



The Impact of Innovative Marketing on the Organization's Reputation by Mediating the Brand _ Field Research in the Oil Marketing Company (SOMO)

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Abstract

The research aims to verify that there is an influence between innovative marketing and the organization's reputation by brand mediation.

The research problem is that the Oil Marketing Company (SOMO) needs innovative, unconventional methods in marketing its products and improving its reputation by adopting a solid brand that adds value to the product.

The importance of the research: The importance of the research is highlighted as it deals with essential variables in business organizations that help increase customer loyalty by adopting a distinctive brand.

The research started from four main hypotheses to explore correlations and influence between research variables.

The answers of the research sample, which included (221) male and female employees of the Oil Marketing Company (SOMO), were analyzed.

Data and information were collected using the questionnaire, personal interviews, as well as the field presence of the researcher, and the data were analyzed using the statistical program (SPSS v.24, AMOS v.23) and a set of statistical methods such as factor analysis, the arithmetic mean, and the standard deviation, Coefficient of variation, correlation coefficient (person), simple linear regression equation, and Sobel's test.

The study sample members agreed in their answers with a good evaluation level about the innovation marketing variable, especially product innovation and pricing innovation, which explains this result that the SOMO oil company management seeks to adopt multiple marketing methods to increase its oil sales at the local and global levels.

Key interests in research / innovative marketing, branding, the reputation of the organization.

First: the introduction

In recent years, the global business environment has witnessed many developments in the field of information and communication technology and the economy, which imposed challenges on marketing in its modern sense and has become a distinctive position within the organizations as it is the link between the organization and its external environment. Therefore the research variables were chosen as innovative marketing is one of the most important sources of distinction. In light of these challenges posed by the current business environment and innovative marketing has become the most prominent tool to achieve success in producing, marketing, promoting, and distributing high-quality goods that are intended to win customers and maintain them by building a distinctive brand based on many characteristics and perceptions that the customer expects. We aim to highlight the important role that innovative marketing plays in enhancing the organization's reputation by mediating the brand. The research was launched from SOMO, which is the field of research for the purpose of providing innovative, unconventional methods in marketing its products, as it is a well-established company and its monthly sales amount to (87,000) barrels in various international markets as well as it includes a group A large number of related departments, the most important of which are (Crude Oil Division, Market Research Division, Product Division), Based on the foregoing, the current research will include four chapters, the first of which represents the research methodology and some previous studies and includes two studies, the first is devoted to the research methodology and the second is some previous studies, while the second chapter deals with the theoretical aspect in four sections as the first topic includes innovative marketing, the second the brand, the third the reputation of the organization and the fourth The relationship between the research variables, while the third chapter deals with the practical side of four sections, as the first section includes verifying the quality of the data, the second presenting and analyzing the results of the research variables, the third is testing the correlation and influence relationships, and the fourth includes the path analysis, while the fourth chapter includes what concerns the conclusions and recommendations reached by the researcher and some Proposals, the modern business environment has witnessed great changes in the field of marketing management for products and the necessity to move from traditional thought to modern thought by adopting innovation and creativity in various elements of marketing and realizing the great importance of the brand, and the survival of organizations in light of intense competition requires the use of new methods for the purpose of Keeping up with developments, hence the research problem, as the oil marketing company was launched (Sumo) needs innovative, unconventional methods in marketing its products and improving the reputation of the organization by adopting a strong brand that adds value to the product. There are a group of points that indicate the importance of research, namely:

- 1-The importance of the research emerges as it deals with important variables in business organizations that help increase customer loyalty by adopting a distinctive brand.

2-The lack of previous studies that dealt with the impact of innovative marketing on improving the reputation of an organization through brand building, which gives the research topic great importance in finding the relationship between them.

3-Improving the marketing business environment, which contributes to improving the reputation of the organization through building a distinct brand

4-The importance of the research derives from the type and nature of the topic covered by the importance of the researched variables that help develop modern marketing methods.

5- The current research represents a cognitive-communication link between Arab studies and foreign studies covering research variables.

Through our research, we seek to test the relationships between the variables shown in Figure (1) and achieve a set of objectives, the most prominent of which can be clarified as follows:

1-Verifying the influence between innovative marketing and the reputation of the organization by mediating the brand.

2-Determine the intermediate effects of the brand on the relationship between innovative marketing and the reputation of the organization within SOMO.

3-Explaining the critical role that innovative marketing plays in a way that enhances the organization's reputation by branding the brand.

4- Knowing the extent of SOMO's awareness of the importance of innovative marketing.

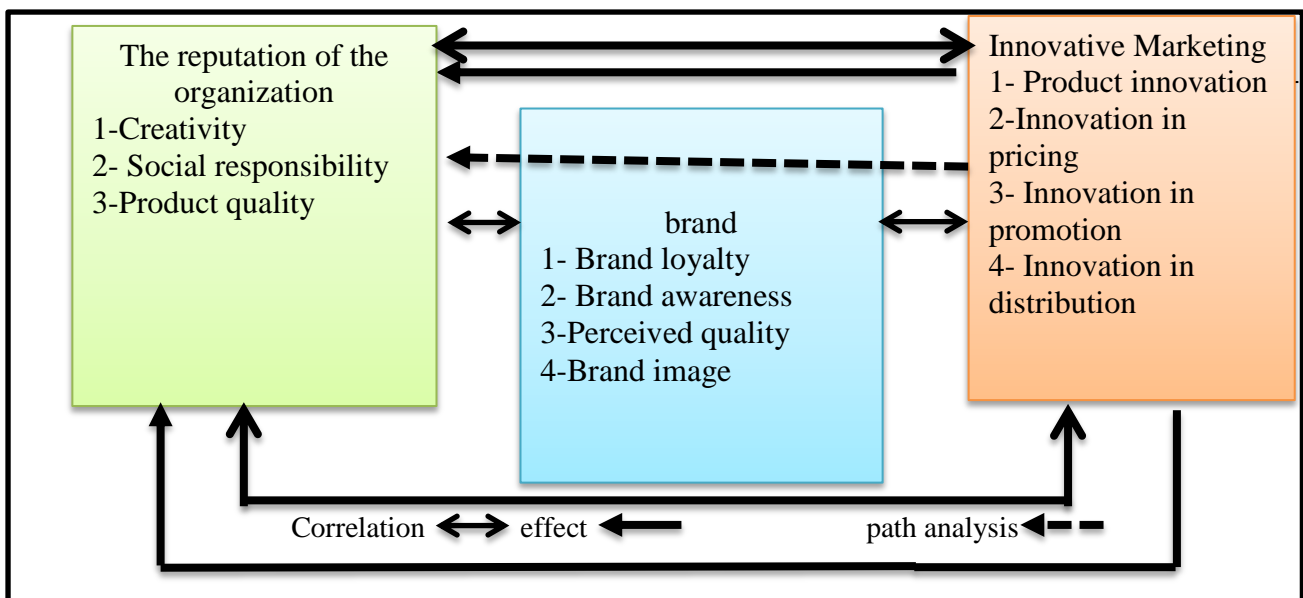


Figure (1) Hypothesis research outline

The SOMO company was chosen as a research community for its importance in supplying Iraq with financial resources resulting from the sale of crude oil, in addition to the cooperation of those in charge of this research company in providing information and facilitating the conduct of the study. Moreover, employees who have high experience in their field of work and the

community reached 517 workers; the research adopted the study, the intentional sample method, to ensure the accuracy of the answer by the target sample. The size of the sample withdrawn was determined by relying on the steven Thompson equation as explained below. Two hundred fifty questionnaires were distributed to the sample represented by the higher administrative levels and experienced employees, and 231 questionnaires were retrieved (which constituted 92% of the total distributed questionnaires). His percentage represents 88% of the total questionnaires distributed), which constituted the final sample of the study.

The equation:
$$n = \frac{N \times p(1-p)}{\left[\left[N - 1 \times (d^2 \div z^2) \right] + p(1-p) \right]}$$

n is the sample size

N size of the community

Z standard score corresponding to the significance level 0.95 and is equal to 1.96

d is the percentage of error, equal to 0.05

p ratio of property availability and neutrality = 0.50

While the methods of all data involve two axes:

1. The theoretical axis: The theoretical aspect was based on what was mentioned in references, books, letters and theses, published research, conference publications, and Arab and foreign periodicals, in addition to the vast amount of knowledge provided by the Internet, including books, letters, theses, researches, periodicals, and publications. Conferences. The researcher sought to be as modern as possible and selected references

2. Axis of the practical aspect: This axis relied on the following methods to achieve the objectives of the research, which are:

a. Interview: The researcher used interviews, managers and experienced workers, which is a good way to collect data through discussion and interaction to know the extent of their application of the research variables and the interpretation of the paragraphs of the questionnaire.

B. Research questionnaire: The research relied heavily on the questionnaire, and the five-year Likert scale was adopted.

The structure of the research scheme was built to clarify the relationship between the independent variable, innovative marketing, with its dimensions (innovation in product, innovation in pricing, innovation in promotion, innovation in distribution) and its impact on the organization's reputation in its dimensions (creativity, social responsibility, service quality) by mediating the brand of the mediating variable in its dimensions. (Brand loyalty, brand awareness, perceived quality, brand image) The researcher selected the dimensions of the variables as they are comprehensive and appropriate to the Iraqi environment as well as their compatibility with the nature and objectives of the current study to test the following hypotheses:

1-The first central hypothesis: There is a statistically significant influence relationship for innovative marketing in the brand.

2-The second central hypothesis: There is a statistically significant relationship between the brand and the organization's reputation.

3-The third central hypothesis: There is a statistically significant impact relationship of innovation marketing on the organization's reputation.

4- The fourth central hypothesis: The impact of innovative marketing on the reputation of the organization increases by mediating the brand.

Table (1) Composition of the search tool

Measurement source	Sub Variables	The main dimensions
(Kamel and Hassan, 2019)	Product innovation	Innovative Marketing
	Innovation in pricing	
	Innovation in promotion	
	Innovation in distribution	
(Kim and Jeong,2003)	Brand loyalty	Brand
	Brand awareness	
	Perceived quality	
	Brand image	
(Sontaite&Kristensen,2009)	creativity	The reputation of the organization
	Social Responsibility	
	Product quality	

Second: Innovative Marketing

1-The concept of innovative marketing

Marketing is one of the critical areas to lead the process of change in a way that guarantees its superiority, distinction, and adaptation to the changes in the surrounding environment. Thus innovative marketing has become an urgent necessity that many contemporary organizations seek to reach, and this concept comes from the fact that customers have become masters in the market because they are the ones who define the marketing strategies and activities. In light of their requirements, they draw the marketing objectives, in which innovation has become an essential factor in ensuring and maintaining the competitive advantage. Thus, innovative marketing has become an important input to gain and maintain customers by creating value in the products provided to them (Auso & Nuree, 2017: 5).

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The concept of innovative marketing is the basis for the complete marketing service, market research, and the search for a new competitive strategy. The primary task of the marketing units is to search for innovation in the market, such as the level of demand and competition, the buyer's behavior and the dynamics of his preferences, the availability of competitive products, and the ability to promote modernity in the market (Ergashhodjaeva, 2018: 114), And that innovative marketing is an organizational philosophy that directs its efforts and marketing activities to customers and marketing actions in the light of providing the products they desire, which constitute unexploited opportunities. Marketing in its modern sense reveals the needs and desires of customers. Excellence has several sources, and innovation is the most important of them, as it allows the organization in light of these changes By achieving a continuous competitive advantage that enables it to face the challenges dictated by environmental conditions (Al-Nuaimi and Atheeb, 2016: 42). (O'Dwyer et al., 2009: 51) indicated that innovative marketing is doing something new with ideas, commodity, service, or technology and refining these ideas to create an opportunity in the market to meet demand in a new way, and indicated (Steinhoff & Trommsdorff, 2013: 109) All market-oriented innovation management activities, i.e., all strategic and operational decisions to market new products.

2-Dimensions of innovative marketing

A- Product innovation: In most cases, SMEs are involved in product improvement, adopting incremental innovation instead of radical innovation. Customers are integrated into the innovation process, resulting in a more personalized product or service and ensuring customer cooperation in the critical marketing stage (O'Dwyer & Carson, 2009: 484). Organizations in innovative marketing have responded to meet the market requirements by changing their marketing activities instead of adopting an innovative approach whereby a new product is developed first before searching for the market. This approach to marketing helps obtain creative, new, or unusual solutions to problems. Product innovation has been defined as introducing a new physical product or service to the market, and perhaps also a significant improvement of the products already offered in terms of their characteristics or purpose. This may relate to technical specifications, components, materials, functions, or other utilitarian qualities (Waśkowski & Jasiulewicz, 2015: 108).

Marketing innovations include significant changes in product design and refer to changes in the shape and appearance of the product that do not change the functional characteristics of the product or user characteristics, as well as refer to the change in product packagings such as foods, beverages, and detergents, as packaging is the primary component of the appearance of the product. Product design changes may also include the introduction of significant changes in the look, appearance, or taste of food products or beverages, for example introducing new flavors to a food product in order to satisfy the new target segment; the design is a critical matter in the twenty-first century, as it is all about attracting Customer Attention (Shkarupa, 2018: 164).

B- Innovation in pricing: Innovation processes refer to the use of new pricing strategies and methods to market goods or services of the organization, including agreeing to discounts in the store to consumers who have the credit or specific preferential cards issued by organizations. Innovation also includes applying a new method and mechanisms to calculate the price and cost of the commodity or service based on consumer demand, for example, when customers' demand is low, producers will reduce the price or introduce a new system that enables customers to choose the required product specifications and then know the price of the specific product (Shkarupa, 2018: 164-165). There is a set of price policies that can be used. In the innovation process, pricing referred to it (Ergashhodjaeva, 2018: 6) as follows:

A- The strategy of high prices in the absence of fierce competition and the emergence of a new product that allows obtaining a significant profit at the expense of high net worth consumers, then the organization can reduce the price and attract buyers from another sector in the market.

B - Market penetration strategy by identifying the product at low prices due to many competitive commodities.

The prestige strategy: Innovative marketing uses this method to convince consumers that a high price is compatible with high quality.

C- Innovation in promotion: New marketing methods in promoting products include the use of new concepts to promote the organization's goods and services, for example, the use of various media or technologies to place the product in films or television programs, or the use of celebrity affiliate media in developing and applying the brand symbol. Brand new, which aims to place the organization's product in a new market or to give the product a new image (Shkarupa, 2018: 165).

Marketing innovation adopts a new way to promote goods and services, that is, the use or development of new tools and information that stimulate or enable competition in the market. New marketing methods in the field of product promotion refer to the use of media, product placement in films, as well as the emergence of a famous person as a user of a particular product, as well as helping the system. Personalize information in a customer supply organization with online tools that allow them to choose desired characteristics of a product and check the price of a particular batch. This type of personalization is an increasingly emerging form of introduction to marketing innovations. Customers need to have quick access to the resources they are looking for to select appropriate content matching their individual needs (Brzozowska & Kielesińska, 2016: 34).

Promotion is a group of activities to communicate with customers using various means to achieve excellence. Innovation in this field is one of the most critical areas in which the organization can control and excel in an excellent way to gain many current and future competitive advantages that can face competitors and maximize levels. Its market shares are thanks to developing its selling capabilities and the resulting steady increase in the levels of profits achieved. Promotion with its various elements, especially the advertising element, represents a fertile field for innovation and may follow the product component in terms of adopting innovation in it, and despite the benefits of the innovative organization, it is Caution must be exercised when using it because it may fail and

not achieve its goal, but an adverse reaction may occur that affects the promotional performance and the overall marketing performance of the organization that adopts and applies it (Auso & Nuree, 2017: 6).

D- Innovation in distribution: it means the process of delivering products from the producer to the customers to ensure the provision of products to them, and distribution has a significant impact on the profitability of the organization. Therefore, a distinct plan must be developed for the supply chain management to achieve the goals required to be accomplished by the organization, and the areas of innovation in the field of Distribution may be in the form of a new method or a new design, or it may be innovation in the internal design of the distribution outlet, or it may be in the atmosphere surrounding the distribution process that affects customers to one degree or another and other activities and other areas (Auso & Nuree, 2017: 6).

Resource restrictions impose restrictions on companies entering markets when they do not have sufficient resources to compete successfully. Therefore some organizations use alternative channels and methods to distribute products to gain competitive advantage, cost-effectiveness, and customer satisfaction (O'Dwyer & Carson, 2009: 485), which means marketing innovation in the Distribution of products The use of new sales channels, including the introduction of the franchising system, direct sales, retail, and product licensing in addition to selling via the Internet (Brzozowska & Kielesińska, 2016: 34). We mean innovation in distribution as finding new methods and methods in the distribution of goods or services. Moreover, instead, the constant adjustment of distribution channels or the creation of new distribution channels that operate in more sophisticated ways to deliver the product to the consumer at the right time and place while preserving all the characteristics that the product has (Al-Tayeb and Bin Qaysar, 87: 2018).

Third: the brand

1- The concept of the brand

The brand concept is clarified as a "label" for the product and moves within the boundaries defined by the brand. The relationship between the latter and the consumer occurs as a dialogue between the brand identity and the consumer's identity, and the product remains the carrier of the value, and the brand becomes the bearer of the offer. Its primary role is to generate profit by providing the value that the customer is willing to pay. The difference between the brand and the commodity can be summarized under the term "added value", that is, other values that the customer sees as those that the product embodies and he who carries a strong brand is something More than just several parts grouped (Margarisová & Vokáčová, 2016: 2060-2061).

A brand is a combination of all the physical, aesthetic, material, and emotional elements of the product, including the product itself, the name, the symbol, the image, and an expression of that product, which was gradually built up over time and took a clear place in the minds of the customers (Tien et al., 2019: 64) Brand positioning is an attempt to give the product a unique and accessible image in the consciousness of customers or more specifically what organizations want customers to think about when confronting their brand, and there are three main characteristics of a strong brand, whether personal or institutional: clarity, consistency, and consistency. These traits make clear to one

of the most successful personalities, Oprah Winfrey, who is one of the most successful, established, and established personal brands, both commercially and personally, through her weekly TV show, book club, magazine, and casual appearances in grocery stores and restaurants. Over a powerful brand over a very long run (Tarnovskaya, 2017: 30).

Moreover, (Guzman, 2005: 1) is a sign related to the external environment of the company, and its function is to reveal the hidden qualities of the product that are inaccessible. The product owner and distinguish the product from competitors.

2- Dimensions of the trademark

A- Brand Loyalty: Consumers in branding societies demonstrate their intense loyalty to the brand regarding consumption and social choices. Organizations view these societies as a positive development and invest in them to generate stronger brand loyalty, and it is essential to understand how this is applied in the context of franchising. Every day and there are three main features of branding societies are aware of the brand type, shared rituals and traditions, and a sense of moral responsibility towards society and towards individuals; loyalty occurs when members of the brand community have a sense of synergy about other members (Samu, 2010: 1586). The reason why brand loyalty is included as one of the consumer-based brand dimensions of the importance of customer satisfaction in brand development is that if customers are unhappy with it, they will not be loyal and will look for another brand (Kim et al., 2003: 340).

Brand-building aims to increase loyalty, that is, repeat purchases from one brand for reasons other than price. This is achieved through creating advertising and building an image, and thus monopolizing customer awareness (Eifert, 2003: 4). Loyalty is a measure of the customer's attachment to a brand and reflects the extent of The likelihood of the customer turning into another brand, especially when you make a change either in the price or in the product's features. Loyalty represents a positive attitude towards the product, which leads to a steady purchase over time which is a result of consumers knowing that one brand can meet their needs; it is not possible to achieve Customer retention except by promoting different loyalty through the establishment of an emotional and normative link between the brand and the consumer, such loyal buyers can contribute to positive word of mouth (Ghodeswar, 2008: 7), and the importance of consumer loyalty to the brand is highlighted by reducing marketing costs and increasing Bargaining power towards distributors, attracting new customers, and gaining time to respond to threats from competitors (Hesham, 2019: 176).

B- Brand awareness: Marketing activities such as advertising, pricing, and other promotional activities contribute to increasing brand awareness; when organizations participate in brand building activities, knowledge about the brand is created in the memory of the concerned audience, and memory structures lead to brand awareness, traits, images, and ideas. Around it, which leads to a positive attitude and behavioral intentions towards it (Samu, 2010: 1585).

Brand awareness refers to the consumer's ability to recognize a particular brand and become aware of its existence. Creating and improving awareness is a major goal of the organization in the marketplace. As the base point by which brand interest, willingness to try and the buying process are established, there are two different types of brand awareness (Križanová et al., 2013: 108):

A) Increase brand awareness when respondents are given a brand name and answer whether they have previously heard about it and learn about it without any helpful evidence.

B) The trademark protects the manufacturing organization when working with partners, as the manufacturers who produce goods without a brand depend entirely on the seller. Therefore the strength of the brand helps the manufacturing organization to dictate the terms that it will cooperate with the store.

Brand awareness is an essential element in understanding the brand and reflects its importance in the mind of the customer, it has a significant impact on consumer choices, and therefore, it is an important concept and is known as consumer recognition, recall processes, the most critical awareness, the dominance of knowledge, and the recall of the performance of brands, in addition to that determines The individual's knowledge of a specific product is not limited to the customer's knowledge of the brand's name and previous exposure to it but includes linking the name, logo, symbol, etc. with some memory links, and awareness of the brand focuses on clarifying the following points: (Sürücü et al., 2019: 115-116).

C- Brand image: When defining the target audience, their needs and desires, and formulating the strategy that will place the brand in a position, it is possible to move to the stage of creating the brand image at this level. The name and style of presentation are determined to reflect how it will be accepted by consumers and integrate the associations and values of the brand; This step requires the participation of professional advertising agencies that have extensive experience in building brand image (Križanová et al., 2013: 110).

The image of the mark is defined as the set of beliefs, ideas, and impressions that a person develops for something, and it is stated that the attitudes and actions of the commodity or service are highly conditional on the image of this object, and it also reflects perceptions about the brand preserved in the consumer's memory, and the image is formed as a result of associations that include features related to the product or other Related to product, functional, experiential or symbolic benefits, general attitudes of the brand, most consumers have stereotypes of brands such as traditional versus modern brands, economic versus luxury, formal versus informal and others while price, quality and satisfaction help define perceptions about the brand image. (Sürücü et al., 2019: 117).

The brand image is the perception in customers' minds about the product and represents what the organization wants to communicate to consumers, especially when they do not have communication tools. It is a source of competitive advantage over any other functional advantage in addition to that; it establishes a direct relationship with customers (Ghodeswar, 2008: 5). Improving a brand image involves creating a meaning that sets it apart from others and what it should represent in customers' minds. Several types of associations with the job may become related to performance or more abstract considerations relating to images, namely, user profiles, personality, and values (Hoeffler & Keller, 2002: 79).

The brand image is the perception that the links reflect and preserves in the customer's mind. It is also known as everything that comes to the customer's mind when the name is mentioned in addition to the ideas and feelings, as the strong brand image creates messages for customers that it is superior to competitors through marketing tools that Can be used to create and enhance branding images of the product itself, packaging, labeling, brand name, logo, used colors, retail stores, and advertisements (Safar, 52: 2018).

D- Perceived quality: It refers to the customer's evaluation of a product or service as superior to other alternatives. The concept of quality is sometimes gathered through the prior use or consumption of a particular good or service. Nevertheless, previous experiences are not the only determinants of perceptions of quality; when they do not have Customers with any previous experience with a product or service, they get an opinion about the perceived quality through clues such as the brand name, price, and advertisements, in addition to this, social media and online platforms have proven in recent years a role in determining the perceived quality (Sürücü et al., 2019: 116), consumers may build a perception of the products presented as offering better quality and cheaper prices, and not necessarily being of high quality, and this happens as a result of their perception of quality (Freire, 2006: 37).

Perceived quality is essential in studying and measuring the brand, as creating a good and high-quality image is the goal of many business organizations because they need to meet the needs and desires of customers. With the quality they promised and are known as the overall perception of customers about the brilliance of the quality of goods and services compared to what competitors offer, The quality of the product differs from the perceived quality because the latter is a personal evaluation by the buyer of the product and the emotional judgment given by the customer, it is different from the actual quality. The perceived quality is one of the dimensions of the brand's measurement but an essential factor in making the brand unique and enabling the organization. The increase in product prices and a fundamental factor in the long-term success of organizations (Zero, 2018:55).

Fourth: the reputation of the organization

1- The concept of the reputation of the organization

The concept of the organization's reputation first appeared in 1983 in the list of the most admired organizations in the world compiled by Fortune Business magazine; since the first's appearance has grown academic interest in this field, there has been an essential growth in the scientific literature on reputation as evidenced by the Oxford Handbook of Organizations's Reputation as it rose. Articles on the topic of reputation, image, and identity of the organization from 12 in 1985 to 6,410 in 2010 Academic publications on this topic increased from seven to 390 during the same period (Suárez et al., 2020: 3), and reputation is synonymous with fame and prestige and indicates what it is An advertiser or general beliefs about the ability of someone or something, which is the evaluation of the organization by the beneficiaries (external evaluation) according to their feelings, credibility and knowledge (Karimi et al., 2017: 56).

There is a broad consensus that nothing harms an organization's reputation more than acting in a socially irresponsible manner and treating it as a specific accumulation overtime of an organization's image. Effective dialogue with stakeholders plays a vital role in assessing reputation, which depends on a coherent set of actions regarding Its ability and willingness to meet their expectations and provide them with a specific value. Thus it can be assumed that reputation is what different audiences, circles, and social groups working in this ecosystem think and communicate with him about a particular organization (Ciesiolkiewicz, 2020: 63).

There are two levels to measure the organization's reputation at the individual level and the level of the organization, as the first measures the reputation scenes based on the performance of the employees. They consider employees as brands and evaluate them to assess the reputation of the organization. On the other hand, the level of the organization within the same industry is measured (Zeeshan et al., 2020: 189), the reputation of the organization is built for many years based on verifying the veracity of words with deeds and leads to the distinction between well-known organizations that have a strong reputation and provide better protection in times of crisis than a good image, in addition to that the reputation is entirely stable over time and reflects actual behavior. The organization (business), i.e., the degree to which promises are made in communicating the image, is therefore difficult to control because it is formed outside the organization (Szwajca, 2018: 497) and (Virappan & Chan, 2020: 791) indicated that the overall customer evaluation of the organization based on his reaction On the goods, service, communication activities and interaction with the organization or its representatives or departments, he indicated (Solikhin et al., 2020: 45) that it depicts an inculcation in the minds of the public based on information about the relative position of organizations in the organizational field.

2- Diminishing the reputation of the organization

A - Social Responsibility: The social responsibility of organizations contributes significantly to improving administrative and marketing disciplines, which leads to improving the organization's reputation. The good reputation of the organization can be measured through its financial performance, the organization has many types of social images that are formed by consumers, social analysts, critics, rulers, and interested investors, and the organization must control its complexity, perspective, and its diverse image to control the problem of the scattered image, the charitable work of organizations is considered from The assets are very important for any business. The organization must focus on the charitable work strategy instead of increasing financial activities. This strategy facilitates the achievement of the economic goal, and the result will amplify good intentions. The activities of social responsibility of organizations participate in creating a positive impact on consumer behavior and greatly help Developing the favorable reputation of the organization via the marketing environment (Mahmood & Haider, 2020: 290).

The social responsibility activities of organizations are more important in building a positive image and a good reputation through the crucial positive relationship between them, and many countries have adopted in implementing these activities in their global strategies (Szwajca, 2018: 495), the social responsibility of organizations is a form of the organization's concern to create prosperity. Moreover, benevolence can be interpreted as a commitment to improving the well-being of society through business practices, and its activities can assist in establishing relationships with customers, building loyalty, and creating a significant positive impact on profit (Supriyatno, 2019: 162).

(Solikhin et al., 2020: 45) defined the social responsibility of organizations as the commitment of businesses to contribute to sustainable economic development and work with employees, their representatives, families, local communities, and the wider community to improve the quality of life and find good ways of working and development, adding that the focus of the social responsibility of organizations is on Balance between economic, social and environmental concerns.

B- Product quality: The turbulent environment and the high peak of competition between business organizations, whether production or service organizations and with the entry of organizations into global markets around the world, the process of choosing a commodity or service became more extensive for the customer, which prompted organizations to pay attention and increase the quality of their products. The good service from the customer's point of view is the one that conforms and matches his expectations. Therefore, the organization must be keen to meet these expectations and to know the standards that customers resort to in order to judge the quality provided to them and to meet these expectations, and highlights the importance of product quality as an effective tool for continuous achievement. For all aspects of production processes, retaining current customers and gaining other customers also helps to gain a competitive advantage and keep alive in the global work environment that is characterized by high competition and achieve success, which leads to customer loyalty and enhances his confidence in the organization and is more willing to do everything that serves the organization in achieving its strategy (Muhammad, 2019: 270).

Product quality has been defined as the efforts of consumers to compare the quality that customers expect with the actual quality provided by a particular organization. In order to keep pace with the enormous competition, organizations need to ensure that they provide good products compared to their competitors, in addition to being usually considered an essential prerequisite and a decisive factor in the competitiveness to establish and maintain a good relationship With customers, while the quality of service provided is crucial when trying to achieve customer satisfaction because the accumulation of harmful and unpleasant experiences associated with the organization will hurt the customer's perception and the reputation of the organization (Virappan & Chan, 2020: 790).

Providing high-quality services and giving the customer continuous and excellent services leads to competitive advantages for organizations, providing exceptional products, reducing marketing costs, and customer loyalty; service quality is a central evaluation that shows the customer's perception of service elements such as the quality of interaction, quality of the physical environment and the quality of results, these elements are examined in turn based on On specific product quality ranges, warranty, tangible, sympathetic, and intangible, it is defined as a global judgment or stance related to brilliance or overall supremacy (Hashmi et al., 2014: 353).

C- Creativity: The need for creativity in organizations has increased due to its orientation to the post-industrial society or the knowledge economy community, as knowledge achieves the more significant part of the added value, and the key to knowledge is creativity and technology. Moreover, the generation of this knowledge again, which is the real creativity of it, so creativity has strategies such as organizational development and functional specialization, as it is a creative human behavior that can be within the individual, group, and organizations, so it is a talent inherent in every human being like the rest of the talent and necessary for the advancement and development of human society (Abbas, 2016: 78).

Creativity is essential for the development of any organization and is achieved not only through renewable products, services, and processes but through administrative practices. In order to introduce creative practices, the organization should adopt an administrative model of innovations that includes organizational creativity processes based on professional competencies and managerial skills and their impact on the decision-making process. Moreover, creativity is defined as the ability to create something new and bring it into being, or it is an interactive social process that can stimulate different emotions, as well as the creative process that ultimately leads to the completion of the creative work (Mahdi and Shamran, 2017: 280).

The development of organizations is not only achieved through renewable products, services, and processes but also through the introduction of creative practices that contain organizational creativity processes based on managerial skills and professional competencies and their impact on the decision-making process. Creativity is a socially interactive process that can stir up various emotions as it works on a solution. Problems, decision-making, social interactions, improvement in finding and building a specific idea or creative behavior in organizations, which encourages continuity in addition to that it is a collective organizational process that results in the discovery of advanced, new, and unique inventions and ideas aimed at developing the capabilities and capabilities of the organization and working individuals to reach excellence (Abdul Hassan, 421: 2018).

Fifth: the relationship of innovative marketing with the reputation of the organization through the brand

Large consumer goods companies are obligated to emphasize the relationship between the elements of the innovative marketing mix and the reputation of the organization and the brand. More brand loyalty must be fully absorbed by analyzing the mediating role between its reputation and innovative marketing. The social responsibility of organizations plays a major impact on the rights of shareholders and improving administrative and marketing disciplines. It improves the reputation of the organization (Mahmood & Haider, 2020: 289).

That the sustainable competitive advantage arises mainly from intangible capabilities, especially innovation, organizational structure, strategic assets, and reputation, organizations try to convey significantly more information not only about their products but also about a set of problems related to their operations, identity, and history. A satisfactory organization's reputation is an essential driver of successful organizational relationships with clients, which can have a significant impact on business performance, and managers must pay increased attention to building and maintaining their reputation for significant economic returns. This can be achieved through innovative marketing practices, and the organization's reputation stems from its unique product offering and calls for management practices that emphasize product quality and customer service (Omar et al., 2009: 177).

Reputation is one of the main contributors to the quality of brand name products; consumers expect that products manufactured today have a quality comparable to the goods manufactured in the past because the brand adds credibility, and organizations, in order to secure the development of a good reputation, trying to display information, is not easy. Radically changing the brand within a short period, people tend to classify brands and have a specific opinion about these categories (Veloutsou & Moutinho, 2009: 315), that the reputation of the organization has a positive impact on customer loyalty and satisfaction. They are looking for the quality and reputation of the brand. The commercialization of the goods they buy highlights the importance of quality in the consumer's purchase decision and the comparison of products with other products (Mahmoud & Shamma, 2015: 6).

Organizations with a high relative brand value and high reputation ratings enjoy a higher degree, market share, and higher profits compared to organizations with a lower relative brand value and lower reputation for organizations. The positive reputation of companies contributes to imposing special prices on their goods or services, attracting better applicants to jobs, and incurring lower costs. For capital, achieving continuous profitability, enjoying an improved competitive position, and obtaining higher rates of profits (Little et al., 2010: 5), because the price was influential and measurable information, consumers have faced prices with necessary condemnations as they tend to evaluate Products passively when the standard price in their minds is higher than the suggested price, and vice versa and that internal reference prices stored in the memory have become an essential variable for consumers evaluating the products they are considering buying (Seo & Park, 2017: 60).

Sixth: the practical side

The current topic aims to identify the reality of the role of innovative marketing in achieving the reputation of the organization through the branding of a sample of workers in the Oil Marketing Company (SOMO), as the descriptive statistics represented by the arithmetic mean, standard deviation, coefficient of difference and the order of importance will be relied upon to answer the opinions of the surveyed sample according to their answers, As the results of the variables that make up the dimensions of innovative marketing as an independent variable and the reputation of the organization as an approved variable and the brand as an intermediate variable are presented and analyzed. Through the current research, it is possible to know the views of the research sample as to where to go for each paragraph of the questionnaire related to the research variables—sample opinions survey.

1- Innovative marketing variable

A- After innovation in the product / according to the hypothetical outline of the research, the innovation dimension in the product has been adopted as one of the dimensions of the innovative marketing variable, as it is clear that the product innovation has achieved arithmetic mean of (3.864) with a good level and a standard deviation (0.740), as it indicates Results The level of innovation in extracting petroleum products at SOMO is good.

B- After innovation in pricing / The results related to the innovation dimension in pricing were clarified, as the dimension achieved an overall average of (3.902) calculations with a good level and a standard deviation (0.561), as the results indicate that the prices of crude oil sold by SOMO are variable to compete with the prices of petroleum products. In other countries.

C- After innovation in promotion/results related to the dimension of innovation in the promotion were clarified, the dimension achieved an overall mean of (3,500) arithmetic with a good level and a standard deviation (0.704). The results indicate that SOMO devises various methods of promoting petroleum products.

D- After innovation in distribution / the results related to the innovation dimension in distribution were clarified, as it became clear that the dimension achieved an overall average of (3.418) and a good level and a standard deviation (0.730). The results indicate that SOMO innovates several methods in distributing petroleum products, some of which are In the form of tanks, oil pipelines, or ships.

In order to arrange the importance of the dimensions of the innovative marketing variable, the coefficient of variation was used depending on the arithmetic mean and the standard deviation, and as shown in Table (2), as it is clear that (innovation in pricing) came in the first order in terms of the dimensions of innovative marketing. Most of the sample responses were in agreement about this dimension. By analogy with the other dimensions.

Table (2) The order of importance according to the coefficient of variation for the dimensions of innovative marketing					
Arrangement of variables	C.V coefficient of variation	standard deviation	Arithmetic mean	Dimensions of innovative marketing	T
2	0.191	0.740	3.864	Product innovation	1
1	0.143	0.561	3.906	Innovation in pricing	2
3	0.201	0.704	3.500	Innovation in promotion	3
4	0.213	0.730	3.418	Innovation in distribution	4

Source: Prepared by the researcher based on the outputs of the computer program.

2-Brand variable

A- After brand loyalty

According to the hypothetical research scheme, the brand loyalty dimension was adopted as one of the dimensions of the brand variable, as the results of the dimension came in total with an arithmetic mean (3.995) and a good level and a standard deviation (0.588), as the results indicate the existence of brand loyalty to SOMO.

B- After brand awareness

The results related to the brand awareness dimension showed that the overall dimension achieved an arithmetic mean of (3,830) with a good level and a standard deviation (0.684). This indicates that the SOMO brand is known to the customers who deal with the company.

C- After perceived quality

It is evident from the results related to the perceived quality dimension, as it is clear that the dimension achieved a total of (3.958) arithmetic mean with a good level and a standard deviation (0.588). This indicates that the quality of the crude oil distributed by SOMO is of high quality.

D- After the trademark image

It is evident through the results related to the brand image dimension, as it is evident that the dimension achieved an overall average of (3.906) with a good level and a standard deviation (0.623). This indicates that SOMO could display its trademark in the best way, which reflects its current and future potential and capabilities.

To rank the importance of the dimensions of the trademark variable, the coefficient of variation was used depending on the arithmetic mean, and the standard deviation, and as shown in Table (3), as it becomes clear that (after brand loyalty) came in the first order in terms of the dimensions of the trademark as most of the sample responses were in agreement about this The dimension compared to other dimensions.

Table (3) The order of importance according to the coefficient of variation for the brand dimensions					
Arrangement of variables	C.V Coefficient of variation	standard deviation	Arithmetic mean	Dimensions of the brand	T
1	0.147	0.588	3.995	Brand loyalty	1
4	0.178	0.684	3.830	Brand awareness	2
2	0.148	0.588	3.958	Perceived quality	3
3	0.159	0.623	3.906	Brand image	4

Source: Prepared by the researcher based on the outputs of the computer program

3- Variable reputation of the organization

A- After creativity

According to the hypothetical outline of the research, the creativity dimension was adopted as one of the dimensions of the organization's reputation variable, as it achieved results related to the dimension in total, with an arithmetic mean (3.967) and at a reasonable level and with a standard deviation (0.751). This indicates that SOMO welcomes creative solutions to solve problems, methods of extracting crude oil, and means of distribution. Petroleum products.

B - after social responsibility

The results of the social responsibility dimension showed as it is evident that the dimension achieved an overall average of (4.001) with a good level and a standard deviation (0.583). This indicates that SOMO provides charitable aid to the displaced.

C- After the quality of the product

The results of the product quality dimension showed as it is clear that the dimension achieved an overall mean (3.945) and a good level with a standard deviation (0.684). This indicates that the quality of the crude oil market by SOMO has a good level.

To arrange the importance of the dimensions of the organization's reputation variable, the coefficient of variation was used depending on the arithmetic mean and the standard deviation. Table (4) shows that the dimension (after social responsibility) came in the first order in terms of the dimensions of social responsibility, as most of the sample responses were in agreement about this dimension.

Table (4) the order of importance according to the coefficient of variation for the dimensions of the organization's reputation					
Arrangement of variables	C.V Coefficient of variation	standard deviation	Arithmetic mean	Take away the reputation of the organization	T
3	0.189	0.751	3.967	creativity	1
1	0.145	0.583	4.001	Social Responsibility	2
2	0.173	0.684	3.945	Product quality	3

Source: Prepared by the researcher based on the outputs of the computer program

4- Testing and analyzing the effect between the study variables

This section deals with testing the hypotheses of impact identified by the research. To determine the possibility of judging it with acceptance or rejection. As the first central impact hypothesis (there is a statistically significant effect of innovative marketing in the brand) and the second main influence hypothesis (there is a statistically significant effect of the brand on the reputation of the organization), and the third main impact hypothesis (there is a statistically significant impact of innovative marketing on the reputation of the organization). It will be investigated according to the simple linear regression equation. As follows:

$$Y = a + \beta_1 X_1$$

(A) Constant represents the constant amount, and this relationship means the brand (Y) is a function of the real value of the dimensions of the innovation marketing variable. As for the estimates of these values and their statistical indicators, they were calculated at the level of the research sample of (221) in SOMO, and the levels of influence will be analyzed. Among the variables are as follows:

a. Test the first central hypothesis

In order to test the hypothesis that stated the following (there is a statistically significant effect of innovative marketing in the brand), the analysis will be carried out according to the simple linear regression model as follows:

$$Y = a + \beta (X)$$

$$Y = 1.368 + 0.691 (X)$$

The value (F) computed between the innovative marketing in the brand was (744,231). It is greater than the tabular (F) value of (6.30) at the level of significance (0.01), and accordingly, it rejects the null hypothesis and accepts the alternative hypothesis, which states (there is a statistically significant effect of innovative marketing in the brand) at the level of significance (1%), i.e., With a degree of confidence (99%), and through the value of the coefficient of determination (R^2) of (0.514), it becomes clear that innovative marketing explains (51%) of the variables that occur to the brand, while the remaining percentage (49%) refers to variables. It is evident through the value of the marginal slope coefficient (β) of (0.691) that increasing innovative marketing by one unit will lead to an increase in the brand by (69%). The value of the constant (a) in equation (1.368), meaning when the innovative marketing is zero, the brand will not be less than this value.

B. Test the second central hypothesis

Moreover, to test the hypothesis that stated the following (there is a statistically significant effect of the brand on the reputation of the organization), the analysis will be carried out according to the simple linear regression model as follows:

$$Y = a + \beta (X)$$

$$Y = 1.527 + 0.623 (X)$$

The (F) value calculated between brand and reputation of the organization was (95.692). It is greater than the tabular (F) value of (6.30) at the level of significance (0.01), and accordingly, it rejects the null hypothesis and accepts the alternative hypothesis which states (there is a statistically significant effect of the trademark on the reputation of the organization) at the level of significance (1%), i.e., With a degree of confidence (99%), and through the value of the coefficient of determination (R^2) of (0.304) it becomes clear that the brand explains its percentage (30%) of the variables that affect the reputation of the organization, while the remaining percentage (70%) refers to other variables Not included in the research model, and it is clear through the value of the marginal slope coefficient () of (0.623) that increasing the brand by one unit will increase the reputation of the organization by (62%). The value of constant (a) in equation (1.527), meaning when the brand is equal to zero, the organizational reputation will not be less than this value.

C. Test the third main hypothesis

To test the hypothesis that stated the following (there is a statistically significant effect of innovative marketing on the reputation of the organization), as the analysis will be carried out according to the simple linear regression model as follows:

$$Y = a + \beta (X)$$

$$Y = 1.809 + 0.585 (X)$$

The value of (F) computed between the innovation marketing in the organization's reputation was (88.928). It is greater than the tabular (F) value of (6.30) at the level of significance (0.01). Accordingly, the hypothesis is accepted, which states (there is a statistically significant effect of innovative marketing on the reputation of the organization) at the level of significance (1%), that is, with a degree of confidence (99). %, And through the value of the determination coefficient (R^2) of (0.289), it becomes clear that innovative marketing explains 28% of the variables that occur on the reputation of the organization, while the remaining 72% is due to other variables not included in The research model. It is clear through the value of the marginal propensity coefficient () of (0.585) that an increase in innovative marketing by one unit will increase the reputation of the organization by (58%). The value of the constant (a) in equation (1.809), meaning when the innovative marketing is zero, the reputation of the organization will not be less than this value.

Table (5) Test and analysis of the effect between the study variables								
Indication	Sig	The (F) tabular	The computed (F) value	(R^2)	(β)	(a)	Dependent variable	innovative marketing
Moral	0.000	6.30	231.744	0.514	0.691	1.368	Brand	Innovative Marketing
Moral	0.000		95.692	0.304	0.623	1.527	Organizational reputation	Brand
Moral	0.000		88.928	0.289	0.585	1.809	Organizational reputation	Innovative Marketing

Source: prepared by the researcher based on the outputs of the computer program

5- Testing the hypothesis of the effect

To test the fourth central hypothesis of impact, which stated the following (there is a significant effect between innovative marketing and the organization's reputation by mediating the brand).

As the clear results showed the existence of an effect of the intermediate variable (brand) on the relationship between the study variables (innovative marketing, the reputation of the organization), as follows:

It is evident through the results that the critical value CR among (innovative marketing in the brand) amounted to (15,258), which is greater than the standard critical value of (1.96), and therefore there is a significant effect between (innovative marketing in the brand).

It is evident through the results that the critical value CR among (the brand in the reputation of the organization) reached (3.735), which is greater than the standard critical value of (1.96), and therefore there is a significant influence between (the brand in the reputation of the organization).

Through the previous results, it is evident that there is a role for the intermediate variable (brand) in influencing the relationship between (innovative marketing in the reputation of the organization) and this is evident through the values of direct and indirect impact, as the results showed that the value of the indirect effect between (innovative marketing on the reputation of the organization) The amount of (0.267) is smaller than the value of the direct impact between (Innovative Marketing on the Organization's Reputation) which is (0.386) and this means that the effect of the intermediate variable (the brand) between the two variables (Innovative Marketing on the Organization's Reputation) is partial and based on the assumption that we accept It states (there is an impact of innovative marketing on the organization's reputation by branding).

Table (6) The effect between innovative marketing and the organization's reputation by brand mediation								
Search variables			Indirect effect	Direct impact	S.E.	C.R.	P	indication
Brand	<---	Innovative Marketing	---	0.691	0.045	15.258	***	moral
The reputation of the organization	<---	Innovative Marketing	0.267	0.386	0.088	4.369	***	moral
The reputation of the organization	<---	Brand	---	0.318	0.085	3.735	***	moral

Source: Prepared by the researcher based on the outputs of the computer program

To make sure that the mediator impacts the relationship between (innovative marketing on the reputation of the organization) will be tested using the Sobel test, which is a statistical method to test the significance of the mediation effect. The test is based on Michael E. Sobel, professor of statistics at Columbia University in New York, is an application of the delta method. Since in mediation, it is assumed that there is an indirect effect between the independent variable and the dependent variable in the presence of a third variable called (the mediator). As a result, when the mediator is included in the regression analysis model with the independent variable, the effect of the independent variable is reduced, and the influence of the mediator remains large, then it can be said that the mediator has an indirect effect between the independent variable and the dependent variable, but the quality of the effect, or sometimes called mediation, differs, so is it total or partial mediation, so if the value of the indirect effect is significant and the value of the direct effect is not significant, it is called total mediation, but in the case, if the value of the indirect effect is significant. The significance and the value of the direct effect are significant, also called partial mediation. Finally, if the value of the indirect effect is not significant and its value of the direct effect is significant, the mediator has no effect or addition to the relationship between the independent variable and the dependent variable (there is no mediation). The Sobel test is a fundamental test that provides a method for determining whether, after including the mediator in the model, the decrease in the effect of the independent variable is significant, and thus whether the mediation effect is statistically significant or not. As is evident in Table (6), as it appears through the test values that they are greater than the standard critical value of (1.96), thus this confirms that the mediating variable affects the relationship between (innovative marketing in the reputation of the organization).

Table (7) Sobel test depending on the values of the estimates and standard errors of the variables

p-value	Std.error	Statistical test	Type of test	Input	code
0.00027814	0.06045309	3.6348513	test sobel	0.691	A
0.00028607	0.06057398	3.62759725	test arolan	0.318	B
0.00027037	0.06033196	3.64214905	test goodman	0.045	Sa
				0.085	Sb

Table (7) Sobel test depending on the values of the estimates and standard errors of the variables

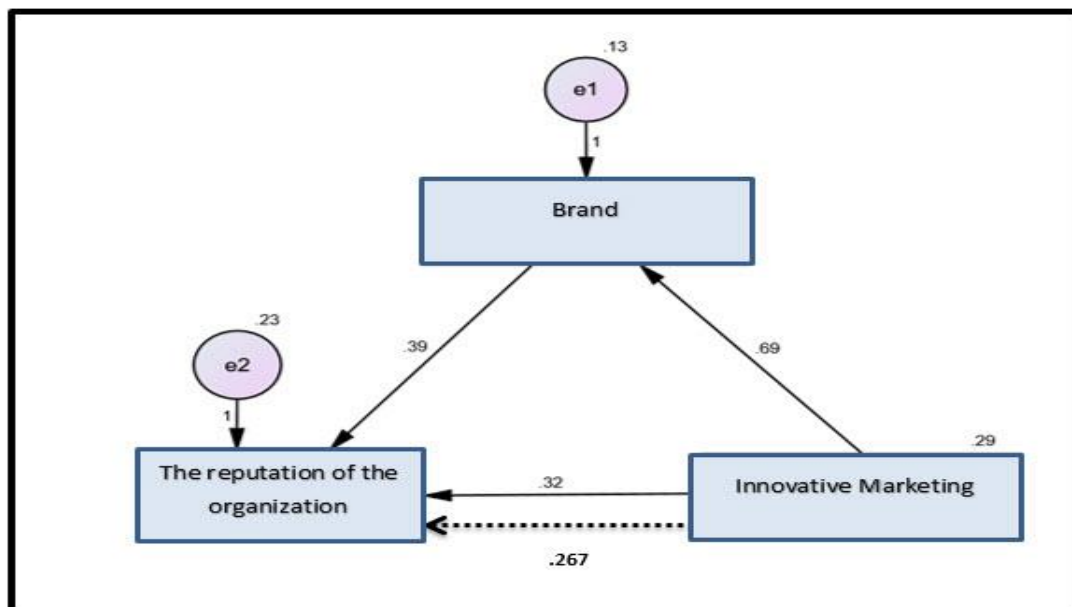


Figure (2) The influence between innovative marketing and the reputation of the organization by brand mediation

Seventh: Conclusions

The paragraph deals with the most prominent theoretical and practical conclusions that embody the outcome of the intellectual foundations and field boundaries that explained the most important findings of the researcher, namely:

1. The results indicated that the study sample individuals agreed in their answers with a good evaluation level about the innovation marketing variable, especially product innovation and pricing innovation, which explains this result that the SOMO oil company management seeks to adopt multiple marketing methods in order to increase its oil sales at the local and global levels.

2. It turns out that the pricing of oil products depends on supply and demand in global markets, and the company makes price offers to influence the purchase decision, but sometimes the basic decisions of countries affect the rise and fall of oil prices unexpectedly, which affects the number of oil revenues and thus the increase of the state budget deficit.

3. It was found that the company is concerned that the quality of its oil products and the focus on research and development are better than the competing companies, but it does not innovate new oil products. It does not develop its products significantly because the nature of the product is typical, and the focus is on improving quality continuously.

4- The results showed that the study sample members agreed with a good evaluation level about the brand variable, especially brand loyalty and perceived quality, which explains this result that the SOMO brand is known in the oil sector and has a reputation and a positive resonance in the mindset of the customers it deals with.

5- The results found that the study sample individuals agreed with a good evaluation level about the organization's reputation variable, especially social responsibility, which explains this result that SOMOA has a good reputation not only with its customers but with the Iraqi society in general.

Eighth: Recommendations

The current paragraph was concerned with reviewing some recommendations that sought to improve the performance of SOMO for Petroleum Products in terms of promoting innovative marketing, upgrading its brand, and improving its reputation. Recommendations can be summarized as follows:

- 1- The management of SOMO must cooperate with Iraqi universities, advisory bodies and houses of expertise in drawing innovative marketing methods based on solid scientific foundations.
2. The company's management should establish a quality assurance department to improve its presented products to provide the best products to customers.
3. The need to establish an oil refinery side by side with the extractive sites because this will increase the price of products, which in turn strengthens the reality of the Iraqi economy.
4. We must rely on economists and money experts in the manufacture and decision-making of oil sales, especially since this sector is subject to unpredictable and constantly fluctuating price fluctuations.
5. The necessity of adopting SOMO in appointing workers with deep expertise in the oil industry and cooperating with other international companies to pollinate expertise and find new methods in oil marketing.

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تأثير التسويق الابتكاري في سمعة المنظمة بتوسيط العلامة التجارية_ بحث ميداني في شركة تسويق النفط (سومو)

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المستخلص

يهدف البحث الى التحقق من وجود التأثير بين التسويق الابتكاري وسمعة المنظمة بتوسيط العلامة التجارية. تتمثل مشكلة البحث كون شركة تسويق النفط (سومو) تحتاج الى اساليب ابتكارية غير تقليدية في تسويق منتجاتها وتحسين سمعة المنظمة من خلال تبني علامة تجارية قوية تضيف قيمة للمنتج. تبرز اهمية البحث كونه يتناول متغيرات مهمة في منظمات الاعمال تساعد على زيادة ولاء الزبائن من خلال تبني علامة تجارية مميزة. انطلق البحث من اربعة فرضيات رئيسية لاستكشاف علاقات الارتباط والتأثير بين متغيرات البحث. تم تحليل اجابات عينة البحث التي شملت (221) موظف وموظفة من العاملين في شركة تسويق النفط (سومو). تم جمع البيانات والمعلومات باستخدام الاستبانة، والمقابلات الشخصية، فضلا عن التواجد الميداني للباحث، وتم تحليل البيانات باستخدام البرنامج الاحصائي (SPSS v.24)، (AMOS v.23) ومجموعة من الاساليب الاحصائية كالتحليل العاملي، والوسط الحسابي، والانحراف المعياري، ومعامل الاختلاف، ومعامل الارتباط (person)، ومعادلة الانحدار الخطي البسيط، واختبار Sobel. ان افراد عينة الدراسة اتفقوا في اجاباتهم بمستوى تقييم جيد حول متغير التسويق الابتكاري وخصوصا الابتكار في المنتج و الابتكار في التسعير مما تفسر تلك النتيجة ان ادارة شركة سومو النفطية تسعى الى اعتماده اساليب تسويقية متعددة بهدف زيادة مبيعاتها النفطية على الصعيدين المحلي والعالمي. المصطلحات الرئيسية للبحث / التسويق الابتكاري، العلامة التجارية، سمعة المنظمة.

*البحث مستل من رسالة ماجستير