THE ROLE OF THE INNOVATIVE MARKETING IN SUPPORTING THE DISTINCTION STRATEGY: A CASE STUDY OF KARAWANJY COMPANY GROUP FOR SOFT DRINKS AND MINERAL WATER

Abstract. Innovative marketing is one of the modern administrative approaches that indicate the development of marketing activity, as well as its contribution in promoting and supporting the implementation of the excellence strategy, which is one of the important competitive strategies for any organization. In practice, marketing of innovation is the production and marketing of innovative competitive products that fully meet the demand of consumers. This strategy is of great importance in providing the customer's needs and outperforming the competitors. The strategy of excellence is the important factor in creating the competitive advantage of the organization by helping it to produce products that are superior to those of competitors in terms of quality, cost and others. Accordingly, this study's main objective is the role of innovative marketing in supporting the implementation of the excellence strategy through a field study at the Karawanjy Company for Soft Drinks and Mineral Water. The Karawanj Group is one of the most important companies that supply the local markets in all governorates of the country with its products that have become a permanent companion to the family Al-Iraqiya. This is due to the adherence of its products to the specifications that enabled them to reach the distinguished marketing level and obtain a health license numbered 36 and ISO 9001: 2008 & 22000: 2005 certificates and a halal certificate. Also, the company has 15 production lines. After scrutinizing the company's work by adopting a questionnaire form that is suitable for the current study and analyzing that data using the SPSS program. The level of awareness of the respondents has reached the third level of the scale area (the high level of the perceived case). It indicates the research company's relentless pursuit to implement innovative marketing elements in production and marketing services to
quickly reach the customer and meet needs according to the quality standards, the appropriate cost, and delivery speed. This will achieve the company a greater market share and achieve high profits. After analyzing the results, the study came to a set of conclusions and proposals that fit the study's nature.

**Keywords:** Innovative Marketing; Supporting the Distinction Strategy; Karawanjy Company; Soft Drinks; Mineral Water.

Шуайб Мохаммед Шаріф кафедра ділового адміністрування, Університетський коледж Аль-Калам, Кіркук, комплекс 4, будинок 12, Ірак, тел.: 009647508102150, https://orcid.org/0000-0002-7662-1511

**РОЛЬ ІННОВАЦІЙНОГО МАРКЕТИНГУ В ПІДТРИМЦІ СТРАТЕГІЇ ВІДЗНАЧЕННЯ: ПРИКЛАД ГРУПИ КОМПАНІЙ KARAWANJY ДЛЯ БЕЗАЛКОГОЛЬНИХ НАПОЇВ ТА МІНЕРАЛЬНОЇ ВОДИ**

Анотація. Інноваційний маркетинг є одним із сучасних адміністративних підходів, що вказує на розвиток маркетингової діяльності, а також на її внесок у просування та підтримку впровадження стратегії досконалості, яка є однією з важливих конкурентних стратегій для будь-якої організації. У практичній діяльності маркетинг інновацій — це виробництво та збут інноваційної конкурентоспроможної продукції, що в повному обсязі задовольняє потреби споживачів. Ця стратегія має велике значення для задоволення потреб клієнтів і перевершення конкурентів. Стратегія досконалості є важливим фактором у створенні конкурентної переваги організації, допомагаючи їй виробляти продукцію, яка перевершує продукцію конкурентів за якістю, вартістю та ін. Відповідно, основною метою цього дослідження є роль інноваційного маркетингу в підтримці реалізації стратегії досконалості через польове дослідження в компанії Karawanjy для безалкогольних напоїв і мінеральної води. Група Karawanj є однією з найважливіших компаній, які постачають продукцію на місцеві ринки в усіх регіонах країни, яка стала постійним супутником родини Al-Iraqiya. Це сталося завдяки відповідності продукції специфікаціям, що дозволило їм досягти високого маркетингового рівня та отримати медичну ліцензію під номером 36, сертифікати ISO 9001: 2008 і 22000: 2005 і сертифікат халяль. Також підприємство має 15 виробничих ліній. Після ретельного вивчення роботи компанії шляхом прийняття форми анкети, яка підходить для точного дослідження, та аналізу цих даних за допомогою програми SPSS. Рівень поінформованості респондентів досягає третього рівня області шкали (високий рівень усвідомленої справи). Це вказує на невпинне прагнення дослідницької компанії впровадити інноваційні маркетингові елементи у
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виробництво та маркетингові послуги, щоб швидко охопити клієнта та задовольнити потреби відповідно до стандартів якості, відповідної вартості та швидкості доставки. Це дозволить досягти компанії більшої частки ринку і отримати високий прибуток. Після аналізу результатів дослідження було зроблено низку висновків і пропозицій, які відповідають суттю дослідження.

Ключові слова: інноваційний маркетинг; Підтримка стратегії відзнаки; компанія Karawanju; Безалкогольні напої; Мінеральна вода.

Introduction. Innovative marketing is the main key to distinguishing the organization over the competitors in the market because it is the activity that enables the organization to provide better products than competitors in terms of quality, price, delivery and other advantages, so the organizations that adopt the idea of innovative marketing remain strong competitors to others, and their products do not disappear easily. In the market, and for competitors to introduce new products to that market, the customer has become more aware and compared between the products offered by the organizations to the market, which greatly contributes to the successful implementation of the strategy of excellence in the organization. From this standpoint, the current study is divided into four main axes:

The Methodology of the study. The problem of the study.

The problem of the study lies in the lack of adoption by some business organizations of innovative marketing techniques in their operations and activities, and this negatively affects their products in the market and makes them disappear quickly, in addition to their weakness in front of competitors, which made these organizations search for effective ways to confront these. The problem was at the forefront of innovative marketing solutions, which is the cornerstone of making the organization superior to others in the market by providing products that are compatible with customers' desires and achieve happiness for them, as well as enabling the organization to excel in its business by supporting this strategic excellence strategy that also works on making the organization products better than others. Accordingly, the researched company is not far from that problem. It suffers from financial, security, material and other problems that prevent innovative marketing and the strategy of excellence completely. Based on the above, the current problem raised many questions, which are:
- Does the researched company realize the importance of innovative marketing?
- How does the researched company implement its excellence strategy?
- Is there an effective correlation between marketing innovation and strategy of excellence?

The importance of the study. The importance of the study depends on achieving the marketing benefits of the organization and the customer alike, as it is the winning card for the company in light of the openness of global and local markets by
providing high-quality products, as well as its great impact on helping the organization achieve success for various businesses. It also helps the organization follow policies and strategies that may bring new and work to attract the customer.

The Aim of the study. The study's main objective is to demonstrate the role of innovative marketing in supporting the implementation of the strategy of excellence through a field study in the Karawanjy Company for Soft Drinks and Mineral Water. Based on that goal, the sub-goals are defined as follows:

- Diagnosing the problems that prevent innovative marketing and the strategy of excellence in the researched company based on the field reality.
- Addressing those problems in the study sample company by relying on the study's theoretical and practical side.
- Finding impact relationships and the link between innovative marketing and the strategy of excellence.

Hypotheses of the study. This study was based on two main hypotheses:

- The first: the existence of a moral correlation between innovative marketing elements (as a whole) and the dimensions of the strategy of excellence (as a whole).
- The second: the existence of a moral impact relationship for innovative marketing elements (as a whole) in the dimensions of the excellence strategy.

Methods of data collection. To cover both theoretical and practical study sides, two methods have been relied on to collect data. The first is the theoretical side, as the theoretical aspect is covered based on what is available in libraries and the Internet, such as books, magazines, conferences, etc., in both Arabic and English. As for the second: the practical aspect: the practical aspect came through personal interviews, field livelihoods, and analysis of the data collected from the researched company using the questionnaire form, which is the form that was designed according to the three Likert scales (agreed, neutral, disagreed), and in the middle of my hypothetical calculation (2).

Curriculum and limits of the study. The approach of the study is descriptive and analytical. As for the limits of the study, the spatial limits of the Karawanjy Company for Soft Drinks and Mineral Water, while the boundaries of the objective study included innovative marketing, the strategy of excellence. As for the limits of the temporal study, it extended from 1/3/2020 to 1/7/2020.

Measuring the apparent validity. To demonstrate the ability of the questionnaire form to measure the study variables, it was subjected to a test of the apparent validity of its paragraphs by presenting it to a group of arbitrators and specialists in this field to ensure the validity and integrity of its paragraphs and to benefit from their opinions and suggestions about the study variables and the extent of the formability on its measurement. Most of the paragraphs were modified in light of the majority’s opinion and revised by the hypotheses and objectives of the study. To
determine the measuring tool’s degree of stability in this study, the (Krumbach Alpha) coefficient was used as its value reached (0.81).

**The Theoretical side.** Innovative marketing achieves many benefits for the organization, especially when it is linked to the strategy of excellence. It makes the organization produce distinctive products that meet the needs of customers and achieve the appropriate market share for the organization in the market. Based on that, this axis is divided into two aspects:

**Innovative Marketing.** Before talking about innovative marketing, the concept of innovation must be touched upon, as [9] defined it as the process by which effective solutions are found to meet the challenges facing the organization [14] shows that it is to present a new idea that helps the organization produce a product that has no analogues in the market and differs from the existing ideas, and [2] sees it as obtaining new ideas from all stakeholders inside and outside the organization and boycotting these ideas from To reach the appropriate idea and translate it into innovations. After getting acquainted with the concept of innovation, we must address innovative marketing according to the following:

**The concept of innovative marketing.** Many concepts have been mentioned about innovative marketing where Dabrowski et al. [6]. defined it as making good use of new ideas and translates them into a product, service, price, distribution or promotion, or working with those elements at one time. Bleier et al. [2] believe that building intellectual teams and providing them with various capabilities to produce new products that achieve the organization's competitive advantage. [14] refers to the organization's ability to create value by creating new production lines that contribute to the production of new low-cost products, which will be reflected in improving the organization's financial and technical capacity. [1] is to collect, translate, design, and implement a set of excellent and unconventional ideas and turn them into practical applications in one of the marketing mix areas such as product, pricing, promotion or distribution. Nuri & Al-Dulaimi, [13] believes that it is a comprehensive marketing administrative approach to finding new ideas and translating them into products provided by organizations, which is reflected in improving their production efficiency and enabling them to achieve marketing efficiency.

**The importance of innovative marketing.** The importance of innovative marketing lies in achieving many benefits for business organizations, and the most important of these benefits are [12]:

- Helping the organization to adopt various policies, strategies and practices to develop and introduce new products.
- Maintaining or increasing market share through developing sales and profits.
- Providing the ability to obtain a leadership position in the market by gaining new customers, maintaining existing customers and enhancing their loyalty.
Innovative marketing can achieve many benefits for customers, such as satisfying their renewed needs, reducing costs, and discovering new uses for the product.

The benefits of innovative marketing are reflected at the level of the organizations that use it and society as a whole, as it contributes to raising the standard of living and increasing the size of the national product, especially if it is applied at the international level.

It helps in international competition and attracting hard currency to developing countries in particular.

**Innovative Marketing Elements.** Innovative marketing consists of several elements, the most important of which are:

**Generating innovation.** Organizations should nurture the innovation process by encouraging workers to think about new and unconventional things. Innovation can also be generated from customers or suppliers by allowing them to put forward ideas that would make the organization offer unconventional products and lead the market. Every innovation process begins with an idea, and therefore the first step of the innovative marketing process is to collect new ideas. This step aims to create as many ideas as possible without restrictions or conditions and from different sources [2].

**Calculated risks.** When carrying out any activity, we must identify risks, especially when marketing risks are felt, so the organization determines the dimensions of these risks accurately and in-depth and contemplates them and their associated dimensions and variables, where the importance of these risks is especially prominent in the marketing process. The problem is not clear in angles, and the situation reflects just a phenomenon behind which there is a cause or problem. The organization can analyze the situation to find the reason for this problem [1]; [15].

**Technological development.** The work of technological development involves affecting the markets by introducing or introducing new products in the current market or creating new markets through these products, and carrying out technological development requires a great deal of anticipation of future developments in the work environment and also needs to be defined A greater number of new opportunities in the market [10]. Technological development is a key pillar of society's development, and it has a direct and effective impact on the development of marketing strategies on both theoretical and practical sides. Hence, the importance of studying the impact of technological development on the formation of the formal structure in the field of marketing, where technological development is one of the biggest driving forces towards competition, as it is considered a pivotal element in changing and achieving success for business organizations and uncovering new industrial and market sectors [5]. Therefore, organizations are facing a great challenge, which is the transformation of the creativity that you have come up with into excellent marketable products from which you will obtain a high return that enables them to cover their costs, and also
covers the financing of a new cycle of innovations and the associated technological transformation and investments. Here are the desired profits [13].

**Supporting resources.** The application of the innovative marketing requirements does not stop at studying the external environment only but also includes studying the internal environment of the organization, as the organization exploits all its human, financial and material resources in the best way to achieve effective application of innovative marketing, as it should. Focusing on research and development in the organization is the activity concerned with gathering ideas and translating them into new products. Without using internal resources, no organization can implement innovative marketing because those resources are the basis for it [13].

**Generating customers.** The innovative marketing activity can achieve many benefits for customers, whether they are individuals or organizations, which is represented by knowing their needs and translating them into products that satisfy those needs, as well as providing products that customers did not expect.

Also, innovative marketing directly contributes to the detection and generation of new customers, meaning the organization's customer base expands, which is positively reflected on its market share [15].

**Characteristics of innovative marketing.** Innovative marketing is characterized by many characteristics, the most important of which are the following [8]:

- It does not stop at the limits of creating ideas but rather goes beyond putting this idea into practical application.
- Innovative marketing is the successful exploitation of new ideas for them to be beneficial to the organization.
- Innovative marketing is not limited to a specific marketing field but extends to any other marketing activity or practice.

**Excellence Strategy.** This paragraph deals with a presentation of the contents of this strategy and its dimensions in a way that serves the objectives of the current study as it is its second axis, and we will deal with this axis according to the following:

**The concept of the strategy of excellence.** Writers and researchers in the fields of strategic management, production and operations presented several concepts for this strategy, all of which focus on achieving superiority in the characteristics and features of the product for the organization to achieve excellence over its competitors, as it was defined by [3] that the strategy is a process that does not depend on quality and service only, but rather that it is present throughout the production process." [11] believes that it is the strategy that creates uniqueness for the organization in its industry over competitors by relying on some dimensions highly valued by customers. They realize it is important and unique to satisfy their needs. Hashemi et al. [7] indicate a strategy with continuous work in developing products and making different characteristics of competitors' products based on predetermined dimensions. The organization can
provide more innovative products that give special services to its customers and achieve higher value. Brenes et al. [4] point out that the strategy enables the organization to provide customers with unique and high-value things. Thus, the customer will feel the added value that he pays but knows that they are better and high-quality products than the products offered by competitors in the market. Based on the above, researchers define a strategy of excellence as "the strategy that makes the service good with unique characteristics from its counterpart provided by competitors in the industry sector in which the organization is competing to achieve the highest customer value." It is a definition commensurate with the directions and objectives of the current study. "

**The exclusion of the strategy of excellence.** The industrial organizations that wish to adopt the strategy of excellence require many dimensions to produce a product that meets customers' desires and surpasses the competitors. It is the dimensions that we provide a brief presentation of its contents and according to the importance of each dimension in the production process:

**Product design.** It is the process that includes determining the technical specifications of the product that meet the needs of customers, the materials, components and parts involved in its composition, values and dimensions, as well as setting operational performance standards [3]. The intensity of competition between industrial organizations, as the design has an effective role in achieving uniqueness with its specifications in terms of performance functions and in a way that leads to the development and presentation of an attractive product with a distinctive external appearance, durable and reliable in withstanding the fluctuating weather conditions, and easy to use and operate when it has the customer. It is economical to provide service by reducing the energy it uses when operating, and this makes the customer aware of its quality and value [7].

**Product technology.** It means translating ideas and designs into new products for the organization customers. Production technology is an important means in the organization because the production system and all its technologies are the organization's backbones, without which there is no reason for its existence [7]. Product excellence based on technology has become one of the most important and prominent concerns of business organizations at present, for its strategic role in achieving successful high performance, preserving the competitive advantage in the local and international markets, and ensuring its survival and success in the fields of work, and the intensity of competition on the local scale. Moreover, intense competition in the market has pushed most organizations to develop and improve production activities continuously. The degree of progress in product technology is proceeding at a surprisingly fast pace. So, the effect of production technology has become something that cannot be ignored. These organizations have become with large sums of money to implement them to meet customers' needs in terms of the functions
Product quality. Business organizations seek to reach the highest quality levels to remain in the competitive market and obtain the largest percentage of that market because quality means reducing the percentage of defects in the product to the minimum possible or making products that conform to the design specifications. To distinguish the basis of product quality enables customers in the market to compare the products of competitors. Customers look at the service and look at the high quality and the appropriate price. So, the organizations that produce high-quality products that will enable the organization to reap the desired profits. The goal of organizations is to pay attention to product quality to focus on customers' requirements of products that meet their needs by paying attention to high-performance design (i.e. the level of performance of the processes required in product production and service performance on the one hand, and high quality on the other hand). This will lead to the product distinguished from other competitors' products [11].

Customer service. That every process begins and ends with the customer, it is necessary to pay attention to the customer, his needs and desires, because it is the basis for the success of business organizations and their survival in the market. As the main reason behind making organizations care about the customer is competition, the more competition intensifies, the more organizations need to redouble efforts to achieve customer satisfaction [4].

Advantages of the organization adoption of the Excellence Strategy. The advantages achieved from the organization adoption of the Excellence Strategy are as follows [11]:

- Implementing the procedures of the production process in the best way.
- Providing the organization with unique knowledge that enables it to deliver goods and services to the same customer.
- Allowing the necessary changes to be made faster than other organizations so that the organization can manoeuvre to speed up and update activities to not compete with it.
- Producing high-quality products and services with distinctive features in terms of performance and function.
- Meet the urgent and actual needs of customers by focusing on those needs.

Obstacles to the Excellence Strategy. Many obstacles prevent the successful implementation of the Excellence strategy by business organizations, among the most important [7]:

- Complexity in production to achieve excellence by clearly concealing the need for value.
- Failure to understand and define what customers consider is the value (the varying distinction between seller and buyer).
Distinction that can be easily imitated.
- Uniqueness, not unexpectedly precious.
- Trying to differentiate based on something and does not reduce the cost.
- Excessive differentiation leads to higher prices than competitors' prices, and the quality of the commodity or service exceeds the needs of the customers.
- The organizations strive to achieve excellence to obtain high prices in the first place (the higher the price, the more difficult it becomes to maintain the customers and direct them to the competitor with low prices).

**Innovative Marketing and Excellence Strategy from the researchers' point of view.** Innovative marketing plays a positive role in enhancing its competitive advantage. Therefore, the competitive advantage contributes to the organization's long-term survival as it sits on the competitive market's throne. Moreover, it represents innovative marketing, whether in service or the product, is the basis of excellence for the organization because it is the main pillar in achieving customer satisfaction and achieving their desires and aspirations. Simultaneously, the strategy of excellence is the strategy that enables the organization to introduce a product or a combination of new products characterized by one or more of the competing elements, including high quality and design optimization and after-sales services. Additionally, interest in research and development provides products that satisfy customers' needs and distinguish them from competitors.

After we get to know the two variables, it must be said that innovative marketing greatly supports the achievement of excellence for the organization because both variables aim to create new things that meet the customer's desires and achieve superiority over competitors and give the organization a large market share and high profits. In light of the above, there is a trustworthy and great relationship between these two variables.

**The practical side.** According to the individuals surveyed, this axis presents a description of the researched company and the variables of the study and its diagnosis based on their answers in the questionnaire form. The inference of the arithmetic mean and standard deviations, frequencies, percentages, and the ratio of the answer to the scale area ¹ Accordingly, this axis included the following:

**The researched company: A brief overview.** The Karawanjy career path began in 1999 under the establishment license from the General Directorate for Industrial Development of Iraq, number 81387, where the Karawanj Group is one of the most

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¹ The researcher's stance towards the study variables is based according to the response rate indications to the scale rate as follows: The scale is divided into three equal levels: the first is between (0,01 -0,33) which represents the declining state level. As for the second level, it is between (0,34-0,67) which represents the medium level for the state. The third level is between (0,68-1,00) which represents the increasing state.

Note: all the tables within the axis is prepared by the researcher by depending on the outputs of SPSS statistic program.
important companies that supply the local markets in all governorates of the country with its products that have become a permanent companion to the family Al-Iraqiya. This is due to the adherence of its products to the specifications that enabled them to reach the distinguished marketing level and obtain a health license numbered 36 and ISO 9001: 2008 & 22000: 2005 certificates and a halal certificate. The Karawanjy Group Companies also participated in many international and local exhibitions and won several appreciation awards to participate in many events. Also, the company has 15 production lines.

**Description of the elements of innovative marketing and their diagnosis.**

Table (1) data indicates that there is a percentage of agreement in the answers of the individuals surveyed about the paragraphs of the elements of innovative marketing as a whole, which include the extended variables (X1-X30), as this percentage reached (63.1%), suggesting that there is a degree of harmony on the part of the individuals researched towards the paragraphs of the innovative marketing elements. The arrangement of the elements according to the results was the support of resources, the generation of customers, the technical development, the generation of innovation and the calculated risks, and as shown (75.5%) (69%) (59.9%) (57.8%) 53.6% respectively, and with a mean (2.516) (2.302) (2.133) (2.012) (2.009%), and a standard deviation (0.746) (0.837) (0.933) (0.851) (0.978%) for each separately. The major contribution to enriching the percentage of agreement about this variable is to support resources at a rate of (75.5%). As for the degree of inconsistency for this variable on the part of the individuals surveyed towards its paragraphs, it reached (21.36%) (disagree), and the percentage of neutral responses was (15.8%).

On the other hand, the ratio of the arithmetic mean of the paragraphs of this variable in general was (2.196), which is higher than the hypothetical mean of 2 - the scale used here Triple Likert scale - standard deviation (0.869) and response rate to the area of the scale (70.08%), which means that the level of awareness of the respondents has reached the third level of the scale area (the high level of the perceived case). It indicates the research company's relentless pursuit to implement innovative marketing elements in production and marketing services to quickly reach the customer and meet needs according to the quality standards, the appropriate cost, and delivery speed. This will achieve the company a greater market share and achieve high profits.
The general rate of frequency distributions, arithmetic means, standard deviations, and the response rate for innovative marketing elements

<table>
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<tr>
<th>Dimension</th>
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<td>Neutral</td>
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<td>22.4</td>
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<td>Resources support</td>
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<tr>
<td>Generating customers</td>
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<td>6.6</td>
<td>24.2</td>
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<td>63.1</td>
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Description of the dimensions of the excellence strategy and its diagnosis.

Table (2) shows the existence of an agreement between the respondents' answers regarding the paragraphs of the dimensions of the Excellence Strategy (X31-X49), with a percentage of (65.8%), and as for the dimensions that contributed more to support the percentage of agreement, it was arranged in a row Excellence in design, technical excellence, quality excellence and customer service excellence, where the percentage of each of them was (72.5%) (68.9%) (63.3%) (58.6%) respectively, while the mean value for each of them was (2.419) (2.299). ((2.245) (1.985) and the standard deviation (0.728) (0.832) (0.937) (1.032). As for the degree of lack of perception of this variable on the part of the respondents towards its paragraphs, it reached (13%) (not agreed) while the percentage of neutral answers was (16.7%). On the other hand, the value of the arithmetic mean for the paragraphs of this variable in general was (2.237), which is higher than the value of the hypothesis of (2), and a standard deviation (0.882), and the ratio of response to the scale area is (73.1%), which means that the perceived level of the respondents has reached the third level of the scale area (the height of the perceived condition). This indicates that the management of the researched company is well aware that the application of strategic dimensions Excellence in its production and service operations will enable it to provide a distinctive product and service that is better than competitors' products and services in competitive markets.
Table 2.
The general rate of the frequency distributions, the arithmetic means, the standard deviations, and the response rate for the dimensions of the Excellence strategy

<table>
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<tr>
<th>Dimension</th>
<th>Variables</th>
<th>Scale response</th>
<th>Arithmetic medium</th>
<th>Standard deviation</th>
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<td>68.9</td>
<td>15.9</td>
<td>15</td>
<td>2.299</td>
</tr>
<tr>
<td>Design distinction</td>
<td>X35 – X38</td>
<td>72.5</td>
<td>21.3</td>
<td>6</td>
<td>2.419</td>
</tr>
<tr>
<td>quality distinction</td>
<td>X39 – X43</td>
<td>63.3</td>
<td>17.5</td>
<td>19</td>
<td>2.245</td>
</tr>
<tr>
<td>customers service</td>
<td>X44 – X49</td>
<td>58.6</td>
<td>12.4</td>
<td>12.2</td>
<td>1.985</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>65.8</td>
<td>16.7</td>
<td>13</td>
<td>2.237</td>
</tr>
</tbody>
</table>

Analyzing the results of testing the study hypotheses and discussing them.
To identify the nature of the correlation and impact relationships between innovative marketing elements and the dimensions of the company strategy of excellence in the research community. This step has been devoted to verifying the validity and testing of the main hypotheses by adopting a set of statistical tools as follows:

Analyzing the correlations between innovative marketing as a whole and the strategy of excellence. The results presented in Table (3) indicate a significant correlation between the elements of innovative marketing (in total) and the strategy of excellence. It reached (0.857) at a significant level (0.05). This is evidence that the strength of the relationship between the two variables, as this result indicates, the more the company increases the research community from its activities related to innovative marketing, its application in its basic tasks. The more that contributes to supporting the implementation of the strategy of excellence, the first main hypothesis states that a relationship between marketing is accepted in innovative and strategic excellence.

Table 3.
Results of correlation relationships between innovative marketing (overall) and the strategy of excellence

<table>
<thead>
<tr>
<th>Innovative marketing elements</th>
<th>Explained variable responded variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>*0.857</td>
<td>Distinction strategy</td>
</tr>
</tbody>
</table>

N=83  P> 0.05

Analysis of the impact results of innovative marketing as a whole in the strategy of excellence. The results presented in Table (4) indicate the existence of a significant impact of innovative marketing (overall) and the strategy of excellence, in terms of the value of (F) calculated (68.223), which is higher than its tabular value.
(2.32) and at a level of significance (0.05) and two degrees of freedom (1.82), and the coefficient of determination was 2 (R) (0.645), which means that the elements of innovative marketing contributed and explained (64.5%) of the differences explained in the strategy of excellence and the rest (35.5%) returns to random variables that cannot be controlled or are not included in the regression model in the first place, and by following the values of the coefficients (B) and testing (T) for them, it was found that the value of (T) calculated for them reached (8.770), which is a significant value because it is greater than its tabular value (1.664) and at a level of significance (0.05) and two degrees of freedom (1.82). Thus, the second main hypothesis, which states an impact relationship for innovative marketing (overall), will be accepted in the strategy of excellence.

\[ F = 2.32, \quad R^2 = 0.645 \]

<table>
<thead>
<tr>
<th>Scheduled &amp; Tabular</th>
<th>Calculated</th>
<th>F</th>
<th>R2</th>
<th>Innovative marketing</th>
<th>Explained variable</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>68.223</td>
<td>2.32</td>
<td>0.645</td>
<td>0.797*(8.770)</td>
<td>0.681</td>
</tr>
</tbody>
</table>

Table 4.

<table>
<thead>
<tr>
<th>Analyze the impact outcomes of Innovative Marketing (overall) in the Excellence Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>F</strong></td>
</tr>
<tr>
<td>Scheduled &amp; Tabular</td>
</tr>
<tr>
<td>2.32</td>
</tr>
</tbody>
</table>

Conclusions. The study reached a set of conclusions, the most important of which are:

- Innovative marketing is one of the most important administrative entrances that enable the organization to reach the market quickly and before competitors. This creates an advantage for the organization over competitors in the international and local markets.
- The strategy of excellence is the important factor in creating the competitive advantage of the organization by helping it to produce products that are superior to those of competitors in terms of quality, cost and others.
- The description and diagnosis results revealed the agreement on the part of the respondents regarding the elements of innovative marketing, as the resource support obtained the largest percentage of agreement. Simultaneously, the calculated risk variable was harvested at the lowest percentage agreement, which indicates that the internal and external resources are available and able to apply the requirements of innovative marketing. At the same time, the surveyed company does not take into account the calculated risks.
- The study results for describing and diagnosing the dimensions of the
excellence strategy came to the respondents' agreement, as the percentage of distinction based on design reached the highest percentage of agreement. This indicates that the research sample company is very interested in product design in terms of the composition of the materials involved in producing the product or choosing the cover. While achieving excellence based on customer service, the lowest percentage of the agreement indicates its weak interest in serving the customer.

- The results related to the selection of hypotheses indicate a significant correlation between innovative marketing and the strategy of excellence and the existence of a significant impact relationship between those two variables, which indicates the accuracy of the topic selection theoretically and practically. Therefore, all the hypotheses of the study were accepted.

**Suggestions.** Based on the conclusions, the researchers suggest the following:

- Working to benefit from, understand and apply the technical development occurring in the world in the company to design and produce products that suit customers' needs and are consistent with the company's marketing capabilities.
- The company needs to make the best use of its internal and external resources to ensure the provision of marketing products and services that are compatible with the nature of the innovative marketing requirements and to achieve superiority over the competitors.
- The company management must pay attention to studying the risks carefully and according to scientific and rational bases to seize opportunities and invest them in the market before others. The calculated risks are of great importance when implementing innovative marketing.
- The researched company is required to unify and intensify its efforts to reach customers wherever they are and provide products and services that suit their needs. In this step, the company will generate new customers and its current customers, which is reflected positively on the company's market share.
- The company's need to encourage its workers, equipment, and customers to present new ideas by motivating them financially and morally to be able to produce unconventional products.
- Activating the company management interest in the strategy of excellence and applying it in all its production and service process because of its great contribution to enhancing the value of its products on the one hand and supporting the marketing requirements on the other hand.

**References:**


2. Bleier, Alexander & Goldfarb, Avi & Tucker, Catherine. Consumer privacy and the future of


