Innovative marketing and its impact on improving the company's reputation, the mediating role of Brand equity , an applied study in the General Company for Southern Cement / Kufa Cement Factory[1]

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Abstract : The research focused on innovative marketing as an independent variable with its dimensions (innovative promotion, price innovation, product innovation and distribution innovation) and brand equity as an intermediate variable with its dimensions (brand awareness, brand loyalty, brand association and brand image) and the reputation of the company as a dependent variable with its dimensions (quality The company's products, the quality of the company's services, the company's leadership, the company's social responsibility, the company's governance) to determine the relationship between innovative marketing and the company's reputation and the relationship of the indirect impact of innovative marketing on the company's reputation through the mediating role of trademark ownership rights. The study population is (1132) workers, and (287) questionnaires were distributed, and 49 invalid questionnaires were excluded, leaving 246 questionnaires that were actually used in statistical analysis. The percentage of sample representation from the community was 25%. The researcher aimed to achieve five respondents for each paragraph, and the statistical program was adopted (SPSS.V.26) to analyze the results, and the research reached to accept all the hypotheses. The research reached a set of theoretical and applied conclusions, including that a The foundations of innovative marketing are closely related to rethinking and working to develop the work of companies on a continuous basis, and the brand is an essential and indispensable pillar in consolidating the competitive position of the company. Individuals in different fields and achieving methods of influencing others through (product quality, service quality, corporate social responsibility, leadership, governance) in the organizational work environment and thus stimulating the human resource that contributes to increasing marketing and innovative processes.

Key words: innovative marketing, brand equity, and company reputation.

المستخلص ركز البحث على التسويق الابتكاري كمتغير مستقل بابعاده (الترويج الابتكاري, الابتكار السعري, ابتكار المنتج وابتكار التوزيع) وحقوق ملكية العلامة كمتغير وسيط بابعاده (الوعي بالعلامة التجارية ، الولاء للعلامة التجارية ، الارتباط بالعلامة التجارية و صورة العلامة التجارية) وسمعة الشركة كمتغير تابع بابعاده (جودة منتجات الشركة ، جودة خدمات الشركة ، قيادة الشركة ، المسؤولية الاجتماعية للشركة ، حوكمة الشركة) لتحديد علاقة الارتباط بين التسويق الابتكاري وسمعة الشركة وعلاقة التاثير غير المباشر للتسويق الابتكاري في سمعة الشركة من خلال الدور الوسيط حقوق ملكية العلامة ,وقد اختبرالبحث في معمل سمنت الكوفة, وبلغ مجتمع الدِراسة (1132) عامل

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[1] **Research extracted from the doctoral dissertation**

وتم توزيع (287) استبانة ,واستبعاد 49 استبان غير صالحة ,ليتبقى 246 استبانة استخدمت فعلا بالتحليل الاحصائي وقد كانت نسبة تمثيل العينة من المجتمع 25 % وقد استهدف الباحث تحقيق خمس مستجيبين لكل فقرة ,وتم اعتماد البرنامج الإحصائي (26.SPSS.V)لتحليل النتائج، وتوصل البحث لقبول جميع الفرضيات وقد توصل البحث لمجموعة من الاستنتاجات النظرية والتطبيقية من بينها ان أسس التسويق الابتكاري مرتبطة بشكل كبير بإعادة التفكير والعمل على تطوير عمل الشركات وبشكل متواصل و تشكل العلامة ركيزة اساسية لا غنى عنها في ترصين المركز التنافسي للشركة وقدمت الدِّراسة مجموعة من التوصيات منها تنمية سمعة الشركة لدى العاملين وذلك لامتلاك العاملين لها ما يقود إلى إيجاد علاقات متميزة بين الأفراد في المجالات المختلفة وتحقيق أساليب التأثير في الآخرين من خلال (جودة المنتج ,جودة الخدمات ,المسؤولية الاجتماعية للشركة ,القيادة , الحوكمة) في بيئة العمل التنظيمية وبالتالي تحفيز المورد البشري الذي يسهم في زيادة العمليات التسويقية والابتكارية

الكلمات الرئيسة: التسويق الابتكاري, حقوق ملكية العلامة وسمعة الشركة.

The introduction

Innovative marketing is considered one of the most important sources of excellence in light of the challenges posed by the current business environment, and innovative marketing has become the most prominent tool for achieving success in producing, marketing, promoting and distributing high-quality goods aimed at winning and maintaining customers by building a distinctive brand based on many characteristics and perceptions expected The customer, since innovative marketing has a prominent role in enhancing the company's reputation by mediating the brand. The research started from the Kufa Cement Factory, which is a research field. In order to provide innovative and unconventional ways to market its products, it is a well-established company by virtue of the daily production and sales process, in addition to the fact that it includes a large number of related departments. In the business world, customers have become more sophisticated, demanding, and wanting to satisfy their changing needs, and they expect organizations to be more In response to these needs, and to provide more facilities commensurate with their requirements, as these organizations realized the need to get closer to the customer, to be able to increase their market share, and overcome competitors, and reputation is considered one of the main contributors to the quality of products bearing trademarks; Consumers expect that products manufactured today have similar quality to goods manufactured in the past because the brand adds credibility, and organizations, in order to secure the development of a good reputation, try to display information, it is not easy to radically change the brand within a short period, people tend to rank brands Commercial and have a specific opinion about these categories. The research consisted of four main topics: the methodological framework for the research, the theoretical framework for the research, the practical framework for the research, and the conclusions and recommendations. Then we will present the most important sources that were adopted in this research.

The first topic: the methodological framework of the research

First: the research problem

The research problem lies in the ability of field application through the inability of local production to compete with the marketing methods of imported products, for companies, and that the public sector in Iraq in general suffers from great problems and challenges and does not achieve the planned goals, and to achieve positive results on the ground according to the system of successful partnership with The rest of the sectors (private and mixed). Based on the theoretical and practical problem, it led the researcher to form a vision and perception of the main question of the study, which is as follows:How can the researched Kufa Cement Factory use innovative and unconventional methods in marketing its products within innovative marketing to influence the company's reputation by adopting a strong approach (brand equity that adds value to the product)?   It is derived from the field problem mentioned in.

1. What is the level of availability of marketing innovation dimensions (creative promotion, price innovation, product innovation and distribution innovation) in the Kufa Cement Factory?
2. What is the level of availability of brand equity dimensions (brand awareness, brand loyalty, brand association and brand image) in the Kufa Cement Factory?
3. Is there a role for innovative marketing in the company's reputation?
4. Is there a role for Brand equity in the company's reputation?

Second: the importance of research

The importance of the research is represented in the following points:

1. The importance of the sample studied: Clarifying the role that innovative marketing can play in enabling the Kufa Cement Factory to achieve innovation in marketing operations, and to put new or non-traditional ideas into actual application in marketing practices, through the successful exploitation of those ideas in order to meet the needs of the customer.
2. Importance to society: The company's reputation motivates business organizations to move towards society by adopting a social responsibility towards society and the environment in which the organization operates and preserving scarce natural resources. To ensure the continuation of both current and future generations.
3. Significance to the external customer: Kufa Cement Factory establishes brand equity by creating positive experiences that entice consumers to continue buying from them over competitors who manufacture similar products.

Third: Study Objectives: We set a set of objectives that our study would like to achieve, which are as follows:

1. Determining the impact of innovative marketing on the company's reputation through trademarkBrand equity .

2. Identifying the impact of innovative marketing on the company's reputation.

3. Identifying the impact of innovative marketing on trademarkBrand equity.

4. Identifying the effect of trademarkBrand equity on the company's reputation.

Fourth: the hypothetical research scheme

The standards were adopted to build the scheme for the main components of the study, which is represented by the hypothetical scheme shown in Figure No. (3) and as follows:

1. The independent variable: This variable was represented by innovative marketing (IM), which included four sub-dimensions (innovative promotion, price innovation, product innovation and distribution innovation) according to (Dajah, & Alshora, 2022) (Mohammed, et al, 2012) Freihat, et al ,2020)

2. The intermediate variable: This variable was represented by theBrand equity of the brand (B E), which included four sub-dimensions or sub-components (brand awareness, brand loyalty, brand association and brand image) according to (Bashir, et al, 2019) (Horsfall, 2020) (Vazifehdust, et al 2017).

3. The dependent variable: This variable represents the company's reputation (CR), which included five (quality of company products, quality of company services, company leadership, corporate social responsibility, corporate governance) according to

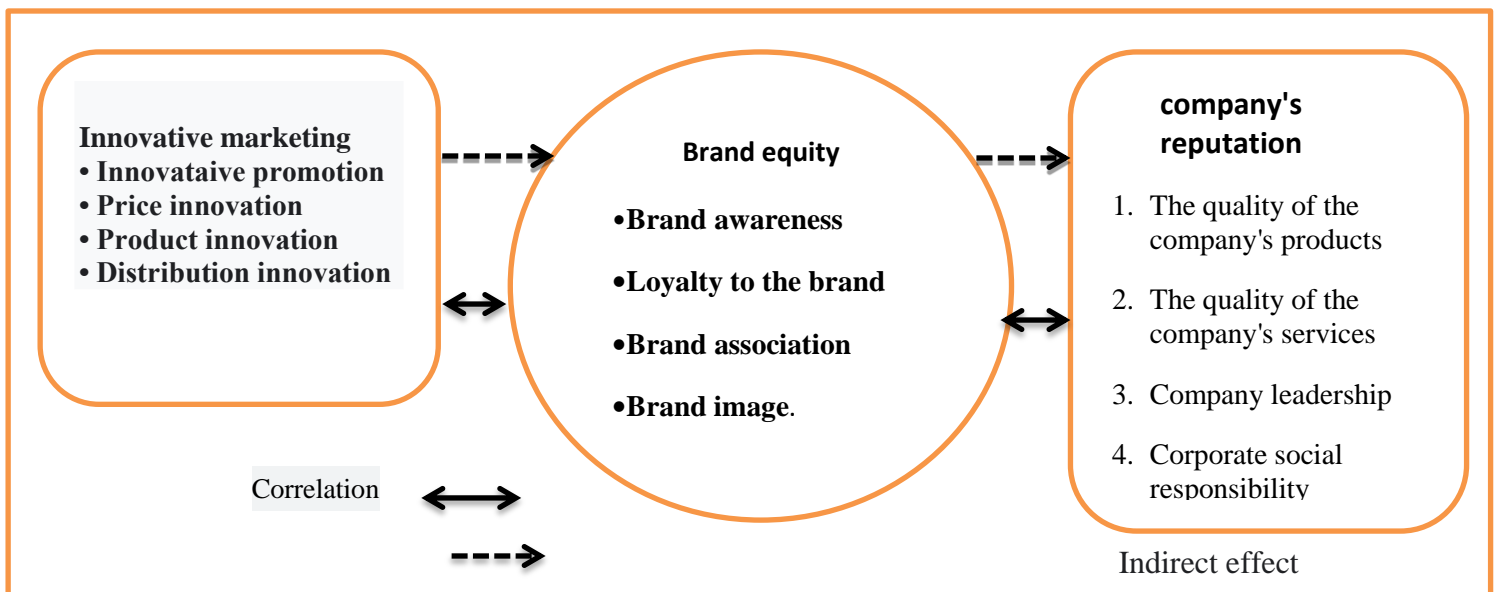(Stravinskiene, et al, 2021) (Kircova & Esen, 2018) (Alniacik, 2012).

Figure (3) Scheme of the hypothetical study
Source: prepared by the researcher

Fifth: the hypotheses of the study:

In order to complete the research requirements and in order to answer the questions, three sets of hypotheses have been put forward:

A. The first main hypothesis: There is a statistically positive correlation between innovative marketing and Brand equity .

B. The second main hypothesis: There is a statistically positive relationship between the company's reputation and brand equity .

C. The third main hypothesis: Innovative marketing has a positive indirect effect on the company's reputation through Brand equity.

Sixth: the research community and sample:

A- The nature of the study population and sample:A number of employees working in the Kufa Cement Factory were targeted, who numbered (1132) employees, according to the data of the Kufa Cement Factory, and a random sample of (287) workers was selected, and the randomly drawn sample was determined based on the formula Statistics for calculating the sample size, so (287) questionnaires were distributed, (246) questionnaires were retrieved and (41) questionnaires not valid for statistical analysis were excluded, leaving 246 questionnaires that were actually used in statistical analysis and it exceeds, and the percentage of sample representation from the community was (25%), and one level was relied upon, which is the workers, to represent the study sample **B- Description of the study sample**:

● **Gender categories**: The percentage of males targeted in our research is (79%), which is more than the percentage of females (21%), which indicates that the percentage of males is greater than the percentage of females:

● **Age groups**: The category (30-40) ranked first with a rate of (28%) and is the largest, followed by a category of (41-50) with a rate of (26%), then followed by a category of (less than 30) with a rate of (23%). Finally comes the category (51-60) with a rate of (22%), and finally the category (61 above) with a rate of 1%.

● **Academic qualification**: The largest percentage belongs to holders of a bachelor's degree at a rate of (55%), followed by holders of a diploma certificate at a rate of (19%), while the percentage of a preparatory certificate reached (12%), then holders of a master's degree at a rate of (9%). (4%), followed by the percentage of PhD holders (1%), which indicates that the largest percentage belongs to holders of a bachelor's degree, which is a category capable of performing work with high accuracy.

● **Duration of service in years**: The category (above 20) got the highest rate (37%), followed by the category (less than 5) with a rate of (24%), followed by the category (16-

20) with a rate of (18%), then the category (5). -10) with a rate of (13%), and finally comes the category (11-15) with a rate of (8%), which clearly indicates the survival and stability of workers at work at a high rate.

- **Job position:** The position of the other was the highest, as it got a rate of (73%), and the position came in charge of a division secondly, with a percentage of (21%).

Seventh: The temporal, spatial, and human limits of the research: the period is from October 2022 To November 2022 as a temporal limit, and the Kufa Cement Factory was chosen as the spatial border for the research, and the influential categories at all administrative levels (upper, middle) were adopted from (board members, general managers or (branches), department managers (section heads) and heads People and responsible units) and workers in the Kufa Cement Factory have human limits.

The second topic / theoretical framework of the research

First: the concept of innovative marketing:

The development of new marketing tools and methods plays an important role in the evolution of industries in recent years. New methods of collecting consumer information through innovative marketing programs and techniques have enabled consumers to more effectively educate and use pricing strategies that were previously unfeasible; New trading formats and technologies, such as online stores and Amazoncom's one-click online ordering process, have expanded the market (Chen, 2006:101). Innovation, as we understand it here, is a new product, created and marketed primarily by the company. , The chain of innovation ranges from incremental new improvements of the company to radical new development in the global market (Agrawal & Sharma 2022:48) Innovative marketing appears as an input or as an effective strategic tool not only to meet customers' needs and desires in better ways, but also to discover the desires that they could not express, and search for innovative ways to create value for them. In this way, the company supports its competitiveness and its great role in activating its marketing performance. The research on innovative marketing is very broad and explores different aspects by adopting different approaches and perspectives. One such challenge faced by scholars and researchers alike is the large number of definitions available in the literature (Cont, and Silvestri 2015:109). We will review these concepts in terms of chronology, as (Kotler, et al, 2005: 191) knows Innovative marketing is the informed marketing principle that requires the company to seek real improvements in product and marketing. (Oecd and Eurostat, 2005: 49) consider it the implementation of a new marketing method that includes significant changes in product design, packaging, product placement, product promotion, or pricing. (Tinoco indicated) (2010: 6) It is ideas for creating, communicating and delivering value to customers and managing customer relationships in ways that benefit the organization and He pointed (utkun & Atligan 2010: 27) It is the application of a new marketing method that makes the product or

service promoted, promoted, positioned, or packaged to customers in a completely different way that makes marketing innovation. He explained (Hashem, 2010: 80) the definition of innovative marketing as the development of new ideas or concepts that are not traditional for marketing practices, it may focus on an element The product, either a good or service, a price item, a promotion item, a distribution item, or all of these items at once. The researcher believes that innovative marketing is an innovative marketing process represented by discovering new ideas, starting from idea generation and ending with new products to be suitable for entering new markets to satisfy the desires and requirements of customers.

Second: the dimensions of innovative marketing

The following is a presentation of what some researchers have discussed about the dimensions of innovative marketing:

1. Promotional innovation: Promotion is an activity aimed at influencing consumers so that they can learn about the products offered by the company to them and then become happy and buy the product (Nurjaya, 2021: 530) and (Odunlami, And Temitope 2014:454) believes that promotion represents all The communications a marketer may use in a market, promotion has four distinct elements: advertising, public relations, personal selling and sales A certain amount of crossover occurs when promotion uses the four main elements together which is common in promotion. (David Novak, 2011: 505) believes that the term promotion is the process of communication between companies and customers in order to create positive attitudes about products and services that lead to their interest in the purchase process in the market. It is a permanent communication process between the company and current and potential customers. That is, it is a mass communication process with customers. To increase sales of products or services. Promotion covers all means of communication that can convey a message to the target group of consumers.

2. Price Innovation: Price is the amount of money that is charged for a product or service, or the total values that consumers exchange for the benefits of owning or using the product or service. (Khan, 2014:99) and (Tarmidim, 2021:748) believe that price is the only element in the marketing mix that generates revenue, while the other elements represent costs. Pricing is also the most flexible element in the marketing mix. (Sammut-Bonnici, 2015: 1) believes that the pricing strategy is the policy that the company adopts to determine what it will charge for its products and services. Strategic approaches fall broadly into the three categories of cost-based and value-based pricing.

3. Product innovation: (Nurjaya, 2021: 530) believes that product innovation is the process of creating new ideas and implementing them in practice. Innovations are new ideas in products, and therefore the results are better. In the company, innovation takes two forms, namely product innovation, which produces goods Or new services or

improvements from existing ones and the process of innovation, which produces new ways of doing a process. The globalization of the market is a challenge for every company to be able to innovate constantly While (Kanagal, 2015: 10) defines product innovation as the process required by companies to deal with competitive pressures, changing tastes and preferences, short product life cycles, technological progress (or opposite technological obsolescence), diverse demand patterns, and specialized requirements of customers.

Distribution innovation : The place or distribution is one of the most conservative 4. marketing methods, with the minimum change that occurs. Distribution is one of the most stable main dimensions of the marketing mix, because through it the link between the supplier and the customer is controlled (Mason ,2007: 244). And that innovation in distribution is the key to maintaining a competitive market today (Singh, & Ratha, 2016: 87).

Third: The concept of brand equity: Perceiving the brand in terms of its value, that is, property rights, is very important to the process of creating a competitive advantage for an organization, and positioning it in the market compared to other trademarks. A review of the literature on the topic indicates different approaches to determining trademark equity. (Świtała, et al, 2018: 7). Brand ownership is also one of the loud terms in the world of marketing, so brand ownership is one of the main components of brand management and it is one of the important topics in marketing0 There are many studies that have already been done on brand equity, where David Aaker is the main shareholder In different concepts and dimensions of brand ownership (Kumar ,2020 : 61) . There were many concepts about Brand equity , as (Kotler, et al, 2009:47) stated that it is the added value of the product through its brand name. (Gordon, 2010:14) indicated that Brand equity mean a set of associations and behaviors on the part of brand customers and members The channel and the parent company that allow the brand to enjoy sustainable and differentiated competitive advantages. The value of the brand is the financial result of the management's ability to benefit from the strength of the brand through tactical and strategic actions in providing superior current and future profits and reducing risks. (Amegbe, 2016 :53) explained Defining brand equity as dealing from the perspective of investors, manufacturers, retailers, or consumers. Manufacturers retailers are usually concerned with the cash flow and strategic implications of brand equity, while investors are concerned with value in terms of financial resources to treat it as an asset and include it in the balance sheet. The researcher believes that the concept of trademark ownership is the level of influence that the brand name has in the minds of consumers, and the value of owning a well-studied and recognizable trademark.

Fourth: Dimensions of Brand equity of the mark

1. Brand awareness: Brand awareness is an important factor in communication with the customer (Durmaz & Efendgoglu, 2016:56). Brand awareness is the ability of a potential buyer to perceive or remember that a brand is a member of a particular product category (Perez, 2020:9).

2. Brand Loyalty: Brand loyalty is an important aspect when companies enter a competitive market but as of now, there are still many consumers who could not stay on a particular brand, you have to face the fact that consumers have switched to other brands (Nilowardono , et al, 2020:20). Customer loyalty to the brand is the key to commercial success and is, in fact, the end result of brand value. Advertising and sales promotion methods are among the methods that have long been considered by FMCG companies in this field (Rojuee & Rojuee, 2017:11).

3. Brand association: Brand association is an association that the brand has established in the mind of the ultimate customers which may be product characteristics or items at no cost Brand association determines the extent to which the brand invokes the attributes of the product category (Horsfall, 2020:103) Brand association is anything associated with a consumer's memory of the brand (Stephen, 2010: 5).

4. Brand image: The concept of brand image appeared in the year 1950, where the brand image is the tangible and intangible features of the brand based on the association formed by the consumer's mind, and the meaning and intensity depend on the user's personality and attitude towards the brand, social interaction and business communication (kolegija, 2018: 1) The brand image creates a unique image of objects and obtains customer identity and preference through visual transmission effects and description of product personality, as well as perception of brand beliefs and ideas (Wu & Chen, 2019: 301). Brand image can be defined as the meaning that consumers identify with the product or as the sum of their understanding of the product (Gulsel, &Pars, 2011: 228).

Fifth: The concept of the company's : reputation Corporate reputation is a hot topic in both the world of academia and business (Adeosun, & Ganiyu, 2013:220), and corporate reputation is widely considered one of the most important assets. As a company's reputation increases, so does the demand for its services and products, often accompanied by an increase in prices and consumer satisfaction. At the same time, pricing decisions can also directly affect the development of a business. For example, when customers do not notice the quality of a product right away, increased prices may indicate a rise in quality. On the other hand, if consumers adjust the price when reporting quality, the price increase will damage the company's reputation in the long run (Luca , & Reshef, 2021:2) The company's reputation is of great importance for companies to attract talent, resist development risks and achieve long-term development. However, for a long time, the company's reputation did not attract the attention of company managers. Managers usually believe that financial practice is the

most important aspect. importance, and that reputation management does not occupy a central position Main (Dai, 2021: 5) And in the relevant literature, the concepts of corporate identity, corporate culture, and corporate image have been explained in order to explain the corporate reputation. However, there are important differences between them. Sometimes these concepts replace each other although all of these The concepts are related to how organizations perceive and the company's reputation over the past decade has reached a prominent position that prompted it to be studied in depth in both academic and professional fields. With regard to its definition, there are different approaches from the fields of communication and business given that the concept of company reputation needs clarification and a definition that clearly explains better (González, 2016:1) where he knows it (Smaiziene & Jucevicius, 2009:98) It is a social assessment conveyed to the company (its characteristics, practices, behavior, results, etc.) The definition of corporate reputation is a systematic set of strategies for forecasting and meeting expectations, promoting and managing strong relationships and generating positive feedback among all stakeholders in order to achieve expected organizational goals. (Munyorom, & Magada, 2016: 4) explains that the definition of a company's reputation is a systematic set of strategies to predict and meet expectations, promote and manage strong relationships and generate positive feedback among all stakeholders in order to achieve the expected organizational goals. Both (Aminu, et al, 2016: 639) that the concept of the company's reputation is a general perception of the company's previous behavior and results from a point of view. The researcher believes that the concept of the company's reputation is a process of collective evaluation of the company's attractiveness in relation to certain groups of stakeholders and those related to reference groups of competing companies to obtain resources..that is, it consists of a combination of the components of collective evaluations, the company's attractiveness to a group, stakeholders, compared to a group reference or company.

Sixth: dimensions of the company's reputation

1. Product quality: It is clear that product quality is not the only factor affecting customer satisfaction. It has a significant impact on customer satisfaction, and this in turn leads to high performance / efficiency for the company. The survival of a manufacturing company in a competitive environment depends heavily on the quality of the products it produces in the long run. (Moses, & Obinna 2018: 45). Product quality is something that every company must strive for if it is to be produced so that it can compete in the market to meet the needs and desires of consumers (Alfian, & Dewantara 2020:28).

2. Quality of services: Quality of service is one of the basic weapons to maintain the value of prestige by providing more satisfaction to customers to dominate the market, in this way it will be easy to enter the industry and provide an excellent opportunity for the company to stay in the competition (Ali & Fileiri, 2015: 3).

3. Company leadership: Corporate leaders in many companies define success as more revenue, more improvements, greater market share, cost savings and new product offerings. By examining the conditions surrounding effective corporate leadership, we can say that success is certain if appropriate leadership theory is applied correctly and completely. The corporate leadership tradition provides ample opportunity to improve corporate leadership practices through the acceptance and use of basic leadership theories (Subrahmanyam, 2018: 1366). Leadership is a must in this competitive, global business. Hence, the company needs a leader who can understand and deal with the complexity of the world (Saleh, et al, 2018:2).

4. Corporate Social Responsibility: Historically, the diverse contribution to corporate social responsibility (CSR) has enhanced its understanding as a more complex concept as scholars have studied corporate social concerns for several decades However, interest in corporate social responsibility (CSR) has only recently spread, with the development of In the field of corporate social responsibility, scholars have written literature reviews addressing important yet specific perspectives of corporate social responsibility. The employees' perspective of CSR did not receive much attention compared to the company's perspective, as well as the customer's perspective of CSR (Latif, et al, 2019: 58) The concept of corporate social responsibility has gained a lot of popularity, but there is a lack of awareness of its true meaning. Different practices, different stakeholders, and different expectations lead to a vague and unclear understanding of the definitions of corporate social responsibility (Agarwal, 2016: 76).

5. Corporate Governance: (Khan, 2011:1) defines corporate governance as a broad term that defines the methods, structure and operations of the company in which the company's business and affairs are managed and directed. (Al-Ramahi, 2014:100) explains the concept of corporate governance as the general framework for control and oversight procedures. on the board of directors.

The third topic: the practical side of the research

First: Coding the variables and dimensions of the study scale Variables were coded as shown in Table 1.

Table No. (1) Coding the variables and dimensions of the study scale and its number of paragraphs

Number of paragraphs	Dimension code	Dimension	Variable code	Variable
5	PRMI	Innovative promotion	INNMA	Innovative marketing
5	PRII	price innovation		
5	PRDI	Product innovation		

5	DISI	Distribution innovation		
5	BRAW	Brand awareness	BROWR	Brand equity
5	BRLO	Brand loyalty		
5	BRLI	Brand association		
5	BRIM	Brand image		
5	QUCP	The quality of the company's products	COREP	company'sreputation
5	QUCS	The quality of the company's services		
5	COLE	Company leadership		
5	COSR	Corporate social responsibility		
5	COGO	Corporate governance		

Source: prepared by the researcherSecond: descriptive analysis

The first axis is the innovative marketing INNMA   .1

The first dimension PRMI: The arithmetic mean, standard deviations, coefficients of   .A
variation and the relative importance of the paragraphs of the PRMI dimension were
found. The results are summarized in the following table:

Table No. (2) Descriptive analysis of the paragraphs of the PRMI dimension

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
PRMI	3.57	0.812	23	71
PRII	3.78	0.737	20	76
PRDI	3.65	0.876	24	73
DISI	3.81	0.75677	20	76

Source: Results of SPSS V.26

It is clear from the above table that the DISI dimension, in general, has reached the
arithmetic mean value of 3.81, with a standard deviation of 0.757, and the coefficient of
variation is 20%, and the relative importance value is 76%.

Table No. (6) General statistics for the paragraphs of the BRAW dimension

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance

BRAW	3.60	0.856	24	72
BRLO	3.80	0.785	21	76
BRLI	3.68	0.849	23	74
BRIM	3.79	0.782	21	76

Source: Results of SPSS V.26

It is clear from the above table that the BRLO dimension, in general, has reached the arithmetic mean value of 3.80, with a standard deviation of 0.785, and the coefficient of variation is 21%, and the relative importance value is 76%.

The third axis variable is the reputation of the company, COREP   .2

Table No. (10) General statistics for the paragraphs of the QUCP dimension

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
QUCP	3.90	0.740	19	78
QUCS	3.85	0.801	21	77
COLE	3.80	0.746	20	76
COSR	3.67	0.870	24	73
COGO	3.69	0.774	21	74

Source: Results of SPSS V.26

It is clear from the above table that the QUCP dimension, in general, had a mean value of 3.90, with a standard deviation of 0.740, and a coefficient of variation of 19%, with a relative importance value of 78%. Third: Hypothesis testing and data normality

One of the important conditions that must be met in the regression is to know the probability distribution followed by the sample data. This can be done by using some tests such as the Kulmekov-Smirnov test for goodness of fit. This test is used to indicate that the distribution of the sample data matches one of the continuous theoretical distributions such as The normal distribution, as the null hypothesis to be tested here is formulated according to the following:

H0: The distribution of the sample data matches the normal distribution (against the alternative hypothesis).

H1: The distribution of the sample data does not match the normal distribution

The results related to the test will indicate to the researcher either to reject the null hypothesis H0 and to conclude that the distribution of the data does not match the normal distribution, or to accept it, that is, the distribution of the data matches the normal distribution. The researcher created the results of the test and put them in the following table, which shows that the values calculated for the test were not significant

based on the fact that the (sig) values for them were greater than the level of significance 5%, and therefore the null hypothesis is accepted, and we conclude that the sample is drawn from a population with a normal distribution with an arithmetic mean and deviation Normative is equal to the corresponding values for each variable.

Table No. (15) Columcrov-Smirnov table for the good fit test with the sample data

One-Sample Kolmogorov-Smirnov Test											
		BRAW	BRLO	BRLI	BRIM	BROWR	QUCP	QUCS	COLE	COSR	COGO	COREP
N		246	246	246	246	246	246	246	246	246	246	246
Normal Parameters^{a,}	Mean	3.5959	3.8008	3.6780	3.7862	3.7152	3.9049	3.8488	3.8008	3.6724	3.6870	3.7828
	Std. Deviation	.85589	.78548	.84858	.78223	.74304	.74014	.80136	.74626	.87026	.77391	.68624
Test Statistic		.329	.345	.336	.320	.276	.365	.405	.342	.355	.349	.283
Asymp. Sig. (2-tailed)		.565	.554	.560	.522	.803	.522	.502	.557	.547	.551	.797
a. Test distribution is Normal.												

Source: Results of SPSS V.26

Testing the correlations between the BROWR axis and its dimensions and the COREP : .B axis In order to obtain the results related to the correlations and test their significance between the two axes, the researcher used the SPSS vr statistical program. 24, and the results were placed in the following table: Table () Correlation coefficients between the two axes COREP & BROWR.

Table (16) Correlation coefficients between the two axes COREP & BROWR.

Correlations		BRAW	BRLO	BRLI	BRIM	BROWR
QUCP	Pearson Correlation	.691**	.778**	.711**	.782**	.813**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	246	246	246	246	246
QUCS	Pearson Correlation	.724**	.778**	.667**	.721**	.795**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	246	246	246	246	246
COLE	Pearson Correlation	.652**	.674**	.686**	.705**	.747**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	246	246	246	246	246
COSR	Pearson Correlation	.727**	.731**	.751**	.738**	.811**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	246	246	246	246	246
COGO	Pearson Correlation	.685**	.640**	.676**	.682**	.739**
	Sig. (2-tailed)	.000	.000	.000	.000	.000

		N	246	246	246	246	246
COREP	Pearson Correlation		.799**	.826**	.801**	.832**	.896**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N		246	246	246	246	246
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: Results of SPSS V.26

The researcher drew a diagram of the correlation values in the previous table in order to give a clearer picture of the nature of the correlation between the two axes, as shown in the following figure:

Thus, we conclude that there is a significant direct correlation between the BROWR axis and the COREP axis.

• The second sub-hypothesis: testing the effect of the DISI dimension on the COREP axis through the intermediate variable BROWR.The following table includes the results obtained by the researcher from the statistical analysis related to the criteria for accepting or rejecting the impact model:

Table No. (31) SEM structural modeling equation criteria for the proposed model

IFI	CFI	RMSEA
0.99	0.99	.00

Source: Results of SPSS V.26

The values of the above criteria show the suitability of the proposed model, and therefore this model can be adopted in analyzing the direct and indirect impact between the research variables. The following table includes the values of the direct impact estimators in the above model and the values of the critical ratios test and their significance for the estimators:

Table No. (32) Values of the direct impact and its critical and significant ratio

			Estimate	S.E.	C.R.	P
BROWR	<---	DISI	.79	.038	20.314	***
COREP	<---	BROWR	.90	.026	31.576	***

Source: Results of SPSS V.26

The results of the above table show that there is a direct, direct, significant effect under the level of significance of 5% for the DISI dimension in the BROWR axis, where the value of the effect was 0.79, with a critical rate of 20.314, which is a significant value because the p-value was equal to zero, and therefore it is less than the level of significance 5%, and from it we conclude There is a direct effect relationship, in other words, an increase in the value of the DISI dimension by one unit leads to an increase in the BROWR axis by 0.79. With regard to the indirect effect test, the following table shows the values of the

indirect effect of the DISI dimension in the COREP axis through the intermediate axis BROWR:

Table No. (33) Estimating the indirect impact using the

Path			Estimate	Lower Bounds	Upper Bounds	Sig.
COREP	<---	DISI	.710	.645	.777	.007

bootstrap method Source: Results of SPSS V.26

The above table shows that there is a statistically significant indirect effect of the DISI dimension in the COREP axis through the BROWR intermediate axis, where the value of sig. Less than the level of significance used by the researcher, which is 5%, and therefore the existence of the intermediate variable variable BROWR and its BROWR raised the value of the effect of the DISI dimension in the COREP axis by 0.710. Through the previous results, the following table can be developed that shows the indirect effect of distancing the INNMA variable in the COREP variable from The path of the intermediate arrangement in terms of the strength of its impact:

Table No. (34) Summary of the indirect effect of dimensioning the INNMA variable on the COREP variable via the intermediate variable BROWR

indirect effect	The dimension
.517	PRMI
.662	PRII
.655	PRDI
.710	DISI

Source: Results of SPSS V.26

The fourth topic: conclusions and recommendations

3. The issue of innovative marketing is one of the contemporary topics that works to find distinct ideas in companies in various fields of work, and that the foundations and characteristics of innovative marketing are closely linked to rethinking and working to develop companies' work continuously with the passage of days and the changing circumstances and surrounding challenges.

4. Innovative marketing is one of the concepts that aims to develop the individuals working in the companies. The material and social obstacles it encounters in order to reach reconciliation between the needs and the requirements of reality

5. Increasing the brand'sBrand equity leads to improving the company's reputation, and this indicates the consistency and harmony of the relationship between the brand'sBrand equity and the company's reputation.

6. The issues of improving the company's reputation still lack framing and clarity at the cognitive and applied levels. Supporting the company's reputation is a moving goal that cannot be framed or fixed in a dynamic and rapidly changing environment.

7. The concept of improving the company's reputation is one of the central concepts of the company that focuses on credibility and respect among a wide range of competing companies.

Second: Recommendations

1. In light of the results reached and discussed, the researcher presents the following recommendations to the researched organization:

2. We suggest to the senior administrative leaders under discussion the necessity of activating the scientific research system in the subject of innovative marketing and adopting the innovative marketing philosophy of (promotion, price, product, distribution) as it is able to influence the reputation of the company through the Brand equity of the brand .

3. We recommend the researched organization to develop the company's reputation among employees, because the employees have what leads to creating distinct relationships between individuals in different fields and achieving methods of influencing others through (product quality, service quality, corporate social responsibility, leadership, governance) in an environment Organizational work and thus motivate the human resource that contributes to increasing innovative and marketing operations

4. We suggest focusing on empowerment and deep understanding in increasing absolute confidence among workers when applying marketing principles and using training and continuous education methods to improve these principles in order to reach and create innovation, success and excellence by applying these principles within the development of innovative marketing as a way to improve individual and community relations and develop his work and creativity at work And get rid of anxiety and change behavior and habits, and then the areas of life related to business management and skills in dealing with others in the market

5. Enhancing interest in the company's trademark property rights and its variables (awareness, loyalty, association, image) despite the presence of workers who are able to win over customers and have accumulated experiences, which adds to increasing the balance of customer capital among individuals. This feature must be invested in promoting positive behavior and supporting an atmosphere Positive work in the internal work environment, and this in turn leads to the creation of a positive work environment based on the exchange of knowledge and experiences and cross-fertilization of ideas among the employees themselves, which contributes to enhancing the company's reputation environment in the researched company.

6. Work to establish strategic alliances between the company surveyed, the study sample, and other organizations in order to invest innovative and creative marketing expertise

and skills and reduce weaknesses in the company, and work on developing administrative programs that focus on innovations in order to adapt to environmental pressures and changes, as it represents the basic foundation for building economic progress. in general and the success of business organizations in particular

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