

# The Impact of Entrepreneurial Marketing on Sustainable Marketing

## تأثير التسويق الريادي على التسويق المستدام

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### **Abstract:**

This research investigates the impact of entrepreneurial marketing on sustainable marketing, focusing on customers of the Talabat application in Egypt. Utilizing a sample size of 384 individuals, the research aims to bridge the knowledge gap by examining how entrepreneurial marketing can achieve sustainable marketing goals. The study provides an in-depth demographic analysis, highlighting how demographic differences influence the acceptance and application of entrepreneurial marketing. Key findings include the significant impact of entrepreneurial marketing on sustainable marketing, the use of analytical tools to enhance marketing campaigns, and the importance of strong relationships in achieving marketing goals. The results also indicate no issues with multicollinearity and confirm the independence of residuals.

**Keywords: Entrepreneurial Marketing, Sustainable Marketing, Talabat Application.**

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## ملخص:

يتناول هذا البحث تأثير التسويق الريادي على التسويق المستدام، مع التركيز على عملاء تطبيق (طلبات) في مصر. وباستخدام عينة مكونة من 384 فردًا. يهدف البحث إلى سد الفجوة المعرفية من خلال دراسة كيف يمكن للتسويق الريادي أن يحقق أهداف التسويق المستدامة. وتقدم الدراسة تحليلاً ديموغرافياً متعمقاً، حيث تسلط الضوء على كيفية تأثير الاختلافات الديموغرافية على قبول التسويق الريادي وتطبيقه. وتشمل النتائج الرئيسية التأثير الكبير للتسويق الريادي على التسويق المستدام، واستخدام الأدوات التحليلية لتعزيز الحملات التسويقية، وأهمية العلاقات القوية في تحقيق الأهداف التسويقية. وتشير النتائج أيضاً إلى عدم وجود مشكلات تتعلق بالعلاقة الخطية المتعددة وتؤكد استقلالية القيم المتبقية.

**الكلمات المفتاحية:** التسويق الريادي، التسويق المستدام، تطبيق طلبات.

## **Introduction:**

Talabat is a leading online delivery services that operates in Kuwait, Saudi Arabia, UAE, Bahrain, Oman, Qatar, Jordan, Egypt and Iraq that seamlessly connect customers with their favorite store. It takes simple and easy steps using personal computer, mobile phone or even your tablet in order to choose your favorite order through Talabat. ([www.talabat.com/egypt](http://www.talabat.com/egypt))

You don't have to keep track of restaurant phone numbers or hold on the phone because there is a sizable electronic platform for many businesses. Additionally, by using Talabat, you can quickly examine menus, images of food, and images of all your preferred restaurants online. Simply said, it will take your order, transmit it to the restaurant via a programme that is connected to Talabat, and ensure that you get your order on time. The only additional expense that can be made to the order's total worth is the fee for restaurant delivery.

## **literature review:**

### ***1. Entrepreneurial Marketing***

The research conducted by Sari et al., (2023) demonstrates that, amid the COVID-19 pandemic, the combined factors of entrepreneurial marketing and innovation capability play a pivotal role in enhancing the performance of Micro, Small, and Medium Enterprises (MSMEs). The study involved the administration of an online survey to 290 MSMEs located in West Java. Utilizing statistical analysis through Smart PLS, the findings revealed that entrepreneurial marketing, encompassing opportunity-driven strategies, proactiveness, customer intensity, risk-taking, resource leveraging, and value creation, along with innovation capability, comprising product innovation, service innovation, process innovation, and business model innovation, significantly contribute to the performance metrics of MSMEs.

The dimensions of MSME performance considered in the study include profitability, productivity, domestic market share, profit margin, competitiveness of the MSMEs, ability to maintain profit margin, and the satisfaction of owners with the level of innovation. Notably, innovation capability emerged as the more influential factor, boasting a value of 0.465, in contrast to entrepreneurial marketing, which held a value of 0.156, in impacting the performance of MSMEs. Furthermore, the study identified that specific components of innovation capability, namely Service Innovation and Process Innovation, exerted a noteworthy and statistically significant influence on the performance dimensions of MSMEs. This underscores the importance of these particular innovation aspects in contributing to the

overall success of MSMEs during challenging periods, such as the COVID-19 pandemic.

The primary aim of Deku et al., (2023) investigation is to assess the impact of Electronic Marketing and Distribution (EMD) innovation on the performance of Small and Medium Enterprises (SMEs) in the Ghanaian Halal food and beverages sector. The research employed a correlative descriptive research method, distributing 432 questionnaires with a five-point Likert scale to owners and managers operating in the manufacturing sectors of Ghanaian Halal food and beverages SMEs. The sample was selected using a simple random sampling method, and the collected data were subjected to analysis through Structural Equation Modeling (SEM) techniques. The results of the data analysis reveal a positive and significant influence of EMD on the performance of manufacturing SMEs in the Halal food sector. Specifically, the study confirms the positive impact of EMD on the production performance of these companies. Additionally, the findings suggest a positive correlation between enhanced production performance among Halal food SMEs and their financial performance. This research fills a noteworthy knowledge gap by presenting a comprehensive overview of manufacturing performance within the Halal food SMEs sector. Through its valuable insights, the study contributes to the ongoing discourse in the fields of hospitality, entrepreneurship, and marketing, encompassing both Islamic and non-Islamic contexts.

## ***2. The dimensions of Entrepreneurial Marketing:***

**Proactive Orientation:** Being proactive is defined as the ability to take actions that impact a firm's surroundings. From an entrepreneurial perspective, proactivity involves a company's efforts to redefine its external environment, thereby reducing uncertainty, decreasing dependence on others, and prevent competition vulnerability (Alzoud & Dalain, 2023).

Al Mamun & Fazal (2018) discovered that entrepreneurs' desire to outperform competitors through a combination of proactive and aggressive behavioral moves, this includes introducing new products and services ahead of rivals and foreseeing future customer demands to implement proactive changes that influence the business environment.

**Opportunity-focused:** Opportunity focus is described by Morrish et al., (2010) as the ability to identify underutilized market positions that represent potential sources of sustainable earnings. Opportunities come as a result of market imperfections, and entrepreneurial marketing can exploit and understand these imperfections (Sehmi., 2022).

Development and the presence of opportunities are often depended on the degree of environmental change, which shows that marketing professionals need to engage in ongoing marketing research (Soltanian et al., 2016).

**Innovation-focused:** Innovation refers to the ability to generate new ideas, conduct experiments, and create new products or services, and it is considered as a process of technological advancement that enables a firm to enter new market segments (Lumpkin & Dess, 2001).

Molla & Biru, (2023) stated that successful entrepreneurial marketers tend to develop their innovation capabilities, encourage creativity among their employees, are open to newness, and aim to secure competitive advantages. When a firm faces resource constraints to meet industry standards, it can address this challenge by emphasizing the use of innovative marketing approaches (De et al., 2018). Such innovativeness in the entrepreneurial orientation can stimulate positive change and improve employee creativity, which enhance idea and information exchange in an active way, and increase new products (Voola & O’Cass, 2010).

**Risk Management:** Risk-taking occurs when a firm allocates its available resources to operate in uncertain conditions (Teece et al., 2016). From an entrepreneurial perspective, taking risks not only involves seizing opportunities to expand the business but also encompasses a firm's ability to take actions to decrease the risk in the pursuit of opportunities. While a company's market-breaking actions may be perceived as high risk, entrepreneurial marketers view such actions as less risky and fitting well within their capabilities (Becherer et al., 2012).

Miozzo & DiVito (2020) state that firms face risks when they attempt to find opportunities and employ much resources to optimize uncertain opportunities.

**Resource Leveraging:** Leveraging of resources occurs when a firm expands its existing resources and utilizes them effectively to create superior customer value and benefits (Hanaysha & Al-Shaikh,2022).

Morris et al., (2005) define resource leveraging as working more with fewer resources. They further elaborated that marketing practitioners should have an adequate level of experience, relevant knowledge, and essential skills to utilize unapped resources and maximize their use.

**Value Creation:** Morris et al. (2002) defined value creation as the capability of marketing practitioners to identify the unexploited sources of customer value and form the best combinations of them to create the desired value.

Sharma (2016) suggests that, for the creation of new customer value, entrepreneurs should focus on the utilization of current technology to support customers in a contemporary way. Additionally, marketing managers should concentrate on understanding customers' needs and being able to provide a product or services that satisfies them better than competitors.

### **3. Sustainable Marketing:**

The study of Jafari et al., (2023) aims to explore the components of sustainable tourism and sustainable marketing, encompassing independent variables such as social stability, political stability, service quality, environmental sustainability, cultural sustainability, sustainable marketing, tourist satisfaction, tourist trust, and tourist loyalty. The study considers sustainable tourism as the dependent variable.

To test the hypotheses, a questionnaire with a 0-100 rating scale and 30 questions was designed and distributed among a statistical population of 384 tourists, managers, experts from tourism organizations, and marketing professionals. The research utilizes a descriptive-survey method, and path analysis is employed to test hypotheses, with AMOS software used for statistical analysis. The study results indicate a positive and significant relationship, with tourist loyalty exerting the most influence and environmental sustainability having the least impact on the variable of sustainable tourism.

While, Gleim et al., (2023) study employs contingency theory to investigate sustainable marketing strategies concerning consumer perceptions of fit. The research aims to explore how consumers perceive the alignment between a firm and its sustainability strategies, and the subsequent influence on consumer attitudes and intentions. The study utilizes various methods to assess consumer perceptions of sustainability fit. Initially, a qualitative pretest involving 88 MBA students is conducted, followed by a scenario-based survey administered to 546 participants through an online panel. Additionally, an experiment involving 185 consumers is conducted to further support the impact of sustainability fit on consumer perceptions and firm performance. The cumulative results suggest that consumer perceptions of fit serve as a crucial precursor to organizational outcomes.

The study of Su et al., (2022) integrates innovation diffusion theory, perceived value theory, and planned behavior theory to investigate the influence of online retail food cold chain recyclable express package marketing innovation. Specifically, the research examines the antecedents, consequences, and mediating factors of sustainable marketing innovation in

encouraging consumer participation in express packaging recycling. Survey data from 581 individuals in Seoul, South Korea, were analyzed using structural equation modeling. The findings reveal that the five innovation diffusion characteristics of sustainable marketing innovation services (comparative advantage, compatibility, complexity, trialability, and observability) each significantly impact consumers' participation in express packaging recycling.

Additionally, consumer perceived value and satisfaction serve as effective mediators in promoting consumers' engagement in express package recycling. The study contributes to the literature on enterprise sustainable marketing innovation services, offering theoretical insights and practical implications for achieving cleaner production through marketing innovation services.

#### **4. *The dimensions of Sustainable Marketing:***

The researcher depended on these dimensions according to the study of Sun et al., (2020) to measure Sustainable Marketing: (environmental sustainability, economic sustainability, social sustainability):

**Environmental Sustainability:** Kour et al., (2020) recognize the Earth not as an inheritance from past generations but as a trust placed in our care by future generations. This perspective underscores our present responsibility to ensure an ample supply of natural resources on the planet, allowing future inhabitants to enjoy a level of comfort similar to our current state.

**Economic Sustainability:** Economic sustainability, as defined by D'Adamo & Gastaldi (2022), entails employing various strategies to optimize the utilization of available resources effectively and responsibly, with the aim of yielding long-term benefits (Appolloni et al., 2022). In the context of business operations, it involves utilizing resources to ensure the continued functioning of the business over several years, consistently generating profits (Kamali et al., 2022).

**Social Sustainability:** Referring to the social and ethical dimensions of a company and how they are managed and prioritized, specifically in terms of the individuals included in the company's sphere (Sun et al., 2020). These aspects encompass considerations such as upholding human rights and ensuring their enforcement, combating fraud and corruption in business, condemning the use of child labor, adopting a stance on gender and discrimination in the workplace, sharing profits among management and

labor, establishing behavioral rules, and promoting tolerance, collectively referred to as social aspects (Williams & Sparks, 2023).

### **5. *Entrepreneurial Marketing and Sustainable marketing***

According to Shibli et al., (2021) the entrepreneurial marketing focuses more on finding ways to introduce more entrepreneurs in the market to break the competition with the existing markets by introducing an innovative idea in the market and this helps in attracting more audience. According to Kocak & Abimbola (2009) the entrepreneurial marketing has a positive impact on the sustainable performance of the firms, especially in the developing countries. Malaysia also supports such type of marketing for positive and effective outcomes in the process of retaining natural resources (Eikelenboom & de Jong, 2019).

However, the managing of the resources by the firm in a defined structure can also help it to have a healthy competition with the competitors in the market. But the innovative idea of entrepreneurial marketing helped many organizations including the agricultural center of Malaysia in sustainable competitive advantage that helped in improving the sustainable performance of the organization (Ge et al., 2018).

In addition, many scholars have observed that for a better sustainable performance, varied factors must be kept in mind. These factors include: green management, sustainable marketing, dynamic capabilities of a firm and entrepreneurial marketing (Al-Jubari et al., 2019; Hong et al., 2018). According to “contingency theory of entrepreneurial marketing, “the leader or manager should be able to change the strategies for the best interest of the firm depending on the need of the hour. Thus, in order to improve the sustainable performance of the firm, this theory motivates the leaders or the managers to change their strategies accordingly (Khan et al., 2020).

Also, the agricultural center in Malaysia is found to face different issues for sustainability. Such issues could be resolved by keeping in mind the significance of entrepreneurship or the green management purpose, the entrepreneurial marketing helps in introducing the innovative ideas for attracting the consumers of the green products by differentiating it from other competitors in the market (Wilden et al., 2019). Similarly, Entrepreneurial marketing helps in the green management of resources as well as the quality and prices are kept precise depending upon the demand of the product in the market. This improves the sustainable competitive advantage for a better sustainable performance (Teece, 2018). However, the



dynamic capabilities of the firm are also influenced by the entrepreneurial marketing and new strategies are implemented for competitive advantage.

### **Research Gap:**

In the light of the previous studies the researcher found that the majority of previous studies agreed that entrepreneurial marketing can be measured through the descriptive approach through dimensions Proactive Orientation, Opportunity- focused, Innovation-focused, Risk Management, Resource Leveraging and Value Creation.

- Some studies have addressed entrepreneurial marketing as an independent variable with other variables such as Firms' Innovative Performance, Competitive Advantage, outcome goals in SMEs and firm Performance.

-The majority of previous studies of entrepreneurial marketing applied on other sectors such as banking, tourism, agriculture, education and customers of mobile communications companies

- The majority of previous studies agreed that Sustainable Marketing can be measured through the descriptive approach through dimensions environmental sustainability, economic sustainability and social sustainability.

- Some studies have addressed Sustainable Marketing as a dependent variable with other variables such as green customer satisfaction, Socioeconomic Factors, Corporate Social Responsibility and Social Media Marketing.

- The majority of previous studies of Sustainable Marketing applied on other sectors such as tourism, health, agriculture, education and industry.

### **The difference between the current study and previous studies:**

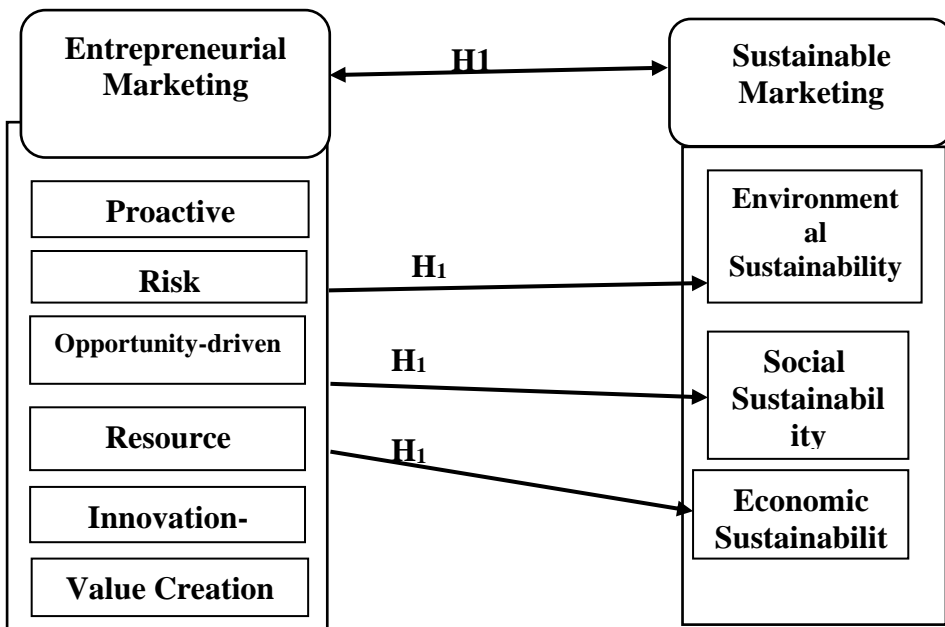
- None of the previous studies (in the limit of the researcher's knowledge) have measured direct or even indirect relationships between entrepreneurial marketing and sustainable marketing.
- The current study focused on the application field customers of Application Talabat in Egypt which not mentioned in the previous studies (in the limit of the researcher's knowledge).
- The current study agrees with the majority of previous studies when dealing with sustainable marketing as a dependent variable, even if it differs with other studies such as (Vafaei et al., 2019; Asikhia et al., 2019; Chou et al., 2022).

A different mix of entrepreneurial tools are necessary to reflect the unique developmental needs of the kinds of ventures started by those in poverty (Morris, 2020). The goal should be one of making survival and lifestyle businesses more economically viable and sustainable (ho et al.,2022). According to the literature, Entrepreneurial Marketing promotes sustainable marketing (Amjad et al., 2020). The literature emphasized the relationship between Entrepreneurial Marketing and sustainable marketing while.

However, the literature on Entrepreneurial Marketing still lacks further research, especially in the field of sustainability in the limits of the researcher's knowledge, particularly in the case of customers who are dealing with Application Talabat in Egypt.

**Conceptual Framework:**

After reviewing the previous studies, this section will focus on describing the relationships between the study variables to develop the conceptual framework and the research hypotheses.



**Figure (1) The Conceptual Framework for the relationship between research variables**

Source: Developed by the researcher based on the literature review

## **Research Hypotheses**

To achieve the objectives of the study, the researcher formulated the following hypotheses:

H1: There is a statistically significant effect of Entrepreneurial Marketing on Sustainable Marketing (Economic Sustainability, Social Sustainability, Environmental Sustainability), this hypothesis is divided into the following sub-hypotheses:

–H1a: Entrepreneurial Marketing has a statistically significant effect on Economic sustainability.

–H1b: Entrepreneurial Marketing has a statistically significant effect on Social sustainability.

–H1c: Entrepreneurial Marketing has a statistically significant effect on Environmental sustainability.

## **Research problem:**

The problem of the research is that there is no answer to the following main question:

Is there a relationship between Entrepreneurial Marketing and Sustainable Marketing for customers of the application Talabat in Egypt? This raises the following questions:

- 1- What is the effect of Entrepreneurial Marketing on Sustainable Marketing (Economic Sustainability, Social Sustainability, Environmental Sustainability)?
- 2- What is the nature of the difference in the customer's perceptions about the Research Variables (Entrepreneurial Marketing, and Sustainable Marketing) according to their different demographic variables (gender, age, education level, income level, and place of residence)?

## **Research objectives:**

The objectives of this study are:

1. Determining the nature of the correlation between the research variables dimensions (Entrepreneurial Marketing, Sustainable Marketing)
2. Testing the effect of Entrepreneurial Marketing on Sustainable Marketing (Economic Sustainability, Social Sustainability, Environmental Sustainability).
3. Studying the nature of the difference in the customers' perceptions about the Research Variables (Entrepreneurial Marketing, Sustainable

Marketing) according to their different demographic variables (gender, age, education level, income level, and place of residence).

## Research Importance

It can be divided into the scientific and applied levels as follows:

### 1- Scientific Importance:

This research is considered a scientific addition to the Arabic library in the field of marketing, considering that it deals with the research and analysis of the role of Entrepreneurial Marketing in Sustainable Marketing by applying a Study on customers of application Talabat in Egypt. This is a scientific addition to the intellectual heritage in this specialization, For Entrepreneurial Marketing concepts and Sustainable Marketing in the field of application.

### 2- Applied Importance:

- The practical importance of this research stems from the provision of data and information to decision-makers in the application of Talabat, in terms of how to use Entrepreneurial Marketing to achieve Sustainable Marketing
- Identify the needs of customers and keep up to date with technological development to improve the quality of service in a way that enhances customer satisfaction and trust in the application.
- Compliance with the requirements, quality control, and the ethics of good management under sustainability.
- Spreading the environmental awareness of the society and providing it with the environmental culture.

## Research Methodology and Hypotheses Testing

- Population and Sampling:** The population of this study is the customers of application Talabat in Egypt. In the current research, the number of applications Talabat in Egypt up to date of the current research is more than 10 million.<sup>1</sup>
- Sampling Unit:** The sampling unit in the current research is the customers of application Talabat in Egypt.
- Sampling Frame:** According to Saunders et al. (2009) explained that there are two sampling techniques: non-probability sampling and probability sampling techniques. The current study depended on the

Probability Sampling Technique simple random sample because it is more practical and suitable for the population of the study and study objectives. In the current research, the number of customers of application Talabat in Egypt up to date of the current research is more than 10 million that more than 10,000.

- D. **Sample Size:** The sample size to be used by the researcher in this research is 384 individuals. (Bazra'a, 1996: 98) indicates that if the research population exceeds 10,000, the sample size is 384 individuals.
- E. **Sampling Techniques:** The researcher depended on Probability Sampling Technique (simple random sample) in collecting the required data, as this technique is more suitable to obtain the required sample as the respondents are selected haphazardly. After conducting the pilot study, the researcher used questionnaires. There were ( 385 ) total responses, while acceptable responses were ( 384 ).

### **Construct Validity**

According to Hair et al. (2009), construct validity refers to the extent to which the questionnaire items reflect only the construct they were designed to measure. It is divided into convergent validity and discriminant validity. Hair et al. (2009) defined convergent validity as the extent to which the items of construct are related. Convergent validity is measured depending on average variance extracted (AVE). Discriminant validity refers to the extent to which the constructed are utilized in the study are different. It is measured by calculating the square root of (AVE) (Hair et al., 2009).

### **Reliability**

The stability of the study questionnaire means the stability of the results if it is applied more than once in similar conditions according to the internal consistency coefficient Cronbach Alpha as shown in Table (3.2), According to Hair et al. (2009), where the high values of Cronbach Alpha indicate a high level of stability and its value ranges between (zero, 1); this value is acceptable when the stability coefficient value is (0.70) or more.

It is clear from the previous table that the Cronbach coefficient for the questionnaire as a whole reached 0.99, for all paragraphs of the questionnaire, which numbered 53 paragraphs, and the questionnaire's validity coefficient reached 0.997, which strongly reflects the stability of the questionnaire, which enables us to generalize the results of the research. The value of the Cronbach's alpha coefficient for the questionnaire axes ranged between 0.919 to 0.973, and the validity coefficients ranged between 0.959 to 0.986.

**Table (1): Cronbach's coefficient for measuring the stability of the study tool**

Construct	Measurement items	N. of items	Cronbach's Alpha	validity
	Proactive Orientation	5	0.927	0.963
	Opportunity- focused	5	0.919	0.959
	Innovation-focused	5	0.941	0.970
	Risk Management	7	0.963	0.981
	Resource Leveraging	7	0.951	0.975
	Value Creation	8	0.965	0.982
<b>Entrepreneurial Marketing</b>		<b>37</b>	<b>0.989</b>	<b>0.994</b>
	environmental sustainability	6	0.973	0.986
	economic sustainability	5	0.923	0.961
	social sustainability	5	0.955	0.977
<b>Sustainable Marketing</b>		<b>16</b>	<b>0.981</b>	<b>0.990</b>
<b>total</b>		<b>53</b>	<b>0.994</b>	<b>0.997</b>

Source: from Spss v25 output

### **Internal consistency**

The internal consistency validity of the dimensions for Entrepreneurial Marketing on Sustainable Marketing (An Applied Study on customers of Application Talabat in Egypt) was calculated using Pearson correlation coefficient to measure the relationship between each dimension and the total score of the total dimensions related to the study.

## Entrepreneurial Marketing

Internal consistency of the correlation coefficients between each dimension and the total score of the dimensions of Entrepreneurial Marketing using Pearson correlation coefficient.

**Table (2): Entrepreneurial Marketing Internal consistency**

Risk_Management		Value_Creation		Proactive_Orientation	
Rm1	.884**	vc1	.893**	po1	.884**
Rm2	.926**	vc2	.903**	po2	.893**
Rm3	.924**	vc3	.902**	po3	.893**
Rm4	.886**	vc4	.875**	po4	.813**
Rm5	.900**	vc5	.873**	po5	.910**
Rm6	.921**	vc6	.896**	Opportunity_focused	
Rm7	.894**	vc7	.922**	of1	.888**
Resource_Leveraging		vc8	.910**	of2	.875**
R11	.842**	Innovation_focused		of3	.881**
R12	.903**	if1	.894**	of4	.857**
R13	.888**	if2	.899**	of5	.847**
R14	.876**	if3	.907**		
R15	.885**	if4	.925**		
R16	.881**	if5	.875**		
R17	.888**				

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: from Spss v25 output

The correlation coefficients between the total score of each dimension and the total dimensions belonging to it can be traced, where the first column reflects the sub-dimensions, and the second column reflects the correlation coefficients of each dimension with the total dimension related to it. The relationship of the correlation coefficients of each dimension with the total score of the total dimensions belonging to it is significant at a significance level of (0.01) or less. The correlation coefficients for the Risk Management dimension ranged from 0.884 to 0.926

While the correlation coefficients for the Resource Leveraging dimension ranged from 0.842 to 0.903 ,The correlation coefficients for the Value Creation dimension ranged from 0.873 to 0.922 ,Also, the correlation coefficients for the Innovation focused dimension ranged from 0.875 to 0.925 ,the correlation coefficients for the Proactive Orientation dimension ranged from 0.813 to 0.910 ,The correlation coefficients for the Opportunity focused dimension ranged from 0.847 to 0.888. Which indicates that all dimensions are valid and correlated with the study tool, which shows the validity of the study tool and its suitability for field application.

## Sustainable Marketing

Table (3) shows that the correlation coefficients for each dimension with the total score of the total dimensions belonging to it are significant at a significance level of (0.05) or less. The correlation coefficients for the environmental sustainability dimension ranged between 0.909 and 0.956, while the correlation coefficients for the economic sustainability dimension ranged between 0.837 and 0.910, and the correlation coefficients for the social sustainability dimension ranged between 0.899 and 0.952, which indicates that all dimensions are valid and correlated with the study tool, which shows the validity of the study tool and its suitability for field application.

**Table (3): Sustainable Marketing Internal consistency**

environmental_sustainability		economic_sustainability		social_sustainability	
EnS1	.909**	Ecs1	.896**	SOS1	.908**
EnS2	.940**	Ecs2	.907**	SOS2	.926**
EnS3	.948**	Ecs3	.910**	SOS3	.952**
EnS4	.956**	Ecs4	.837**	SOS4	.919**
EnS5	.951**	Ecs5	.880**	SOS5	.899**
EnS6	.926**	** Correlation is significant at the 0.01 level (2-tailed).			

Source: from Spss v25 output



## Description of the Sample

This section describes the sample's characteristics in terms of the Customer's gender, age, education, income, and location of residence. Table (4 and 5) displays these characteristics:

**Table (4): Description of Personal characteristics (N=384)**

	Frequency	Percent
<b>Gender</b>		
male	170	44.3
female	214	55.7
Total	384	100
<b>Age</b>		
from 15 to less than 30 years	137	35.7
from 30 to less than 45 years	176	45.8
from 45 to less than 60 year	56	14.6
from 60 years and more	15	3.9
Total	384	100
<b>Address</b>		
city	356	92.7
rural	28	7.3
Total	384	100

Source: from Spss v25 output

The demographic data presented in the table provides information on a sample of 384 customers, broken down by gender, age and place of residence. In terms of gender distribution in the sample, there are 170 males, representing 44.3%, while females represent 214 customers or 55.7% of the sample, highlighting that females constitute the largest proportion in this sample.

In terms of age groups, customers are distributed as follows: 137 customers are aged 15 to under 30 years, equivalent to 35.7%. The age group from 30 to under 45 years is the largest, comprising 176 customers, representing 45.8%. The numbers decrease with age, with customers aged 45 to under 60 years representing only 56 customers (14.6%), and customers

aged 60 years and older representing the smallest proportion, with 15 customers or 3.9%.

Finally, with regard to place of residence, an overwhelming majority of customers live in the city, with 356 customers or 92.7%, while only 28 customers or 7.3% live in the countryside. These figures reflect the greater demographic concentration in urban areas compared to rural areas in the sample studied.

**Table (5): Description of Functional characteristics (N=384)**

	Frequency	Percent
<b>Education</b>		
Less than university education	45	11.7
University education	268	69.8
Postgraduate	71	18.5
Total	384	100
<b>income</b>		
less than 5000 EGP	45	11.7
From 5000 to less than 10000 EGP	208	54.2
From 10000 and more	131	34.1
Total	384	100

Source: from Spss v25 output

In terms of education, the majority of the sample, 268 customers (69.8%), have a university education. There are 71 customers (18.5%) who have post-university education, while only 45 customers have less than a university education, representing 11.7%. This reflects the proportion of advanced higher education among the sample.

In terms of income, only 45 customers in the sample earn less than EGP 5,000 per month, representing 11.7%. The largest segment of the sample, 208 customers (54.2%), have incomes ranging from EGP 5,000 to less than EGP 10,000. There are 131 customers (or 34.1%) who earn EGP 10,000 or more per month, indicating the diversity of income levels in the sample and their distribution in a way that reflects different economic capabilities among customers.

## Descriptive analysis.

Below we discuss the descriptive statistical measures of the research variables, where it is clear from the data of the tables for these dimensions, the statements that received the highest degrees of agreement and the lowest degrees of agreement according to the responses of the study sample items, then it is clear for each dimension the general trend of the responses of the research items. Considering the percentage of the coefficient of variation, which (its equation is as follows = standard deviation ÷ arithmetic mean × 100).

## Entrepreneurial Marketing

Several dimensions of entrepreneurial marketing are analyzed in the applied study on Talabat application customers in Egypt. These dimensions were evaluated based on a set of elements as shown in the table, focusing on the level of importance of each dimension by relying on the standard deviation, mean, and ranking.

**Table (6) Descriptive analysis for Entrepreneurial Marketing dimensions**

items	Std. Deviation	Mean	rank
po1	0.885	4.09	4
po2	0.894	4.20	2
po3	0.906	4.08	5
po4	0.818	4.24	1
po5	0.885	4.14	3
Proactive Orientation	0.878	4.15	5
of1	0.856	4.23	3
of2	0.882	4.15	5
of3	0.813	4.22	4
of4	0.810	4.24	2
of5	0.886	4.26	1
Opportunity- focused	0.849	4.22	1
if1	0.893	4.15	4
if2	0.828	4.25	2
if3	0.886	4.13	5

if4	0.880	4.18	3
if5	0.805	4.26	1
Innovation-focused	0.858	4.19	2
Rm1	0.820	4.18	2
Rm2	0.911	4.05	7
Rm3	0.925	4.10	5
Rm4	0.856	4.20	1
Rm5	0.965	4.08	6
Rm6	0.893	4.12	4
Rm7	0.895	4.15	3
Risk Management	0.895	4.13	6
RI1	0.864	4.18	3
RI2	0.910	4.11	7
RI3	0.786	4.23	2
RI4	0.819	4.28	1
RI5	0.897	4.14	6
RI6	0.876	4.15	5
RI7	0.858	4.18	3
Resource Leveraging	0.859	4.18	3
vc1	0.895	4.14	8
vc2	0.821	4.23	2
vc3	0.824	4.23	2
vc4	0.794	4.31	1
vc5	0.911	4.21	5
vc6	0.819	4.21	5
vc7	0.856	4.20	7
vc8	0.839	4.22	4
Value Creation	0.845	4.22	1

Source: from Spss v25 output

**The previous table shows the following:**

**Proactive Orientation:** The proactive orientation shows the ability of Talabat application customers to face challenges and anticipate opportunities,

with averages ranging from 4.13 to 4.25, reflecting a strong focus on effective response and initiative.

**Opportunity-Focused:** This data reflects how customers exploit the opportunities presented by the market, with strong averages showing a great focus on identifying and realizing available opportunities.

**Innovation-Focused:** Reflects innovation in the services and products provided by the Talabat application, with averages ranging from 4.09 to 4.24, showing the adoption of innovation as a key strategy.

**Risk Management:** The data shows how important risk management is to Talabat customers, with averages ranging from 4.13 to 4.15, indicating advanced strategies to reduce losses and improve stability.

**Resource Leveraging:** The values show how Talabat customers use available resources to maximize benefits, with averages ranging from 4.13 to 4.18.

**Value Creation:** Value creation is a critical element that shows how Talabat's services and products impact customers, with averages ranging from 4.20 to 4.22.

It came after Value Creation & Opportunity-focused in first place among the dimensions of Entrepreneurial Marketing with an arithmetic mean value of 4.22, in second place after Innovation-focused with a value of 4.19, in third place after Resource Leveraging with a value of 4.18, in fifth place after Proactive Orientation with a value of 4.15, and in last place after Risk Management with a value of 4.14.

## Sustainable Marketing

The results show that the averages of all items fall within the range of 3.98 to 4.28, indicating that customers generally have a positive evaluation of the sustainable marketing dimensions associated with the Talabat application. There is also a slight difference in the averages between the different items, indicating some differences in the importance of these dimensions for customers.

The standard deviation values fall within a relatively narrow range, indicating a high degree of agreement between customers' opinions on these items. The three dimensions (environmental sustainability, economic sustainability, social sustainability) also show high averages, confirming the positive results at the level of individual items. The arrangement of the dimensions indicates that the dimensions related to "social sustainability" and "economic sustainability" are the highest rated by customers, followed by the dimension related to "environmental sustainability".

Based on the presented results, we conclude that Talabat customers in Egypt are interested in sustainable marketing and associate the application with some sustainable practices.

**Table (7) Descriptive analysis for Sustainable Marketing dimensions**

items	Std. Deviation	Mean	rank
EnS1	0.892	4.16	1
EnS2	0.927	4.11	4
EnS3	0.923	4.16	1
EnS4	0.894	4.13	3
EnS5	0.911	4.10	5
EnS6	0.916	4.10	5
environmental sustainability	0.911	4.13	3
Ecs1	0.833	4.18	3
Ecs2	0.885	4.14	4
Ecs3	0.839	4.21	1
Ecs4	1.162	3.98	5
Ecs5	0.839	4.21	1
economic sustainability	0.912	4.14	2
SOS1	0.812	4.25	2
SOS2	0.846	4.22	3
SOS3	0.868	4.18	4
SOS4	0.873	4.13	5
SOS5	0.826	4.28	1
social sustainability	0.845	4.21	1

Source: from Spss v25 output

### **Testing research hypotheses H1.** **test Sub-hypotheses H1a**

In Table (8), we find that the value of the correlation coefficient is 0.919, indicating a strong relationship between the variables. The value of  $R^2$  is 0.843, which means that 84.3% of the variance in economic\_sustainability can be explained by the model.

The Durbin-Watson test has a value of 1.604, indicating an acceptable degree of independence of the residual errors. The F test has a value of 2063 with a statistical significance of less than 0.05, indicating that the model as a whole is statistically significant.

**Table (8) model summary for H1a**

R	R Square	Adjusted R Square	Durbin-Watson	F	Sig.
.919 a	0.844	0.843	1.604	2063.36 7	.000 b
a Predictors: (Constant), Entrepreneurial Marketing					
b Dependent Variable: economic sustainability					

Source: from Spss v25 output

In Table (9), we find that the constant coefficient of the model is 0.309, with a value of t-test 5.657 and a statistical significance of less than 0.05, indicating that the constant is statistically significant.

The coefficient of Entrepreneurial Marketing is 0.136, with a t-value of 45.42 and a statistical significance of less than 0.005, indicating a strong statistical significance of this variable in predicting Economic sustainability. The Tolerance and VIF values of the variable are equal to 1, indicating no multicollinearity problems. The following is the derived regression equation:

$$\text{economic\_sustainability} = 0.309 + 0.136 \text{ Entrepreneurial\_Marketing}$$

Based on the previous results, we accept the sub-hypotheses that **H1a: There is a statistically significant effect of Entrepreneurial Marketing on Economic sustainability.**

**Table (9) Coefficients result for H1a**

Model	Coefficients	t	Sig.	Tolerance	VIF
(Constant)	0.309	5.657	0.000	-	-
Entrepreneurial Marketing	0.136	45.424	0.000	1	1
<b>a Dependent Variable: economic sustainability</b>					

Source: from Spss v25 output

### **test Sub-hypotheses H1b**

In Table (10), we find that the value of the correlation coefficient is 0.873, indicating a strong relationship between the variables. The value of  $R^2$  is 0.76, which means that 76% of the variance in social sustainability can be explained by the model.

The Durbin-Watson test has a value of 1.817, indicating an acceptable degree of independence of the residual errors. The F test has a value of 1223 with a statistical significance of less than 0.05, indicating that the model as a whole is statistically significant.

**Table (10) model summary for H1b**

<b>R</b>	<b>R Square</b>	<b>Adjusted Square</b>	<b>R</b>	<b>Durbin-Watson</b>	<b>F</b>	<b>Sig.</b>
<b>.873</b>	0.762	0.761		1.817	1223.31	.000
<b>a</b>					3	b
<b>a Predictors: (Constant), Entrepreneurial Marketing</b>						
<b>b Dependent Variable: social sustainability</b>						

Source: from Spss v25 output

In Table (11), we find that the constant coefficient of the model is 1.723, with a value of t-test 3.069 and a statistical significance of less than 0.05, indicating that the constant is statistically significant.

The coefficient of Entrepreneurial Marketing is 0.125, with a t-value of 34.97 and a statistical significance of less than 0.005, indicating a strong statistical significance of this variable in predicting social sustainability. The Tolerance and VIF values of the variable are equal to 1, indicating no multicollinearity problems. The following is the derived regression equation:

$$Social\_sustainability = 1.723 + 0.125 \text{ Entrepreneurial\_Marketing}$$

Based on the previous results, we accept the sub-hypotheses that **H4b: There is a statistically significant effect of Entrepreneurial Marketing on social sustainability.**



**Table (11) Coefficients result for H4b**

Model	Coefficients	t	Sig.	Tolerance	VIF
(Constant)	1.723	3.069	0.002	-	-
Entrepreneurial_Marketing	0.125	34.976	0.000	1	1

a Dependent Variable: economic\_sustainability

Source: from Spss v25 output

### **test Sub-hypotheses H1c**

In Table (12), we find that the value of the correlation coefficient is 0.890, indicating a strong relationship between the variables. The value of  $R^2$  is 0.79, which means that 79% of the variance in Environmental sustainability can be explained by the model.

The Durbin-Watson test has a value of 1.802, indicating an acceptable degree of independence of the residual errors. The F test has a value of 1461.49 with a statistical significance of less than 0.05, indicating that the model as a whole is statistically significant.

**Table (12) model summary for H1c**

R	R Square	Adjusted Square	R	Durbin-Watson	F	Sig.
.890	0.793	0.792		1.802	1461.498	.000

a Predictors: (Constant), Entrepreneurial Marketing  
b Dependent Variable: environmental sustainability

Source: from Spss v25 output

In Table (13), we find that the constant coefficient of the model is 1.2283, with a value of t-test 7.790 and a statistical significance of less than 0.05, indicating that the constant is statistically significant.

The coefficient of Entrepreneurial Marketing is 0.168, with a t-value of 38.230 and a statistical significance of less than 0.005, indicating a strong statistical significance of this variable in predicting Environmental

sustainability. The Tolerance and VIF values of the variable are equal to 1, indicating no multicollinearity problems. The following is the derived regression equation:

$$\text{Environmental\_sustainability} = 1.228 + 0.168 \text{ Entrepreneurial\_Marketing}$$

Based on the previous results, we accept the sub-hypotheses that **H1c: There is a statistically significant effect of Entrepreneurial Marketing on Environmental sustainability.**

**Table (13) Coefficients result for H1c**

Model	Coefficients	t	Sig.	Tolerance	VIF
(Constant)	1.228	7.790	0.000	-	-
Entrepreneurial Marketing	0.168	38.230	0.000	1	1
<b>a Dependent Variable: environmental sustainability</b>					

Source: from Spss v25 output

### **test main hypotheses H1**

In Table (14), we find that the value of the correlation coefficient is 0.925, indicating a strong relationship between the variables. The value of R<sup>2</sup> is 0.855, which means that 85.5% of the variance in sustainable marketing can be explained by the model.

The Durbin-Watson test has a value of 1.76, indicating an acceptable degree of independence of the residual errors. The F test has a value of 22.117 with a statistical significance of less than 0.05, indicating that the model as a whole is statistically significant.

**Table (14) model summary for H1**

R	R Square	Adjusted R Square	Durbin-Watson	F	Sig.
.925a	0.855	0.855	1.76	22.117	.000b
a Predictors: (Constant), entrepreneurial Marketing					
b Dependent Variable: Sustainable Marketing					

Source: from Spss v25 output

In Table (15), we find that the constant coefficient of the model is 0.187, with a value of t-test 4.132 and a statistical significance of less than 0.05, indicating that the constant is statistically significant.

The coefficient of Entrepreneurial Marketing is 0.429, with a t-value of 7.520 and a statistical significance of less than 0.005, indicating a strong statistical significance of this variable in predicting sustainable marketing. The Tolerance and VIF values of the variable are equal to 1, indicating no multicollinearity problems. The following is the derived regression equation:

$$\text{Sustainable Marketing} = 0.187 + 0.429 \text{ Entrepreneurial\_Marketing}$$

Based on the previous results, we accept the main hypotheses that *There is a statistically significant effect of Entrepreneurial Marketing on Sustainable Marketing*

**Table (15) Coefficients result for H1**

Model	Coefficients	t	Sig.	Tolerance	VIF
(Constant)	0.187	4.132	0.000	-	-
Entrepreneurial Marketing	0.429	7.520	0.000	1	1
<b>a Dependent Variable: Sustainable Marketing</b>					

Source: from Spss v25 output

## Research Findings

The current study contributes to enriching the available knowledge in the literature related to understanding the impact of Entrepreneurial Marketing on Sustainable Marketing (An Applied Study on customers of Application Talabat in Egypt), In addition, the research aims to bridge the knowledge gap by focusing on the role of entrepreneurial marketing to achieve sustainable marketing, Therefore, **the study summarizes the theoretical implications as follows:**

1. Demographic analysis: The current research provides an in-depth analysis of the impact of demographic factors on respondents' interaction with the study variables. Highlights how demographic differences affect the acceptance and application of entrepreneurial marketing
2. Enhancing entrepreneurial marketing: Including entrepreneurial marketing has a significant impact on sustainable marketing, and the company can focus on developing multiple entrepreneurial marketing to support sustainability in its operations.
3. Leveraging strong relationships: There is a close relationship between them indicating the importance of focusing on marketing as a key factor in achieving sustainable marketing goals.
4. Concern for independence: The results of the Durbin-Watson test indicate the remaining independence remaining in the analyses and the analysis of the results consistently.
5. Avoiding multicollinearity: The tolerance and VIF values indicate that there are no problems with multicollinearity, which means that the results can be relied upon without worrying about multicollinearity.
6. Future planning These future findings can be used towards exploring the effects of marketing and electronic advertising on sustainable marketing in different cultural contexts and in the long term.

**Based on the current research, the researcher recommends the following topics for future research:**

- Exploring the impact of different cultures: Future studies are recommended to explore how diverse cultural environments influence the relationship between entrepreneurial marketing and sustainable marketing.
- Evaluating the long-term impact: It is suggested to evaluate the long-term impacts of entrepreneurial marketing on sustainable marketing, which would enable a deeper understanding of ongoing market dynamics and changes.
- Evaluating the impact of new media: It is recommended to study the impact of new media and emerging technologies on the effectiveness of entrepreneurial marketing, especially in light of the rapid developments in technology and communications.

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