

Creative Marketing as A Tool to Improve an Organization's Marketing Competitiveness: A Survey of a Representative Sample of Workers at The Holy Karbala Canning Factory

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Abstract- The aim of this study is to test of the relationship between creative marketing and marketing competitiveness of organizations. To reach the study's goals, Data were gathered from a sample of (100) respondents utilizing a questionnaire form. Data and information processed using a variety of statistical techniques, including the Cronbach test, standard deviation, and arithmetic mean. The most significant conclusion was (if creative marketing is not adopted, the factory's marketing competitiveness will be negative for both product development and pricing As well as for marketing competitiveness, confirming the importance of creative marketing), and one of the most significant recommendations was "to work on market orientation and focus on it by providing advanced products that simulate.

Indexed Terms- Holy Karbala Canning Factory, innovative marketing, and marketing competition

I. INTRODUCTION

Iraq regarded as one of the largest importers of food of all types, and this affects the nation's food security in the case of high costs due to the absence of local items on the market. Food sector has a high relative importance in any country, notably Iraq. This seen as a powerful incentive for local producers and government to support and strengthen the nation's food production sector by reviving the closed industries with material and financial assistance, retraining the workforce, and limiting imports.

The researcher aimed to answer the research topic, which was, "What are the marketing strategies used by canning factories?" Moreover, do they employ

innovative marketing strategies while promoting the goods they sell to consumers?

II. RESEARCH METHODOLOGY

A. Research problem

The question that arises is, "What are the methods of marketing that canning factories adopt to attract customers?" The food industry is one of the most significant pillars in promoting economic development, and striving to create growth in this industry is a primary goal that considered a priority for all countries of the world by creating job opportunities that increase income and stimulating the industry to meet local demand. Do they use innovative marketing strategies to promote the goods they sell to consumers?

B. Research objectives

The researcher hopes to accomplish a number of objectives, the most crucial of which are:

- a) Defining the idea of creative marketing and its aspects, as well as marketing competitiveness in the studied factory.
- b) A description of the inventive marketing strategies employed by the factory under investigation.
- c) Assessing the impact of innovative marketing on the factory's ability to compete in the marketplace.
- d) Formulating ideas for improvements that the factory may use.

III. RESEARCH IMPORTANCE

Research importance divided into two primary axes: The first axis is theoretical significance with the use of pertinent literature; the research involved adding knowledge about the research variables and the nature

of their relationships to the body of existing knowledge. Regarding the second axis, or the application side, it will be more significant by highlighting the value of creative marketing for the Karbala Canning Factory, in order to increase the creative marketing elements that increase marketing competitiveness and address the weaknesses that reduce marketing competitiveness in its industry.

IV. RESEARCH HYPOTHESES

(H0) There is no significant relationship between creative marketing and marketing competitiveness

(H0) There is no significant effect to creative marketing in marketing competitiveness.

V. THE THEORETICAL FRAMEWORK OF THE RESEARCH

A. *Concept of creative marketing*

The corporation must adapt its marketing strategies to take into account the changing needs of consumers, markets, and rivals in the context of the complex and quickly moving business environment [1] This calls on businesses to enhance their product and distribution networks, modify their marketing strategy, enter new markets concentrate on their target audience, update their product line, and adopt a market-centric mindset [2]. [3] described creative marketing as "offering a product, service, or technology in a fresh and original way [4] defined it as "the capacity to generate a new and relevant product." To satisfy consumer needs, while: It is seen as "new or uncommon creative solutions to issues or demands," according to Cummins [5]. While [6] defines creative marketing as "innovating and developing products or services in new creative ways that meet the needs of customers in a more competitive and profitable manner than the current methods," it also includes the development of new products and services as well as new ways to carry out organizational functions. According to [7], "It is a competitive advantage resulting from the marketing strategy defined by the lack of formal models and procedures in the manufacture of new products and services." According to [8] "the result of the organization's adoption of new and improved manufacturing techniques."

The researcher defines creative marketing as "offering products and services in sophisticated and innovative methods based on modern abilities that allow the company to face the dynamism in the work environment in order to meet the wants of customers" based on his assessment of the related ideas.

B. *The importance of creative marketing*

Because it is the most crucial component in ensuring an organization's survival in a work environment that is rapidly changing in terms of production sources, economic, political, and social conditions, on the one hand, and the wants and needs of customers, on the other, an organization must seek creativity while adhering to modern, developed methods of production as well as The most effective use of resources results in the production of high-quality, profitable products that satisfy customer demands and generate profits, ensuring the company's survival in the labor market [9]. and that creative marketing is a crucial criterion for assessing an organization's success in increasing the percentage of its profits obtained from new products compared to traditional products [10]. Organizations must follow innovative dealing strategies with customers to earn their trust and achieve cooperation with them [11]. (As a result, the significance of innovative marketing is summed up as follows: [12].

- Creativity in the development and promotion of new goods strengthens the organization's competitive position in the market and is regarded as one of the key drivers of economic growth.
- The market's industrial structure and, thus, the likelihood of numerous firms surviving or failing will be indicators of the true innovation.

C. *Characteristics of creative marketing*

According to Taylor, 1993, the organization can engage in the following degrees of creativity:

- a) Focused on finding novel and creative ways to convey the product to clients.
- b) Creative productivity involves adhering to an advanced and contemporary method and work approach.
- c) Inventive creativity: beginning with a novel, unexplored product.
- d) Innovative creativity is the ongoing growth of abilities through novel concepts.

- e) Emergence creativity is the unusual formation of ideas and presumptions that are not thoroughly thought out beforehand.

Based on the aforementioned, [13] consider it to have the following characteristics:

- a) Creative marketing effectively picks fresh ideas to guarantee the success of the firm,
- b) going beyond simply generating or producing a new concept but really putting it into operation
- c) Creative marketing is a general term that applies to all marketing disciplines and practices

D. The essential components of creative marketing:

According to [14], there are six factors that predominate this list of creative marketing elements. These factors are marketing variables (product improvement, alternative channels, product distribution methods, and marketing mix modification), modification (proactive and change management), integrated marketing (marketing integration and marketing penetration), customer focus, market focus (vision, profit, market-centric), and unique delivery (unique, novelty and unconventional). These components have a tight connection to customer orientation and customer happiness. Because the client is crucial to the organization's competitive performance, success for companies may be attained by concentrating on direct ties with consumers and building these relationships. The researchers followed the recommendations made by [15] [16] [17] [18] [19] [20] [21] [22] [23] [24] The essentials of creative marketing are:

- a) Market Focus: The key subject while examining the elements of creative marketing is the evolution of firms' marketing strategies and tactics. For instance, product improvement describes the participation of businesses of all sizes in the design, production, and marketing of a new product, which results in the transformation of goods and services and increases their appeal to consumers. This is mirrored in the marketing mix, which modifies marketing procedures and techniques while excluding conventional marketing components.

This development is also reflected in the development of distribution channels to gain a competitive advantage or cost effectiveness, and subsequently increase customer satisfaction. This development

necessitates an increase in the element of forecasting and anticipation in the marketing fields in order to respond quickly to internal and external stimuli.

- b) Vision: An important part of an entrepreneur's decision-making process is how they perceive the external marketing environment and the organization they envision. Marketing choices are based on the analysis of pertinent facts, rely on experience and the entrepreneur's vision, and ultimately help the business become profitable.
- c) Gain: In contrast, integrating marketing strategies and activities into organizational operations is a key component of creative marketing since doing so helps firms make the most of their resources and, in turn, gain and keep a sustainable competitive edge.
- d) Unique Proposal: By anticipating marketing needs and creating an unusual and unorthodox offering, creative marketing relies on originality and modernity. This calls for the creation of new distribution channels and marketing strategies.

VI. MARKETING COMPETITIVENESS

Organizational marketing competition is more complicated than some people realize. On the one hand, it has an obvious effect on rival companies, and on the organization's ability to succeed and remain active in the economic world on the other. Hence, it is regarded as the result of an integrated collection of factors acting both inside and outside the business, and this affects the firm's marketing competitiveness [25] The idea of competition is examined from several perspectives in order to address it. There are many who view it as a growth accelerator, others who identify it as a factor in the organization's growth, while some categorize it as a factor in the development of the company, and yet others deal with it as a way to foster creativity and accomplish objectives, etc [26]

It was described as "the organization's capacity to fight its competitors and create profitability, expansion, innovation, and creativity" [27]. But, according to [28], it is "the result of ongoing innovation that enables the organization to keep up with the advancements in production technology and competition strategies." Regarding, according to [29], In order to accomplish the required development, he described it as "a relative idea, not an absolute one, that depends on the values

of the company and its financial and technological capabilities." It is described as "a combination of components that are unique to the organization and which it preserves for the longest amount of time owing to the difficulty in reproducing them and so obtains the intended advantages by outperforming rivals" [30]. He described it as "the capacity of the company to accomplish efficiency and effectiveness by offering a product that achieves profitability consistently and with the greatest quality at the lowest cost and time feasible" [31].

Three crucial factors may be used to gauge an organization's marketing competitiveness [32].

- a) Results that were attained, such as expansion, earnings, and the market share addition value of the company
- b) The capacity to add resources, such as human, financial, and technical resources, that reflect components of the organization's sustainability
- c) Strategic marketing techniques that increase an organization's ability to compete.

As a result of the foregoing, the researcher defines the organization's marketing competitiveness as "a set of elements that allow the organization to control the business sector by providing a product with quality, price, and characteristics that increase the likelihood that the organization will remain in the labor market for the longest possible period of time".

VII. THE SIGNIFICANCE OF COMPETITIVENESS

is revealed in connection to the following fundamental competition components: [33]

- a) Producer: It is regarded as the primary driver of rising producer excitement and willingness to look for cutting-edge technology techniques of manufacturing and marketing.
- b) The consumer: The rivalry between firms to offer a product that meets his want, with the greatest quality and the most reasonable price, is based on the needs and desires of consumers, which are continually updated and evolved.
- c) Good/Service: What the customer deems good succeeds and what the customer deems terrible fails. The prosperity of import and export is one of the indications of competition between

organizations, whereas [34] summed up the significance of competition as follows:

- d) One measure of organizational competitiveness is the openness of the markets and the success of import and export.
- e) Competitiveness is a useful tool for achieving economic efficiency, encouraging economic growth, and improving living conditions.
- f) The composition of the national economy can be seen in terms of competitiveness.

Among the most significant objectives that the organization hopes to accomplish through competition are: [35].

- a) Generating or taking use of fresh marketing chances.
- b) A focus on entering a new, competitive market by developing a new product that enables it to do business with new clients or enter new markets.
- c) Defining the organization's future objectives and strategies for taking advantage of significant opportunities.

- a) [[36]] also listed the following goals for competitiveness: The company acquires the most effective and crucial resources.
- b) In a cutthroat market, the organization offers the greatest product marketing.
- c) Gaining a competitive edge for the business by luring in as many clients as you can.
- d) The company aims to increase its clientele and keep them committed to the brand.

Determinants of marketing competitiveness

[37] listed the following as the top five competitiveness-related factors:

- a) Simplicity of getting the primary manufacturing inputs.
- b) The accessibility of assisting procedures for the creation of the novel product.
- c) The volume of the new product's demand.
- d) The organization's strategic position in the highly competitive market.

VIII. THE PRIMARY COMPONENTS OF COMPETITIVENESS

Different researchers addressed the primary components of competitive marketing capabilities. [38] listed them as pricing, production management, distribution channels, and marketing communications, whereas [39] categorized them as Special marketing capabilities, which include "the ability to develop production, the ability to pricing, the ability to promote, the ability to distribute," and organizational capabilities. To accomplish the research's goals, which are as follows, the researchers used the consensus of [40] [41] and [42].

- Product development: The ability to develop distinctive new products and build a strong brand that is challenging for competitors to imitate is what adds value for the organization and customers at the same time. This is made possible by the organization's interest in the opinions of its customers and its eagerness to satisfy their desires and needs.
- Pricing: The organization decides how to translate the value of its goods into a monetary value. It indicates the organization's competitive pricing set in comparison to other rates currently on the market. On the other side, it demonstrates the price the buyer must pay to receive this company's goods.
- Distribution channels: The organization seeks to strengthen its relationships with distributors and suppliers in order to ensure that its needs are met and that its products are delivered to customers at the right time and place for the lowest possible price in order to achieve the desired marketing efficiency. This tightens the organization's control over its distribution channels.
- The capacity for communication: In order to gain a competitive advantage in the market, an organization must focus on communication, as this is how it conveys its messages to customers and moves them from the stage of considering a product to the stage of making a purchase and achieving satisfaction. This is accomplished through an ongoing dialog with customers. It is the most effective point at which the company and its clients may communicate.

IX. MEASURES OF SEARCH

Firstly. Search metrics

The researcher relied on the Likert scale, where the percentage of accepted laws in administrative research is (0.60) or more. The following table shows the accepted values from the statistics.

Table 1 lists the study criteria along with their Cronbach alpha values

Sequenc e	the scale	The number of paragraphs	Cronbac h alpha
1	Creative Marketing	12	0.67
2	Marketing competitiveness	12	0.70

Source: Prepared by the researcher

To validate the scale's construct researcher used confirmatory component analysis, as demonstrated below (AMOS, 23).The Creative Marketing Variable's Confirmative Structural Validity The creative marketing variable's confirmatory factor analysis is depicted in the picture below.

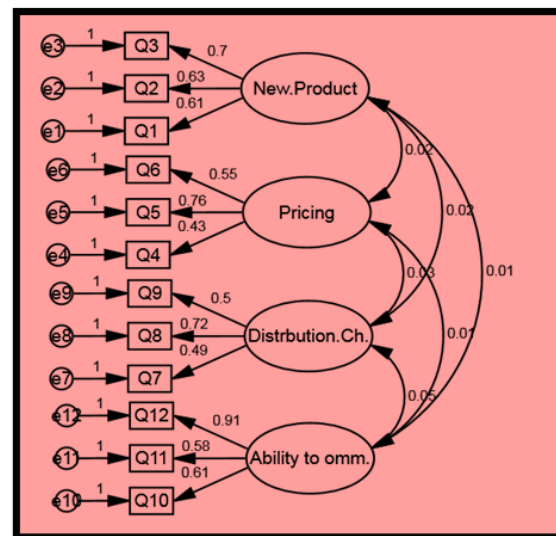


Figure 1 shows the creative marketing variable's confirmatory factor analysis.

Noting that the value of the Estimates Parameter surpassed the permissible range, the Model Fit Index (CIMN/df = 2.02, CFI = 0.90, TLI = 0.89, RMSEA = 0.081) was likewise within the acceptable range (0.40).

Second: The confirmatory constructive validity of the marketing competitiveness variable:

The figure below shows the confirmatory factor analysis of the marketing competitiveness variable.

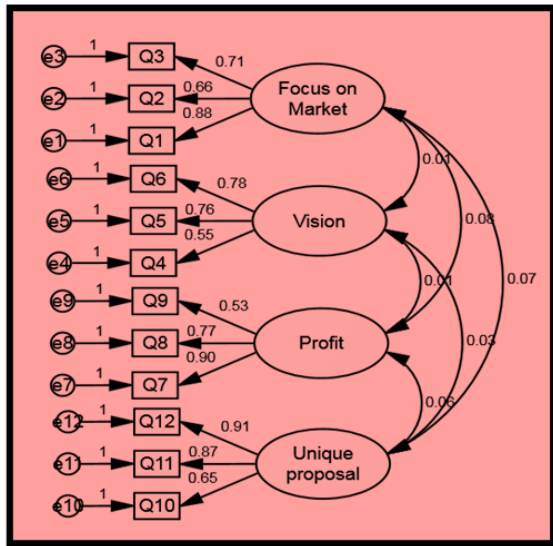


Figure (2) confirmatory factor analysis of the marketing competitiveness variable

Noting that the value of the Estimates Parameter surpassed the allowed range, the Model Fit Index (CIMN/df = 1.021, CFI = 0.89, TLI = 0.90, RMSEA = 0.060) was likewise among the acceptable ranges (0.40).

Third: Descriptive Statistics:

It is noted in table (2) the descriptive statistics of the research variables, noting that the hypothetical arithmetic mean of the scale of (3) was relied on as a basis to know the extent to which the research sample was aware of the research variables:

Table (2) descriptive statistics for the research variables

Sequencing	the scale	Arithmetic mean	standard deviation
1	Focus on the market	3.78	0.75
2	Vision	3.54	0.73
3	Profit	3.59	0.81
4	Unique proposal	3.34	0.74
	Creative Marketing	3.56	0.36
1	Product development	3.22	0.88
2	Pricing	3.37	0.93
3	Distribution channels	3.48	0.89
4	The ability to communicate	3.50	0.91
	Marketing competitiveness	3.39	0.54

Source: Prepared by the researcher

The descriptive data for the creative marketing variable are presented first.

1 -Put the market first

The variable's market emphasis' arithmetic mean was (3.78). The value of the standard deviation was (0.75), which is a tiny figure that demonstrates the intensity of the convergence of the viewpoints of the study sample about the aforementioned dimension. It is greater than the hypothetical arithmetic mean, indicating the factory's emphasis on the market.

2. Vision

the arithmetic mean value for the vision dimension was (3.54). The fact that the actual arithmetic mean was higher than the hypothetical arithmetic mean shows that factory leaders have a positive outlook on the future. This is also supported by the fact that the standard deviation was (0.73), which shows how strongly the research sample's views on this dimension converged.

3 -Revenue

The profit dimension's arithmetic mean was (3.59). The fact that the actual arithmetic mean is greater than the fictitious arithmetic mean shows how strongly the study sample understands how crucial it is for the factory to make money in order for its operations to continue. the degree to which the study sample's points of view are similar to one another on the aforementioned dimension.

4 -Original suggestion

He came up with a novel idea and got an arithmetic mean of (3.34). As a result of the factory's efforts to forecast the market and understand consumer trends, the arithmetic mean is greater than the hypothetical mean. It should be noted that the sample members' responses were consistent, which is confirmed by the low value of the standard deviation (0.74).

The innovative marketing variable had an overall arithmetic mean of (3.56), which reflects the research community's strong support for the factory's use of this variable. This is corroborated by the standard deviation's tiny value of 0.36, which shows the consistency of the research sample's participants' responses.

Third: Marketing Competitiveness Variable Descriptive Statistics

1- development of a product

The product development dimension's arithmetic mean was (3.22). The fact that the arithmetic mean is higher than the hypothetical mean shows that the research sample understands the significance of developing the product in order to improve the factory's competitiveness. This is further demonstrated by the fact that the standard deviation was only (0.88), a low value that shows how strongly the research

sample's views on the aforementioned dimension converge.

2 -Costing

achieved after averaging my account's price (3.37). The fact that the arithmetic mean is higher than the hypothetical mean shows how strongly the research sample understands how crucial it is to establish accurate price policies in order to achieve competitive superiority. This is further demonstrated by the fact that the standard deviation was (0.93), a low value that shows how consistently the research sample views the aforementioned dimension.

3-Divisional channels

The distribution channels' arithmetic mean distance was (3.48). The fact that the actual arithmetic mean is larger than the fictitious one shows how strongly the study sample understands the role of distribution channels in boosting the competitiveness of the manufacturing. They are few and show that the study sample's opinions on the aforementioned dimension strongly converge.

4- The capacity for communication

The arithmetic mean of the communication ability dimension was (3.50). The fact that the actual arithmetic mean is higher than the hypothetical arithmetic mean shows how strongly the research sample believes that the factory's ability to communicate increases its competitiveness. Additionally, the value of the standard deviation reached (0.91), which is a small value and shows how strongly the research sample believes the aforementioned, highlights the convergence of the sample members' responses.

The marketing competitiveness variable's overall arithmetic mean (3.39) shows how strongly the study sample understood the value of marketing competitiveness in boosting the factory's competitive position. This is corroborated by the standard deviation number, which is just 0.54 and represents consistency in the responses of the research sample.

Third: Verifying research theories

The first key hypothesis that came out of the research was tested using the (Pearson) correlation coefficient, as follows:

In terms of its dimensions, there is no discernible relationship between creative marketing and marketing competitiveness. It leads to the following sub-hypotheses:

The first alternative hypothesis holds that there is little or no relationship between innovative marketing and product development.

The second alternative hypothesis holds that there is no discernible relationship between pricing and innovative marketing.

The third alternative hypothesis is that there is no appreciable relationship between creative marketing and distribution channels.

The fourth alternative hypothesis is that communication skills and innovative marketing do not significantly correlate.

The first primary hypothesis and its supporting hypotheses were tested, as shown in the table below.

Table (4) Correlation ships between research variables

Sequence	the independent variable dependent variable	Creative Marketing
1	Product development	0.43**
2	pricing	0.47**
3	Distribution channels	0.33**
4	The ability to communicate	0.31**
	Marketing competitiveness	0.65**

Source: Prepared by the researcher
 **Significant at the level of 1%.

The following findings of evaluating the first primary hypothesis and its supporting hypotheses are shown in Table (4) above:

1. The correlation between creative marketing and after product development had a value of (0.43), which

is positive and significant at the level of (1%), rejecting the first sub-hypothesis and accepting the alternative hypothesis (that there is a significant correlation between creative marketing and product development). This shows that whenever the factory increases its orientation towards creative marketing, it seeks to develop its products.

2. The correlation between creative marketing and after pricing was (0.47), a positive and significant value at the level of (1%), rejecting the second sub-hypothesis and accepting the alternative hypothesis (that there is a significant correlation between creative marketing and pricing). This suggests that the more the factory shifts towards creative marketing, the more innovative ways it will be to price its products.

3. The correlation between creative marketing and the distribution channel dimension was (0.33), a positive and significant value at the level of (1%), which indicates the third sub-hypothesis is rejected and the alternative hypothesis is accepted (there is a significant correlation between creative marketing and distribution channels), This shows that the factory develops new methods of distribution anytime it raises its focus on creative marketing in order to deliver its goods to customers efficiently.

4. The fourth sub-hypothesis was rejected and the alternative hypothesis (that there is a significant correlation between creative marketing and the ability to communicate) was accepted because the correlation between creative marketing and the ability to communicate was (0.31), a positive and significant value at the level of (1%). This shows that creative marketing can improve the factory's ability to communicate with its customers.

5. The correlation between creative marketing and marketing competitiveness as a whole was (0.65), a positive and significant value at the level of (1%), indicating that the alternative hypothesis (that there is a significant correlation between creative marketing and competitiveness marketing) is more likely to be true than the first main hypothesis.

The following sub-hypotheses flow from the second primary premise, which is that creative marketing has a considerable impact on marketing competitiveness:

- 1- The first sub-hypothesis: Product development is unaffected by creative marketing.
- 2- The second sub-hypothesis: Pricing is unaffected by innovative marketing.
- 3- Third sub-hypothesis: Distribution routes are unaffected by creative marketing.
- 4- The fourth alternative is that effective communication is unaffected by creative marketing.

In the table below, basic regression is used to test the aforementioned hypothesis.

Assessing the second hypothesis in Table (5)

R2 value	The calculated F value and its significance level	The calculated t value and its significance level	Creative Marketing		The independent variable dependent variable
			β	α	
0.19	22.33**	4.72**	1.07	-0.60	Product development
0.22	28**	5.29**	1.23	-1.03	pricing
0.11	12.14**	3.48**	0.83	0.52	Distribution channels
0.10	10.96**	3.21**	0.81	0.62	The ability to communicate
0.42	70.94**	8.42**	0.98	-0.29	Marketing competitiveness

Source: Prepared by the researcher

** significant at 1% level

- 1- If creative marketing is reinforced at the factory by one unit, it has a good impact on boosting product development by (1.07). Noting that the values of (t) (4.72), and (f) (22.33), were significant at the level of (1%), and that (R2) had a value of (0.19), which indicates that (19%) of the variance is accounted for by innovative marketing. The researcher extrapolates the rejection of the first

sub-hypothesis and adoption of the alternative hypothesis from the changes that take place in product development (creative marketing affects product development).

- 2- If creative marketing is strengthened at the plant by one unit, it has a favorable impact on raising product pricing by (1.23). Given that the values of (t) (5.29) and (f) (28) were significant at the level of (1%), and that (R2) had a value of (0.22), which indicates that innovative marketing accounts for (22%) of the total, The researcher deduces that the second sub-hypothesis was rejected and that the alternative hypothesis was accepted based on changes in the product's pricing (creative marketing affects pricing).
- 3- If creative marketing is strengthened at the plant by one unit, it favorably influences the promotion of product distribution channels by (0.83). The coefficient of determination (R2) was (0.11), indicating that innovative marketing accounts for (11%), whereas the values of (t) (3.48) and (f) (12.14) were significant at the level of (1%). The researcher extrapolates the rejection of the third category and adoption of the alternative hypothesis from the changes that take place in the product distribution networks (creative marketing affects the product distribution channels).
- 4- If creative marketing is reinforced at the plant by one unit, it has a favorable impact on communication by (0.81) units. Notably, the values of (t) (3.31), and (f) (10.96) were significant at the level of (1%), although the coefficient of determination (R2) value was (0.10), indicating that innovative marketing accounted for (10%). The researcher extrapolates the rejection of the fourth sub and adoption of the alternative hypothesis from the changes in the factory's capacity for communication (creative marketing affects the ability to communicate).
- 5- If creative marketing is strengthened in the factory by one unit, it generally has a good effect on boosting marketing competitiveness by (0.98). Noting that the coefficient of determination (R2) value was (0.42), which indicates that creative marketing accounts for 42% of the variance, and that the values of (t) (8.42) and (f) (70.94) were significant at the level of (1%). The researcher extrapolates the rejection of the second major hypothesis and acceptance of the alternative

hypothesis from the changes that take place in the marketing competition (creative marketing affects the marketing competitiveness).

CONCLUSION

1. The factory approached the variables of creative marketing in a different way, as it turned out that it prioritizes the market first, followed by making profits, which is logical given that it is a profit-oriented organization, and finally it seeks to realize its vision. However, it has trouble introducing new products to the market, which contributes to its weaknesses.
2. The factory aims to improve its marketing competitiveness through improved customer communication, improved product distribution channels, and competitive pricing that considers its competitive position in the market, but it has weaknesses in the area of product development, which is consistent with the first conclusion.
3. As price is the most crucial factor in how creative marketing is organised, it may be utilized to advocate for pricing methods and encourage their adoption in order to outperform competitors in this market.
4. In accordance with paragraph (3) above, the regression relationship analysis reveals that creative marketing has a greater impact on pricing. This is understandable given that the factory's line of business necessitates the adoption of the lowest cost strategy because the products it deals with are food products.
5. It is observed that if creative marketing is not used, the factory's marketing competitiveness will suffer, which underlines the significance of creative marketing. This will have an adverse effect on both product development and price as well as marketing competitiveness.
6. The manufacturer has a solid grasp of the value of innovative marketing and establishing marketing competitiveness.

RECOMMENDATION

Several recommendations can be made to those in charge of the Karbala cannery based on what the research results showed regarding the positive moral effect of creative marketing in its dimensions in

creating the competitiveness in its dimensions, as well as the modified moral role of creative marketing in the competitiveness of the researched factory:

- Growing interest in the factory's innovative marketing, which results in the development of a distinctive competitive advantage for the factory in the industry through:

Focus on market orientation and concentrate on it by offering cutting-edge items that mimic the client's shifting preferences and requirements.

Creating supply channels for raw materials and ensuring that the best resources are purchased at affordable prices to enable the production of the best product at a fair price for the consumer.

Deciding on the best distribution strategies to provide things to clients at the correct time and location in a form and quality that appeal to them.

Establishing a flexible plan with a clear vision and attainable targets that can be adjusted in response to market shifts.

Choosing a pricing strategy that fits the country's economic situation, which contributes to the customer's continued demand for the product and thus achieving profits in the long run.

Establishing a vision and goals that are clear and achievable in a flexible manner that can be modified in response to market changes. Follow industrial sector growth to produce goods there renewable in terms of quality, quantity, packaging, and manufacturing process, putting the factory's products in the front row of the customer's options.

- Working to develop and improve the factory's competitiveness and to meet its material and human resource needs. This is accomplished through:

Making use of customer feedback represented by opinions about the products and attempting to respond to them in order to develop the product to meet their needs.

Introducing and developing a work mechanism that aids in worker qualification and the introduction of cutting-edge technology to develop products.

Create follow-up plans for items so you can determine which ones need to be improved, modified, or discontinued due to a lack of demand from customers.

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