



# **THE EFFECT OF MARKETING INNOVATION IN BUILDING THE MENTAL IMAGE OF THE ORGANIZATION THROUGH THE MEDIATING ROLE OF PRODUCT QUALITY-AN ANALYTICAL STUDY OF THE OPINIONS OF A SAMPLE OF WORKERS IN GOVERNMENT AND PRIVATE HOSPITALS IN THE HOLY CITY OF KARBALA**

**Abeer M. Mahdi AL-shammari (1)**

Karbala university, faculty of tourism science , administration of hotel organization , kerbala city , Iraq

E – mail address : [abeer.m@uokerbala.edu.iq](mailto:abeer.m@uokerbala.edu.iq)

**Nagham Dayekh Abd Ali (2)**

College of administration and economic , Kerbala university , kerbala city , Iraq

E – mail address : [Nagham.d@uokerbala.edu.iq](mailto:Nagham.d@uokerbala.edu.iq)

<b>Article history:</b>	<b>Abstract:</b>
<b>Received:</b> 6 <sup>th</sup> March 2024 <b>Accepted:</b> 4 <sup>th</sup> April 2024	The current study aim to test the correlation and influence relationships between the three variables (Marketing Innovation, the Mental Image of the Organization, Product Quality), and four hypotheses were designed to achieve this goal. All hypotheses were in the state of acceptance, thus confirming the existence of correlation and effect relationships. The research used the questionnaire as a tool to collect data from the target sample, which numbered (35 ) people, who work at government and private hospitals in the holy city of Karbala . the study used the statistical program spss to analyze the answers of the sample and reach the results that support the acceptance of the hypotheses. The research reached a set of conclusions that can serve decision makers in the health institutions investigated , the necessity of applying marketing innovation dimensions as a means to achieve the mental image of the organization through the product quality

**Keywords:** Marketing Innovation, the Mental Image of the Organization, and Product Quality, health organizations

## **1 . INTRODUCTION**

The term Innovation is derived from the Latin word innovatus, which is the noun form of Innovation for "renovation or change." Although this term is used widely, Innovation generally refers to creating better and more effective products, processes, technologies or ideas that affect markets, governments and society. Innovation differs from invention or creation, in that Innovation generally refers to a fundamental change compared to completely or gradual new changes. Marketing Innovation aims to better meet the needs of customers, open new markets, or present the company's modern product in the market, in order to increase the company's sales. The distinguishing

feature of marketing innovation compared to other changes in the organization's marketing tools is the application of a marketing method that was not used by the company previously. It must be part of a new marketing concept or strategy that represents a significant departure from the company's traditional marketing methods. The new marketing method can be developed by the innovative company or adopted by other companies, and new marketing methods can be implemented for both existing and new products. Marketing and Innovation are often seen as two sides of the same coin, and half a century ago, (Drucker, 2012) pointed out that the purpose of business is to find customers, business organizations have two main



functions, marketing and Innovation. Marketing and Innovation deliver results, and all that remains are costs. It is not surprising that Innovation is widespread as an important topic in the marketing literature, and the main reason for this is the interrelationship between marketing and Innovation and the nature of the overlap between disciplines (Von Hippel, 1978) . Innovation is a sequential process that begins with the realization of the problem or the unsatisfied needs of customers and leads to the development of production and marketing offers that deal with these opportunities, so it includes not only market research but also creation , production development, trading and successively product adaptation and development (Garcia & Calantone, 2002); (Ebben & Johnson, 2006) . Despite the wide development of product (goods and services) and innovation in the process, little attention has been given to new marketing strategies (Claudy et al., 2015) ; (Geldes et al., 2017). However, there is great evidence of Innovation marketing, it includes important changes in the design and packaging of products, for example, refilling detergent packages, interactive packages with QR codes, labels containing invisible watermarks to ensure the authenticity of the product, fully recyclable packages, media or new techniques to promote a product, for example social media competitions, sharing customer evaluations, personal advertising using geographical location, and other methods of product distribution, such as direct sales, direct offers, and multi-level network marketing plans, and new methods of pricing goods and services such as prepayment, fixed price, dynamic price. There are also many trends currently to investigate innovation marketing that emerge from new ways through which products or services are designed, pricing, and distributed ( Brexendorf et al., 2015) ; (Grimpe et al., 2017) ; (Nguyen et al., 2015) . At the same time, there is a lot of ambiguity in the understanding of innovation marketing, which leads to confusion in the process of direct comparison of the experimental work, which requires researchers to clarify the concepts used. As marketing managers often face difficulty in understanding the nature of innovation marketing and what are its introductions and results. This research seeks to study the relationship between Marketing Innovation and the Mental Image of the Organization through the mediating role of

Product Quality, and the most famous models were relied on as standards to study the nature of the relationship between variables, as the Marketing Innovation variable was measured through a model (Mahmoud & Hussein , 2016). As for the variable related to the Mental Image of the Organization, it was represented by ( Al-Mahmoud et al., 2019) , while the measure of Product Quality was (Hoe & Mansori, 2018) .

## **2 . THEORETICAL FRAMEWORK**

### **2.1. Marketing Innovation**

Technology and information facilitate marketing Innovation in competitive markets (Freeman, 1995) ; (Sood & Tellis, 2009). According to (Rodríguez-Pose & Crescenzi, 2008) , the improvement, modification or transition of the existing channels of trade through the use of technology can reduce transaction costs. Marketing Innovation without using technology to trade instead requires advantage-based resources to initiate the exchange of knowledge and information about market opportunities (Grewal et al., 2004) ; (Grimes, 1995); (Hunt & Morgan, 1996). The exchange of field observations between the buyer and the seller can facilitate the process of exploration for unexpected occasions and identifying new ideas to exploit opportunities (Levitt , 1960 ). The topic of Innovation has been understood differently by many researchers in the field of business and management (Carneiro, 2000) ; (Hunt & Morgan, 1995). As economists consider marketing Innovation from the perspective of product and process.

And portrays researchers in the field of marketing that Innovation from the point of view of trade (Cohen & Levinthal, 1989); (Freeman, 1995); (Sood & Tellis, 2009). The study unanimously describes Innovation as a tool that enables managers to efficiently use their resources in order to develop competitive advantage (Hunt & Morgan, 1995);(Knight & Cavusgil, 2004) . Marketing Innovation is referred to as Innovation in marketing or modern marketing techniques in the context of strategic organizational patterns and behavior (Robinson Jr & Pearce, 1988). Marketing innovation refers to the ability to reimagine the current industry model in ways that can create new value for customers, competitors, and provide new wealth to all stakeholders according to the organizational knowledge literature (Hanvanich et al., 2003).



Marketing Innovation can be defined as the creation and implementation of new ideas in order to create, deliver and deliver value to customers and manage customer relationships (Tinoco, 2005). (Y. Chen, 2006) shows that marketing Innovation is the development of new marketing tools and methods. Specifically, there are two models of marketing innovation (a) the ability to effectively capture customer information and (b) the ability to reduce customer transaction costs. Marketing innovation is putting new or non-traditional ideas into actual application in marketing practices, and it may focus on the product element, whether it is a commodity or service, or on price, promotion or distribution. In other words, this type of innovation is directed to the elements of the marketing mix combined together. There is no doubt that innovation has achieved a competitive advantage, and that the demand for it is increasing because it can constitute a guarantee for survival and growth, and that it does not represent an advantage at the level of the country and the organization only, but that any innovation organization represents a competitive advantage in itself (Porter, 1990). Marketing innovation can be defined as the extent to which the organization, through the use of product development management, supply chain management, and customer relationship management, does the following:

- 1- Seeking to create a high value for the organization.
- 2 - Attracting new customers despite the loss of existing customers.
- 3 - Using the idea of creativity to build capabilities. In addition, the accumulated marketing knowledge enhances the organization's ability to market innovation, and this depends on providing each of the following: (Coordination, cooperation, knowledge exchange, interaction, exchange of qualified personnel between departments, trust between the various parties, and availability of tacit knowledge) (Hanvanich et al., 2003). Marketing innovation depends on the promotion of four tools that are intertwined and focused on meeting the needs of customers by achieving sustainable competitive advantage (Ferrell & Hartline, 2011). Therefore, marketing innovation includes the integrated use of modern marketing strategies, marketing concepts or modern marketing methods that were not previously applied in the

organization. This depends on the combination of the following elements (Stošić, 2007) :

- 1 - Significant improvements in product design (changes in form and packaging).
- 2 - Implementation of new pricing strategies.
- 3 - Implementation of the new retail concept completely "providing completely new distribution channels".
- 4 - Implementation of the new promotion concept completely "advertising through social networks".

## **2.2. Product Quality**

Many organizations use product quality as a strategic means to achieve competitive advantage and develop the organization's performance (Reed et al., 2000). As the organizations that win the quality award generally beat the competing organizations, taking into consideration both the income measures and the market value of the shares (Hendricks & Singhal, 1997). Customers, after purchasing products, may have doubts when making a decision, and the only way to manage uncertainty is to establish a long-term relationship with customers (M. S. Flynn et al., 2002). Quality is enriched with information that shows the elements that can affect the success of achieving total quality management (Crosby, 1979) ; (Juran and Gryna, 1998) . The approach based on the product can depend on its economic roots, which characterize the elements or features associated with the product, which are a reflection of the differences in quality (D. A. Garvin & Quality, 1984). As for the user-based approach , where the quality of products and services meets the expectations of customers. The quality consists of two parts, the quality of design and also the quality of conformity (Juran, 1962). Providing customer satisfaction by designing products to customer needs refers to the quality of design (Juran & Gryna, 1974). In the approach based on manufacturing, which is originally from production and operations management, here it can be called conformity to specifications. The degree to which the product meets specific design standards is called conformity quality, which is internally focused in contrast to the external focus of user-based input and quality is reflected in engineering outputs as well as industrial processes (Crosby, 1979) . The quality practices can appear in improving the organizational performance of both



production and service organizations (Powell, 1995). (Nilsson et al., 2001) has tested how the basic internal quality practices of products versus service organizations from 482 companies in Sweden . Quality is the sum total of features and characteristics of a product or service that affect its ability to satisfy specific needs (Chavan, 2003). (D. Garvin, 1987) has proposed a more comprehensive concept of product quality with the following eight features:

- 1- Performance: the basic operational characteristics of the product.
- 2 - Advantages: the additional advantages or "bells and whistles" of the product.
- 3- Conformity: The extent to which the product design or operational characteristics can meet the specified standards.
- 4- Reliability: the probability that the product will function properly during a specified period of time under specified conditions of use.
- 5- Durability: the amount of use of the product by the customer before it suffers physical deterioration or even the preference for replacing it.
- 6- Serviceability: It is the speed and efficiency of repair.
- 7- Aesthetic: How can a product not be pleasing to our five senses.
- 8- Perceived quality of the customer: the customer's perception of the quality of the product based on the reputation of the organization.

Quality is a broad, complex concept, and in more detail, product quality is the product's ability to meet customers' expectations or more than that (waters and waters, 2008). The quality of the product is always related to the contribution of expansion to the competitive advantage, while the design and manufacture of the product to achieve the customer's needs in improving the performance of the product (Benson et al., 1991) ; (B. B. Flynn et al., 1994). The characteristics of the product become the view of product quality in operations management, many dimensions of quality can be identified, which leads to the appropriate use of the product, which means that the product works as it is proposed to operate with features that meet the needs of customers (Parasuraman et al., 1988).

### **2.3. Mental Image of the Organization**

The need for business organizations to be proactive in accessing markets new and emerging methods as well as the intensity of competition between them to inspire styles through which it is able to achieve distinction over its competitors, which led to it Reliance and focus on building a positive image in the minds of customers and dealers in those markets, being vital to the success of your business

these organizations, as well as their influence on internal and external customers on the both and then their repercussions on the sustainability of the competitive advantage of the organization, As the importance of building the mental image of business organizations in general has increased and service organizations, especially with the aim of obtaining the loyalty of customers and their satisfaction with its services (Plewa et al., 2016) . The origin of the use of the term mental imagery in the writings of philosophers the Greeks, including Aristotle and Plato, which they used to express about the mental vision of something, but in our modern age, the first to use the term mental image is a physicist in the British Royal Institution (John Tyndall) in 1870 in One of his researches, as used in philosophy, psychology and science other cognitive knowledge (Pylyshyn, 2002). (Kotler, 2003)believes that the mental image of the organization represents a group of perceptions a person has of a particular thing, It is one of the factors the most important thing for an organization is to gain general acceptance from customers and their preference for her over competitors and attract them to deal with her by her feeling it assumes its moral, emotional and social responsibilities towards its customers with it, as well as attracting customers' attention to the organization's products. The mental image is also a strategic asset that guarantees survival and continuity of business organizations through their ability to influencing the thoughts and opinions of customers towards all aspects that you deal with organization and by various possible means (Šmažien & Oržekauskas, 2006) , We see that this concept has an indication until the good mental picture that the organization draws through the various means of communication and media have the greatest impact on the mindset of customers as it represents that organization's commitment to its social and ethical responsibilities towards



those customers. (AL-Khatib, 2011) defines the mental image as a reflection the expectations of individuals for the surrounding environment and all its components, which reflect their knowledge and their experience of direct and indirect interaction with that environment that allows them to live in it and adapt to it. Which leads us to say that this concept is launched from a general perspective of the mental image of everything that exists in the surrounding environment for individuals and does not apply to clients of organizations only. The mental image is the presence that allows the organization to differentiate itself from the competing organizations, which leads them to build and create a sustainable competitive advantage (YEE, 2015) . Which leads the researchers to say that if she wanted to organizations that outperform their peers and the sustainability of this superiority strive to build a positive mental image of its customers and dealers. According to (W.-J. Chen & Chen, 2014) that the mental image the organization is a treasure that is difficult to obtain but can be easily lost and quickly, and the two researchers conclude from this that the organization's path in forming building a positive mental image of customers is beset with many difficulties and obstacles, and that maintaining that image requires strenuous efforts and continuous management of these organizations and their leaders, while not needing any efforts and you won't take any time to lose it. As for (AL-Rhaimi, 2015), he indicates that the mental image represents the marketing field that draws the intellectual, emotional and physical dimensions in the minds customers about the organization, its products, and the activities it provides to achieve behavior desired marketing. We see that this concept focuses on the marketing field being the interface through which the mental image is built and configured which touches with the emotional and physical dimensions of the customers. within the framework of the procedural definition that we adopt in the current research for the concept of the mental image of the organization we see as representing those impressions and perceptions that consists of customers about the organization's products and capabilities, which come from a set of influences, the most important of which is the creative value and what it achieves for them benefits.

The mental image of the organization is formed the various parties dealing with it have several dimensions

and there are researchers whoever resorted to classifying the dimensions of the mental image into two groups, but researchers others (Mohamad & Awang, 2009), (Stern et al., 2001) have classified it into three dimensions as follows: a. Cognitive dimension: represents the information possessed by customers through which they are aware of what is going on in the environment around them in general or what are the features and characteristics of the products on the market? special. It means the knowledge or knowledge and beliefs that an individual holds towards the product or organization directly acquired from the environment around it and the degree of his culture and education, or indirectly through the media or personal messages, The view of customers on the organization and what it offers goods and services affected by their credibility, which is built on the basis of honest belief the organization and its honesty, the amount of experience, and the ability to provide the good or service because this credibility and trust will eventually affect the customer's desire to acquire producer (Ajwa, 2014) .

b. Emotional dimension: This part of the picture relates mental attitudes, feelings and emotions about a specific thing related to situations happiness, joy, sadness, or anger about that thing. as expressed by the attitudes and emotional reactions of individuals towards the organization's products or brand and this trend may be positive or negative, as it is affected by depending on the individual's psychological state from time to time or a reflection of internal motives or an individual's driving needs, such as the extent to which customers agree and feel comfortable srust and safety when dealing with the organization and others (Murphy et al., 2008). c. Behavioral dimension: This component reflects the customers' tendencies towards different issues and affairs related to their lives and related to satisfying their needs and their desires, as this dimension represents the outward direction of the trend, It is reflected the behavior of the individual according to the nature of his mental image of the organization or its products, which indicates its acceptance or rejection of things, depending on a number of direct behaviors such as bias towards an organization, its brand, or internal behaviors that can be a reaction to feeling down (Ajwa, 2005, 186).



### 3. THE IMPORTANCE OF THE RESEARCH

3.1. The importance of the research can be highlighted from the fact that it is a study of a degree of importance in its two sides academic and fieldwork, as an extension of knowledge in the fields of management specialization business and its solutions and treatments to what organizations are exposed to researched in the field of how to raise the levels of marketing innovation , as well as the importance of forming a mental image through the mediating role of product quality.

3.2. The importance of the research also lies in the information it provides to decision makers in the organizations researched for the results of field diagnosis of levels of marketing innovation , product quality, and mental image.

3.3. Diagnosing the levels of agreement in the opinions of the sample members towards variables

research and its dimensions, and to identify the extent of awareness of the researched organizations to the concepts of those variables.

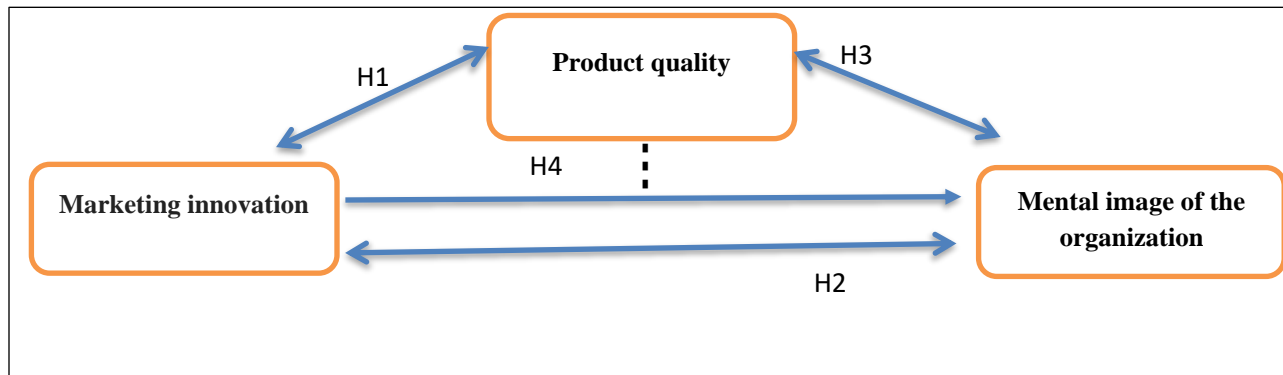
3.4. Test the correlation and influence between the research variables, their dimensions and ranges the discrepancy between the researched organizations in focusing on each of the marketing innovation , product quality, and mental image.

3.5. Presenting a number of recommendations to the relevant researched organizations how to develop the dimensions of marketing innovation and mental image through the mediating role of product quality and in light of what are the results of the field analysis.

### 4 - MATERIALS AND METHODS

Figure (1) below shows the hypothesis diagram of the research, which refers to the total of the four hypotheses that explain the relationship and effect between the research variables.

**Figure (1) Hypothesis Diagram of the Research**



**H1**—There is statistically significant correlation at  $\alpha = 0.05$  between marketing innovation and product quality in the hospitals .

**H2**—There is statistically significant correlation at  $\alpha = 0.05$  between marketing innovation and mental image of the organization in the hospitals .

**H3**—There is statistically significant correlation at  $\alpha = 0.05$  between product quality and mental image of the organization in the hospitals .

**H4**—There is statistically significant effect at  $\alpha = 0.05$  to marketing innovation in mental image of the organization through the mediating role of product quality in the hospitals.

### 5- RESULTS

#### A – Study Population and Sample

The research tried by studying the nature of the relationships between the variables to identify the extent of the correlation and effect between the



research variables, and the research targeted a sample consisting of ( 35 ) workers in government and private hospitals in the holy city of Karbala , as the questionnaire was distributed to the sample members in order to know the level of their opinions and ideas

about the variables the research, and the answers were collected from the sample and analyzed statistically through the statistical program SPSS. Table (1) below shows the characteristics of the sample .

**Table (1) sample characteristics**

Variable		Frequency
Age group	Less than 30 years	21
	30 – less than 40	10
	40 years and more	4
Gender	Male	18
	Female	17
Educational Level	Secondary	7
	Diploma	13
	Bachelor	12
	Master	3
	Phd.	0

The values contained in Table (1) refer to the characteristics of the research sample, as the males constituted (18) of the respondents in the hospitals , while the number of females was (17) individuals. And the largest percentage of respondents were diploma holders (13), followed by holders of a bachelor's degree (12), then secondary and master's degrees, respectively (7) and (3). In terms of age group, the largest share was for the age group less than 30 years with (21) individuals, then followed by the age group from 30 to less than 40 with (10) individuals , while from 40 years and more was (4) . This indicates the presence of young and experienced energies among the responding workers, who hold good academic qualifications and are able to understand and study the research axes and provide the appropriate information.

**B- Reliability and Validity of the Survey Instrument**

The research tool includes (46 items) that depends on three variables, which are marketing innovation as an independent variable and includes two dimensions which are (Innovation in production and pricing , Innovation in promotion and distribution ) and the product quality as a mediating variable that includes eight dimensions ( performance , features , reliability , conformance , durability , aesthetics , serviceability , Perceived quality ) .as for the mental image of the organization, it is a dependent variable and includes three dimensions, which are ( Perceptual dimension , Emotional dimension , Behavioral dimension ) .

**Table (2) Descriptive statistics and Reliability for Marketing Innovation’s dimensions**

	Innovation in production and pricing	Innovation in promotion and distribution
Mean	3.1107	3.0853
Std. Deviation	1.01889	.88062
Reliability : .597		

The values in Table (2) above indicate that Innovation in production and pricing obtained the highest mean

value of (3.1107) and Std. Deviation with a value of (1.01889), which indicates the importance of this



dimension and its high value among respondents in the institution. Followed by the dimension Innovation in promotion and distribution with value mean and std. Deviation was equal to (3.0853) and (.88062), respectively. As for measuring the extent of realism and

credibility of the dimensions of the Marketing Innovation, the Alpha Cronbach index was used, which came with a value of (.597), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

**Table (3) Exploratory Factor Analysis for Marketing Innovation’s dimensions**

Component	Total Variance Explained			Extraction Sums of Squared Loadings		
	Total	Initial Eigenvalues % of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.430	71.491	71.491	1.430	71.491	71.491
2	.570	28.509	100.000			

Extraction Method: Principal Component Analysis.

The results contained in Table (3) refer to the exploratory factor analysis of the Marketing Innovation’s dimensions, which aims to explain the amount of variance and reduce the dimensions to a specific value, as the two dimensions of the Marketing Innovation were reduced to a single component with a value of (71.491), which explains the variance in the

variable. We also note from the above table that the first component has obtained the highest percentage of (1.430) and a variance value of (71.491) , then the second component comes with a value of less than one, which means that they cannot be considered as strong components in terms of influence.

**Table (4) Component Matrix for Marketing Innovation’s dimensions**

Dimensions	Component 1
Innovation in production and pricing	.846
Innovation in promotion and distribution	.846

Table (4) shows the percentage of the contributions of each of the two dimensions to the formation of the Marketing Innovation variable , as Innovation in production and pricing and Innovation in promotion and distribution got the same value of the variable formation with a value of (.846) .

**Table (5) Descriptive statistics and Reliability of Product Quality’s dimensions**

	performan ce	feature s	reliabilit y	conforman ce	durabilit y	aesthetic s	servic eabilit y	Perceived quality
Mean	3.1422	3.2918	3.5333	3.7122	2.6095	2.8095	2.3143	2.5905
Std. Deviation	.97649	.48176	1.10453	.97257	.56294	.76392	.65651	.69586
Reliability :	.627							

The values in Table (5) above indicate that conformance obtained the highest mean value of (3.7122 ) and Std. Deviation with a value of (.97257), which indicates the importance of this dimension and

its high value among respondents in the institution . Followed by the dimension reliability with a value as mean and std. Deviation was equal to (3.5333) and (1.10453), respectively. features dimension came in





third place In terms of importance to the respondents, it obtained a mean of (3.2918) and std. Deviation was equal to (.48176) , while performance in fourth with mean ( 3.1422) and std. Deviation ( .97649). aesthetics came in the fifth In terms of importance to the respondents, it obtained a mean of (2.8095) and std. Deviation was equal to (.76392) , then came the durability in sixth with mean of (2.6095) and std. Deviation (.56294) . while perceived quality came in

seventh with mean of (2.5905) and std. Deviation (.69586) , finally came service ability came with mean of (2.3143) and std. Deviation (.65651) . As for measuring the extent of realism and credibility of the dimensions of the product quality , the Alpha Cronbach index was used, which came with a value of (.627), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

**Table (6) Exploratory Factor Analysis of Product Quality’s dimensions**

Comp onent	Initial Eigenvalues <sup>a</sup>			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	Raw								
1	.913	33.542	33.542	.913	33.542	33.542	.901	33.095	33.095
2	.601	22.083	55.625	.601	22.083	55.625	.478	17.577	50.673
3	.465	17.096	72.721	.465	17.096	72.721	.600	22.048	72.721
4	.238	8.763	81.484						
5	.226	8.318	89.801						
6	.173	6.371	96.173						
7	.104	3.827	100.000						
8	-1.046E-17	-3.844E-16	100.000						

Extraction Method: Principal Component Analysis.

a. When analyzing a covariance matrix, the initial eigenvalues and the associated standard deviations are also shown in the table. The results contained in Table (6) refer to the exploratory factor analysis of the Product Quality’s dimensions , which aims to explain the amount of variance and reduce the dimensions to a specific value, as the eighth dimensions of the Product Quality’s variable were reduced to a single component with a

value of (33.095), which explains the variance in the variable. The first component has obtained the highest percentage of (.913) and a variance value of (33.542) , also the rest of the components, they had values of less than one, which means that they cannot be considered as strong components in terms of influence.

**Table (7) Component Matrix of Product Quality’s dimensions**

	Component 1
performance	.556
features	.556
serviceability	.335
reliability	.361
conformance	.187
aesthetics	-
Perceived quality	.121



durability	-
------------	---

Table (7) shows the percentage of the contributions of each of the eight dimensions to the formation of the product quality variable, as performance and features got the highest value of the variable formation with a value of (.556), then the serviceability dimension with a value of (.335), then reliability and conformance with a value of (.361) and (.187), while aesthetics and durability not contribution in formation the variable, and finally perceived quality was (.121).

**Table (8) Descriptive statistics and Reliability for the mental image of the organization’s dimensions**

	Perceptual dimension	Emotional dimension	Behavioral dimension
Mean	2.2500	2.3500	2.2214
Std. Deviation	.86815	.56621	.54830
Reliability : .675			

The values in Table (8) above indicate that Emotional dimension obtained the highest mean value of (2.3500) and Std. Deviation with a value of (.56621), which indicates the importance of this dimension and its high value among respondents in the institution. Followed by the Perceptual dimension with a value as mean and std. Deviation was equal to (2.2500) and (.86815), respectively. The Behavioral dimension came in third the questionnaire.

place In terms of importance to the respondents, it obtained a mean of (2.2214) and std. Deviation was equal to (.54830), As for measuring the extent of realism and credibility of the dimensions of the organizational learning variable, the Alpha Cronbach index was used, which came with a value of (.675), which is an acceptable percentage as an indicator of the credibility of

**Table (9) Exploratory Factor Analysis of the mental image of the organization’s dimensions**

Component	Total Variance Explained			Extraction Sums of Squared Loadings		
	Total	Initial Eigenvalues % of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.850	61.672	61.672	1.850	61.672	61.672
2	.740	24.663	86.336			
3	.410	13.664	100.000			

Extraction Method: Principal Component Analysis.

The results contained in Table (9) refer to the exploratory factor analysis of the mental image of the organization’s dimensions, which aims to explain the amount of variance and reduce the dimensions to a specific value, as the three dimensions of the mental image of the organization variable were reduced to a single component with a value of (61.672), which explains the variance in the variable. We also note from

the above table that the first component has obtained the highest percentage of (1.850) and a variance value of (61.672), as for the rest of the components, then came the second and third components with values (.740) and (.410). they had values of less than one, which means that they cannot be considered as strong components in terms of influence.

**Table (10) Component Matrix of the mental image of the organization’s dimensions**

Component 1
-------------



Perceptual dimension	.867
Behavioral dimension	.784
Emotional dimension	.695

Table (10) shows the percentage of the contributions of each of the three dimensions to the formation of the the mental image of the organization variable, as Perceptual dimension got the highest value of the variable formation with a value of (.867), then the Behavioral dimension with a value of (.784) , finally came Emotional dimension with a value of (.695) .

### C- Hypothesis testing

**H1**–There is statistically significant correlation at  $\alpha = 0.05$  between marketing innovation and product quality in the hospitals .

**Table (11) corellation between marketing innovation and product quality**

		Marketing innovation	Product quality
Marketing innovation	Pearson Correlation	1	.418**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	96.289	36.561
	Covariance	.646	.245
	N	35	35
Product quality	Pearson Correlation	.418**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	36.561	79.506
	Covariance	.245	.534
	N	35	35

\*\* . Correlation is significant at the 0.01 level (2-tailed).

It is evident from the results in Table (11) above that there is a positive significant correlation between marketing innovation and product quality, which was valued at (.418), in addition to that was the value of the sig. Less than 0.05, which means that the first hypothesis is accepted, which states that there is a statistically significant correlation at  $\alpha = 0.05$  between marketing innovation and product quality in the hospitals .

**H2**- There is statistically significant correlation at  $\alpha = 0.05$  between marketing innovation and the mental image of the organization in the hospitals .

**Table (12) corellation between marketing innovation and the mental image of the organization**

		marketing innovation	The mental image of the organization
marketing innovation	Pearson Correlation	1	.593**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	96.289	5.710
	Covariance	.646	.168



	N	35	35
The mental image of the organization	Pearson Correlation	.593**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	5.710	9.438
	Covariance	.168	.278
	N	35	35

\*\* . Correlation is significant at the 0.01 level (2-tailed).

It is evident from the results in Table (12) above that there is a positive significant correlation between marketing innovation and the mental image of the organization , which was valued at (.593), in addition to that was the value of the sig. Less than 0.05, which means that the second hypothesis is accepted, which states that there is a statistically significant correlation at  $\alpha = 0.05$  between marketing innovation and the mental image of the organization in the hospitals .

**H3-**There is statistically significant correlation at  $\alpha = 0.05$  between product quality and mental image of the organization in the hospitals .

<b>Table (13) corellation between product quality and mental image of the organization</b>			
		product quality	The mental image of the organization
product quality	Pearson Correlation	1	.630**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	79.506	3.532
	Covariance	.534	.104
	N	35	35
The mental image of the organization	Pearson Correlation	.630**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	3.532	9.438
	Covariance	.104	.278
	N	35	35

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table (13) above shows that there that there is a positive significant correlation between product quality and the mental image of the organization , which was valued at (.630), in addition to that was the value of the sig. more than 0.05, which means that the third hypothesis is accepted, which states that there is a statistically significant correlation at  $\alpha = 0.05$  between product quality and the mental image of the organization in the hospitals .

**H4-**There is statistically significant effect at  $\alpha = 0.05$  to marketing innovation in mental image of the organization through the mediating role of product quality in the hospitals.

<b>Table (14) ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.753	2	1.877	9.887	.000 <sup>b</sup>



	Residual	6.074	32	.190		
	Total	9.827	34			
a. Dependent Variable: M_marketing_innovation						
b. Predictors: (Constant), M_The_mental_image_of_the_organization, M_product_quality						

It is clear from the results presented in Table (14) that there is a statistically significant impact of marketing innovation in mental image of the organization through the mediating role of product quality in the hospitals, as the value of sig. was (0.00 ) which less than (0.05) and this indicates the acceptance of the fourth hypothesis, which refers to there is statistically significant effect at  $\alpha = 0.05$  to marketing innovation in mental image of the organization through the mediating role of product quality in the hospitals .

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.618 <sup>a</sup>	.382	.343	.43568	.382	9.887	2	32	.000

a. Predictors: (Constant), M\_The\_mental\_image\_of\_the\_organization, M\_product\_quality

Finally, the results presented in Table (15) indicate the total correlation value of the model by considering that marketing innovation and product quality as independent variables have a correlation with the dependent variable mental image of the organization , as the correlation value was positive by (0.618) and at a significant level of (0.00 ) Which is less than (0.05), which supports the correlation between the research variables, in addition, the value of R. Square indicates the amount of variance that occurs in the value of the independent variables will affect the interpretation of the variance in the dependent variable with a value of (0.382).

## 6. DISCUSSION

Through the results of the statistical analysis, it is clear that all the research hypotheses are accepted and in a manner that supports the relationships of correlation and effect between the research variables (marketing innovation , product quality, and the mental image of the organization). The value of the correlation between marketing innovation and product quality was (.418 ), while the value of the correlation between marketing innovation and the mental image of the organization was (.593 ), and the value of the correlation between product quality and the mental image of the

organization was (.630 ), and finally the correlation value of the relationship of marketing innovation with the mental image of the organization was During the mediating role of product quality is (.618 ) and sig level. (0.00 ). Organizations can acquire a positive sustainable mental image through differentiation based on creating the concept of one common value for customers and contribute to achieving sustainable development. As creating the mental image of the organization is one of the important aspects of marketing innovation in addition to achieving economic feasibility, as the organization must achieve environmental sustainability, as the contemporary economic conditions are what enabled the successful achievement of the link between innovation and marketing. innovation can be viewed as one of the organizational assets that is directly related to marketing reactions. innovation is the main driver of competitiveness. In light of digital technology, it is important to make the most of new communications, the Internet in particular, in marketing and sales. There are real challenges facing the management of organizations today, what marketing tools should be adhered to and what sales strategy should be left or those that achieve the greatest effectiveness, and at the present time this is not the case, as it is not enough



to know what consumers are looking for, but rather knowledge of market trends will achieve the expectation products that consumers will focus on. Changes in technology have become more rapid and differentiated, and there are changes in the law of the market, however, the biggest threat is the increase in the speed of changes was the decisive factor for market workers and sales. It can also be said that the mental image of the organization is one of the factors that contribute to the development of organizations or their backwardness in a way that indicates if the organization has the financial resources and so on at lower levels compared to other organizations, they can reach advanced higher levels by creating a positive mental image. The real management of human resources and meeting the needs and expectations of employees is the best way to create a positive mental image of the organization. Managers must not restrict themselves to written and remote communication forms to contact workers, but must constantly contact workers inside or outside the organization face to face, monitoring workers who have a negative image, taking into account their needs to turn their images into positive images, otherwise their negative images will be in continuity and severity it can disrupt the organization in a way that no other employee can do so.

## **7. RECOMMENDATIONS**

In this part, the researcher seeks to present a set of recommendations that can be of interest to the health institutions administration, the research sample in order to achieve the best results in terms of improving performance and achieving positive relations in the field of work:

- 1 – The organization should allocate some of its resources in directing a media message to its human resources about the most important the advantages that can be achieved by adopting marketing innovation in creating the mental image of the organization.
- 2 – Encouraging the marketing creativity practices of the research organization in coordination between all departments and in the the different organizational levels, to ensure that there is no conflict in the implementation of these decisions.

- 3 – The need for health institutions to pay more attention and care to the marketing creativity of each of the products, in particular, innovation in operations, including facing market fluctuations and activities promotional and distribution, in order to indicate the study of the active role of marketing creativity in increasing the mental image of the organization.
- 4 – Health institutions should take into account the development of modern administrative methods in their work in order to reach more creative than it is.
- 5 – Because the type of services provided by these health institutions in the process of transferring information and facilitating communication between humans to increase the lines of service delivery to keep pace with the tremendous development and quick means of communication.
- 6 – Continuing attention to market share and orientation to customers instead of being limited to marketing performance by profitability factor only.
- 7 – The need for the health institutions to build a data base that reflects the most important areas of innovation for the activities it owns in particular, marketing innovation.
- 8 – The need to pay attention to protection from the wrong use of knowledge by its employees about through courses, education and awareness of the need to adhere to business ethics.
- 9 – Taking customers' opinions and reactions into consideration the influence on the health institutions customers in order to create a beautiful image in their minds about her .
- 10 - Taking into account the feelings and feelings of customers and their ethnic and sectarian differences in the nature and type of services provided for them .
- 11 - Striving to create a motivation for the health institutions customers to encourage them to repeat dealings with it, by meeting their needs and desires and preserving their privacy and security.
- 12 - Pay more attention to customers' desires and preferences through providing new and innovative services based on their desires and previous reactions.
- 13 - The use of simple and understandable promotional means, capable of creating and consolidating good impressions with customers health institutions.



14 - Dealing with customers well by the health institutions employees and striving to achieve social acceptance .

15 - Urging health institution employees to provide the best customer service , and dealing with the customer in a manner that achieves him respect and social appreciation .

#### REFERENCES :

1. AL-Khatib, M. A. (2011). The impact of deception in marketing to build a mental picture of services in the Jordanian market. Unpublished MA Thesis. University of the Middle East: Amman, Jordan.
2. AL-Rhaimi, S. A. (2015). The Impact of Internal Marketing on the Mental Image of the Tourism Program. *International Journal of Marketing Studies*, 7(3), 76.
3. Ajwa, Mahmoud Ali, 2014, *Public Relations and Mental Image*, second edition,
4. Publisher World of Books, Cairo.
5. Al-Mahmoud, S. F., Qelo, E. S., & Al-Sharvany, D. K. (2019). The role of the creative value in the formation of the mental image of the organization. *Humanities Journal of University of Zakho*, 7(1), 110–138.
6. Benson, P. G., Saraph, J. V., & Schroeder, R. G. (1991). The effects of organizational context on quality management: an empirical investigation. *Management Science*, 37(9), 1107–1124.
7. Brexendorf, T. O., Bayus, B., & Keller, K. L. (2015). Understanding the interplay between brand and
8. innovation management: Findings and future research directions. *Journal of the Academy of*
9. *Marketing Science*, 43(5), 548–557. <https://doi.org/10.1007/s11747-015-0445-6>
10. Carneiro, A. (2000). How does knowledge management influence innovation and competitiveness? *Journal of Knowledge Management*.
11. Chavan, R. B. (2003). *Manual on quality assurance for Khadi*. Mahatma Gandhi Institute of Rural Industrialization a Collaborative Project of KVIC & IITD.
12. Chen, W.-J., & Chen, M.-L. (2014). Factors affecting the hotel's service quality: Relationship marketing and corporate image. *Journal of Hospitality Marketing & Management*, 23(1), 77–96.
13. Chen, Y. (2006). Marketing innovation. *Journal of Economics & Management Strategy*, 15(1), 101–123.
14. Claudy, M. C., Garcia, R., & O'Driscoll, A. (2015). Consumer resistance to innovation—a behavioral reasoning perspective. *Journal of the Academy of Marketing Science*, 43(4), 528–544.
15. Cohen, W. M., & Levinthal, D. A. (1989). Innovation and learning: the two faces of R & D. *The Economic Journal*, 99(397), 569–596.
16. Crosby, P.B, (1979), *Quality is Free: The Art of Making Quality Certain*, New American Library, New York, NY.
17. Drucker, P. (2012). *The practice of management*. Routledge.
18. Ebben, J., & Johnson, A. (2006). Bootstrapping in small firms: An empirical analysis of change over time. *Journal of Business Venturing*, 21(6), 851–865.
19. Ferrell, O. C., & Hartline, M. D. (2011). *Marketing Strategy, FIFTH EDITION*. South-Western Cengage Learning.
20. Flynn, B. B., Schroeder, R. G., & Sakakibara, S. (1994). A framework for quality management research and an associated measurement instrument. *Journal of Operations Management*, 11(4), 339–366.
21. Flynn, M. S., Belzowski, B. M., & Haas, S. (2002). *E-CRM and the automotive industry: Focusing on customers*. University of Michigan, Transportation Research Institute, Office for the ...
22. Freeman, C. (1995). The 'National System of Innovation' in historical perspective. *Cambridge Journal of Economics*, 19(1), 5–24.
23. Garcia, R., & Calantone, R. (2002). A critical look at technological innovation typology and innovativeness terminology: a literature review. *Journal of Product Innovation Management: An International Publication of the Product Development & Management*



- Association, 19(2), 110–132.
24. Garvin, D. (1987). Competing on the eight dimensions of quality. *Harv. Bus. Rev.*, 101–109.
  25. Garvin, D. A., & Quality, W. D. (1984). Really mean. *Sloan Management Review*, 25, 25–43.
  26. Geldes, C., Felzensztein, C., & Palacios-Fenech, J. (2017). Technological and non-technological innovations, performance and propensity to innovate across industries: The case of an emerging economy. *Industrial Marketing Management*, 61, 55–66.
  27. Grewal, D., Iyer, G. R., & Levy, M. (2004). Internet retailing: enablers, limiters and market consequences. *Journal of Business Research*, 57(7), 703–713.
  28. Grimes, W. S. (1995). Brand Marketing, Intra-brand Competition, and the Multibrand Retailer: The Antitrust Law of Vertical Restraints. *Antitrust LJ*, 64, 83.
  29. Grimpe, C., Sofka, W., Bhargava, M., & Chatterjee, R. (2017). R&D, marketing innovation, and new product performance: a mixed methods study. *Journal of Product Innovation Management*, 34(3), 360–383.
  30. Hanvanich, S., Dröge, C., & Calantone, R. (2003). Reconceptualizing the meaning and domain of marketing knowledge. *Journal of Knowledge Management*.
  31. Hendricks, K. B., & Singhal, V. R. (1997). Does implementing an effective TQM program actually improve operating performance? Empirical evidence from firms that have won quality awards. *Management Science*, 43(9), 1258–1274.
  32. Hoe, L. C., & Mansori, S. (2018). The effects of product quality on customer satisfaction and loyalty: Evidence from Malaysian engineering industry. *International Journal of Industrial Marketing*, 3(1), 20.
  33. Hunt, S. D., & Morgan, R. M. (1995). The comparative advantage theory of competition. *Journal of Marketing*, 59(2), 1–15.
  34. Hunt, S. D., & Morgan, R. M. (1996). The resource-advantage theory of competition: dynamics, path dependencies, and evolutionary dimensions. *Journal of Marketing*, 60(4), 107–114.
  35. Juran, J. M. (1962). *Quality control handbook*.
  36. Juran, J.M. and Gryna, Jr (Eds) (1998), *Juran's Quality Control Handbook*, 4th ed., McGraw-Hill, New York, NY.
  37. Juran, J. M., & Gryna, F. M. (1974). *Quality control handbook* (Issues 658.562 Q-1q). McGraw Hill,.
  38. Knight, G. A., & Cavusgil, S. T. (2004). Innovation, organizational capabilities, and the born-global firm. *Journal of International Business Studies*, 35(2), 124–141.
  39. Korejan, M. M., & Shahbazi, H. (2016). An analysis of the transformational leadership theory. *Journal of Fundamental and Applied Sciences*, 8(3), 452–461.
  40. Kotler, P. (2003). „Marketing Insights from A to Z”, John Wiley&Sons. Inc., New Jersey.
  41. Levitt, T. (1960). Marketing myopia. *Harvard Business Review*, 38(4), 24–47.
  42. Mohamad, M., & Awang, Z. (2009). Building corporate image and securing student loyalty in the Malaysian higher learning industry. *The Journal of International Management Studies*, 4(1), 30–40.
  43. Mahmoud, A. A., & Hussein, h. And. (2016). Marketing creativity and its impact on green building design. *Journal of Ahl al-Bayt, peace be upon them*, 1(20), 488–510.
  44. Murphy, S., Nordin, S., & Cumming, J. (2008). Imagery in sport, exercise, and dance.
  45. Nguyen, B., Yu, X., Melewar, T. C., & Chen, J. (2015). Brand innovation and social media: Knowledge acquisition from social media, market orientation, and the moderating role of social media strategic capability. *Industrial Marketing Management*, 51, 11–25.
  46. Nilsson, L., Johnson, M. D., & Gustafsson, A. (2001). The impact of quality practices on customer satisfaction and business results: product versus service organizations. *Journal of Quality Management*, 6(1), 5–27.
  47. Oreg, S., Bayazit, M., Vakola, M., Arciniega, L., Armenakis, A., Barkauskiene, R., Bozionelos, N., Fujimoto, Y., González, L., & Han, J. (2008). Dispositional resistance to change: Measurement equivalence and the link to





- personal values across 17 nations. *Journal of Applied Psychology*, 93(4), 935.
48. Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. 1988, 64(1), 12–40.
  49. Plewa, C., Ho, J., Conduit, J., & Karpen, I. O. (2016). Reputation in higher education: A fuzzy set analysis of resource configurations. *Journal of Business Research*, 69(8), 3087–3095.
  50. Porter, M. E. (1990). The competitive advantage of nations. *Competitive Intelligence Review*, 1(1), 14.
  51. Powell, T. C. (1995). Total quality management as competitive advantage: a review and empirical study. *Strategic Management Journal*, 16(1), 15–37.
  52. Pylyshyn, Z. W. (2002). Mental imagery: In search of a theory. *Behavioral and Brain Sciences*, 25(2), 157–182.
  53. Raeder, J., Larson, D., Li, W., Kepko, E. L., & Fuller-Rowell, T. (2008). OpenGGCM simulations for the THEMIS mission. *Space Science Reviews*, 141(1), 535–555.
  54. Reed, R., Lemak, D. J., & Mero, N. P. (2000). Total quality management and sustainable competitive advantage. *Journal of Quality Management*, 5(1), 5–26.
  55. Robinson Jr, R. B., & Pearce, J. A. (1988). Planned patterns of strategic behavior and their relationship to business-unit performance. *Strategic Management Journal*, 9(1), 43–60.
  56. Rodríguez-Pose, A., & Crescenzi, R. (2008). Mountains in a flat world: why proximity still matters for the location of economic activity. *Cambridge Journal of Regions, Economy and Society*, 1(3), 371–388.
  57. Šmaižien, I., & Oržekauskas, P. (2006). Corporate image audit. *Vadyba. Management*, 1, 89.
  58. Sood, A., & Tellis, G. J. (2009). Do innovations really pay off? Total stock market returns to innovation. *Marketing Science*, 28(3), 442–456.
  59. Stern, B., Zinkhan, G. M., & Jaju, A. (2001). Marketing images: Construct definition, measurement issues, and theory development. *Marketing Theory*, 1(2), 201–224.
  60. Stošić, B. (2007). Menadžment inovacija: Ekspertni sistemi, modeli i metode. Fakultet organizacionih nauka.
  61. Tinoco, J. (2005). Marketing Innovation: The Construct, Antecedents and Consequences. Unpublished Work.
  62. Von Hippel, E. (1978). Successful Industrial Products from Customer Ideas: Presentation of a new customer-active paradigm with evidence and implications. *Journal of Marketing*, 42(1), 39–49.
  63. Waters, D., & Waters, C. D. J. (2008). Quantitative methods for business. Pearson Education.
  64. YEE, w. s. (2015). relationship between customer satisfaction, service quality, feng shui and corporate image of a malysian company.