed up in the following table:

Table 5. Opportunities and threats provided by the organization's environment.

Opportunities	Threats
- The prosperity and growth of the mineral water market in Algeria. - The lack of foreign institutions in the industry, which makes the competition between institutions close due to the convergence of material and human resources. - The possibility of imposing control at the local level and expanding market share at the national level. - Opportunities to benefit from the assistance provided by the State in support and development of small and medium enterprises. - A product with relatively low costs.	- Frequent private competitors. - Encouraging foreign investment by the state. - The possibility of alternative products. - Devaluation of money due to inflation.
The existence of a public water network of poor quality and quality.	

Source: Prepared by researcher based on an interview with the company's marketing officer.

- Internal diagnosis: It is the identification of the group of factors within the institution, which have a positive or negative impact on the activity of the institution in its external environment Therefore, some of the strengths and weaknesses of the institution can be identified as follows:

Table 6. Diagnosis of some strengths and weaknesses of the institution.

Strength Point	Points Weakness
- The company produces a single product required and conform to international standards. - Difference in pack sizes. - Control of production thanks to the presence of high-tech laboratories to ensure the quality of the product. - The Foundation received a gold medal for quality in 2006 from the	- Adopting the institution to market a single product. - The organization is active in an external environment that has witnessed rapid developments and has had different effects on it. It tries to face the threats that may hinder its activity or objectives in the market and work to overcome them in various strategies and operations

International Committee on Food and Beverage in Spain to obtain the certificate of excellence in the Barcelona competition among 150 institutions in the world in will inevitably support its competitiveness.
European Cup of Quality

- The company has a large production capacity, making it ready to meet various orders in a timely manner.
- The product of the enterprise is considered to be a low price compared to the competing institutions.

Possessing significant human resources skills.

Within its various capacities, and to try to seize opportunities that enhance its survival and sustainability.
In terms of the internal environment, the organization is trying to strengthen its current capabilities and direct it towards achieving its objectives in the external environment, and work to improve and develop the idle capacities in order to balance the appropriate capabilities.

Source: Prepared by researcher based on an interview with the company's marketing officer

4. CONCLUSION

Today's economy is undergoing serious economic and social problems affecting all the citizens of the world, the rich and the poor. It seems that the land is not enough to meet the standards of living that advanced societies expect.

Marketing is seen as the cause of many of these problems. Contribute to the emergence of behaviors that must be changed. With its undeniable impact on market development, marketing has a strong impact on degradation, but can also build positive behaviors for consumers, organizations, organizations and entire communities.

Sustainable marketing is a concept of business philosophy, a way of thinking and doing business, and promotes credibility and responsibility, leading to improved consumption, better relationships and more responsible business, thus influencing the creation of a better world.

Sustainable marketing is not limited to producing better and cheaper, and to refrain from logging. This value is a real process of doing business, affecting efficiency, inspiring creativity, promoting and maintaining cooperation. By balancing people's needs, the global environment, and long-term economic development, sustainable marketing provides businesses and institutions with confidence and faith to create "more" with fewer resources and resources.

At the operational level, sustainable marketing aims to influence customer behavior and use consumer social development to create positive social change and thus generate new long-term profit. It also aims to influence what the customer receives - creating brands that are part of the business and social future.

Finally, it is supposed to provide goods and services, through responsible management, and to open up to fair cooperation in marketing communications.

Therefore, the study aimed to determine the impact of sustainable marketing on the continuity of marketing activity in economic institutions through the study of the case of the mineral water company in Biskra, where the study reached a number of results, as follows:

- Based on our assessment of the production capacity of the institution under study regarding mineral water, the process of satisfying the demand of its customers is largely acceptable in terms of meeting the necessary conditions (quality, efficiency, meeting demand even if not available ...);
- The Guedillas institution is characterized by the involvement of staff in decision-making, both by specialization, which helps them to perform their activities by monitoring their marketing performance to achieve sustainable marketing;
- The failure of the two institutions to have an effective marketing system will inevitably result in the delivery of quality products on an ongoing basis.

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