THE INTERRELATIONSHIP BETWEEN INNOVATIVE MARKETING AND BRAND EQUITY, AN APPLIED: STUDY THE GENERAL COMPANY FOR SOUTHERN CEMENT / AL-KUFA CEMENT FACTORY

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Article history:		Abstract:
		The research focused on innovative marketing(IM) as an independent variable with dimensions of innovative promotion(IP) , innovation Price(IR) Product innovation, (distribution, and brand equity) as a dependent variable with its dimensions of awareness Brand loyalty, brand loyalty, brand association and brand image) to determine the relationship between (IM) , trademark ownership rights, the research was tested in a laboratory Kufa cement, the study population was (1132) workers, (287) questionnaires were distributed, 41 were excluded An invalid questionnaire, leaving 246 questionnaires that were actually used in statistical analysis, they were representative The sample is 25% of society. The researchers aimed to investigate five respondents for each paragraph. It was included The research hypothesis of the correlation relationship, and the statistical program (24.SPSS.V) was used to analyze the results .The research reached the acceptance of all the hypotheses, and the research reached a set of theoretical conclusions And applied, among them, is that foundations of (IM) are closely related to rethinking , working on Continuously developing companies' work, brand is an indispensable foundation in Tarsi The company's competitive position The study presented a set of recommendations, including stimulating human resource that Contributes to increasing marketing and innovative operations.

INTRODUCTION

(**IM**) is one of most important sources of excellence in light of challenges posed by business environment Current and (**IM**) has become most prominent tool to achieve success in production, marketing, promotion , distribution High quality goods aiming to win , retain customers by building a distinctive brand It is based on many characteristics and perceptions that customer expects. Research was launched from a cement factory Kufa, which is a research area for the purpose of providing innovative , non-traditional ways to market its products, it is a company Well-established by virtue of the daily production , sales process, in addition to that includes a group of a large number of departments Relatedly, in the business world, customers have become more sophisticated, demanding, wanting to satisfy their needs changing, they expect organizations to be more responsive to these needs, and to provide more Facilities commensurate with their requirements, as these organizations realized the need to get closer to customer Relatedly, in business world, customers have become more sophisticated, demanding, and wanting to satisfy their needs changing, they expect organizations to be more responsive to needs, and to provide more Facilities commensurate with their requirements, as these organizations realized the need to get closer to the customer, to be Able to increase market share, overcome competitors, consumers expect that products Manufactured today have similar quality to goods manufactured in past because the brand adds readability, in order to secure the development of a good reputation for the company, and the research of four major themes .It is methodological framework of the research, the theoretical framework of the research, practical framework of research , conclusions and

recommendations. Then we will present most important sources that were adopted..

2. METHODOLOGICAL FRAMEWORK OF THE RESEARCH

2-1. Research problem

The research problem lies in ability of field application through inability of local production to compete Marketing methods for imported products for companies , public sector in Iraq in general He suffers from major problems and challenges and does not achieve planned goals, to achieve positive results on on ground according to the system of successful partnership with the rest of private , mixed sectors). Based on theoretical , practical problem, it led researchers to form a vision , perception of question

The main focus of study is as follows: **How can the researched Kufa Cement Factory use innovative , unconventional methods in Marketing its products within innovative marketing by adopting a strong proprietary approach that adds value to product)**? It derived from field problem mentioned in

▪ What is the level of availability of the dimensions of (IM), (IP), (IPR), product innovation? the innovation of distribution in Kufa Cement Factory?

▪ Is there a relationship between (IM) and brand equity?

▪ What is the level of availability of the dimensions of brand equity, marketing, brand awareness, brand loyalty? Commercial, brand association and brand image in Kufa Cement Factory?

▪ Is there a role for trademark ownership in (IM)?

2-2: Importance of Research

The importance of research is reduced by following points

1. Importance of sample: Clarifying role that (IM) can play in empowering Kufa Cement Factory to achieve it operations.

2. Importance to society (IM) in its modern sense has become a niche An important role within company for important role as a link between the company , it In current circumstances, olive oil has become the master of situation , has , last word. Marketing begins with customer It ends with customer. external customer: It establishes ownership rights of brand business by creating positive experiences entice consumers.

2-3: Study Objectives:

We put a set of goals that our study wants to achieve, which are as follows:

• Clarifying . analyzing conceptual, intellectual, philosophical contributions and foundations of study variables Principal ((IM), Brand Equity.

• Determine link between (IM) , brand equity.

• Determine sub-variables (dimensions of main research variables, by relying on A group of research , studies related to independent variable, innovative , variable marketing Ownership of trademark.

• To identify level of availability of dimensions of (IM) in Kufa Cement Factory.

• To identify level of availability of dimensions of ownership rights of mark in Kufa Cement Factory.

2-4: Study hypothesis scheme.

The scales were adopted to build scheme for main components of study, which are represented by hypothetical scheme shown In Figure No. (3) , as follows:

❖ The independent variable , this variable was represented by (IM), which included four dimensions Subcategories are (IP), price innovation, product innovation , distribution innovation **(Dajah, & Alshora, 2022) (Mohammed et al, 2012) (Freihat, et al2020).**

❖ The dependent variable: This variable was represented by ownership rights of sign (E), which included four sub-dimensions or Two sub-components (brand awareness, brand loyalty, brand association and brand image according to **(Bashir, et al, 2019) (Horstall, 2020) (vazifehdust, et al 2017).**
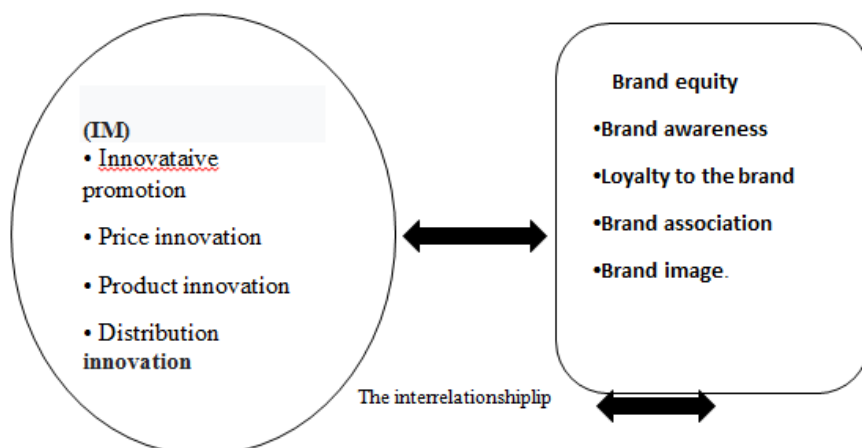

Figure 1: Hypothetical study plan

2-5: Research hypotheses

In order to complete research requirements , with aim of answering the questions, then putting together a set of hypotheses main hypothesis is that there is a statistically positive correlation between innovative marketing , property rights Brand .

The following sub-hypotheses emerge from it:
- The first sub-hypothesis: There is a statistically positive correlation between promotional innovation , rights Brand ownership in dimensions.
- B- The second sub-hypothesis: There is a statistically positive correlation between price innovation and property rights Dimensions of the mark.
- The third sub-hypothesis: There is a statistically positive correlation between product innovation(IP) , property rights Dimensions tag.
- The fourth sub-hypothesis: There is a statistically positive correlation between distributional innovation , rights Brand ownership in dimensions.

2-6: The Research community & sample
2-6-1: The nature of study population & sample:

A number of employees working in a cement factory were targeted Kufa, who numbered (1132) employees, according to data of Kufa Cement Factory. A sample was selected It was randomly selected from (287) workers, and the randomly drawn sample was determined based on formula Statistics to calculate sample size, so (257) questionnaires were distributed, (246) questionnaires were retrieved , exclusion of (41) questionnaires that were not valid for statistical analysis, leaving (246) questionnaires that were actually used in study. Statistical analysis   percentage of sample representation from the community was (25%), and it was based on a level One is , workers to represent , study sample.

2-6-2: Description of 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%.

3- The temporal, spatial, human limits of research:

The period is from October 2022 To November 2022 as the temporal limits, and the Kufa Cement Factory was chosen as the limits 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.

3-1:THEORETICAL FRAMEWORK OF RESEARCH
3-2: The concept of (IM)

The development of new marketing tools and methods plays an important role in the evolution of industries. And in years latter enabled new ways of gathering consumer information through innovative marketing programs , techniques educating consumers more effectively , using pricing strategies that were not feasible in Previous: You knew trading formats and technologies, such as online stores , online ordering process Internet from (Amazoncom) with one click, to expand the market **(Chen , 2006 :101)** Innovation, as we understand it here, is a fresh starter, primarily created and marketed by , company The chain of innovation ranges from new incremental fortifications of , company to radical new development in Global Market (**Agrawal & Sharma 2022 :48)** (IM) appears as an approach or tool An effective strategy not only to meet customers' needs , desires in better ways But also to discover the desires , they could not express, and to search for innovative ways to create value for them. In this way, the company supports its negligence , its great role in activating its marketing performance. Research is considered marketing Innovative is very

broad , explores different aspects by adopting different approaches and perspectives, One of these challenges faced by scientists , researchers alike is large number of definitions available in the literature **(Cont, and Silvestri 2015 :109)** .We will review these concepts in terms of chronology, as **(Kotler , et al ,2005 :191) .**defines (IM) as a principle Informed marketing which requires that the company seek real improvements in product , marketing ware **(Oecd and Eurostat, 2005 :49)** that the implementation of a new marketing method includes significant changes in Product design, imitation, product placement, product promotion, or pricing **(Tinoco ,2010 :6)** indicated. It's ideas for creating, communicating, delivering value to customers, managing customer relationships in ways that benefit customers Corporation , Inter **(utkun & Atligan 2010 :27) (**applied a new marketing method that makes promotion The product or service, promoting it, placing it, or packaging it in a different way to us makes (IM) **(Hashem ,2010 :80)** explained the definition of innovative marketing as developing new ideas Or unconventional concepts of marketing practices may focus on product component, either a good or service or a price element, a promotional element, or a distribution element, Or all of these items at once and in between **(Reguia, 2014 :143)** The definition of (IM) is the creation of new markets using the same knowledge as defined by **(Dubovyk, et al , 2015 :64)** . A range of doing business, which includes the creation of improved or new products Essential products, technologies, services, and management decisions and their use in the process of creating and deploying tools Developed or fundamentally new marketing that includes forms and methods in order to meet the needs of consumers and producers more effectively in terms of traditional functions and tasks of marketing in Create and disseminate innovations in order to meet needs . demands of consumers and producers best face. Researchers believe that innovative marketing is an (IM) process represented by discovering ideas New, starting from generating the idea , ending with new products to be suitable for entering new markets to satisfy desires , requirements of customers, innovation may focus on one of elements of marketing mix represented by product, price, promotion, or (place) or all of these elements together.

3-3: The dimensions of (IM)

The presentation of the literature on dimensions of (IM) differs according to viewpoints of one writer to another following is a presentation of what some researchers have discussed about the dimensions of innovative marketing

3-3-1:Promotional innovation(PI): Promotion is an activity aimed at influencing consumers so that they can learn about the products offered by the company to them then they become happy , buy product (**Nurjaya,**

2021: 530) (Odunlami, And Temitope 2014:454) believes that promotion represents all The communications a marketer may use in a market, promotion has four distinct elements Advertising, public relations, personal selling, sales, and a certain amount of intersection occurs when it is used Promotion four main elements together, which is common in promotion **(David Novak, 2011: 505)** term promotion is process of communication between companies customers in order to create positions Positive about products and services that lead to their interest in purchase process in marketplace. It is a permanent communication process between the company, current potential customers, that is, it is a process of mass communication with customers, increasing sales of products or services, promotion covers all means of communication that can convey a message to the target group of consumers.

3-3-2:Price Innovation: Price is amount of money that is collected in exchange for a product or service, or total values that consumers exchange for advantages of owning or using product or service. affecting consumer choice **(Khan, 2014:99)** , **(Tarmidim, 2021:748)** believes that the price is only element in the marketing mix that generates revenue, other elements represent costs Pricing is also most flexible component of marketing mix**. (Sammut-Bonnici, 2015:1)** The pricing strategy is policy adopted by company to determine what it will charge for its products Its services , strategic approaches fall broadly into three categories of cost-based pricing, competition-based pricing, and value-based pricing.

3-3-3:Product innovation: **(Nurjaya, 2021: 530)** believes that product innovation is process of creating new ideas , implementing them in practice, innovations are new ideas in products, so the results are better. In company, innovation takes two forms, namely product innovation, which produces new goods or services or improvements from existing ones ,process innovation, which produces new ways of doing a process that represents the globalization of the market A challenge for every company to be able to continually innovate while knowing **(Kanagal, 2015 :10).** Product innovations) It is the process required by companies to deal with competitive pressures Changing tastes , preferences, short product life cycles, technological advancement or obsolescence opposite technology), diversified demand patterns, and specialized customer requirements.

3-3-4:Distribution innovation: after place or distribution is one of most widely dealt with marketing methods Conservative, with minimal change occurring, distribution is one of most stable key dimensions For the marketing mix, because through it the link between the supplier and the customer is controlled, so supplier reduces customer's ability to change suppliers, making

market more stable Similar to reverse integration by retailers and forward integration by manufacturers It reduces uncertainty about whether a retailer will stock a manufacturer**: (Mason, 2007 : 244).** Singh, & Ratha) Distribution innovation is key to maintaining today's competitive market. **(Singh, & Ratha ,2016 :87) .**

3-3-5: The concept of brand equity

Brand awareness in terms of its value, i.e. equity, is very important to the creation process Competitive advantage of an organization, its position in market compared to other brands indicates an audit The literature on topic points to different approaches to determining trademark equity. , (**Świtała, et al,2018:7)** .Brand ownership is also one of buzzy terms in world of marketing. Brand ownership is one of main components of brand management and is one of the topics task in marketing. There are many studies already done on property rights of mark business where David Aaler is main contributor to concepts , various dimensions of ownership Brand **(Kumar ,2020 : 61)** There were many concepts about brand equity, as **(Kotler et al., 2009:47)** indicated that it is the added value of product through its brand name. **(Gordon , 2010 :14).** indicated that trademark ownership rights mean a group of associations , behaviors on part of brand's customers, channel members, parent company that allow the brand business to enjoy sustainable and differentiated competitive advantages, value of brand is the financial result of ability Management to leverage strength of the brand through tactical , strategic actions Provide superior current and future profits , reduce risks **(Amegbe, 2016 : 53)** .Defining trademark ownership rights as dealing from perspective of investors, manufacturers, retailers, or Consumers Manufacturers retailers are usually concerned with cash flow , strategic equity implications brand, while investors are interested in value in terms of financial resources to treat it as an asset And its inclusion in company's balance sheet **(Pamer, 2017: 2)** indicated that property rights of brand Commercial refers to the value that is transferred from a brand to its products, which translates into volumes Higher sales and higher profit margins. **(Elyasse ,2018 :76)** indicated that is result of long marketing effortsThe term to build a sustainable competitive advantage compared to competitors, and any marketing programs that will affect knowledge brand customers. The researchers see the concept of trademark ownership as the level of influence Which brand name is held in minds of consumers, and value of owning a brand can be Recognizable and well thought out.

3-3-6: Excluding trademark ownership rights

▪ **Brand awareness**: after brand awareness is a professional factor in communicating with the customer **(Durmaz & Efendgoglu ,2016 :56)** Brand awareness remains crucial to 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 brand is recognized to a belief that it is the only one in 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 brand as having been seen or heard before. **(Perez, 2020 :9).**

▪ **Loyalty to the brand**: After loyalty to 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 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 brand is the key to success Commercialization is actually end result of brand value advertising , sales promotion methods One of methods that have always been taken into account by companies producing consumer goods in this field **(Rojuee & Rojuee, 2017:11).**

▪ **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).**

▪ **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 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 sum of their understanding of product **(Gulsel, & Pars, 2011: 228).**

4-:The practical side of Research

First: coding variables and dimensions of the study scale: In current study, the researchers adopted a scale that includes the main variables: (IM) brand equity each has a varying number of sub-dimensions , paragraphs, coded on As shown in Table No. (1)

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

The number of paragraphs	dimension code	The dimension	variable symbol	variable
5	PRMI	Creative promotion	INNMA	
5	PRII	price innovation		
5	PRDI	Product innovation	Innovative marketing	
5	DISI	Distribution innovation		
5	BRAW	Brand awareness	Brand equity	
5	BRLO	Brand loyalty		
5	BRLI	Brand association	brower	
5	BRIM	Brand image		

Source: prepared by the researchers

4-1: DESCRIPTIVE ANALYSIS

❖ **The first axis of (IM)INNMA**

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

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

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
PRMI1	3.24	1,365	42	65
PRMI2	3.48	1,083	31	70
PRMI3	3.80	0.792	21	76
PRMI4	3.67	1,111	30	73
PRMI5	3.69	0.914	25	74
PRMI	3.57	0.812	23	71

Source: Results of SPSS V.26

It is clear from above table that dimension in general has reached arithmetic mean value of 3.57 with standard deviation Its value is 0.812, coefficient of difference is 23%, , relative importance value is 71%.

❖ In the second dimension: PRII, the arithmetic mean, standard deviations, and coefficients of variation were found And relative importance of items of the PRII dimension, and results are summarized in the following table:

Table No. (3) Descriptive analysis of paragraphs of PRII dimension

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
PRII1	3.73	1.007	27	75
PRII2	3.75	0.917	24	75
PRII3	3.93	0.764	19	79
PRII4	3.76	0.957	25	75
PRII5	3.71	0.962	26	74
PRII	3.78	0.737	20	76

Source: Results of the program .spss v.26

It is clear from the above table that dimension in general has reached the arithmetic mean value of 3.78, with a standard deviation of 0.737, and the coefficient of variation is 20%, , relative importance value is 76%. The third dimension, PRDI, was to find the arithmetic mean, standard deviations, and coefficients of variation , relative importance of items of PRDI dimension, results are summarized in following table:

Table No. (4) Descriptive analysis of paragraphs of the PRDI dimension

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
PRDI1	3.40	1,141	34	68
PRDI2	3.65	1,069	29	73
PRDI3	3.71	1,101	30	74
PRDI4	3.69	1,052	29	74
PRDI5	3.78	0.989	26	67
PRDI	3.65	0.876	24	73

Source: Results of SPSS V.26

It is clear from above table that the dimension in general has reached the arithmetic mean value of 3.65 with a deviation The standard value is 0.876, the coefficient of difference is 24%, and the relative importance value is 73%.The fourth dimension DISI: the arithmetic mean, standard deviations and coefficients of variation were found and the relative importance of the DISI dimension items. The results are summarized in the following table

Table No. (5) Descriptive analysis of paragraphs of DISI dimension

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
DISI1	3.78	0.976	26	76
DISI2	3.66	0.971	27	73
DISI3	3.70	0.939	25	74
DISI4	3.99	0.857	21	80
DISI5	3.93	0.887	23	79
DISI	3.8138	0.75677	20	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 3.81 with standard deviation Its value is 0.757, the coefficient of difference is 20%, and the relative importance value is 76%.
A.   The second axis of the variable dependent on the ownership rights of the mark BROWR
B.   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. (6) 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%.
c-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. (7) Descriptive analysis of the items of 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 dimension in general has reached the arithmetic mean value of 3.80 with standard deviation Its value is 0.785, coefficient of difference is 21%, and the relative importance value is 76%.

❖ **Dimension BRLI:** 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. (8) Descriptive analysis of items of BRLI dimension

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
BRLI**1**	**3.73**	**1,012**	**27**	**75**
BRLI**2**	**3.71**	**0.918**	**25**	**74**
BRLI**3**	**3.73**	**0.931**	**25**	**75**
BRLI**4**	**3.62**	**1,062**	**29**	**72**
BRLI**5**	**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%.

❖ **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. (9) 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.

5:HYPOTHESIS TESTING AND DATA NORMALITY

• 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.

• 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 (10) Testing correlations between the INNMA axis its dimensions and 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

The researchers divided the hypotheses related to the correlations into two main hypotheses related to the test The link between the INNMA axis and the BROWR axis has been formulated according to the following:

There is a statistically significant correlation between the INNMA axis and the BROWR axis.The correlation between the two axes was 0.836, with a significant value sig equal to zero,and this value is less From 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 INNMA axis and the .BROWR axis. And for the second section Sub-hypotheses: Testing the correlation between the dimensions of the INNMA axis with the BROWR axis.

These hypotheses were formulated as follows:

• The first sub-hypothesis: There is a statistically significant correlation between the PRMI dimension and the BROWR axis. The correlation between the PRMI dimension and the BROWR axis was 0.577, with a significant value of sig equal to zero, and this value is less than the significance level used by the researchers, which is 5%. Thus, we conclude that there is a direct correlation. Significant significance between the PRMI dimension and the BROWR axis

• The second sub-hypothesis: There is a statistically significant correlation between the PRII dimension and the BROWR axis. The correlation between the PRII dimension and the BROW axis was 0.739, with a significant value of sig equal to zero, and this value is less than the significance level used by the researchers, which is 5%. Thus, we conclude that there is a correlation relationship. Significant direct correlation between the PRII dimension and the BROWR axis.

• The third sub-hypothesis: There is a statistically significant correlation between the PRDI dimension and the BROWR axis. The correlation between the PRDI dimension and the BROW axis was 0.731, with a significant sig value equal to zero, and this value is less than the significance level used by the researchers, which is 5%.

• The fourth sub-hypothesis: There is a statistically significant correlation between the DISI dimension and the BROWR axis. The correlation between the DISI dimension and the BROW axis was.792, with a significant value of .sig equal to zero, and this value is less than the significance level used by the researchers, which is 5%. It turns out that the highest correlation of the dimensions of the INNMA axis with the BROW axis was for the DISI dimension, followed by the PRII dimension, thirdly the PRDI dimension, and finally the PRMI dimension

6: CONCLUSIONS AND RECOMMENDATIONS
6-1: Conclusions

• The topic of (IM) is one of the contemporary topics that work on creating distinct ideas In companies in different fields of work, and that the foundations and characteristics of innovative marketing are linked to a form Great to rethink and work to develop the work of companies continuously with the passage of days and change surrounding conditions and challenges.

• After (IM) is one of the concepts that aims to develop individuals working in companies. Innovative marketing represents the aspect of activities that are not created out of thin air, but rather interact with surrounding environment with all its components, in order to satisfy ideas , desires to improve work keep abreast of developments in the field business environment, despite the physical and social obstacles it encounters, to reach reconciliation reality needs and requirements.

• Increasing brand's ownership rights leads to improving company's reputation, and this indicates consistency , harmony The relationship between trademark ownership rights and company's reputation...

• The criteria indicate the suitability of model proposed by researchers for the axis (IM) (INNMA), this means that this model can be adopted in analysis.

• criteria indicate suitability of model proposed by researchers for axis (brand equity). BROWR trademark rights), means that this model can be adopted in the analysis.

• The highest correlation of the dimensions of the innovative marketing axis (INNMA) with the axis (rights) of brand ownership BROWR) was for the distribution innovation dimension (DISI), which comes second, the price innovation dimension (PRIL) and third Dimension (PRDI Product Innovation) Finally came the dimension (PRML Innovative Promotion).

6-2: Recommendations

In light of results reached and discussed, present following recommendations to organization surveyed.

• We suggest to senior administrative leaders under discussion necessity of activating the scientific research system in subject of (IM) , to adopt the

innovative marketing philosophy of promoting the product price distribution).

• Enhancing interest in trademark ownership rights of company and its variables (awareness, loyalty, association, image) Although there are workers who are able to win the customer , have accumulated experience, which adds Increasing the balance of customer capital among individuals, this feature must be invested in enhancing behavior Positive , support positive work atmosphere in the internal work environment, which in turn leads to the creation of a work environment Positive based on the exchange of knowledge experiences cross fertilization of ideas between the workers themselves, which contributes.

• In enhancing the company's reputation environment in researched company Work to establish strategic alliances between the company studied in the study sample and other organizations In order to invest innovative marketing expertise and skills, succession , reduce existing weaknesses The company will work on developing management programs that focus on innovations in order to adapt to pressures And environmental variables, as it represents basic foundation for building economic progress in general and the success of organizations business in particular.

• Investing a clear understanding of the variables of the study, especially (IM), company's reputation and potential transfer of experiences , knowledge among companies and need to work on promoting an in-depth understanding of importance of Brand equity.

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