THE INTERACTIVE ROLE OF MARKETING INTEGRITY IN ENHANCING BRAND INFLUENCE ON MARKETING SUCCESS

Assist Prof. Dr. Raad A. Raouf
Mosul University / College of Administration and Economics , raadadnanraof@uomosul.edu.iq

Organizations marketing their products is now only a small part of their ambitions extending towards excellence and marketing leadership. These cannot be achieved unless they succeed in establishing their brand in the mind of the customer because the focus of the work of these organizations create an effective relationship with him/her through the adoption of integrity in the organization's dealings in general and in marketing activity in particular and through full disclosure of all facts related to the organization's products. In order to explain the logical relationship among these three variables (marketing success, brand, marketing integrity), the study adopted the questions expressing its problem as follows:

1- What are the most effective brand dimensions in promoting marketing success?

2- To what extent does marketing integrity contribute to promoting marketing success?

3- What is the impact of the brand in promoting marketing success through marketing integrity in the company's field of research?

The importance of the research is evident in handling the three variables characterized by modernity, as well as their effective importance in the field under study.

The research seeks to test the possibility of employing marketing integrity as an approach to improve the relationship between brand and marketing success.

The research used questionnaire as a main tool for collecting data from the research sample represented by the employees of the Karonji Company for Soft Drinks and Juices, and AMOS was analyzed using the statistical program. Through the mediating role of marketing integrity, and on the basis of these results, a set of conclusions was reached on the basis of which several proposals were presented by the research.

Keywords: Marketing Integrity- Brand- Marketing Success

INTRODUCTION

All companies in the third millennium aim consolidate their position in the market by mobilizing their energies and using their various capabilities to achieve this goal. Marketing integrity is an approach that can consolidate the relationship between the organization's ability to manage its brand and its pursuit of marketing success, given that marketing integrity guarantees establishing the foundations of the relationship with the customer in the organization.

The study provides a comprehensive overview of these very important topics and makes hypothesis to tested through the following:

The first topic: Study methodology:
First: the study problem

The consolidation of the brand in the mind of the customer is a goal that contemporary organizations do not deviate from in light of the fierce competition witnessed by global markets due to the great diversity and multiplicity of products. Marketing integrity is the gateway to start winning the customers and increasing their adherence to the brand as a roadmap to reach marketing success.

Through the exploratory visit that the researcher payed to Al-Karunji Soft Drinks Company, the field of the current study, and through the meetings that were conducted with those in charge of the company's management,

the researcher indicated the desire of the company's management and its quest to improve the image of its brand to achieve marketing success through its interest in improving the quality of its products and increasing the diversity of products offered. This motivated the researcher to test marketing integrity as a modified variable for the influence of the brand on marketing success, based on many previous studies that concluded the importance of dealing with the customer in an honest manner by disclosing all the facts related to the good or service to be marketed, most notably(Kolari & Pynnonen, 2011), (Holt-Lunstad, 2017; Yin, 2015) studie

According to what was mentioned above, the problems of the study can appear through the following questions:
1- Can the brand be adopted as an entry point to achieve marketing success?
2- What is the nature of the influence of the brand in achieving marketing success?
3- Does marketing integrity contribute to enhancing the influence of the brand on marketing success?

Second, the importance of the study
The importance of the study depends on the reasons discussing its topics, as well as the intended benefit of its results, according to the following:
1- The novelty of the topics covered and the possible effects of adopting them due to their comprehensiveness.
2- The knowledge addition that can be envisaged to deal with these topics
3- The arousal of the interest of the company in question to adopt modern concepts in the field of marketing to overcome the problems it faces and enhance the company's competitive position.

Third: The objectives of the study
The study mainly aims to determine the role of marketing integrity as a mediating variable in the relationship between the brand and marketing success, as well as the pursuit of the following goals:
1- Identifying the contents of the trademark and the foundations of its management in the company under study.
2- Identifying the dimensions of marketing success that can be relied upon by the researched company.
3- Determining the effect of adopting marketing integrity in enhancing the influence of the brand in achieving marketing success in the company under study.

Fourth: The hypotheses of the study
The hypotheses of the study are one of the pillars of its methodological construction. The current study has adopted a group of (Yin, 2015)hypotheses based on contemporary studies, the most prominent of which is the study which called for the need to adopt the foundations of the success of brand management to achieve marketing success and according to what was mentioned, the study hypotheses were as follows:
A- Correlation Hypothesis
1- There is no significant correlation between the brand and marketing success at the overall level.
2- There is no significant correlation between marketing integrity and marketing success
3- There is no significant relationship between the brand and marketing integrity
B- Impact hypotheses
1 - There is no significant effect of the brand on marketing success
2- The brand has no effect on marketing integrity
3- There is no indirect effect of the brand on marketing success through the mediating role of marketing integrity.

The second topic: the theoretical framework
The first axis: the brand
First: the genesis and concept of the brand
The trademark is the product of transit in the market. It is the first reference for quality, elegance, sophistication and distinction. It is a corporate identity, which is no less important than the human identity. The interest in trademarks began in the Middle Ages, especially among manufacturers and traders; Where they used, especially in France and Italy, to put their names on their products, and the trademarks in that period included two types according to the purpose of use:
The first type is what can be called stamp marks, which were imprinted on some property and animals.
As for the second type, it is what is called production marks, and the purpose of their use is different from the first type. It was used by manufacturers and traders to identify the product maker and the exporter to ensure quality. Also, the use of these marks at that time was considered mandatory, and represented a legal obligation on both factories and traders. It helps to track them in the event that they sell invalid or defective products. The first law was enacted during the reign of King Henry III in 1266, when he required all bakers to use a distinctive mark for the bread they sell. While the first legal legislation appeared in the modern era in the nineteenth century when France adopted a comprehensive system of trademarks,

in 1857, and in 1938 was legislated UK law permits registration of a mark.

Many international agreements have been concluded to regulate the frameworks governing the trademark. They include the Madrid Agreement on the international registration of a trademark in 1989, followed by the Nice Agreement on the classification of the international classification of goods and services, and in 1994 the Vienna Agreement was concluded to regulate aspects related to trade and intellectual property.

The American Marketing Association defines a trademark as a name, expression, sign, symbol, design, or combination of concepts that aims to encourage potential customers to distinguish a good or merchandise owned by them from a competing alternative good or goods. The brand represents a set of tangible and intangible attributes (Portelli Bonnici, 2017). It is concrete designed to create awareness and identity, and build the reputation of a good, service, person, place, or institution.

The brand represents a group of links (Maurya & Mishra, 2012) as seen by the mindset of the product, which gives a brief idea to the customer to help him in making a purchase decision.

According to the previous discussions, the researcher believes that the trademark represents a sign that refers to a symbol that carries with it ideas and abbreviations that raise the customer's feelings towards a good or service and determine the customer's destination towards a particular good or service.

Second, the importance of the brand

The importance of the brand is reflected in many vital areas and according to what was diagnosed (Cho, 2011; Maurya & Mishra, 2012)

1. The brand works to shape attitudes by transforming the visual component into a behavioral response.
2. Informing the customer of the identity of the good or service.
3. Reducing the costs of advertising and promotion, given that the customer has become more aware of the goods and services offered through its trademarks.
4. Increasing profits through the customer's willingness to buy the good with the influential brand despite the high prices.
5. Providing legal protection for the company's products.

Third: the dimensions of the brand

The views of researchers about the main dimensions of the brand varied, but through an analytical reading of what was presented by(Khanna & Palepu, 2010), (Yin, 2015) and (Melewar, Badal, & Small, 2006). It was clear that the most agreed dimensions are (The name of the mark, the value of the mark and the reputation of the mark), which are the dimensions that will be adopted in the current research and will be reviewed in some detail and according to the following:

The name of the brand

The name of the brand refers to a word, design, shape, color, sound or a combination of them to distinguish the products and help the customer to recall the brand image(Khanna & Palepu, 2010).

It is based on the characteristic of exclusivity to distinguish it from other brands, and for the ease of remembering it through its focus in the mind of the customer, as well as being a property right of the organization that adopts this mark(Yin, 2015).

The process of choosing a brand name goes through several stages, as shown in Figure (1).
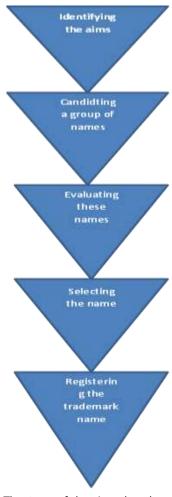

Figure (1) The stages of choosing a brand name(Holt, 2003)

1. The value of the mark

Brand value is the perceptions, behaviors and knowledge that contribute to increasing the benefits achieved for the customer, which logically justifies his preference for a brand over others (Goldring, 2017, 55).

The value of the brand achieves a distinct market share, greater profits and continuous cash flow for the organization, which enjoys a brand value that is superior to its counterparts in the market.

The importance of the brand lies in its ability to reduce the customer's sensitivity to price, as well as increase the market share and enhance the organization's ability to expand the provision of new products (Wiedman,2018,115).

The opinions of researchers varied in determining the sources of obtaining the value of the mark, but the most comprehensive and extensive was represented by (the image of the mark, loyalty to the mark, awareness of the mark).

2. Brand reputation

The reputation of the brand is the most decisive factor in determining the market share, and it is an asset of the organization and the echo that characterizes the brand from other brands(Keller & Fay, 2009).

The reputation of the brand acquires its importance through its contribution to increasing the demand for the brand and then increasing profits, as well as being a true measure of the credibility of the organization in front of the community. Public relations and viral marketing play an important role in establishing the reputation of the brand in the mind of the customer.

The second axis: marketing integrity
First: the concept of marketing integrity

Contemporary companies' quest to provide distinctive value to the customer is no longer an easy matter in light of the intensification of competition between companies, especially in the industries related to information and communication technology, where the value is concentrated in services (Pynnönen et al, 2011, 51).

Therefore, value represents the main concern of marketers and at the same time represents the focus of customer interest

The researchers through extrapolation of many of these opinions did not notice a difference in the contents of those opinions that dealt with the concept of value, as many researchers express it as the exchange between benefits and sacrifices related to a specific use situation and the customer is looking fundamentally for the value of the benefits that he acquired and which should be greater than the costs paid(Al-Musawi & Al-Fayhan, 2009; Danurdara & Hidayah, 2016; Khalifa, 2018). Therefore, the researcher did not see the necessity of presenting these costs as long as they did not witness a difference in content as much as the difference in the linguistic expression of the same idea. According to the above, the researcher agrees that the value of the customer revolves in general on the comparison between the value of the product, that is, the physical characteristics of the product, the value of the mental image of the company, and the costs represented in the price paid. By the customer, i.e. monetary cost, time cost, effort cost and psychological cost.

Second, the importance of marketing integrity

Marketing integrity acquires its importance through its ability to crystallize the foundations for the success of the entire marketing activity through its contribution to achieving the following implications:(Armstrong, 2005), (Ravaji, 2016,496).

1. Building a mental position distinct from the organization
2. Create an ideal environment that attracts and stimulates creativity
3. Develop and enhance the sense of responsibility among the employees of the organization
4. Strengthening the relationship between the customer and the organization by spreading a state of confidence in his dealings with the organization.
5. Increasing the market value of the organization
6. Expanding the scope of the organization's reputation through the word of Mouth Positive.

Third: Dimensions of marketing integrity

The researchers addressed the dimensions of marketing integrity with research and scrutiny from several angles, but the dimensions that gained greater agreement by researchers and which were characterized by comprehensiveness were the following dimensions, which will be adopted in our current study and according to the following (Xiao, 2010), (Stromberg & Frisk, 2010,) Meriam,2017),(Petty,1999)

1. sincerity

In order for the organization to achieve its goals and build strong and solid relationships with the customer, it must deal with each customer personally and draw a picture in the customer's mind as the only customer for it by showing respect for him and giving him enough space to express his desires.

This needs to be accompanied by the commitment of the marketing employee to honesty in his dealings with the customer and commitment The ethics and rules of work and the implementation of obligations to the organization.

2. honesty

Honesty is an essential feature that salesmen should have, embodied in his behavior with the customer in not misleading them and overestimating the value of the commodity or service he is marketing, and it is an expression of the ethical rules that establish a long-term relationship with the organization.

3. friendly feeling

It is a friendly approach that establishes marketing concepts based on establishing strong relationships with the customer through dynamic practices between individuals or groups that contribute to creating trust and interdependence among them, which leads to improving individual and collective performance.

4. Confidence

Confidence embodies the customer's desire to rely on the brand's ability to perform its declared function, by reducing the uncertainty and doubt experienced by the customer when making a decision to purchase a commodity. At the same time, it is a major factor in increasing the volume of commercial transactions. They have positive expectations that will be reflected in their business dealings.

5. Good intentions

Honest and honest practices by the organization towards its customers contribute to creating a positive state of mind and image that shows the organization's commitment to the promises it makes to customers.

The third topic/ Marketing Success
First, the concept of marketing success

The technological developments that spread in the world in the third millennium contributed to bringing about a qualitative shift in the contexts of the strategic thinking of contemporary organizations in their quest for excellence in the fierce competition field.

This is the marketing success (Arnett, German, & Hunt, 2003) is the organization's ability to use marketing activity in an effective manner that achieves profits and a market advantage superior to its competitors in the market.

Second, the dimensions of marketing success

With reference to the marketing literature, Day George (1999)and Green, Barclay, and Ryans (1995) agree that the comprehensive dimensions for measuring marketing success are (market share, return on capital, stock growth, and earnings growth rate), while each of Varadarajan (1986) and (Mckee etal, 1989) to (customer satisfaction, customer loyalty, market share) as the most comprehensive dimensions, which the researcher agrees with and accordingly will be adopted in the current research and according to the following:

1. Customer Satisfaction

Kotler and Lane (2009) define customer satisfaction as the degree of customer awareness of the effectiveness of the organization in providing products that meet their needs and desires. Thus, it represents the feeling of the difference between customer expectations and the performance of products, if expectations are less than the performance achieved from the commodity or the service achieved the satisfaction of the customer. The methods of measuring satisfaction vary, starting with customer complaints and suggestions, passing through customer survey and analysis of missing customers, to marketing intelligence and the hidden customer.

2. Customer Loyalty

The loyalty of the customer is defined as a permanent psychological attachment of the customer towards the service providers or the commodity that contributes to the non-transformation of the organization's customers to the competing organizations.

There are three ways to measure customer loyalty, according to the following (Francis, 2005, 26).

The first method is concerned with behavioral measures. The repeated purchase behavior expresses the amount of customer loyalty.

The second method uses customer attitudes, attitudes, and perceptions to reflect the inherent emotional attachment to loyalty.

The third method combines behavioral measures, that is, between the customer's behavior and his attitudes.

The third topic / field framework

First: the Description of the researched field and the research sample

Karunji Company for Soft Drinks and Juices was established in 2010 after the successes of the two companies (Al-Tamim and Mona). The opening of Al-Karunji Company is one of the largest companies in the country in terms of the size and quality of buildings, the company's area of (40 acres) and the number of lines and its production capacity. It is the first and largest company producing light juices, as it competed with foreign companies that invaded the local markets and limited the entry of these products to the local market due to the quality of the product and the abundance of production as well as the multiplicity of types, reaching more than (17) types. It contains three production lines with a capacity (28000) packs per hour per line

An intentional sample of workers in the company in question was selected, amounting to (320) individuals. A questionnaire was distributed to them, and (300) valid forms were retrieved for statistical analysis, and the response rate reached (94%) and Table (1) shows some demographic characteristics of the sample.

Table (1) Characteristics of the respondents in Kronji Company

Gender			
Female		male	
Percentage	Number	Percentage	Number
10	30	90	270

Age groups							
more than 55		54-45		44-35		34-25	
percentage %	Number	percentage %	Number	percentage %	Number	percentag % e	Number
10	30	20	60	33	100	37	110

Marital status					
Widowed		Married		single	
% percentage	Number	% percentage	Number	% percentage	Number
10	30	16	50	74	220

Educational qualification									
Bachelor		Diploma		Preparatory		Secondary		Primary	
percentage %	Number	percentag % e	Number	percentag % e	Number	percentag % e	Number	percentag % e	Number
33	100	27	80	20	60	10	30	10	30

Second: To test the hypotheses of the study

Correlation hypothesis was used for testing

1- Test the first hypothesis

There is no significant correlation between branding and marketing success at the overall level

Table (2) presents the results of the correlation between brand pillars and marketing success at the overall level

Table (2) Analysis of the correlation between the brand and marketing success at the macro level

Influential variables	effect path	Influenced variables	Estimate
trade mark	$\longleftrightarrow$	Marketing success	0.897

It is clear from the data of Table (2) that there is a correlation between the brand and marketing success, as the predicted value reached (.8970), and from here we reject the null hypothesis and accept the alternative hypothesis that states (there is a significant correlation between the brand and marketing success) .

1- The second hypothesis test

(There is no significant correlation between marketing integrity and marketing success)

Table (3) shows the values of the parameters associated with the model through which it leads to the acceptance or rejection of the second hypothesis.

Table (3) analysis of the relationship between marketing integrity and marketing success

Influential variables	effect path	Influenced variable	Estimate
Marketing Integrity	$\longleftrightarrow$	Marketing success	0.867

The data of Table (3) shows that there is a correlation between marketing integrity and marketing success, as the predicted value is (.8670), and therefore we reject the null hypothesis and accept the alternative hypothesis which states that there is a significant correlation between marketing integrity and marketing success.

1. Testing the third hypothesis that states there is no significant relationship between branding and marketing integrity.

Table (4) shows the values of the parameters associated with the model through which the third hypothesis is accepted or rejected.

Table (4) Analysis of the correlation between the brand and marketing integrity

Influential variables	effect path	Influenced variable	Estimate
trade mark	$\longleftrightarrow$	Marketing Integrity	0. 884

The data in Table (4) show that there is a correlation between the brand and marketing integrity, as the predicted value is (.8840). Therefore, the null hypothesis is rejected and we accept the alternative hypothesis that states (there is a significant correlation between the brand and marketing integrity)

Impact hypothesis testing

1. Test the first hypothesis

There is no significant effect of the brand on marketing success

Table (5) shows the values of the parameters associated with the model through which the hypothesis is accepted or rejected.

Table (5) The influence of the brand on marketing success

explanatory variable	effect path	responsive variable	Estimate	S.E.	C.R.	P	Label
trade mark	$\leftarrow$	marketing success	1.102	0.089	10.81.	***	Par-36

The data in Table (5) show that the value of the brand's impact factor on marketing success has reached (1.050) and the effect factor is significant, as the value of (C.R.) reached (10.81), which is greater than the critical value of (1.96) at a significant level (0.05).

Therefore, we reject the null hypothesis and accept the alternative hypothesis which states (there is a significant effect of the brand on marketing success).

2. Testing the second hypothesis (there is no effect of the brand in marketing integrity)

Table (6) shows the values of the parameters associated with the model through which the hypothesis is accepted or rejected

explanatory variable	effect path	responsive variable	Estimate	S.E.	C.R.	P	Label
trade mark	$\leftarrow$	Marketing Integrity	1.321	0.082	14.061	***	Par-37

Table (6) The influence of the brand on marketing integrity

The data in Table (6) indicate that the value of the brand impact factor on marketing integrity has reached (1.321), which is significant, as the value of (C.R.) (14.061) is greater than the critical value of (1.96) at the level of significance (0.05). Accordingly, we reject the null hypothesis and accept the alternative hypothesis which states (there is a significant effect of the brand on marketing integrity).

3- Test the third hypothesis is that there is no indirect effect of the brand on marketing success through the mediating role of marketing integrity).

Table (7) shows the values of standard regression coefficients for the direct and indirect effects of brand influence on marketing success through marketing integrity.

Table (7): Testing the indirect impact of the brand on marketing success through the mediating role of marketing integrity

Effect type	Mathematical relation	Estimate	SRW	Confidence Interval 95%		P Value
Direct effect	X $\longrightarrow$ Y	0.522	0.612	Lower Bound Upper Bound	0.78 1.002	0.02
	X $\longrightarrow$ W	0.788	0.879	Lower Bound Upper Bound	0.511 1.233	0.003
	W $\longrightarrow$ Y	0.690	0.510	Lower Bound Upper Bound	0.245 1.456	0.022
Indirect effect	X W $\longrightarrow$ Y	0.634	0.499	Lower Bound Upper Bound	0.297 1.677	0.011
Total effect	(X $\longrightarrow$ Y) and W X $\longrightarrow$ Y	1.243	0.834	Lower Bound Upper Bound	0.713 1.488	0.02

Source / prepared by the researcher based on the outputs of the AMOS software

The data in Table (7) indicate the following:

1- There is a direct significant effect of the brand on marketing success in terms of the value of the standard regression coefficient (SWR) of (0.612) and the value of the non-standard regression coefficient (Estimate) of (0.522). It is a significant effect in terms of the probability value (P value of (0.02). which is less than (0.05), which confirms the significant effect.

2- There is a direct significant effect of the brand on marketing integrity, as the value of the standard regression coefficient (SRW) was (0.879) and the value of the non-standard regression coefficient (Estimate) (0.788), which is a significant effect in terms of the probability value (P value of (0.003). It is less than (0.05).

3- There is a significant and direct effect of marketing integrity on marketing success, as the value of the standard regression coefficient (SRW) was (0.510), and the value of the non-standard regression coefficient (Estimate) was (0.690), which is a significant effect in terms of the probability value (P value) of (0.022). It is less than (0.05).

4- There is a significant and direct effect of the brand on marketing success through marketing integrity directly and indirectly, as the value of the standard regression coefficient (SRW) was (0.834). Also, the value of the non-standard regression coefficient (Estimate) (1.243) shows a significant effect in terms

of the probabilistic value (P Value) of (0.011) (0.02). It is less than (0.05), which indicates an indirect significant effect of the brand on marketing success through marketing integrity.

5- Based on the foregoing, the third hypothesis is rejected and the alternative hypothesis is accepted, which refers to (the existence of an indirect influence of the brand on marketing success through the mediating role of marketing integrity).

The fourth topic / conclusions and recommendations

First: the conclusions
The conclusions reached by the study included a summary of its findings in the theoretical and field framework:

1- The increasing changes in various aspects of life contributed to the diversity of human requirements and needs, accompanied by the companies' quest to meet these requirements through the diversity of their products. Thus, the world in the third millennium witnessed a revolution in the field of the spread of brands for various goods and services, which in essence represented the gateway to the company's success in achieving success in Its overall activities and marketing activity in the foreground.

2- The growing awareness and the high level of marketing culture among the contemporary customer, and the distinction of sober brands from others, prompted international companies to adopt the principle of transparency in dealing with the customer and frankly with all the details related to the good or service they provide.

3- The results of the description of the individuals surveyed indicated that most of the sample members are males, according to their percentage of (90%), due to the nature of the company's work in question. This requires physical effort and prolonged work in the manner that obliged the company to prefer men over women in its appointment.

4- The results of the research hypotheses test revealed a significant correlation between the brand and marketing success, a significant correlation between marketing integrity and marketing success and a correlation between the brand and marketing integrity. This indicates the integrity of the research path and the validity of its assumptions at the company level.

5- The results of the regression analysis revealed a significant effect of the brand on the marketing success, and this indicates that the researched company's interest in its brand contributed to enhancing the marketing success.

6- The results showed that there was a direct mean effect on the level of influence relations between the brand and marketing integrity, as well as a direct significant impact of marketing integrity on marketing success. Its adoption of marketing integrity and presenting the facts to the customer would have a positive impact on enhancing marketing success.

7- The results showed that the increasing influence of the brand in enhancing marketing success through the mediating role of marketing integrity in marketing success, as the more the company cares about managing its brand in a scientific way through frankness and revealing to the customer all the facts related to the offered commodity or service, the more enhancing the marketing success will be.

Second, recommendations
In light of the conclusions reached, the study made the following suggestions:

1- It is necessary for the company in question to study the preferences of customers through survey studies and on an ongoing basis in order to be able to provide goods and services of value and to enhance the position of its brand in the mind of the customer.

2- The need for the management of the company under study to adhere to the contents of marketing integrity in disclosing all facts related to the company's products.

3- Conducting benchmarking with international companies operating in the same field and following up on the technical developments used in the field of production and marketing, in a way that contributes to the consolidation of the brand with the customer.

4- Consolidating the relationship with customers by adopting a mechanism that allows expressing their opinions and suggestions and everything that would accurately identify the aspects of value that the customer is looking for.

5- Motivating the company's employees to present innovative ideas that will develop and diversify services, in a way that contributes to enhancing marketing success.

6- Conducting more studies on the mechanisms of brand management and enhancing the strengths of the company's brand in the local market in an effort to move to the foreign market.

REFERENCES

1. Al-Musawi, A. M. M., & Al-Fayhan, E. A. (2009). *Using the Quality Function Deployment Tool to Improve Customer Value / A Case Study in the General Company for Leather Industries*: Al-Mustansiriya University.

2. Armstrong, E. (2005). Integrity, transparency and accountability in public administration: Recent trends, regional and international developments and emerging issues. *United Nations, Department of Economic and Social Affairs, 1* .(10)

3. Arnett, D. B., German, S. D., & Hunt, S. D. (2003). The identity salience model of relationship marketing success: The case of nonprofit marketing. *Journal of marketing, 67*(2), 89-105 .

4. Cho, Y. C. (2011). Analyzing online customer dissatisfaction toward perishable goods. *Journal of Business Research, 64*(11), 1245-1250 .

5. Danurdara, A. B., & Hidayah, N. (2016). Creating Customer Value and Its Implication To Customer Loyalty: An Empirical Study at Star Hotels in West Java, Indonesia. *International Review of Management and Business Research, 5*(2), 732-742 .

6. Day George, S. (199 .(9Market Driven Strategy, Processes for Creating Value. *Free Press, November, 10,* 432 .

7. Green, D. H., Barclay, D. W., & Ryans, A. B. (1995). Entry strategy and long-term

performance: Conceptualization and empirical examination. *Journal of marketing, 59* .16-1 ,(4)

8. Holt-Lunstad, J. (2017). The potential public health relevance of social isolation and loneliness: Prevalence, epidemiology, and risk factors. *Public Policy & Aging Report, 27*(4), 127-130 .

9. Holt, D. B. (2003). *Brands and branding*: Harvard Business School Publishing.

10. Keller, E., & Fay, B. (2009). The role of advertising in word of mouth. *Journal of Advertising Research, 49*(2), 154-158 .

11. Khalifa, N. (2018). *The role of relationship marketing in gaining customer loyalty - a field study for telecommunications companies: Mobilis, Djezzy, Ooredoo.* (PhD Unpublished). Batna University, Faculty of Economics, Commercial and Management Sciences .

12. Khanna, T., & Palepu, K. G. (2010). *Winning in emerging markets: A road map for strategy and execution*: Harvard Business Press.

13. Kolari, J. W., & Pynnonen, S. (2011). Nonparametric rank tests for event studies. *Journal of Empirical Finance, 18*(5), 953-971 .

14. Kotler, P., & Lane, K. K. (2009). Marketing Management 13th edition Pearson Prentice Hall .

15. Maurya, U. K & ,.Mishra, P. (2012). What is a brand? A Perspective on Brand Meaning. *European Journal of Business and Management, 4*(3), 122-133 .

16. Melewar, T., Badal, E., & Small, J. (2006). Danone branding strategy in China. *Journal of Brand Management, 13*(6), 407-417 .

17. Portelli Bonnici, E. (2017). *The challenges and opportunities of blockchain technology and cryptocurrencies in the ambit of gaming law.* University of Malta ,

18. Varadarajan, P. R. (1986). Product diversity and firm performance: An empirical investigation. *Journal of marketing, 50*(3), 43-57 .

19. Yin, R. K. (2015). *Qualitative research from start to finish*: Guilford publications.