

The impact of innovative marketing practices in competitive advantage an applied study in Asia Cell Company

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Abstract

The aim of this research is to know and define the role and contribution of innovative marketing with its various elements in creating and generating a competitive advantage for companies and business organizations through the provision of new and highly efficient innovative services in the field of communications and Internet services represented by Asia cell in Maysan Governorate as a model for research. The researcher measured a scale of (38) items in order to reveal the relationship, determine the role, the arithmetic averages, the standard deviation, and the values of (one-simple-t test) to answer the questions for the purpose of proving the hypotheses of this study. The study was conducted on (10) random sales points and centers belonging to the company in Missan Governorate The research has proven the existence of a statistically significant and significant correlation between innovative marketing and the competitive advantage, as well as the existence of a statistically significant effect of innovative marketing on the competitive advantage. Adequate equipment, means of communication, promotion and human resources with high skills in dealing with technology.

Keywords: innovative marketing, competitive advantage.

Introduction

In light of the increase in communication and Internet companies in Iraq and the intensification of competition between these companies and the great technological development in the areas of communication services and the emergence of modern means of communication, all these developments have pushed innovative marketing to be at the forefront of the tools that lead companies to the ranks of competing companies and have a large marketing and market share It has a large customer base. The overall marketing capabilities enjoyed by communication in all its forms as well as its effectiveness as a tool to achieve survival, growth, continuity, development and improvement of its outputs at the service level as well as its ability to achieve development, and economic and social change requires its support and support with creativity and innovation, in order to improve its competitive advantage. With their aspirations for what is new and useful in the service aspect, and since the needs and desires of customers are changing with the change of their tastes, it has become urgent to study, and explore it and stand on its great role in the present and future, especially in the service field of communications and its marketing, which will enable the organization that adopts it to achieve the excellent results it aspires to, whether at the level of competition or dealing in the markets, unlike organizations that are still living the routine reality.

1. the research problem:

That the researcher did by conducting some studies and surveys for a group of communication companies and Internet services in Maysan Governorate, he had an image and an idea based on "that most of their employees did not have an idea, orientation, interests or culture about this type of marketing and its importance, to work with it and develop it to make it a competitive advantage for the company, as well as the lack of interest and awareness of the essence of innovative marketing and its importance in the field of other activities of the researched company. The research problem was embodied in the following question: "What is the reality of applying the elements of innovative marketing in Asia Cell Communication Company in Maysan Governorate?."

2. importance of research:

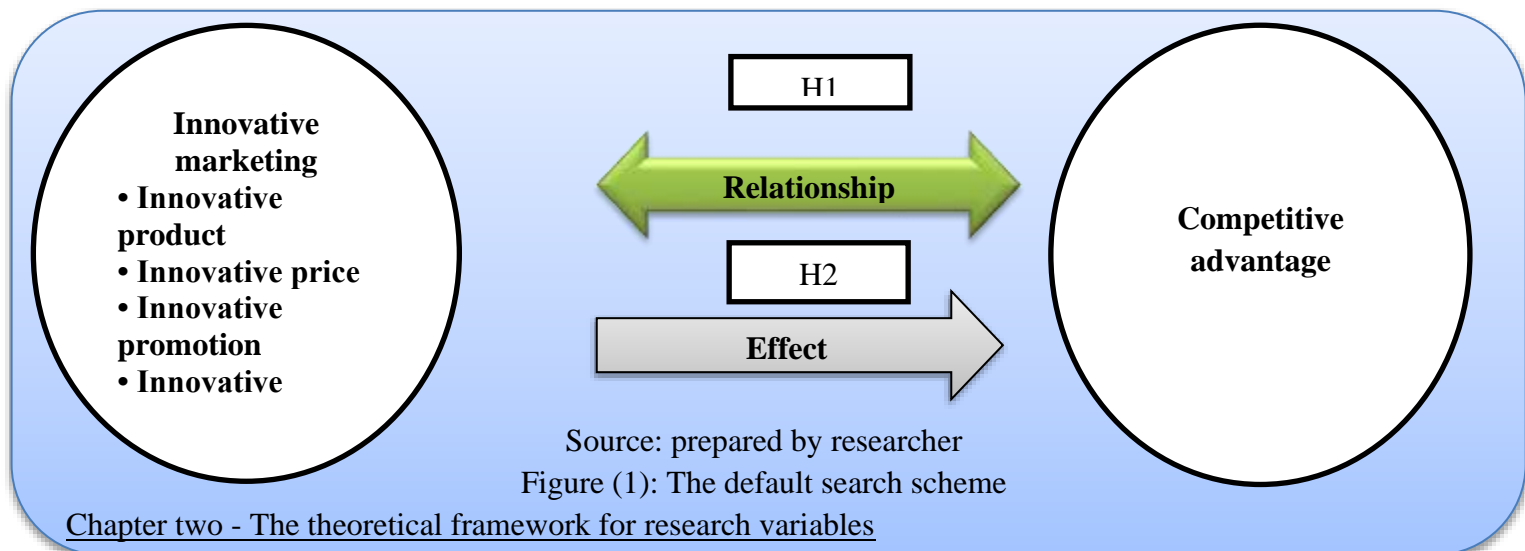
1. Identifying the existence and extent of applying innovative marketing practices, and their role in achieving the competitive advantage in the researched company.
2. To know the extent of the response of the researched company to the changes in technology and the challenges facing the services it provides to the customer, and the extent of its ability to confront, overcome and keep up with the difficulties and changes in the fields of communications and the Internet.
3. Giving a set of recommendations and conclusions in the light of analyzing the data obtained from the questionnaire and presenting it to the research sample company to enhance the role of innovative marketing in it.
4. Clarifying the extent to which there is a correlation and influence between innovative marketing and competitive advantage in the research sample company.

3.Hypotheses

The research hypotheses were embodied in two main hypotheses:

1. (H1): "There is a statistically significant correlation between innovative marketing ,and competitive advantage in the research sample company".
- 2- (H2): "There is a statistical and significant effect of innovative marketing on the competitive advantage of the research sample company".

4.hypothesis scheme:



First - Innovative Marketing:

1. Innovative Marketing Concept:

Innovation has the main role in maintaining the competitive level of the organization in the long run, as the organizations that exist in the competitive environment and which are constantly changing as a result of the continuous change of technological technologies, must face the existing competition in order to join the lead, and this cannot be achieved in isolation from innovation because it represents an elixir for the prosperity of work, especially what occurs from a continuous change in the marketing environment and customer demand. (Robert & Mary, 2004: 144)

Added (Al-Serafy, 2003: 12) that innovative marketing is a new and renewed practice or a new expression for the individual who adopts it, and therefore the focus is not on the degree of difference of the idea from the established ideas, but the focus is on its adoption of this idea or ideas. Innovative marketing may take the form of adopting a specific issue or differing from competitors in their attitude towards a specific issue or topic (Abu Jumaa, 2003: 20). Innovative marketing is a change in the form of a commodity or service, or a change in its functions, or both, in an attractive way that targets current and future customers and meets their needs and desires. (Abdullajanovich,2022:140)

2. The importance of innovative marketing:

Innovation plays a major role in maintaining the organization's competition in the long term, as organizations must compete in markets that are constantly changing as a result of constantly changing technological technologies, so organizations must face the risk of competitors overcoming them, and this can only be achieved through innovation, as innovation is a major key To flourish the business, especially after the continuous change in the state of knowledge, techniques and customer demand. (Soosay & Hyland, 2004: 41)

The increasing interest in marketing innovations encouraged many organizations and companies to introduce new and innovative products for several reasons, including: (Ali and Jawad, 2002: 80).

1- New marketing innovations lead to strengthening the competitive position of the organization in the market.

2- Innovating the new product is one of the important means of economic growth.

3- Real innovation will be reflected in the form of the industry in the market and will affect the possibility of the survival or withdrawal of many organizations.

Added (Obeidat, 2004: 14) that following such strategies and policies aimed at creating ideas that are being transformed into new or modified goods or services is one of the things that are meaningful and expressive of the continuity of correct thinking within the organization.

3- Elements and dimensions of innovative marketing:

The current research includes the four elements as the main pillar of innovative marketing. (Al-Amr, 2003: 30).

1. The innovative product: What the customer buys in return for paying for it in order to satisfy his needs or desires. As innovation plays an important role in the field of goods and services in order to reach innovative goods and services that can be offered to the target markets, As shown(Al-Bakri, 67: 2002) It means that the product does not remain the same for a long period of time, especially when there are alternative or competing goods and services.

2. The innovative price: It represents the process of determining the price at which the product will be sold, as the price is a decisive decision for all operations because the price determines what the customer must pay in exchange for obtaining this product. So the innovative price plays a major role in achieving marketing excellence as well as creating a competitive advantage for the company in the labor market, and marketing innovation in the field of pricing plays an important role represented by (wholesale and retail prices, attractive and decimal prices).

3. Innovative promotion: It represents a group of components that interact and integrate with each other, to achieve promotional goals. Innovation in promotion depends on a group of talents and promotional or advertising perceptions. In order for it to be effective in achieving its objectives, it must be disciplined.

4. Innovative Distribution: Distribution provides the organization with the means and methods that enable it to implement its marketing strategy with high efficiency by determining how to reach the target markets and customers, in addition to that it links the organization with customers and the distribution can be considered successful and complete when it is able to serve both the product and the customer. . It relates to the innovation of ways and means that work on the flow of goods and services between them and the customer, as innovation constitutes a set of activities and tools that make this flow process successful.

Secondly - the competitive advantage

1 . The concept of competitive advantage:

Competitive advantage is defined as the extent to which the organization is able to create and generate a greater amount of economic and social value when compared with competing organizations. The increasing, renewable and changing requirements of customers. (Yamina, 2020:316). The holy grail of the success of business organizations is their acquisition of sustainable competitive advantage, their performance being better than their competitors, and not losing this competitive advantage quickly. (Knudsen, etal, 2021:21)

The competitive advantage acts as a pivotal determinant of the organization's performance and determines its survival period, as the organization is seen as having a competitive advantage over its competitors when it achieves a return above the average. And this advantage continues as long as competitors are unable to

keep up with it, which highlights the need for strategic renewal of the organization to stay ahead of the competition. (Wang & Gao, 2020: 5).

The competitive advantage is the key to the success of the strategic management of organizations because it is designed to achieve additional value for the organization, as well as its profits are greater than the profits of competing organizations. (Azeem et al.,2021:3)

2. Characteristics of competitive advantage:

1. The upper hand It represents the expanded pace of attractiveness of offers made by competing organizations.
2. It has the characteristics of organizations that have a competitive advantage, each of which differs from the characteristics of other organizations, enabling them to provide preferred departments over competitors.
3. They are respectful estimates for the organization's customers with the aim of these qualities exceeding the cost paid by the customer.

3- Elements of competitive advantage:

(Al-Taweel and Ismail, 13: 2008) presented a set of elements and dimensions that deal with competitive advantage, as shown in the following:

- 1- Cost: Most organizations that seek to obtain a larger market share as a basis for achieving their goals and excellence are those that provide goods and services at a lower cost than their competitors.
2. Quality: Quality is an important competitive basis that refers to doing things right to provide products that meet the needs of customers. Customers desire products and services of quality that meet their needs and desires and meet the expected characteristics that they have seen in advertisements for that service or commodity.
3. Flexibility: Flexibility is the basic element to achieve the competitive advantage of the organization through rapid response to changes that may occur in the design of goods and services and to suit the needs and desires of customers.

Flexibility means the company's ability to change operations to other methods, and this may mean changing the performance of operations, as well as changing the method and time of performing operations. The customer needs to change operations to provide four requirements:

Product flexibility: It is the ability of operations to offer new or modified goods and services.

Flexibility of mix: refers to the ability of operations to produce a mix of goods and services.

Size flexibility: It means the ability of operations to change the level of production or the level of production activity to provide different sizes of products.

Delivery flexibility: It refers to the ability of operations to change delivery times for goods and services to customers.

- 4- Delivery: Delivery is the basic basis for competition between organizations in the markets by focusing on reducing the time period for product delivery to the customer and the speed in designing new products and presenting them to customers in the shortest possible time.

Chapter third - practical side

First: a description and discussion of the research variables: It includes an explanation of the research results, their analysis and interpretation, using the arithmetic mean to diagnose the answers of the sample, the standard deviation to estimate the extent of dispersion in the answers, and the coefficient of variation to determine the relative dispersion in the answers, as well as assessing the level of interest of the members of the research sample, and below is a presentation, analysis and interpretation of the research variables.

A- Describe and discuss the dimensions of innovative marketing:

The results revealed by the questionnaire will be presented and analyzed to the responses of the research sample to innovative marketing, which are: (innovative product, innovative price, innovative promotion, innovative distribution) and then prepare tables of arithmetic mean, standard deviations and coefficients of difference and adopt them for practical purposes and display and analyze the results, as shown in the following table (1):

Table (1) : Evaluation Categories

Categories	average	prevailing opinion
The first category	1- 1.80	Never touch them
Category two	1.81- 2.61	Don't contribute
The third category	2.62- 3.42	They contribute to a limited degree
Fourth category	3.43- 4.23	They are greatly influenced
Fifth category	4.24- 5.00	They are very much abused

Source: prepared by the researcher based on extracting the categories from the statistics literature

A- Describe and discuss the dimensions of innovative marketing and Competitive advantage

The results revealed by the questionnaire will be presented and analyzed to the responses of the research sample to innovative marketing, which are: (innovative product, innovative price, innovative promotion, innovative distribution) and then prepare tables of arithmetic mean, standard deviations and coefficients of difference and adopt them for practical purposes and display and analyze the results, as shown in the table (2) the following:

Table (2) Dimensions of the innovative marketing variable

Dimensions of innovative marketing	arithmetic mean	Answer level	Standard deviation	Variation coefficient	Relative importance
Innovative product	4.56	very good	0.592	0.194	3
Innovative price	4.83	very good	0.644	0.241	1
Innovative promotion	4.74	very good	0.594	0.184	2
innovative distribution	4.33	good	0.520	0.130	4
Innovative marketing	4.62	very good	0.586	0.187	
Competitive advantage	4.86	very good	0.511	0.209	

Source: Prepared by researcher based on the results of the SPSSV.21 program.

Table (2) shows that the value of the arithmetic mean of the total variable of the innovative marketing of the researched company amounted to (4.62), which is a good value indicating that the responses of the individuals about the variable were heading towards complete agreement, and the standardized lead amounted to (0.586), which was found in the form, texture and harmony of the answers of the research individuals. And that the researched company succeeded in providing matching services to its promoter to attract customers to use it in other places and to work on contacting and communicating with customers and responding to their requests through communication networks and linking users after providing the service. Fourth inventive, fourth rank, which indicates that the fourth rank personnel answers making it make it important. It was also found that the value of the arithmetic mean for the total commercial characteristics amounted to (4.86), which is a good value indicating that the responses of the variable individuals were heading towards agreement completely, with a Bulgarian standard deviation of (0.511), which is checking the consistency and harmony of the responses of the individuals. And that the researched company is

working to provide high-quality services at the right time and place and at reasonable prices to earn it in the field of business in which the researched company operates.

Second: Testing research hypotheses:

a. Correlation hypothesis test

It is clear from Table (3) that the relationship of the basis variable, innovative marketing, with the dependent variable, competitive advantage, and that the correlation value is (0.912**) at the level of significance (0.01), which is a strong, significant, and positive correlation in the sense that the addition occurring in one of the dimensions Innovative marketing in contrast to an addition in the same direction to the variable of competitive advantage, and through the results above, it is clear that the correlation hypothesis is accepted, which states, “(There is a significant and statistical correlation between innovative marketing and its exclusion and competitive advantage”).

Table (3) The relationship between the innovative marketing variable in general and the competitive advantage variable

Innovative Marketing		Correlation coefficient values			Moral			
Competitive								
base variable	dependent variable	Constant Limit Value (α)	The value of the marginal slope coefficient (β)	coefficient of determination (R^2)	compute d value (f)	compute d value (t)	Sig	indic ation
Innovative marketing	Competitive advantage	0.28702	0.811	0.032	4.222	1.313	0.000	0.05
			0.912**		0.000			
**Significant correlation at the level of significance (0.05).								

Source: Prepared by researcher based on the results of the SPSSV.21 program.

B- The effect relationship between the research variables:

Table (4) The impact of innovative marketing in general on the competitive advantage

Tabular value (F) = 2.55

Tabular value (t) = 1.313

Sample size = 10

The second main hypothesis (H2) was based on ((there is a significant and statistical effect of innovative marketing on competitive advantage)) and table (4) shows the results of testing the second main hypothesis, The statistical analysis was prepared according to the simple linear regression model, where the statistical criteria and indicators were used, as follows:

From table (4) above, the calculated (F) value was (4.222). It is greater than the tabular (F) value of (2.55) at the level of significance (5%), with a confidence level of (95%). This indicates that there is a significant effect of innovative marketing in general on the overall competitive advantage of the researched company, that is, innovative marketing has a strong relationship in determining the competitive advantage of the researched company, and through the value of the coefficient of determination (R^2) of (0.032) it is clear that innovative marketing explains what Its percentage is (32%) of the variables that occur in the competitive advantage of the researched company, as the value of (t) calculated for the marginal propensity coefficient for the functional value was (1.313) at the level of significance (0.05). The value of the marginal propensity coefficient (β) of (0.811) shows that an increase in innovative marketing by one unit will lead to an increase

in competitive advantage. The value of the constant (α) in the equation was (0.287), meaning that when innovative marketing is equal to zero, the competitive advantage will not decrease, and these results give justification for accepting the second main hypothesis. .

Which states **(there is a statistically significant and significant effect of innovative marketing on the competitive advantage.**

Chapter Four - Conclusions and Recommendations

First: conclusions

1. The research sample company has sufficient knowledge of the innovative marketing process, and its service development process is based on scientific foundations, and therefore it encourages innovative ideas at the required level.
2. Innovative marketing is an important factor in maintaining the organization's long-term competitiveness, as it leads to discovering marketing opportunities that can be exploited in the form of offering modified or new goods.
3. It was found that there is a strong correlation between innovative marketing and competitive advantage
4. It was found that there is an effect between innovative tourism marketing on the competitive advantage in the research sample company, and this reflects the extent of the impact of innovative practices added by the services provided by the company to the customer.
5. It turned out that all the researched companies had a highly efficient and effective promotional and distribution method for their services related to communications and the Internet, which gave them a real competitive advantage.

Second: Recommendations

1. Enhancing the capabilities available in communication companies and the Internet in terms of technology and modern means with regard to creating high-speed and quality communication and information services.
2. Existence of governmental oversight regarding the pricing of communication and Internet services provided by the company and making prices within specific government regulations.
3. Providing services with high specifications earns the company customer satisfaction and customer loyalty, thus increasing its position in the market and thus a competitive advantage and thus profits.
4. Training the employees of the company on how to innovate services in relation to electronic transactions between the company and customers.
5. The need to pay attention to the field of research and development by allocating a budget spent by the company to support the search for ideas and innovative methods in various fields of product, distribution, pricing or promotion.

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