

The Role Of The Marketing Mix In Achieving Marketing Excellence To Customer Relationship Management

Bilal jasim Al-Qaysi

Al Rasheed University College

phd.alkaisy@alrasheedcol.edu.iq

Purpose: Defining the distinct dimensions of the marketing mix and the extent of its relationship in managing customer relationships, its ability to achieve marketing excellence, and the company's understanding of the customer's requirements and providing him with distinct products.

Design / methodology / approach: The research uses the survey method, and the participants in this research were 544 customers of the dairy production company, and the Spearman relationship was used to reveal the true relationship between the variables discussed.

Findings : The company does not adopt modern pricing policies such as the promotional pricing policy using the coupon, nor does it take into account the customer's proposals in pricing their products. This was evident in the answers of the respondents who were chosen, the promotional campaigns of the company's products are limited to the use of traditional methods and not modern like a network The Internet

Research limitations / implications: The research was conducted only in the dairy production company, so future research is needed with samples in different production companies in order to generalize the results of the research, as well as to carry out research to reveal the differences between service products and commodity services.

Practical implications: Productive companies can focus on strengthening the strengths of the marketing mix resulting from this research to measure its performance according to the customers 'views, and as a result, the company will get the feedback, so that it can identify its weaknesses to strengthen and correct it, and discover the strengths to enhance it.

Originality / value: This research provides a new insight into the relationship of the marketing mix with customer relationship management and its impact on detecting marketing excellence.

Keywords : Marketing Mix; Customer Relationship Management; Marketing Excellence

creative process in the elements of the marketing mix, especially if the company is able to find creative ideas and proposals represented in introducing new products or developing and improving existing products, or adopting new and creative ways and methods in the field of pricing, promotion or distribution, and that contributes to In achieving the success and superiority of the company, the study sample in the field of marketing.

The problem of the study was that the absence of creative thinking in the marketing mix leads to the organization's failure to achieve marketing excellence in the industry market.

The descriptive approach was adopted and the study was based on a set of statistical tools that were used to analyze the data obtained in the applied aspect of the study. The study reached a number of conclusions, the most important of which are:

- The need to focus on the philosophy of customer orientation, as it has received the attention of organizations in recent years with the aim of defining its needs and expectations and working to meet them through the creative and effective role of the organization in its marketing program.

The relentless research company strives to establish strong long-term relationships with existing customers and obtain new customers, and achieve customer satisfaction by satisfying its needs and desires. As the customer is a

1. Introduction

The shift towards renewal and creativity of organizations based on it is due to the fact that organizations under the traditional administrations that are not open to the outside world are no longer able to withstand and grow in the market, but rather become threatened with extinction and disappearance, which requires developing creative capabilities and following the strategic thinking line as a path to success and discrimination

This study seeks to analyze creativity with the marketing mix and its effect on achieving the marketing excellence of the organization. The researcher chose the Iraqi Electronic Industries Company as one of the successful companies in the electrical appliance industry. Especially as it sought to diversify its marketing mix in response to the needs, desires and expectations of its customers, as the company tries to enhance its competitive position in the market after the acceleration of competition indicators in the electronic devices industry environment, in addition to the continuous change in the needs and desires of the customer. Hence, the company has adopted innovation strategies in some elements of the marketing mix to achieve success and excellence in managing customer relationships and gaining satisfaction and loyalty, by achieving value for it as a strategic partner in the creative process.

The customer-oriented creativity is the cornerstone of the success of the

production of products and targeting of markets, prices compatible with market privacy, and reliance on the promotional activities necessary to reach the customer through the appropriate distribution outlets.

It is also defined as (the marketing variables that the manager uses to achieve goals, and it includes the four elements (product, pricing, promotion, distribution) (Kotler, 2000, 36).

As for creativity in the marketing mix, it means finding new ways, and new and previously unfamiliar ways in its four mix elements (product, pricing, promotion, and distribution).

The creativity process will be addressed in the four elements of the marketing mix as follows:

2.1.1. Product Innovation

The product is the main and most important component of the marketing mix, on which the organization relies greatly on achieving its goals successfully and outperforming others in the industry market. The product in its broad concept and within the framework of contemporary marketing science (it is a group of tangible and intangible properties, which includes the customer's functional, social and psychological benefits or benefits. In this framework, the product may be in the form of a good, service, idea, or any combination They got together) (Al-Alaq, 1999: 816).

It is also defined as (anything offered to attract attention, possession, use or consumption in a manner that meets and satisfies the needs and desires of clients and matches their expectations) (Kim & Mauboragne, 1997: 3).

strategic partner in developing its marketing program, creating value for the customer by providing new products that match his expectations and strive to keep profitable customers, and this is confirmed by the statistical results.

2. Literature review

2.1. Innovation in Marketing Mix

The idea of the marketing mix arose in 1960, as it was defined in four main elements: (4 Ps: (product, price, price, promotion, and distribution)). This is related to the product. As for the service, three other elements are added to these four elements: (individuals, Operations and Service) (Al-Aujaisat, 46: 2001). Each of these elements has sub-components called the same component mix. Therefore, the marketing department must make the overall mix a high level of effectiveness in terms of arousing customer interest, and persuading them to groom their products. (Narrator Al-Sanad, 2000: 55).

The marketing mix is also one of the most important and prominent elements of any marketing strategy. (Al-Attab, 2002: 21) believes that the marketing mix is marketing itself or more precisely, it represents the "Total Marketing Strategy".

Al-Bakri (2002: 51) defined the marketing mix as (an integrated set of detailed strategies, tactics, policies, programs and activities that are all directed towards the resources the organization has to achieve its marketing goals). The definition indicated in its content to the group of strategic elements related to the

organization to the market is determined on the basis of the value perceived by its customers, as well as on the basis of the price that these customers must pay to them in order to obtain that value (Idris, 1994: 530-531). He knew (Al-Atab, 2002: 29) the price as (a reflection of the value of something in a certain period), whereas the creativity of pricing has known it (Al-Jayashi, 2003: 4) that he (devised a new pricing method to enhance the value).

The organization can apply the innovation of pricing through the use of coupon and promotional prices, provided that it is supported by promotion, and it is considered a type of innovation that helps it penetrate the markets to increase its sales (Ailawadi, et.al, 2001: 7). (P&G), which is one of the leading organizations in the market, has excelled in pricing through its focus on price creativity, which depends on the value of the customer as a basis, and obtained distinction and superiority over others in this field.

2.1.3. Promotion Innovation

In this highly changing world, in which modern human experience has become capital, information is a product, and communication is a means of production, and in light of the amazing knowledge development in multiple work methods, creativity in the means and mechanisms of effective communication with customers becomes a feature of development, renewal, success and continuity. Promotion is one of the organization's primary activities, which can contribute to achieving its goals of

The definition of product creativity is (generating new ideas and then applying them, so that the economy grows and investment increases, as well as maximizing profits for creative business organizations) (Kotler, 2000, 36).

Another definition of it is (finding new products with innovative functional features, directed towards improving their performance and characteristics in a new way) (Kim & Mauboragne, 1997: 4).

(Al-Samarrai 1999: 34) and (Al-Lami, 2005: 7) agree that (it deals with introducing a new commodity for the organization to meet the current and underlying needs of customers, it also includes the process of entering into new markets as well as it extends to include product improvement creations that are represented by changes That can affect some of the characteristics of the product, to increase its reliability, survival, or simplification, and to improve its performance and form, by setting a better design for it).

2.1.2. Pricing Innovation

The price is one of the important elements of the marketing mix, as it represents one of the determinants affecting the profits of the organization and is the only component that generates a return on it while the other elements are considered costly, and it is the most flexible component of the mix, because it can be changed quickly, and from the marketing perspective, the price is one of The main determinants of value are the essence of the marketing process. The value of the products provided by the

provide products to different sectors of the market, at the appropriate time and place, as products are delivered from manufacturers to customers by using distribution channels, which represents the way the product goes from the organization to the customer. (Idris and Al-Mursi 2005: 317-318)

(Narrator and Sind, 2000: 242) has defined distributive outlets as (are groups of individuals and institutions through which goods and services are transferred from their production sources to customers, through which the temporal, spatial, and acquisition benefits are created).

He referred to it (Stanton et.al 1997: 343) as (a chain consisting of a series of intermediate loops, in which one loop represents a specific organization that performs a specialized function with the aim of delivering goods and services to those who request it in the appropriate form and time).

2.2. Dimensions Customer Relationship management

The primary dimensions of CRM are the three core functional areas: (sales, marketing, and customer service). The organization's interest in these key points enables it to build a long-term interactive relationship with its customers. The three dimensions of CRM will be covered as follows:

2.2.1. Customer satisfaction

Customer satisfaction is one of the most important factors for the success of organizations today, as it faces a sea of competition with crashing waves and having a strong impact on them. Therefore, it has become obligated to pay attention to the issue of its

increasing market share and sales, and satisfying the needs and desires of customers. Promotion has a fundamental role to serve in the marketing activity, by defining and persuading customers of the characteristics of the product, and realizing the benefits accruing to them. Promotion is the group of contacts that the organization has with customers with the aim of persuading them and introducing them to the products in order to motivate them and induce them to buy them (Al-Saraya, 2003: 10).

Promotion has been defined as (a distinct offer, for a specific customer, within a specific time period, and it is that contact that generates and maintains positive relationships by informing, persuading one or more individuals of the organization's positive status and accepting its products by highlighting its distinctive characteristics, then the customer is convinced of those Properties to Buy It (Al-Amiri, 2002: 18).

As for the creativity of the promotion, it is defined as (creating new ideas, new ways, and new ways to inform the public about the organization's products for the purpose of purchasing them) (Kotler, 2000, 36). For example, finding a method for promotional communication through special events for a sample of customers is a promotional creativity (Kim & Mauboragne, 1997: 6).

2.1.4. Distribution creativity

Distribution is one of the vital marketing functions of the organization, through which it seeks to

economy, as it is the key to the success of the marketing program of the organization that focuses on obtaining On the customer and then keep it. As excelling in one of them does not mean overcoming the deficiency in the other. Keeping the customer by (5%) can increase the profits of the organization by (25% -95%). Therefore organizations must seek the opinions of their customers regarding their marketing program and what their products should be of new designs or continuous improvements and appropriate prices and how to promote or distribute them in modern and creative ways (Stanton et.al 1997: 346)

2.2.3. Customer Value

The value of the customer is defined as (the customer's accurate evaluation of the seller's merchandise, and his agreement to purchase it only if the benefits in relation to the cost are noticeable and fair, which means the relative merit or the relative importance of the customer) (Kotler, 2000, 47).

(Kotler, 1997: 38) referred to Customer Delivered Value as (the difference between total customer value and total customer cost). The total customer cost is (it is a group of customer costs, except those that are realized in the evaluation, acquisition, and use of the product)

3. Research methodology

The exploratory descriptive approach has been adopted and (544) customers were chosen, using the intentional sample method, and the Dairy and Food Products Company in

customers' satisfaction with it and their loyalty to its brand, which gives it a strong justification for its success and superiority over others. Customer satisfaction is one of the important topics that can be reached through the organization's promotion of innovation and creativity in its marketing program as well as creativity in other functional areas.

Before defining customer satisfaction, it must be pointed out the meaning of the word satisfaction, which expresses the happiness and elation that the customer feels as a result of matching his expectations with the specifications and characteristics of the product provided by the organization (Kotler, 2000, 48).

As for customer satisfaction, it is (the degree of customer awareness of the organization's effectiveness in providing products that meet its needs and desires) (Read & Hall, 1997: 7).

He defined it (Kotler, 2003: 40) as (the customer's feeling of happiness and disappointment is the result of comparing the performance of the observed product or its revenue with the customer's expectation of it). If this performance is less than expected, the customer will be dissatisfied with the product, but if he exceeds his expectation, he will be satisfied and very pleased.

2.2.2. Customer Loyalty

Loyalty as (a measure of the degree of buy-back from a specific mark by the customer) (Kotler, 1996: 14), the term loyalty has long been associated with the famous scientist Frederick Richald, and it seems more important in today's

success and excellence by building a strong customer base that is embodied in the establishment of long-term relationships. With them, obtaining their satisfaction, gaining their loyalty, and finding value for them, then identifying their creativity, and based on that, the current study has developed a number of scientific questions that can be summarized as follows:

What is the nature of the relationship between creativity in the elements of the marketing mix with the marketing excellence of the researched company?

- Has the researched company achieved tangible success and superiority in terms of the distinguished relationship between creativity and building a relationship with the customer, obtaining his satisfaction, earning his loyalty, achieving value for him, and learning about his creativity.

What is the customer's role in the success of the researched company in creating the marketing mix?

3.2. Objectives of the study

The research objectives are summarized in the following points:

1. Discuss the concepts of creativity with the marketing mix to spread awareness and awareness in Iraqi

Baghdad, one of the business companies in the private sector, was chosen for the dairy industry in Iraq.

3.1. Study Problem

The absence of creative thinking in the elements of the marketing mix, which includes (the product, pricing, promotion, and distribution), and focusing on creativity in one component, such as the product, for example, without taking into account creativity in other elements, is reflected negatively on the competitive position of the creative organization, including the company. The study community, therefore, it must strive to develop, renew and create in the entire marketing mix its components, in the form in which it is always with the customer to get the opportunity to launch to success and marketing excellence, in order to support the marketing decision makers in facing the future by building the possibility of thinking. It is necessary to study and indicators of marketing excellence and develop new methods and methods that are appropriate to the reality of the Arab and global environment. Therefore, it is necessary to reveal the creative aspects of the elements of the marketing mix, because of this is a very important role in achieving

(H2): the creativity of the product is linked morally and positively to customer satisfaction.

(H3): the creativity of the product is related morally and positively to the value of the customer.

(H4): creativity associated with the product with customer loyalty morally and positively.

(H5): creativity pricing is linked morally and positively to customer relationship management.

(H6): creativity pricing is linked morally and positively to customer satisfaction.

(H7): creativity pricing is linked morally and positively to the value of the customer.

(H8): Creativity is associated with pricing morally and positively with the customer's loyalty.

(H9): Creativity is associated with promotion and management of the customer relationship morally and positively.

(H10): Creativity and promotion are linked morally and positively with customer satisfaction.

(H11): Creativity is related morally and positively to the value of the customer.

(H12): Creativity is associated with promotion with customer loyalty morally and positively.

(H13): creativity is linked to distribution with managing

organizations, especially in the research company.

2. Determine the customer's role in presenting creative new ideas in creativity with the elements of the marketing mix, given the needs, desires and tastes of customers, the capital of the creative organization.

3. Test the correlation between the elements of the creative marketing mix and the marketing excellence represented in managing the relationship with the customer, obtaining his satisfaction, earning his loyalty, achieving value for him, and his role in the creativity of the researched company.

4. Study and analyze the role of creativity in marketing excellence through regression models.

3.3. Research hypothesis

In order to achieve the objectives of the study, the need articulated the main hypothesis of correlation, and the sub-hypotheses that emerged from it, in a manner consistent with the study model, as follows:

(H): "Product creativity correlates morally and positively with indicators of marketing excellence."

(H1): product creativity is linked positively and positively to customer relationship management.

Main hypothesis (H): In the current study, the first hypothesis was raised, according to which (creativity in the marketing mix is linked morally and positively with indicators of marketing excellence).

The presence of a very strong and positive correlation relationship at the level of significance (1%), between the creativity of the marketing mix (X) and the marketing superiority (Y), as the value of the simple correlation coefficient between them was 0.91 ** as the moral value (0.01 > 0.00) = Value-P), which indicates the acceptance of the correlation hypothesis (H), and this means that

customer relationship, morally and positively.

(H14): creativity is linked to distribution with customer satisfaction, morally and positively.

(H15): creativity is linked to distribution with the customer value morally and positively.

(H16): creativity is linked to distribution with customer loyalty morally and positively.

4. Hypotheses tested

A number of hypotheses related to the relationship with statistical significance explanatory and responsive variables were between the creativity of the marketing mix developed, and after collecting the statistical (X) and the marketing superiority variable (Y) results generated by the questionnaire at the level of significance (1%), i.e. The distributed to the study sample, these result is acceptable with a confidence level of hypotheses will be tested. The following are 99%.

detailed to these results:

جدول () اختبار الفرضيات (نتائج العلاقات)					
Hypotheses tested	Variables	n	Sig	Pearson Correlation	Results
H1	Marketing excellence - the marketing mix (X-Y)	544	0.0001	0.91**	Accepted
H1	Customer Relationship Management - Product Creativity (X1-Y1)	544	0.005	0.77**	Accepted
H2	Customer satisfaction - product creativity (X1-Y2)	544	0.001	0.83**	Accepted
H3	Customer value - product creativity (X1-Y3)	544	0.000	0.90**	Accepted
H4	Customer loyalty - product innovation (X1-Y4)	544	0.002	0.82**	Accepted
H5	Customer Relationship Management - Pricing Creativity (X2-Y1)	544	0.009	0.74**	Accepted
H6	Customer satisfaction - creativity of pricing (X2-Y2)	544	0.006	0.76**	Accepted

H7	Customer value - innovation pricing (X2-Y3)	544	0.003	0.80**	Accepted
H8	Customer loyalty - innovation pricing (X2-Y4)	544	0.008	0.75**	Accepted
H9	Customer Relationship Management - Promotion Creativity (X3-Y1)	544	0.001	0.84**	Accepted
H10	Customer satisfaction - the creativity of the promotion (X3-Y2)	544	0.001	0.85**	Accepted
H11	Customer Value - Creative Promotion (X3-Y3)	544	0.009	0.73**	Accepted
H12	Customer loyalty - the creativity of the promotion (X3-Y4)	544	0.007	0.76**	Accepted
H13	Customer Relationship Management - Distribution Creativity (X4-Y1)	544	0.001	0.83**	Accepted
H14	Customer satisfaction - creativity of distribution (X4-Y2)	544	0.001	0.84**	Accepted
H15	Customer value - the creativity of the distribution (X4-Y3)	544	0.005	0.77**	Accepted
H16	Customer loyalty - creativity of distribution (X4-Y4)	544	0.005	0.77**	Accepted

The results of (P-Value) indicate that the values (0.005, 0.001, 0.000, 0.002) are smaller than the value (0.01), which indicates that there is a positive and statistically significant correlation between the product innovation management, customer satisfaction, customer index (X1) and each of the indicators (customer relationship management, customer satisfaction, customer value, and customer loyalty).

Marketing excellence variable represented by the sub-variables (customer relationship management (Y1), customer satisfaction (Y2), customer value (Y3), customer loyalty (Y4)), between the product innovation index (X1) and the level of significance (1%), meaning that the results are acceptable with a confidence degree of 99% .

The results of the table also indicate that there are positive and statistically significant correlations at the level of significance (1%) between the product innovation index (X1) and each indicator of the marketing excellence variable represented (customer relationship management (Y1), customer satisfaction (Y2), customer value (Y3), customer loyalty (Y4),

This proves the verification and the correlation value was (0.77 **, 0.83 **, 0.90 **, 0.82 **) demonstration of the first sub-hypothesis, according to which creativity correlates

variables of marketing excellence (customer relationship management, customer satisfaction, customer value, and customer loyalty) and positively with variables of marketing excellence (customer relationship management, customer satisfaction, customer value, and customer loyalty).

The results of the table also indicate that there are positive and statistically significant correlations at the level of significance (0.01) between the promotion creativity index (X3) and each indicator of the marketing excellence variable represented (customer relationship management (Y1), customer satisfaction (Y2), customer value (Y3), customer loyalty (Y4)).

The results of the table also indicate that there are positive and statistically significant correlations at the level of significance (0.01) and the correlation value was (0.84 **, 0.85 **, 0.73 **, 0.76 **) between the pricing innovation index (X2) and each indicator of the marketing excellence variable represented (customer relationship management (Y1), customer satisfaction (Y2), customer value (Y3), customer loyalty (Y4)).

The results of (P-Value) indicate that the values (0.001, 0.001, 0.009, 0.007) are smaller than the value (0.01), which indicates that there is a positive and statistically significant correlation between the promotion creativity index (X3) and each of the indicators (Y1, Y2, Y3, Y4), and the correlation value was (0.74 **, 0.75 **, 0.80 **, 0.75 **).

Marketing excellence variable represented by the sub-variables (customer relationship management (Y1), customer satisfaction (Y2), customer value (Y3), customer loyalty (Y4)), the results of (P-Value) indicate that the values (0.009, 0.006, 0.003, 0.008) are smaller than the value (0.01), which indicates that there is a positive and statistically significant correlation between the pricing innovation index (X2) and each indicator of the marketing excellence variable represented by the sub-variables (customer relationship management (Y1), customer satisfaction (Y2), customer value (Y3), customer loyalty (Y4)), at the level of significance (1%), meaning that the results are acceptable with a confidence degree of 99%.

This proves the verification and validation of the third sub-hypothesis, according to which creativity correlates morally and positively with variables of marketing excellence (customer relationship management, customer satisfaction, customer value, and customer loyalty), at the level of significance (1%), meaning that the results are acceptable with a confidence degree of 99%.

This proves the verification and validation of the second sub-hypothesis, according to which creativity correlates morally and positively with variables of marketing excellence (customer relationship management, customer satisfaction, customer value, and customer loyalty).

Fourth hypothesis (H4): creativity of the second sub-hypothesis, according to which creativity correlates morally and positively with variables of marketing excellence (customer relationship management, customer satisfaction, customer value, and customer loyalty).

The results of the table also indicate that there are positive and statistically significant correlations at the level of significance (0.01) linked morally and positively with the

higher than the hypothetical mean, but with a slight difference. and each indicator of the marketing excellence

The company does not adopt modern pricing policies such as the coupon pricing policy using the coupon, nor does it take into account the customer's proposals in pricing its products. This is evident in the answers of the respondents who were chosen, because he obtained an arithmetic mean less than the hypothetical medium. The results of (P-Value) indicate that the values (0.001, 0.001, 0.005, 0.005) are smaller than the value (0.01), which indicates that there is a positive and statistically significant correlation between the distribution creativity index (X3) and each of the indicators customers before introducing new products or Marketing excellence variable represented by developing existing ones, and what confirms this is true that they have a high arithmetic medium. The relationship between the innovation index and positive marketing the level of significance (1%), meaning that the excellence indicators for the researched company adopting modern ideas and methods of 99%).

in promoting its products. This proves the verification and

The promotional campaigns of the company's products are limited to the use of traditional and not modern methods and means such as the Internet. marketing excellence (customer relationship management, customer satisfaction, customer promotional methods, such as advertising, publishing, sales promotion, and modernity, 5. Results Discuss

such as the sampling method in promoting its products. It was found that the researched company does not depend on the strategy of intermittent

It is clear from the statistical analysis of creativity on its products, and the life cycle of the indicator of creativity distribution for the products is not limited to the results of the workers that most of them think that this ongoing developments and improvements from indicator has a clear role and dimension. He the viewpoint of its employees. This indicator got a higher average score compared to the creativity indicators (pricing, promotion) mean, and this indicates that the sample does except for the product. Therefore, a positive relationship has emerged between this importance to the researched company.

indicator and indicators of marketing excellence (managing the customer's creativity in pricing, but with less creativity relationship, satisfaction, value, and creativity) than the product. As I got an arithmetic mean as the research company uses modern systems

5. Results Discuss

It was found that the researched company does not depend on the strategy of intermittent

The researched company achieved excellence (managing the customer's creativity in pricing, but with less creativity relationship, satisfaction, value, and creativity) than the product. As I got an arithmetic mean as the research company uses modern systems

by the statistical results, and the relationship means to deliver its products to the target was positive between the customer value index markets, which saves significant effort and and indicators of creativity in the marketing time for its customers in obtaining these mix. products and in the appropriate place and time

There was an agreement regarding According to demand. giving importance to the opinion of customers, It became clear that the indicators of especially the creators of them, and paying creativity in the marketing mix have a clear attention to their reactions towards the new role in the indicators of marketing excellence, products that are being presented and and this is what the statistical analyzes have encouraging them to present more successful concluded from the presence of a positive creative ideas. This indicator obtained a relationship between all indicators, which the arithmetic mean higher than the hypothetical workers aim at within the researched company. mean. The correlation between customer It was found that there is an agreement creativity and creativity indicators was between the employees of the researched positive. company among them regarding the

Finally, our hypothesis that there is a management of the customer relationship, and correlation between creativity and the got an arithmetic average higher than the marketing mix as an independent overall hypothetical medium because the researched indicator and marketing excellence as a company seeks to achieve the customer's dependent overall indicator has been validated. satisfaction by satisfying his needs and

building strong long-term relationships and using the strategy of withdrawing the market. As the customer is a strategic partner in developing its marketing program, the positive correlation between this indicator and creativity indicators with the marketing mix was positive.

It turns out that customer satisfaction is one of the important indicators agreed upon by workers in the researched company and that it always seeks to achieve it as a real profit for it, and this is what the study reached through the results obtained in this aspect, as the correlation relationship was positive between customer satisfaction And indicators of creativity marketing mix.

The customer value index is clear to workers, and there is an agreement about the researcher's keenness to create value for the customer by providing new products that match his expectations and strive to maintain profitable customers, and this was confirmed

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