

Effect of Innovative Promotion Mix on Interactive Marketing for Business Organizations: A Case Study in Iraqi General Company for Automotive and Equipment Industry

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Abstract

Aim of this paper is to show the importance of the innovative promotion mix with its five elements: innovative advertising, innovative personal selling, innovative sales promotion, innovative public relations, and innovative direct selling, and knowing their impact on interactive marketing in Business organizations. Personal interviews were conducted with (129) managers in Iraqi General Company for Automotive and Equipment Industry, and their answers to the questionnaire were analyzed statistically, results are strong relationships between the variables investigated and that they are offer many advantages to business organizations. It contributes to business organizations management field literature and advises about marketing of its product, it is clarifying the importance of innovative promotion and its role in implementing interactive marketing in particular. Innovative advertising and innovative direct selling has a big influence at interactive marketing, know that by a case study in one Iraqi organization, it requires to own exhibitions for its products through which the product is delivered directly to customers, and thus the business organization can raise its sales volume, increase its market share and improve its position in the market through innovative promotion.

Keywords: Innovative Promotion Mix, Innovative Advertising, Innovative Personal Selling, Innovative Sales Promotion, Innovative Public Relations, Innovative Direct Selling, Interactive Marketing.

Introduction

Any organization, regardless of its activity, must practice the marketing process through which the organization identifies the needs and desires of customers and works to meet them through a marketing mix that includes different elements (Ramdani et al, 2021). Promotion is one of these basic elements of this mix, based on the vital role played by promotion in introducing customers to the organization's goods and services and how to influence them to convince them of the advantages and benefits that they obtain as a result of their interaction with the concerned organization (Ibrahim et al, 2020). Promotion is an effective communication tool between the organization and the target customers through the activities used to contact them and provide them with comprehensive and detailed information about the organization and its main activity (Zerefu and Amanuel, 2014). Promotion is defined as all activities that contribute to facilitating effective communication with current and prospective customers, which leads to increased sales, and informs the consumer of the importance of the good or service and its suitability to satisfy his needs and desires, and what distinguishes it from competitors (Onditi, 2012), and promotion is also known as the means that seek to communicate With customers, which would ensure the consolidation of the mental image of the organization's products for them and create a positive perception through reminding and defining the benefits that they obtain as a result of their interaction with the organization (Amankwah and Asare, 2019). Therefore, promotion is a fertile field for innovation with its various elements, especially in the field of advertising. Its importance stems from its ability to target the largest possible number of target audience. As for innovative promotion, it means the ability of the business organization to employ the innovative aspect in direct and indirect communication through a promotional mixture to familiarize the customer with the organization's products and try to persuade him through the use of innovative tools and means (Thomas et al, 2021). Databases are an important part of interactive marketing, by using the latest technologies to create advanced databases, the organization can choose a narrow market segment and find good opportunities within this sector based on the desired characteristics (Adam, 2021), and marketers can reduce costs and improve returns, so databases represent the centerpiece and basis of interactive marketing success, it provides it with energy. The database is a set of files saved in a computer that includes interconnected data through which information is obtained in different and different forms and arrangements and consists of different layers of information, as traditional data such as those related to market segmentation into sectors are fused with data on commercial exchanges to emerge thus customer biographical data as an effective new input for developing a dialogue with individual customers (Kerin and Hartley, 2020). Innovative marketing is also known as the use of methods And the new means of employing innovative and new ideas in the field of traditional promotion, as the organization presents an unfamiliar promotional message capable of achieving several goals, most notably the goal of attracting more targeted customers and achieving contact with them, the goal of positively enhancing feelings towards the promoted brand, and the goal of building a distinctive image of the brand business and enhancing its position in the minds of the public (Rocha et al, 2020).

Theoretical Approach

Innovative Promotional Mix

The innovative promotional mix is a term given to a group of innovative promotional activities that interact together in an effective manner aimed at introducing prospective customers to the organization's products to influence their purchasing decision and attract them to deal with the organization (Langat, 2016), as the innovative promotional mix is defined as a group of elements that work together and in different proportions to achieve the required response, and thus the elements of the innovative promotional mix are considered an appropriate area to give them innovative touches to achieve a kind of distinction in communicating the innovative promotional message to the target audience (Katole, 2020). The innovative promotional mix includes the introduction of innovative mechanisms and means to the elements of the promotional mix, which would add a positive impact on the awareness of the target customer and build his desire to acquire the organization's products (Maulani, 2017), as the innovative promotional mix consists of main elements (innovative advertising, innovative personal selling, innovative sales promotion, innovative public relations, and innovative direct selling) and the following is an appropriate explanation for each of these elements:

- **Innovative Advertising:** It is a unique advertisement that is a good opportunity to work and persuade a combination of innovative and non-traditional ideas that connect the benefits and advantages of the brand with our customers in a wonderful artistic style that makes the viewer, listener or reader interested in the advertisement and interact with it in a way that stimulates motivation purchasing has (Shaffer, 2014), Addition of Innovative advertising ideas Another aspect is the design and presentation of the text structure at the ad drafting stage, and the bids are in the foreground (Sripathi and Ramadevi, 2022).

- **Innovative Personal Selling:** It is defined as a personal communication between the seller and the buyer in which the seller tries to persuade the buyer to buy the product by offering the benefits and advantages that can be benefited from as a result of consuming or using the product, especially when the buyer does not have sufficient information about the product to be purchased (Widya et al, 2021) and that innovative personal selling contributes In increasing the chances of success of the sales process from the first stage to the final stage of personal selling, the innovative sales representative can sell from five to ten times what the regular representative sells (Armstrong, 2018). Innovative personal selling includes creating new ideas that lead to activating the process of direct communication with customers, in addition to expanding the database and information that leads to the development of product design decisions and its promotion. Successful sales deals, and the innovative salesman's skills enable him to carry out the work entrusted to him in an efficient and effective manner in all stages of the sales process and to find quick and successful solutions and provide a set of options and alternatives that work to convince the customer of the products and enhance the mental image of the organization (Christian, 2021).
- **Innovative Sales Promotion:** Most organizations use various means to activate their sales in a new framework in order to gain customer interest and achieve distinction from other organizations (Andres and Juan, 2022). In drawing the attention of customers through the incentive of repeated use, whereby the customer who repeats purchases of the organization's product is rewarded or by stimulating sales with the help of a famous figure in the artistic or sports community (Bhatti, 2018) for the purpose of affecting the psychology of customers by addressing the famous personality to benefits obtained by buyers and inviting them to visit the organization's sales centers, or by activating sales with gifts (Onhi et al, 2022), as the organization provides free gifts to each customer who buys a certain type of its products. Additional gift the organization can give free gifts to all visitors to its sales centers, such as pens, notebooks and T-shirts bearing the organization's logo, which they are called souvenirs because of their impact on the purchasing behavior of visitors, adding their color is an advertising method that can be used as a tool to attract more visitors to learn about the organization's products (Alimpic, 2014).
- **Innovative Public Relations:** It is a planned activity whose goal is to achieve satisfaction and mutual benefit between the organization and its customers through programs based on social responsibility that affect public opinion and build good intentions about the organization, its achievements and its products (Naumovska, 2016). As innovative public relations lead to greater awareness of the organization and its products compared to advertising, because this activity carries more credibility and gains the public's trust more than what is presented in advertising, and the expenses spent by the organization on public relations are much less compared to advertising. Do not pay for the space, the means, or the time you get, but only pay for its employees or the public relations agency that develops and manages events and publishes them through various media (Ejikeme, 2020). One of the most innovative methods of public relations is the method of organizing parties and private invitations. As a kind of direct contact with the public, whether it is for employees within the organization or customers who deal with it (Gentsch, 2019). These parties include recurring programs Some important personalities in society, such as athletes, thinkers and scientists, and the way of participating in public life, such as investing in national events in which large numbers of community members participate, and official celebrations held by the state and associated devices, that provide a space for the organization to strengthen its relationship with society and develop its sense of responsibility, are praised. The National (Solomon, 2018), and the method of participating in public competitions that come within the means of direct communication with the public, such as programs and competitions broadcast on satellite channels at certain times of the year, such as Ramadan and holidays. From its mental status among customers (Belda-Medina, 2022) and the way of community service. The organization is part of the community and there is a responsibility that rests upon it, and this responsibility is not imposed by laws and legislation, but rather stems from the organization's sense of responsibility towards society, such as building orphanages, nursing homes, caring for the disabled and building gardens Parks and resting places in private parking lots to wait for passengers and distribute food baskets Helping the needy, supporting scientific trends, and holding workshops and seminars that support the efforts of researchers and lead to deepening relations with community members (Arora et al, 2020).
- **Innovative Direct Selling:** It is defined as one of the types of innovative promotional campaigns that uses various communication channels such as e-mail, phone call, and request to visit the store (Anjala et al, 2021). Some time, but in the end achieves the desired goal (Kevin and Joe, 2021) The innovative direct selling is characterized by the ability to know the results faster and better and allows continuous communication with the old audience of the organization by sending mails or contacting them and informing them about the new products of the organization (Huynh and Duong, 2022) It is a powerful and effective direct marketing tool for

large and small companies in which they provide the most prominent services and offers, and there are other types of it that can be used such as coupons, automated phone calls, kiosks and marketing by sales representatives (Wei et al, 2021).

Interactive Marketing

Marketers face many challenges arising from rapid technological progress, intense competition, fragmentation and spread of markets. Therefore, every organization puts the customer first, anticipating his needs and desires (Dushyenthan, 2012), which led to the emergence of the concept of interactive marketing, which may give a basis for building harmonious relationships between internal customers. Interactive marketing encourages customers to become a part of product development processes and this is done using Internet technology in many ways such as dialogues, chats, discussion groups, and questionnaires through the web Correspondence through e-mail (Rajagopal, 2020) this type of marketing pays rich dividends for important market data, new product ideas and strong customer relationships. The concept of interactive marketing is usually associated with direct marketing, which is one of the elements of integrated marketing communications because the communication between the product and the customer takes place directly without an intermediary to conduct the exchange process (Gentsch, 2019) and it is defined as an interactive marketing system that uses one or more advertising means to influence the customer audience Somewhere, as interactive marketing represents a developing trend in the science of marketing depends mainly on frequent dialogue processes and continuous interaction between the customer and the organization. Some of the characteristics of interactive marketing for a business organization can be identified as follows: The characteristic of being a means of communication and a distribution channel at the same time, as it does not stop at sending a message to potential customers, but also receives their requests for being a direct distribution channel without intermediaries (Lim et al, 2022), a characteristic Being an interactive system that allows two-way communication between the organization and its customers who, on their part, can respond and call immediately or later by phone, for example, and the organization can know the customer's objections and reach a solution that satisfies him (Lopez and Munoz, 2021), the characteristic of being measurable and monitoring, completing and completing any One of the interactive marketing campaigns is carried out only by tracking the results obtained from the beneficiaries, which leads to paving the way for marketing managers to develop a marketing explanation for each case (Widya et al, 2021), the property of being an invisible competitive weapon, as interactive marketing operations are invisible to Competitors have the opposite of publicity in the mass media, which allows them to determine the size of the budget and content, the property of being precisely targeted to specific customers very carefully and perhaps at the individual level unlike general marketing in which organizations rely on the economy Scale (Moorman et al, 2019). Most writers and researchers agree that the dimensions of interactive marketing are as follows: (Kotler et al, 2018), (Lamb et al, 2018).

- **Trust and Commitment:** Organizations are generally concerned with trust because of its specificity through which it seeks to strengthen the relationship between the organization and its customers in accordance with a behavior based on cooperation, interaction and understanding of new concepts and ideas to benefit from its advantages efficiently and effectively (Gao et al, 2020). It is a firm belief by the customer that he can rely on the seller to provide the promised services, it enhances the credibility of the organization and thus repeats the buying behavior by customers (Sahin et al, 2011). As for commitment, it generally means the permanent desire to maintain a valuable relationship by at least one party (Yun et al, 2021). Commitment as a decisive psychological force that connects the customer with the organization and has a strong positive impact on the intention to remain in a relationship with the organization and the desire to invest and develop this relationship (Nusair et al, 2013).
- **Communication and Interaction:** Communication is the most important aspect of interactive marketing, agreed upon by most writers and researchers, and the main means for the interaction process between the two sides of the marketing process (Jose, 2022). Direction pillars involved in the flow of information, instructions, commands and decisions from one person to another or to another group for the purpose of influencing or effecting change to achieve predetermined objectives. As for interaction, it is the main element of the interactive marketing process, as the process of dialogue and interaction with customers plays an important role in discovering their expressed and unstated needs and desires (Andres and Juan, 2022). Since the reputation of the company closely aligns with the characteristics of its employees and partners, interaction is of paramount importance and at the same time value is generated for customers because the customer creates value in use, without interactions the organization would not have any opportunity to create shared value (Gronroos, 2011). They are joint production processes in which the customer participates with the organization in designing the product.
- **Quality of service:** Providing high-quality service is the key to success in the service industry. In the current era of intense competition, improving service quality is very necessary for the development of efficiency and business volume (Widya et al, 2021). Service quality is the ability of a good or service to meet the expectations of

customers and it represents the degree of excellence and maximum harmony, to use the product which in general means the general impression of the customer's appreciation of the services provided to him (Culiberg, 2010).

Purpose of Study

Business organizations try to maximize their sales, and perhaps the most important way to achieve this is interactive marketing, which dispenses with intermediaries and links the organization directly with its customers. The organization through its five elements, which are innovative advertising, innovative personal selling, innovative sales promotion, innovative public relations, and innovative direct selling.

Method

Objectives of the organization Accordingly, the research hypotheses were formulated as follows:

- 1) There is a significant effect of the innovative promotion mix in interactive marketing.
- 2) There is a significant effect of innovative advertising in interactive marketing.
- 3) There is a significant effect of innovative personal selling in interactive marketing.
- 4) There is a significant effect of innovative sales activation in interactive marketing.
- 5) There is a significant effect of innovative public relations in interactive marketing.
- 6) There is a significant effect of innovative direct selling in interactive marketing.

The research attempts to verify the validity of its hypotheses through the statistical correlation and regression coefficients. The idea of the research can be clarified in figure (1).

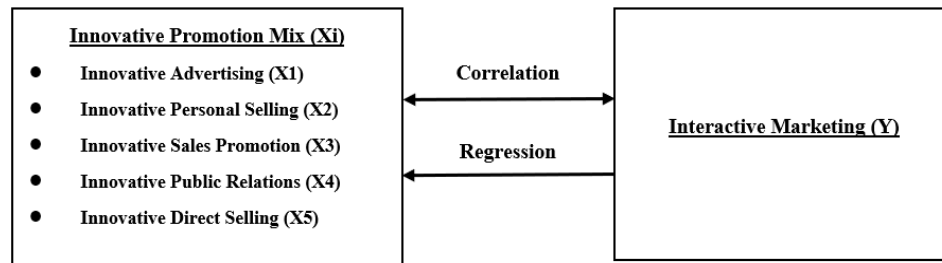


Figure 1: The Procedure Chart of Research

For the purposes of the research, the data was unloaded and analyzed through the (SPSS) program to carry out the analysis process and achieve the objectives set in the framework of the research, as the applied study was adopted in Iraqi General Company for Automotive Industry and Equipment, which was officially formed in 2016 after merging three companies (the General Company for the Automotive Industry, The General Company for Mechanical Industries, the General Company for Batteries Industry), which is one of the companies affiliated to the Iraqi Ministry of Industry and Minerals. The supporting technical sections are (technical, research and development, planning, quality control), while the organizational sections are (administrative, financial, legal, commercial, regulatory, marketing). The research uses the arithmetic mean, the standard deviation, the average relative weight, and the order of importance for the opinions of the researched sample according to their answers. The research relied on the (Likert) five-point scale in the answers of the sample surveyed amounting to (129) managers on the paragraphs of the questionnaire form that were prepared specifically for this research. The statistics were relied on (The arithmetic mean, standard deviation and mean relative weight) for the studied variables using SPSS V.23 program, as shown in Table (1).

Table 1: Frequency of Answers for Researched Sample (N=129)

Paragraph content		Totally Agree		Agreed		Neutral		Not Agree		Not Totally Agree		Arithmetic Mean	Standard Deviation	Average Relative Weight
		No.	%	No.	%	No.	%	No.	%	No.	%			
Innovative Advertising	The company's management works to fulfill its promises to its customers.	8	8.9	37	41.1	24	26.7	16	17.8	5	5.6	3.30	1.04	66
	The company's management compensates its customers when	2	2.2	40	44.4	25	27.8	18	20.0	5	5.6	3.18	0.97	63.6

	they make a mistake.													
	Company management provides reliable services.	8	8.9	36	40.0	27	30.0	14	15.6	5	5.6	3.31	1.02	66.2
	The company's management treats its customers fairly and without discrimination.	27	20.5	61	46.2	37	28.0	7	5.3	-	-	3.82	0.81	76.4
	The management of the company provides assistance to those who need it from customers.	20	15.2	74	56.1	34	25.8	4	3.0	-	-	3.83	0.71	76.6
	Overall Average											3.49	0.45	
	Availability of Innovative Advertising											69.76%		
	Gap Size in Iraqi General Company for the Automotive and Equipment Industry											30.24%		
Innovative Personal Selling	The company's management is committed to providing its services on time.	27	20.5	40	30.3	29	22.0	26	19.7	10	7.6	3.36	1.23	67.2
	The company's management urges its employees to maintain the security and confidentiality of customer information.	3	3.3	40	44.4	31	34.4	16	17.8	0	0	3.33	0.81	66.6
	The company's management is concerned with maintaining its relationship with customers.	3	3.3	26	28.9	38	42.2	21	23.3	2	2.2	3.08	0.86	61.6
	The company's management provides facilities to its customers in order to continue using its services.	8	6.1	49	37.1	34	25.8	32	24.2	9	6.8	3.11	1.06	62.2
	Customers frequently purchase and use the company's services as a sign of mutual commitment to it.	11	8.3	65	49.2	29	22.0	22	16.7	5	3.8	3.42	0.99	68.4
	Overall Average											3.26	0.98	
	Availability of Innovative Personal Selling											65.2%		
Gap Size in Iraqi General Company for the Automotive and Equipment Industry											34.8%			
Innovative Sales Promotion	The company's management follows up on any complaint submitted to it.	11	8.3	79	59.8	36	27.3	6	4.5	-	-	3.72	0.68	74.4
	The company's management seeks to respond to customers' requests quickly and immediately.	21	15.9	68	51.5	40	30.3	3	2.3	-	-	3.81	0.72	76.2
	The company's management is working to share relevant	14	10.6	75	56.8	35	26.5	7	5.3	1	0.8	3.71	0.76	74.2

	information with employees.													
	The company's management works to communicate with its customers in a clear and understandable language for all.	13	9.8	73	55.3	39	29.5	7	5.3	-	-	3.7	0.72	74
	The company's management uses various means of communication to deal with its customers.	18	13.6	63	47.7	46	34.8	5	3.8	-	-	3.71	0.75	74.2
	Overall Average											3.73	0.73	
	Availability of Innovative Sales Promotion											%74.6		
	Gap Size in Iraqi General Company for the Automotive and Equipment Industry											%25.4		
Innovative Public Relations	The company's management is keen to communicate with its customers directly.	14	10.6	62	47.0	50	37.9	6	4.5	-	-	3.64	0.73	72.8
	The company's management encourages its employees to treat customers positively.	15	11.4	72	54.5	39	29.5	6	4.5	-	-	3.73	0.72	74.6
	The company's management is concerned with evaluating its services to customers.	16	12.1	64	48.5	45	34.1	7	5.3	-	-	3.67	0.76	73.4
	The company's management assigns experienced personnel for serious dialogue and interaction.	14	10.6	67	50.8	46	34.8	5	3.8	-	-	3.68	0.71	73.6
	The company's management seeks to build distinguished relationships with its customers.	22	16.7	61	46.2	44	33.3	5	3.8	-	-	3.76	0.77	75.2
	Overall Average											3.70	0.57	
	Availability of Innovative Public Relations											73.92%		
Gap Size in Iraqi General Company for the Automotive and Equipment Industry											26.08%			
Innovative Direct Selling	The company's management responds to customers' requests promptly.	19	14.4	75	56.8	32	24.2	6	4.5	-	-	3.81	0.73	0.53
	The management of the company has employees who have the experience and knowledge necessary to do their job.	13	9.8	71	53.8	45	34.1	3	2.3	-	-	3.71	0.67	0.53
	The company's management is keen on personal	20	15.2	69	52.3	36	27.3	7	5.3	-	-	3.70	0.77	0.53

Interactive Marketing	attention to customers.													
	The company's management is interested in providing high quality services.	14	10.6	69	52.3	42	31.8	7	5.3	-	-	3.68	0.73	0.53
	The company's management accurately assesses the needs of its customers.	24	18.2	59	44.7	44	33.3	5	3.8	-	-	3.55	0.79	0.53
	Overall Average											3.70	0.74	
	Availability of Innovative Direct Selling											74.07%		
	Gap Size in Iraqi General Company for the Automotive and Equipment Industry											25.93%		
	The company's management takes care of customer complaints.	15	11.4	72	54.5	41	31.1	3	2.3	1	0.8	3.72	0.72	74.4
	The company's employees have the ability to persuade and dialogue.	17	12.9	73	55.3	32	24.2	10	7.6	-	-	3.70	0.78	74
	The company's management maintains the confidentiality and privacy of customers.	14	10.6	67	50.8	45	34.1	6	4.5	-	-	3.68	0.76	73.6
	Employees perform assigned tasks efficiently and quickly.	16	12.1	75	56.8	35	26.5	6	4.5	-	-	3.77	0.72	75.4
	The customer repeats dealing with the company to meet his needs and desires.	17	12.9	62	47.0	47	35.6	6	4.5	-	-	3.67	0.73	73.4
	Employees have the ability to represent the company well.	15	11.4	72	54.5	40	30.3	5	3.8	-	-	3.73	0.708	74.6
	The company's management is keen to inform its customers of the date of implementation of the service.	18	13.6	70	53.0	40	30.3	4	3.0	-	-	3.77	0.716	75.4
	Overall Average											3.71	0.53	
	Availability of Interactive Marketing											74.23%		
	Gap Size in Iraqi General Company for the Automotive and Equipment Industry											25.77%		

Results

It is noted from table (1) that innovative promotion and interactive marketing have obtained well-weighted averages, which indicates their application and presence in Iraqi General Company for Automotive and Equipment Industry. It is shown in Table (2), which shows that (innovative advertising) came in the first order and that (innovative personal selling) came in the last order.

Table 2: Ranking the Importance of the Innovative Promotion Mix

Innovative Promotion Mix	Arithmetic Mean	Standard Deviation	Variation Coefficient	Rank the Importance
Innovative Advertising	3.49	0.458	13.12	1
Innovative Personal Selling	3.26	0.888	27.24	5
Innovative Sales Promotion	3.730	0.559	14.975	3
Innovative Public Relations	3.696	0.566	15.329	4
Innovative Direct Selling	3.70	0.53	14.32	2

The statistical analysis program (SPSS) was used for the purpose of extracting the correlation coefficients between the innovative promotion mix and interactive marketing, and the results of the analysis appeared as in table (3).

Table 3: Results of the Correlation Coefficients between Innovative Promotion Mix and Interactive Marketing

Independent Variables	Details	Results with Interactive Marketing
Innovative Advertising	Correlation Value	0.540
	Indication Level	0.000
	T-Test	7.314
Innovative Personal Selling	Correlation Value	0.042
	Indication Level	0.634
	T-Test	0.477
Innovative Sales Promotion	Correlation Value	0.554
	Indication Level	0.000
	T-Test	7.583
Innovative Public Relations	Correlation Value	0.548
	Indication Level	0.000
	T-Test	7.474
Innovative Direct Selling	Correlation Value	0.669
	Indication Level	0.000
	T-Test	10.252
Innovative Promotion Mix	Correlation Value	0.618
	Indication Level	0.000
	T-Test	8.963
Correlation is significant at the 0.01 level (2-tailed).		

It is clear from table (3) the following:

1. The value of the correlation between (innovative advertising) and (interactive marketing) reached (0.540), as the calculated (T) value reached (7.979), which is greater than the tabular (T) value of (1) and indicates the existence of a strong direct positive correlation relationship between the two variables.
2. The value of the correlation between (innovative personal selling) and (interactive marketing) reached (0.042), as the calculated (T) value reached (0.477), which is smaller than the tabular (T) value of (1.984) and indicates a weak significant correlation relationship directive between the two variables.
3. The value of the correlation between (innovative sales activation) and (interactive marketing) reached (0.554), as the calculated (T) value reached (7.583), which is greater than the tabular (T) value of (1.984) and indicates the existence of a correlation relationship Strong positive correlation between the two variables.
4. The value of the correlation between (innovative public relations) and (interactive marketing) reached (0.548), as the calculated (T) value reached (7.474), which is greater than the tabular (T) value of (1.984), all of which indicate the existence of a relationship There is a strong direct correlation between the two variables.
5. The value of the correlation between (innovative direct selling) and (interactive marketing) reached (0.669), as the calculated (T) value reached (9.680), which is greater than the tabular (T) value of (1.984) and indicates the existence of a strong significant correlation relationship directive between the two variables.
6. The value of the correlation between (innovative promotion mix) and (interactive marketing) reached (0.618), as the calculated (T) value reached (8.963) which is greater than the tabular (T) value of (1.984) and indicates the existence of a strong direct positive correlation relationship between the two variables.

So, there are correlations between the investigated variables, allowing the transition to measure the effect relations between those variables by calculating the regression coefficients using the statistical analysis program (SPSS), which is shown in the table (4).

Table 4: Results of Regression Coefficients for the Innovative Promotional Mix on Interactive Marketing

Dependent variable	Independent variables	Constant limit value (a)	Value of the marginal slope coefficient (β)	Coefficient of determination (R^2)	(F) computed value	Tabular (F) value	Indication Level	Indication type
Interactive Marketing	Innovative Advertising	1.487	0.667	0.292	53.495	3.94	0.000	significant
	Innovative Personal Selling	3.644	0.025	0.002	0.228		0.634	unsignificant
	Innovative Sales Promotion	1.768	0.523	0.307	57.504		0.000	significant
	Innovative Public Relations	1.832	0.511	0.301	55.860		0.000	significant
	Innovative Direct Selling	1.221	0.666	0.447	105.093		0.000	significant
	Innovative Promotion Mix	0.860	0.812	0.382	80.341		0.000	significant

Discussion

From the data in Table (4) it is possible to reach the following results:

- 1) Hypothesis test (*there is a significant effect of innovative promotion mix in interactive marketing*) The calculated (F) value reached (80.341) which is greater than the tabular (F) value of (3.89) at the significance level (0.05) and accordingly *the hypothesis is accepted*. Through the value of the coefficient of determination (R^2) of (0.382), it is clear that innovative promotion mix explains (38%) of the variables that occur in interactive marketing, one unit will increase interactive marketing by (81%).
- 2) Hypothesis test (*there is a significant effect of innovative advertising in interactive marketing*), the calculated (F) value reached (53.495), which is greater than the tabular (F) value of (3.89) at the significance level (0.05), and accordingly *the hypothesis is accepted*. Through the value of the coefficient of determination (R^2) of (0.292), it is clear that innovative advertising explains (29%) of the variables that occur in interactive marketing, one will increase interactive marketing by (67%).
- 3) Hypothesis test (*there is a significant effect of innovative personal selling in interactive marketing*) The calculated (F) value was (0.228), which is less than the tabular (F) value of (3.89) at the significance level (0.05), and accordingly *the hypothesis is rejected*.
- 4) Hypothesis testing (*there is a significant effect of innovative sales promotion in interactive marketing*), the calculated (F) value reached (57.504), which is greater than the tabular (F) value of (3.89) at the significance level (0.05) and accordingly *the hypothesis is accepted*. Through the value of the coefficient of determination (R^2) of (0.307), it is clear that the innovative sales promotion explains (31%) of the variables that occur in interactive marketing, one will increase interactive marketing by (52%).
- 5) Hypothesis testing (*there is a significant effect of innovative public relations in interactive marketing*) The calculated (F) value reached (55,860), which is greater than the tabular (F) value of (3.89) at the significance level (0.05) and accordingly *the hypothesis is accepted*. Through the value of the coefficient of determination (R^2) of (0.301), it is clear that innovative public relations explain (30%) of the variables that occur in interactive marketing, one will increase interactive marketing by (51%).
- 6) Hypothesis testing (*there is a significant effect of innovative direct selling in interactive marketing*) The calculated (F) value reached (105.093) which is greater than the tabular (F) value of (3.89) at the significance level (0.05) and accordingly *the hypothesis is accepted*. Through the value of the coefficient of determination (R^2) of (0.447), it is clear that innovative direct selling explains (45%) of the variables that occur in interactive marketing, one will increase interactive marketing by (67%).

Conclusion

Business organizations offer their products to the market competitively, which may be high, which requires them to carry out non-traditional promotional campaigns to outperform competitors and attract customers and motivate them to buy their products of goods and services, and accordingly, organizations, including Iraqi General Company for Automotive and Equipment Industry, need creative and non-promotional ideas. This is what the innovative marketing mix with its five elements (innovative advertising, innovative personal selling, innovative sales promotion, innovative public relations, and innovative direct selling) can provide on the one hand. On the other hand, business organizations interact directly with their customers, potential buyers from companies and individuals, for several reasons, the most important of which is the organization's keenness to deliver the advertising message by itself in an exact and accurate manner to potential buyers, in addition to the direct marketing interaction avoids the organization relying on intermediaries from third parties who do not care about achieving the goals of the organization. Rather, they seek to achieve their own interests, and this may result in an increase in the selling price of the product or unethical practices such as deception and false promises, which will negatively affect the organization's sales and its position in the market and in the minds of buyers. The access of business organizations in the field of interactive marketing provides them with many advantages, and they can control this through a mixture of innovative promotion, which provides the organization with a wide and distinct spread of its brand and the definition of its products according to new and unfamiliar methods that contribute significantly to achieving the goals of the organization, foremost of which is increasing market share and growth. Sales and ethical commitment to community satisfaction.

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