The relationship between brand equity and the company's reputation An applied study in the General Company for Southern Cement / Kufa Cement Factory

Mohammed Najm Abd   Prof. Dr. Hamid Kathem Mutaab.Alshibawi

Department of Business Administration, College of Administration and   Economics, University of Al-Qadisiyah

mohamad.najim@qu.edu.iq   Hamid.mutaab@qu.edu.iq

Abstract: The research focused on brand ownership rights as an independent variable with its dimensions (brand awareness, brand loyalty, brand association and brand image) and the company's reputation as a dependent variable with its dimensions (quality of company products, quality of company services, company leadership, corporate social responsibility, corporate governance) To determine the relationship between the property rights of the trademark and the reputation of the company, the research was tested in the Kufa Cement Factory, and the study population reached (1132) workers, and (287) questionnaires were distributed, and 41 invalid questionnaires were excluded, leaving 246 questionnaires actually used by statistical analysis, and the percentage of sample representation was 25% of society. The researchers aimed to achieve five respondents for each paragraph. The research included the hypotheses of the correlation relationship, and the statistical program (SPSS.V.24) was adopted to analyze the results, and the research reached the acceptance of all hypotheses. Distinguished among individuals in different fields and achieving methods of influencing others through (product quality, service quality, corporate social responsibility, leadership, governance) and that increasing brand ownership rights leads to improving the company's reputation, and this indicates the consistency and harmony of the relationship between brand ownership rights and company reputation.

Key words: the company's reputation, trademark ownership rights

المستخلص : ركز البحث على حقوق ملكية العلامة كمتغير مستقل 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 حقوق ملكية العلامة وسمعة الشركة,وقد اختبر البحث في معمل سمنت الكوفة, وبلغ مجتمع الدّراسة (1132) عامل ,وتم توزيع (287) استبانة ,واستبعاد 41 استبان غير صالحة ,ليتبقى 246 استبانة استخدمت فعلا بالتحليل الاحصائي وقد كانت نسبة تمثيل العينة من المجتمع 25 % وقد استهدف الباحثون تحقيق خمس مستجيبين لكل فقرة .وقد تضمن البحث فرضيات علاقة الارتباط , وتم اعتماد البرنامج الإحصائي(SPSS.V.24) لتحليل النتائج، وتوصل البحث لقبول جميع الفرضيات وقد توصل البحث لمجموعة من الاستنتاجات النظرية والتطبيقية من بينها 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) و ان زيادة حقوق ملكية العلامة يؤدي الى تحسين سمعة الشركة ، وهذا يدل على اتساق وانسجام العلاقة بين حقوق ملكية العلامة وسمعة الشركة .

الكلمات الرئيسة : سمعة الشركة, حقوق ملكية العلامة

Introduction

Company reputation refers to the collective opinion of people regarding the company. It depends on features such as search engine results, news coverage, and a company's stated actions, and every company should take care of its reputation. Because of this why company reputation has become such a hot topic, it pays to understand how company reputation works in the first place. A company's reputation is an intangible asset Any discussion of a company's reputation must deal with this idiomatic intangible asset. Although it may be opaque and overpowering competitors, its reputation is a major contributor to the quality of branded products; Consumers expect products manufactured today to be of comparable quality to goods manufactured in the past, and organizations, in order to secure the development of a good reputation, attempt to display information Brand equity and corporate reputation are becoming the subject of increasing interest in understanding the choices made by the consumer. Many companies seek to improve CRM performance by enhancing brand equity and corporate reputation, and in doing so, CRM requires a deep understanding of the interactions between the effects of brand ownership, corporate reputation, and CRM performance. 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 field problem of the research stems from the importance of the researched sample and the beginning of the applied side, and proceeding towards visiting (Kufa Cement Factory) in Al-Najaf Al-Ashraf Governorate and interviewing the managers of the departments therein and the workers therein to inquire about the problems and challenges facing them, so our problem lies in the ability to field application through the inability of local production to compete Marketing methods for 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 researchers to form a vision and perception of the main question of the study, which is as follows:

How can the researched Kufa Cement Factory improve its 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 brand equity dimensions of marketing (brand awareness, brand loyalty, brand association and brand image) in the Kufa Cement Factory?
2. What is the level of availability of the dimensions of the company's reputation rights (brand awareness, brand loyalty, brand association and brand image) in the Kufa Cement Factory?
3. Is there a role for trademark ownership in the company's reputation?

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

1. Importance of the sample: Clarifying the role that the company's reputation can play in enabling and motivating the Kufa Cement Factory .
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: Create positive experiences that entice consumers to continue buying from them over competitors that make similar products.

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

1. Clarifying and analyzing the contributions, and the conceptual, intellectual, and philosophical foundations of the main variables of the study (brand ownership rights, company reputation).
2. Determine the impact of the company's reputation on the brand's ownership rights.
3. Identify the impact of brand ownership rights on the company's reputation.

Fourth: the study hypothesis 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 the ownership rights 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).
2. This variable represented 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).
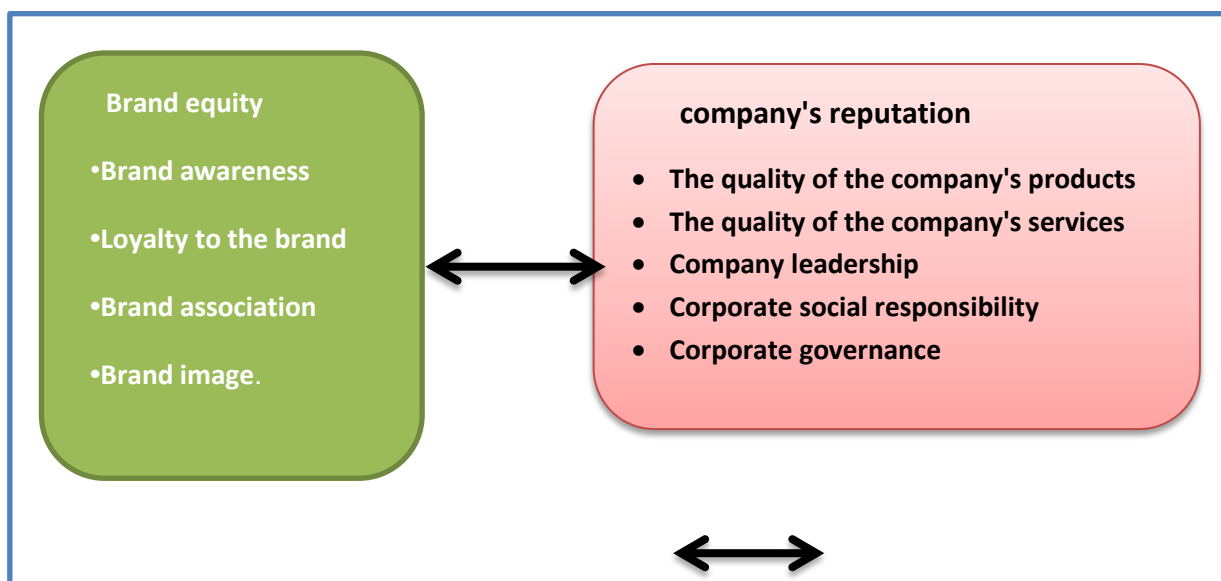
Correlation

Figure 1: Hypothetical study plan

Source prepared by researchers

Fifth: the hypotheses of the study: In order to complete the research requirements and in order to answer the questions, a number of hypotheses have been developed, as follows:

❖ Correlation Hypotheses:

The main hypothesis: There is a statistically positive correlation between the trademark ownership rights and the company's reputation, and the following sub-hypotheses emerge from it:

1. The first sub-hypothesis: There is a statistically positive correlation between brand awareness and the company's reputation with its dimensions.
2. The second sub-hypothesis: There is a statistically positive correlation between loyalty to the brand and the company's reputation in its dimensions.
3. The third sub-hypothesis: There is a statistically positive correlation between the association of the brand and the company's reputation with its dimensions.
4. The fourth sub-hypothesis: There is a statistically positive correlation between the image of the brand and the reputation of the company.

Sixth:: Description of the study sample:

- **Gender categories**: The target percentage of males in our research is (79%), which is more than a percentage females (21), which indicates that the percentage of males is greater than that of males misses.
- **Age groups**: The category (3040) came first with a rate of (28%) and is the largest followed by it A class of (150) with a percentage of (26), then followed by a class of (less than (30) with a percentage of (23%), and finally The second category (60-51) with a rate of (22%). Finally, Fence (61) is higher than and by 1%.
- **Academic qualification**: The largest percentage belongs to holders of a bachelor's degree (55%), followed by holders of a bachelor's degree Diploma certificate (19%), while the percentage of middle school certificate (12), then certificate holders Master's degrees by (9%), while the others amounted to (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 Able to perform tasks with high accuracy.
- **Duration of service in years**: The category higher than (20) obtained the highest percentage (37), followed by the category less than (5) with a percentage of (24), followed by category (120) with a percentage of (18), then category (1) with a percentage of (13) and finally the

second   Class (11-15) with a ratio of (8), which clearly indicates survival and stability workers at a high rate.

- **Job Position:** It is found that the other position was the highest if he got a percentage (73), and he came The position is responsible for a second division, with a percentage of (219), and the position came as head of a third section, where he obtained a percentage (%), while the job position of director was finally solved, at a rate of 2%.

Seventh: The temporal, spatial, and human limits of the research:

The period is from October 2022 To November 2022 as the temporal limits, and the Kufa Cement Factory was chosen as the limits The spatial research, and the influential categories were adopted in all administrative levels (upper middle) from Board members, general managers or (branches) and department managers (heads of departments and heads of divisions). And responsible (units and workers in the Kufa Cement Factory with human limits.

The second topic / theoretical framework of the research

First: The concept of brand equity

The concept of brand equity was born in the 1980s (Fayrene, & Lee, 2018: 33), where brand equity was discussed for the first time (Zarantonello, et al, 2020: 3). Academic research on trademark ownership dates back to the late 1980s. To date many contributions have been made from previous scholars on this concept from different perspectives. A review of the literature on this topic reveals that previous researchers have examined this concept in different contexts, sectors, and product lines of countries using a variety of research methodologies. (Shariq, 2018: 312). During the past two decades, brand ownership has emerged as one of the basic concepts in marketing. (Shah et al, 2016:18). Whereas in the first decade of the 21st century, the focus has shifted towards exploring important variables as antecedents and consequences of brand value. (Hanaysha, et al, 2013: 488). There were many concepts about brand ownership rights, as both (Makas, et al, 2014:2617) and (Minivaleeva, 2015:50) agree that it is a set of assets and liabilities associated with the brand name. And its symbol, which adds (or subtracts from) the value provided by a product or service to a company or the consumers of that company.. (Kunle, et al, 2020:34) defined it as the benefit related to the brand or the degree, with which the brand gained greater loyalty brand awareness, deeper brand connectedness, perceived brand quality, brand awareness and other intangible assets, which consist of patents, trademarks, and channel relationships, and between (Dada, 2021: 31) it is the top line when talking about marketing, indicating brand ownership To brand quality, which reflects how the brand gives consistent results to consumers and to the company as well, it is the most important concept as it is applied by all companies to create the value of their brands. brand in the minds of consumers, and the value of having a brand that is recognizable and well thought out.

Second:: Excluding the Brand equity

1- **Brand awareness**: after brand awareness is a professional factor in communicating with the customer (Durmaz & Efendgoglu ,2016 :56) Brand awareness remains crucial to the life of Customer as interaction refers to brands (Pandey & Malik, 2017:58) and represents

Brand awareness The ability of a potential buyer to perceive or remember that a brand is a member of a particular product category Brand awareness includes a continuum ranging from an uncertain feeling that the brand is recognized to a belief that it is the only one in the product category Brand awareness consists of recognition of the brand Brand recognition is about consumers' ability to confirm prior exposure to a brand when the brand is given as an indication. In other words, brand recognition requires consumers to correctly identify the brand as having been seen or heard before. (Perez, 2020 :9).

2- **Loyalty to the brand**: After loyalty to the brand is an important aspect when companies enter Suva competitively but yet, there are still many consumers who have not been able to stay on the mark 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 success Commercialization is actually the end result of brand value advertising and sales promotion methods One of the methods that have always been taken into account by companies producing consumer goods in this field (Rojuee & Rojuee, 2017:11).

3- **Brand association:** Brand association is an association that the brand has in mind Ultimate customers which may be product characteristics or items without any cost determines a link Brand The extent to which the brand calls the attributes of the key class, (Horsfall, 2020:103) .Brand association is anything associated with a consumer's memory of a brand (Stephen, 2010 : 5) where the brand association represents everything that is present in the memory or Embedded in the minds of consumers The main position of this brand association also creates meaningful value in the minds of consumers Associated associations can be through many things such as logos, key features, use cases or even a spokesperson representing a brand (Lu, & Xu, 2015:367).

4- **Brand image:** The concept of brand image appeared in 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) and 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)The 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).

Third: the concept of the company's reputation

Corporate reputation is one of the company's resources that is difficult to measure because it is an intangible resource, as academics are constantly searching for the most appropriate and generalizable criteria for all companies in measuring corporate reputation. An established reputation is the result of a perception accompanied by reality. Perceptions about a company consist of past experiences, public opinions, analyst comments, promotions from the media, and the opinions of professionals. (Edi, et al, 2020:19). A company's reputation depends on the communication processes and experiences of personal stakeholders, that is: as a result of satisfactory experiences with the company's product or service, but also as a result of a broader assessment of working conditions, investment opportunities, and engagement in socially or financially responsible behavior and competitive performance (ZabLocka., & SaLamacha, 2020: 92). .and explains each of the . (Kircova & Esen, 21: 2018) is the overall stakeholder assessment of a company's performance over time. (Park,

2019: 47) explained the definition of a company's reputation as a reflection of joint decisions related to assessing the financial, social, and environmental impact of the company. And (Almeida, 2017: 10) developed the components of the company's reputation consisting of four components: collective evaluations, the company's attractiveness to a group, stakeholders, and a group. reference or company.(Erika & Sofia, 2019:18), define corporate reputation as one of the most strategic assets and can allow companies to gain a superior competitive advantage or maintain superior financial performance. (Cassano, 2019: 133) defines a company's reputation as the general judgment of the company by its stakeholders, which has been built strategically for a long period of time as an approach that the company adopts when facing different circumstances and in reaction to various changes in the surrounding events (Tjokrosaputro, 2020 :380) and defines it as a comprehensive evaluation by consumers of a company based on their reactions to products, services, communications, activities, or interaction with the company or representatives (such as employees, management, or others). The researchers believe that the concept of a company's reputation is a process of collective evaluation of the company's attractiveness to certain groups Of the stakeholders and those related to reference groups of competing companies to obtain resources..that is, it consists of the components of collective assessments, the attractiveness of the company to a group, stakeholders, compared to, a reference group or a company.

Fourth: dimensions of the company's reputation

1- **Product quality:** Quality has certainly become a strategic goal and priority for competition in the modern economy A major weapon in the battles of conquering new markets, especially with regard to ensuring high quality at a price, from Necessary to balance the interests, not only of producers and consumers, but of all parties Concerned . This means that besides the quality and usefulness of the product, the greatest importance is the management of the performance of the process Product realization with continuous cost optimization in order to achieve a competitive and reasonable price for the buyer (Buntak ,et al , 2012:271) It is clear that product quality is not the only factor affecting customer satisfaction It has a significant impact on customer satisfaction, which in turn leads to high performance/efficiency of the company A manufacturing company in a competitive environment relies heavily on the quality of the products it produces in the long run. (Moses, & binna. 45: 2018) Product quality is something every company should do It strives for it if it wants to be produced so that it can compete in the market to meet the needs and consumer desires (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 customer satisfaction to dominate the market, in this way it will be easier to enter the industry Providing an excellent opportunity for the company to stay competitive (Ali & Fileiri, 2015:3) is increasingly important Services contribute to the overall success of companies largely due to increased competition and the resulting decrease in profit and demand, as services play an important role in the success rate of products, as they help customers in Obtain the expected performance of the product.

3- **Corporate Leadership**: In the 21st century, business managers are described as corporate leaders, not corporate leaders necessarily directors, although generally the word business director is in the title of their positions Corporate leaders in many companies define success as more revenue, more Improvements, greater market share, cost savings and new product offerings cannot be these Things Determine Success Only (Subrahmanyam , 2018 : 1360)

By studying the conditions Surrounding effective corporate leadership, we can say that success is certain if leadership theory is applied Properly and completely appropriate corporate leadership tradition provides ample opportunity to improve leadership practices Companies 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 to A leader who can understand and deal with the complexity of the world (Saleh, et al., 2018 :2).

4- **Corporate Social Responsibility**: Historically, diversified contribution has fostered responsibility social networking (CSR) has come to understand it as a more complex concept as scholars have studied concerns Corporate Social For several decades however, interest in corporate social responsibility has not spread Only recently, with the development of the field of corporate social responsibility, have scholars written literature reviews addressing important but specific perspectives of CSR. (Latif ,et al , 2019 : 58). The concept of CSR 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 vague and unclear understanding of CSR definitions (Agarwal, 2016 :76) Corporate Social Responsibility (CSR) is a phrase or word Known pretty much by every person connected with the corporate sector all over the world in today's era of globalization, one of the major hurdles companies face in integrating Corporate Social Responsibility (CSR) into business is that stakeholders demand a lot from Enterprises and companies are more than just growth and profits (Raia, & Snigdha, 2021 :709).

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) shows the concept of corporate governance as the general framework for control procedures and oversight of the board of directors in order to ensure the validity of procedures related to the process of administrative control and executive management and the validity of the procedures to be taken in its pursuit of the company's objectives. This ensures the preservation of shareholders' rights through Enhancing the financial performance of the company.He indicates: (Canh, et al ,2014 :42), that the term corporate governance is initially linked to the problem of (the main agent) at the level of the company, the main agent means the person who owns a company but is not the same person who controls it, and in this sense, the Corporate governance stems from the private sector and its concept traditionally focuses on the relationship between companies and shareholders. (Bezo, & Dibra, 2020 :1) believes that corporate governance is the system of rules, practices, and processes through which a company is directed and controlled. Corporate governance refers to the entire system of managing and supervising a company. It manages and directs the company's business and affairs.

6- The third topic: the practical side of the research

7- 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 -8 number of paragraphs

Number of	Dimension	Dimension	Variable	Variable

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

Source: prepared by the researcherSecond: descriptive analysis

1- The second axis of the variable dependent on the ownership rights of the mark BROWR
A. The first dimension, BRAW: the arithmetic mean, standard deviations, and coefficients were found The difference and relative importance of the paragraphs of the BRAW dimension, and the results are summarized in the following table:

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

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
BRAW1	3.63	1,036	29	73
BRAW2	3.59	1,018	28	72
BRAW3	3.69	0.949	26	74
BRAW4	3.55	0.996	28	71
BRAW5	3.52	1,127	32	70
BRAW	3.60	0.856	24	72

Source: Results of SPSS V.26

It is clear from the above table that the dimension in general has reached the arithmetic mean value of 3.60 with a deviation The standard value is 0.856, the coefficient of difference is 24%, and the relative importance value is 72%.

B. The second dimension BRLO: the arithmetic mean, standard deviations and coefficients of variation were found And the relative importance of the items of the BRLO dimension. The results are summarized in the following table:

Table No. (3) Descriptive analysis of the items of the BRLO dimension

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
BRLO1	3.78	0.938	25	76
BRLO2	3.91	0.896	23	78
BRLO3	3.82	0.905	24	76
BRLO4	3.76	1,009	27	75
BRLO5	3.74	0.916	24	75
BRLO	3.80	0.785	21	76

Source: Results of SPSS V.26

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

Third Dimension BRLI: The arithmetic mean, standard deviations and coefficients of variation were found And the relative importance of the items of the BRLI dimension, and the results are summarized in the following table:

Table No. (4) Descriptive analysis of the items of the BRLI dimension

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
BRLI1	3.73	1,012	27	75
BRLI2	3.71	0.918	25	74
BRLI3	3.73	0.931	25	75
BRLI4	3.62	1,062	29	72
BRLI5	3.60	1,063	30	72
BRLI	3.68	0.849	23	74

Source: Results of SPSS V.26

It is clear from the above table that the dimension in general has reached the arithmetic mean value of 3.68 with a deviation The standard value is 0.849, the coefficient of difference is 23%, and the relative importance value is 74%.

The fourth dimension BRIM: the arithmetic mean, standard deviations and coefficients of variation were found And the relative importance of the items of the BRIM dimension, and the results are summarized in the following table:

Table No. (5) Descriptive analysis of the BRIM dimension items

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
BRIM1	3.90	0.871	22	78
BRIM2	3.91	0.852	22	78
BRIM3	3.74	0.949	25	75
BRIM4	3.81	0.908	24	76
BRIM5	3.57	1,085	30	71
BRIM	3.79	0.782	21	76

Source: Results of SPSS 1.26

It is clear from the above table that the dimension in general has reached the arithmetic mean value of 3.79 with standard deviation Its value is 0.782, the coefficient of difference is 21%, and the relative importance value is 76.

Third: Hypothesis testing and data normality

1- The first main hypothesis: Testing the significance of the correlations Here, the researchers will test the hypotheses related to the correlation between the interlocutors of the questionnaire and my agencies.

A. Testing the correlations between the INNMA axis and its dimensions and the BROWR axis In order to obtain the results related to the correlations and test their significance between the two axes, the Researchers statistical program vr24 SPSS), and put the results in the following table:

Table (6) Testing the correlations between the INNMA axis and its dimensions and the BROWR

		PRMI	PRII	PRDI	DISI	INNMA
BRAW	Pearson Correlation	518***	691***	705**	757**	787**
	Sig.(2tailed)	000	000	000	000	000
	N	246	246	246	246	246
BRLO	Pearson Correlation	551**	710**	700**	700**	784**
	Sig.(2tailed)	000	000	000	000	000
	N	246	246	246	246	246
BRLI	Pearson Correlation	538**	645**	623**	685**	733**
	Sig.(2tailed)	000	000	000	000	000
	N	246	246	246	246	246

BRIM	Pearson Correlation	489**	642**	626**	736**	733**
	Sig.(2tailed)	000	000	000	000	000
	N	246	246	246	246	246
BROWER	Pearson Correlation	577**	739**	731**	792**	836**
	Sig.(2tailed)	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

1. The third variable axis of the company's reputation COREP The first dimension QUCP: the arithmetic mean, standard deviations and coefficients of variation were found And the relative importance of the items of the QUCP dimension. The results are summarized in the following table:

Table No. (7) The descriptive analysis of the paragraphs of the QUCP dimension

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
QUCPI 1	3.90	0.884	23	78
QUCPI 2	3.99	0.867	22	80
QUCPI 3	3.80	0.851	22	76
QUCPI 4	3.93	0.905	23	79
QUCPI 5	3.90	0.880	23	78
QUCPI	3.90	0.740	19	78

Source: Results of SPSS V.26

It is clear from the above table that the dimension in general has reached the arithmetic mean value of 3.90 with a standard deviation of 0.740 and the coefficient of variation 19% and the relative importance value was 78%.In the second dimension QUCS, diet mean, standard deviations and coefficients were found The difference and relative importance of the paragraphs of the QCS dimension. The results are summarized in the following table:

Table No. (8) The descriptive analysis of the QUCS dimension item

paragraph	arithmetic mean	standard deviation	coefficient of difference	relative importance
QUCS 1	3.88	0.974	25	78
QUCS 2	3.85	0.984	26	77
QUCS 3	3.89	0.932	24	78
QUCS 4	3.78	0.990	26	76
QUCS 5	3.85	0.870	23	77
QUCS	3.85	0.801	21	77

Source: Results of SPSS V.26

It is clear from the above table that the dimension in general has reached the arithmetic mean value of 3.85 with a deviation The standard value is 0.801, the coefficient of difference is

21%, and the relative importance value is 77%. In the third dimension COLE, the arithmetic mean, standard deviations and coefficients of variation were found And the relative importance of the items of the COLE dimension. The results are summarized in the following table:

Table No. (9) The descriptive analysis of the items of the COLE dimension

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
COLE 1	3.83	0.869	23	77
COLE 2	3.88	0.851	22	78
COLE 3	3.80	0.816	21	76
COLE 4	3.58	1,018	28	72
COLE 5	3.91	0.895	23	78
COLE	3.80	0.746	20	76

Source: Results of SPSS 1.26

It is clear from the above table that the dimension in general has reached the arithmetic mean value of 3.80 with standard deviation Its value is 0.746, the coefficient of difference is 20%, and the relative importance value is 76.In the fourth dimension COSR, the arithmetic mean, standard deviations, coefficients of difference and importance were found The relative items of the COSR dimension, and the results are summarized in the following table:

Table No. (10) The descriptive analysis of the items of the COSR dimension

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
COSR 1	3.66	0.980	27	73
COSR 2	3.70	0.929	25	74
COSR 3	3.70	1,049	28	74
COSR 4	3.63	0.996	27	73
COSR 5	3.67	1,063	29	73
COSR	3.67	0.870	24	73

Source: Results of SPSS 1.26

It is clear from the above table that the dimension in general has reached the arithmetic mean value of 3.67 with a deviation The standard value is 0.870, the coefficient of difference is 24%, and the relative importance value is 73 In the fifth dimension COGO, the arithmetic mean, standard deviations and coefficients of variation were found And the relative importance of the paragraphs of the COGO dimension. The results are summarized in the following table:

Table No. (11) Descriptive analysis of the items of the COGO dimension

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
COGO 1	3.62	0.922	25	72

COGO 2	3.71	0.914	25	74
COGO 3	3.65	0.871	24	73
COGO 4	3.73	0.863	23	75
COGO 5	3.72	0.980	26	74
COGO	3.69	O. 774	21	74

Source: Results of SPSS V.26

It is clear from the above table that the dimension in general has reached the arithmetic mean value of 69.3 with a deviation The standard value was 0.774, the coefficient of difference was 21%, and the relative importance value was 74.

A. Testing the correlations between the BROWR axis and its dimensions and the COREP : 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 (16) Correlation coefficients between the two axes COREP & BROWR.

Table (12) 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 researchers divided the hypotheses related to the correlations into two parts, a main hypothesis related to testing the correlation between the BROWR axis and the COREP axis, and it was formulated according to the following:

There is a statistically significant correlation between the BROWR axis and the COREP axis.The correlation between the two axes was 0.896 sig. equal to zero, and this value is less than the level of significance used by the researchers, which is 5%, and thus we conclude that there is a significant correlation between the BROWR axis and the COREP axis.

For the second section, there are sub-hypotheses to test the correlation between the dimensions of the BROWR axis with the COREP axis. These hypotheses were formulated according to the following:

- The first sub-hypothesis: There is a statistically significant correlation between the BRAW dimension and the COREP axis. The correlation between the BRAW dimension and the COREP axis was 0.799, with a significant value sig. equal to zero, and this value is less than the level of significance used by the researchers, which is 5%, and thus we conclude that there is a direct correlation with significant significance between the BRAW dimension and the COREP axis.
- The second sub-hypothesis: There is a statistically significant correlation between the BRLO dimension and the COREP axis. The correlation between the BRLO dimension and the COREP axis was 0.826, with a significant value (sig). equal to zero, and this value is less than the level of significance used by the researchers, which is 5%, and thus we conclude that there is a direct correlation with significant significance between the BRLO dimension and the COREP axis.
- The third sub-hypothesis: There is a statistically significant correlation between the BRLI dimension and the COREP axis. The correlation between the BRLI dimension and the COREP axis was 0.801, with a significant value sig. equal to zero, and this value is less than the level of significance used by the researchers, which is 5%, and thus we conclude that there is a direct correlation with significant significance between the BRLI dimension and the COREP axis.
- The fourth sub-hypothesis: There is a statistically significant correlation between the BRIM dimension and the COREP axis. The correlation between the BRIM dimension and the COREP axis was 0.832, with a significant value (sig). equal to zero, and this value is less than the level of significance used by the researchers, which is 5%, and thus we conclude that there is a direct correlation with significantsignificance between the BRIM dimension and the COREP axis.

The fourth topic: conclusions and recommendations

- **First: conclusions: .**
1 - The criteria refer to the suitability of the model proposed by the researchers for the axis (brand ownership rights of the brand BROWR), this means that this model can be adopted in the analysis.
2 - Increasing the brand's ownership rights leads to improving the company's reputation, and this indicates the consistency and harmony of the relationship between the brand's ownership rights and the company's reputation.

3 - Based on the logical explanation that each dimension of trademark ownership carries, it became clear to the researcher that most researchers agree that the components or dimensions of trademark ownership rights are limited to four main dimensions, which are awareness, loyalty, association, and image of the trademark.

4 - The brand is an essential and indispensable pillar in solidifying the competitive position of the company, given its ability to win the customer's trust, which is the cornerstone of the company's success.

5 - 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 light of a dynamic and rapidly changing environment.

6 - There is a direct correlation with significant significance between the axis (brand ownership rights) and the axis (company reputation (COREP).

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

8 - Understanding a company's reputation is essential to achieving business goals. For companies to succeed, they need stakeholders to support them. They need customers to buy their products and services, investors to invest in their companies, regulators to give them a license to operate, journalists to give them fair coverage, and employees to carry out their strategy.

Second: Recommendations

1- Given the importance of the subject, it should be given more attention and enriched with research and analysis to help companies operating in the Iraqi environment.

2- Determine the cognitive responsibilities of the individuals working within this company to achieve the organizational goals, through the ability to create and improve the company's reputation and understand the knowledge work environment, since the company's reputation has become the cornerstone of any company at the present time, in light of the challenges imposed by the logic of globalization. Realizing the importance of the company's reputation in achieving and taking a position in the train of renewed competitiveness and the changing dynamic environment, which requires the introduction of a set of motives to reach this, including: (acquiring advanced technologies, taking care of talents, skills and practical experience).

3- Enhancing interest in the company's trademark ownership rights and its variables (awareness, loyalty, association, image) despite the presence of workers who are able to win over the customer and have accumulated experiences, which adds an increase in 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.

4- Directing the need to pay attention to improving the company's reputation, spreading it and clarifying it to all employees of the business organizations targeted in the study, from the levels of senior executive departments and boards of directors to the executive levels, because they contribute to strengthening the company's position in society.

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

6- We recommend giving sufficient attention, especially by senior leadership in the researched organization, to the variables of the study and translating them into tangible work, specifically innovative marketing and the company's reputation through the human resource when using trademark ownership rights.

7- We recommend that the researched organization develop the company's reputation among the 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.

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