

PalArch's Journal of Archaeology of Egypt / Egyptology

BRAND AND PRICE EFFECTS IN TOURISTIC DESTINATION ROYAL TULIP AL RASHEED HOTEL AS AN EXAMPLE

Muthanna Alobaidi

Tourism Department/ College of Tourism Sciences/ University of Mustansiriyah

muthanna.alobaidi@uomustansiriyah.edu.iq

Muthanna Alobaidi. Brand And Price Effects in Touristic Destination Royal Tulip Al Rasheed Hotel as An Example--Palarch's Journal of Archaeology of Egypt/Egyptology 18(18), 1052-1071. ISSN 1567-214x

Keyword: brand; image; marketing mix; Royal Tulip Al Rasheed Hotel' brand

ABSTRACT:

The purpose of study is to exam the impact and existence of the link between the marketing mix (product, price, promotion, place) as independent variable with local brand as dependent variable by using the Royal Tulip Al Rasheed Hotel' brand as a model for five stars' hotels of Baghdad. The study showed that, given marketing variables which have taken on considerable importance for this consumer, the guests had a positive image of Royal Tulip Al Rasheed Hotel. The findings of this study also revealed a statistically significant link between the components of marketing mix and good perception of Royal Tulip Al Rasheed Hotel, while also showing a statistical effect on the perception of that brand for each of these variables. The research ends with guidelines and a guide for Marketing factors contribute to enhancing the local brand identity and the criteria for the implementation of this model.

INTRODUCTION

In light of the changes taking place in the environment in which we live, the importance of marketing activity in the organization has grown, and what distinguishes one from the other is the extent of its adoption of modern marketing ideas based on the consumer's essence and its focus that depends on its survival and persistence in its survival and continuity (Diallo, 2011), and about the means and methods that enable them to better meet them in pursuit of their satisfaction with their products and brands and gain their confidence and loyalty to them in the long run.

Consequently, competition intensified and every organization aspires to attract the largest number of users to its brands with the various possibilities and incentives available, which made the consumer receive many influences in his daily life, which have become an important source of information that he

receives from society, so that they interact with them and respond to them (Ali Salem, 2009).

Among the information that the consumer is receiving in his daily life is largely related to the various products on the market and their characteristics that distinguish them from other products, whether they are used to seeing them or those that they are not used to seeing (Aldmour & Ayesh, 2005). The brand is among the characteristics that the organization takes as a symbol of its products to distinguish it from other similar products in the market, as it is one of the most important and strongest intangible assets that are valuable in the organization, and one of the most effective means used to enable the consumer to identify its products wherever they exist and ensure that they are not misled or fool it, so it is of significant importance in the modern marketing field (Kelleter, 2004; Monnet, 2009)

Korchia (2000) stated, that it is imperative for the various organizations to adopt marketing policies that enable them to advance in a good position in the market and form a better image of their brands among their audiences, and from these policies we find those related to the marketing mix, which is an effective weapon in the institution through which it can control the direction of the market and influence targeted consumers, especially since they constitute a set of factors that the organization can control, control, and adjust them according to environmental changes, so this research came to show the nature of the relationship and the impact between the elements of the marketing mix and the consumer's perception of the image of the Royal Tulip Al Rasheed Hotel' brand through four topics, which is the first research: The second topic: theoretical framework, the third topic: the field framework for the research, the fourth topic: conclusions and recommendations.

RESEARCH METHODOLOGY

Research Problem

Due to the advantages and characteristics of perception, each of us may realize the same thing, but in a different way, which makes it difficult for the institution to know the perceptive image of its signs and the way in which the consumer perceives its image, from this standpoint it has become necessary for the institution in general and local in particular to seek to know the nature of the factors Contribute to creating a good awareness of their brands, with a view to developing and developing a positive image of them, helping them to document their relationship with their customers, influencing their attitudes towards them and their preferences for them, and expressing the quality of their products and the relationship between them and the brand that they hold, especially for the brand that they hold. Accordingly, the questions that the research aims to answer are:

- What are the elements of a marketing mix that help create a good awareness of the overall brand image and brand of the Royal Tulip Al Rasheed Hotel?
- What is the level of awareness of the guests of brand's image of Royal Tulip Al Rasheed Hotel?

- How important are the elements of a marketing mix for a brand of Royal Tulip Al Rasheed Hotel for his guests?
- Do the marketing mix elements for the brand of Royal Tulip Al Rasheed Hotel have a relationship with the guests' awareness of this brand image?
- Do the marketing mix elements for the brand of Royal Tulip Al Rasheed Hotel affect the guests' awareness of this brand image?

Research Importance

This research derives its scientific and practical importance from the dimensions it holds and from the field it covered and the model presented, which evokes a set of important marketing concepts that have become the focus of modern marketing activity, and which is represented by the consumer who represents the essence of the marketing process, a brand that is a distinctive product that represents a product. From the other, the image of the brand that is an important tool in creating value for the products of the institution and its brands and its expansion in the market, in addition to the perception that is considered a basic guide for consumer behavior, as well as the recommendations that will come out of the research, which is a guide and guide for the local institution, especially those active in the entire sector.

Research Objectives

1. Learn about the response level of the sample respondent to the elements of the marketing mix, and the customer's awareness of the image of the brand Royal Tulip Al Rasheed Hotel by surveying the opinions of a sample of consumers in the Iraqi tourism market.
2. Explanation of the nature of the relationship between the elements of the marketing mix of a Royal Tulip Al Rasheed Hotel brand and the consumer's awareness of the image of this brand.
3. Determine the effect of the marketing mix elements of the Royal Tulip Al Rasheed Hotel on a guest's perception of this brand image.

Research Model



Research Hypotheses

1. There is a positive correlation between the elements of the marketing mix (the product of the brand, the price of the brand, the communication of the brand, the distribution of the brand) of the brand of Royal Tulip Al Rasheed Hotel and the guest's awareness of the image of this brand at 0.01 level of significance.
2. There is a statistically significant effect of the elements of the marketing mix (brand product, brand price, brand contact, brand distribution) of the brand of Royal Tulip Al Rasheed Hotel in the guest's perception of the image of this brand.

Research Method

For the purposes of completing the research, an analytical descriptive approach was pursued with the aim of studying the importance of the elements of the marketing mix in improving the awareness of the image of local brands in the home appliance sector, and describing and expressing the search variables both quantitatively and quantitatively.

Research Sample

The research sample, randomly selected (500) guests of the hotel was chosen from the total guests, only those guests who had stayed at the hotel from October 2, to October 9, 2019 were asked to complete the questionnaire. A table (1) shows a description of the sample.

Table (1): Discretions of the Sample

	Variable	category	Frequency	%
1	Age	From 20 to less than 29 years old	234	46,8
		From 30 to less than 39 years	120	24,0
		From 40 to less than 49 years old	83	16,6
		From 50 to less than 59	50	10,0
		60 years and over	13	2,6
	Total		500	100
2	Gender	Male	361	72,2
		Female	139	27,8
			500	100
3	Education	Primary	70	14
		Secondary	158	31,6
		Graduate	251	50,2
		Other	21	4,2
	Total		500	100

4	Social Status	Single	233	46,6
		Married	267	53,4
	Total		500	100
5	Income in \$	From 500 to less than 750	204	40,8
		From 751 to less than 1000	133	26,6
		From 1001 to less than 1250	94	18,8
		From 1251 to less than 1500	45	9
		1501 and more	24	4,8
	Total		500	100

Through the data of the previous table, it appears that the youth category is more interested in the home appliance, due to its awareness and its keenness to choose the appropriate brand that achieves the greatest satisfaction for them, and that the males formed the dominant group in the study community, and this concerns various decisions related to this sector, including a decision The choice of the local brand, and with regard to the educational level, it was shown that the respondents are scientifically qualified to fill out the form and express their knowledge of local brands in the home electronics sector. As for the social situation, it was found that the married people formed the majority in the research sample, and this is due to the increase in spending rates, their family members, especially with regard to the home and electromagnetic products and brands that are keen to pick the best from them. The schedule data also showed that local electrical and domestic brands are within the reach of different entry groups, especially those with limited incomes, because most of the respondents are interested, used, and dealt with these signs, especially the brand of Royal Tulip Al Rasheed Hotel as one of the long-standing and leading signs in Iraqi society.

Research Tools

Personal information of the respondent to know the nature and characteristics of the consumer who deals with local brands in the home appliance sector. As for the second part, it included 15 items aimed at identifying how the Algerian customer perceives the image of the local brand, and the third part included the elements of the marketing mix, which was expressed through 20 paragraphs aimed at knowing the importance of these elements to the Algerian consumer, and identifying the degree of their association and their impact on their awareness for the image of the local brand. Thus, the questionnaire consisted of 35 questions on the basis of the Likert quintet scale (agree strongly, agree, agree somewhat, do not agree, do not agree strongly).

Validity and Reliability of the Questionnaire

The reliability of the questionnaire was tested after presenting it to experts and specialists in this field whose names are indicated in (Appendix 01), and their

observations were taken in particular in making some amendments until it was finalized. As for the stability of the questionnaire Cronbach Alpha was used to measure the stability of the tool, the alpha value reached 95.2%, which is suitable value for research purposes.

Statistical Methods

After collecting and tabulating the data, they were processed according to the statistical packages program SPSS Ver. 22, methods were used, which included the frequency distribution and percentages to describe the sample surveyed, in addition to the averages and standard deviations, the correlation coefficient Pearson, test t and f and Coefficient of determination R^2 .

THEORETICAL FRAMEWORK

Components of Marketing Mix

Kotler et al (2009) defined the components of the marketing mix as the total means available to the organization that enable it to reach its goals in the targeted markets. MC Carthy was The first to come up with this concept when it confines the elements of the mix into four variables “4Ps”, as follows:

2-1-1- Product: The product is the main component of the marketing mix that the organization depends on in achieving its multiple objectives, as it focuses on its marketing activities and efforts in order to provide the appropriate quality and quantities required (Sumaidaie and Othman, 2007). A product is an integrated whole of the tangible properties (goods). The intangible (services) of color, cover, shape, design, price, quality ... which the organization strives to reconcile with the needs and desires of the consumer (Abu Hamad, 2006). These different and unique characteristics of the product make it the decision to purchase is complex and makes a greater effort to search for information and compare products, and thus more sensitive to them, and vice versa for simple products that do not need this effort, therefore the organization is concerned with providing simplified and familiar products to the consumer to facilitate its decision-making and thus influence it (Abu Qahf et al, 2006).

2-1-2- Price: The price reflects the value, i.e. the material returns of the product, as it is appropriate for the consumer's purchasing capabilities and at the same time covers the costs of the organization. The price is an important element of the mixture in terms of effectiveness in determining the relationship between the organization and the consumer and its ability to continue and achieve its goals. The instability of the prices of the organization's products will affect the extent of consumer acceptance of them, and therefore it must follow appropriate pricing policies for each sector, and this is greater than what is possible to obtain Possible consumers (Sumaidaie and Othman, 2007).

The price affects the consumer behavior and perception of the products and brands of the organization as it is sensitive to its prices as the most relevant, closely related, and present in the mind (Abu Hamad, 2006). Therefore, the pricing strategy affects the purchasing behavior of the consumer through low

prices, discounts, discounts, especially when it comes to routine purchasing decisions in which the price is one of the most important characteristics of the product that the consumer evaluates. The price also enters into the process of evaluating the quality of the product, as the high price in the consumer's mind indicates the best quality and the highest quality, on this basis we find a lot to rely on for knowledge of luxury products and brands (Abu Qahf et al, 2006).

Promotion:

It is the method used by the organization with the aim of communicating with others, identifying its various products and building the image that it desires about itself in general and about its brand and its products in particular (Audigier and Decaudin, 1992). Pursuant to this definition, the role of communication appears in introducing consumers to the products and brands of the organization and convincing them to buy them. The communication strategy affects the purchasing decision of the consumer through the various messages designed by the organization, which show the consumer the quality of the product and that he will obtain a higher value after using his brand (Abu Qahf et al, 2006; Ratier, 2006). Communication also contributes to the formation of good knowledge about the product and the brand of the consumer, directing his awareness positively towards their characteristics and affecting their attitudes towards them, which causes the consumer to show a representative response by choosing the brand and buying the product (Audigier and Decaudin, 1992). "Therefore, institutions are working hard to achieve the process of direct and indirect communication through the use of the appropriate promotional mix elements, which are the primary source for individuals in order to obtain information that they depend on in making the purchasing decision" (Sumaidaie and Othman., 2007). So, promotion (communication) is one of the main activities of the organization that helps it achieve its various goals, including increasing its market share, raising its sales, developing its profit rate and satisfying the needs and desires of its customers (Abu Hamad, 2006).

2-1-4- Place (Distribution): It is one of the vital marketing functions of the organization that enables it to provide its products to its customers at the right time and place, i.e. finding temporal benefits, local and spatial (Abu Hamad et al., 2006). Distribution adds value to different consumers by responding to their requirements, reducing the burden on them and maximizing their benefits and comfort (Saadi, 2005). Therefore, distribution is an important element in guiding purchasing decisions, especially routine ones, which require a permanent abundance of the required products. The type of distribution channel affects consumer attitudes and perceptions of the product and the brand alike. In public places, therefore, the successful marketer is the one who chooses the distribution channel that has characteristics that correspond to the needs of the consumer who seeks to better satisfy them (Abu Qahf et al, 2006).

2-2- Brand Perception: Being aware of the brand's business image through which the consumer translates his sensory impressions into a coordinated and unified viewpoint of a particular brand. Therefore, the brand image is one of the other types of images that are discussed in the field of marketing, and it is defined as the sum of the connotations and perceptions that the consumer builds on the quality of the product (Aaker, 1994). Lambin (1998) suggest that the image of a brand is those mental, cognitive and emotional outcomes that a single customer or group of customers forms about a brand. It identifies three levels of the image of the brand which are the perceived image, the desired image and the true image. Keller (1993) consider that the image of the brand is the perceptions that the consumer has in his mind about a certain brand, which are reflected in the ties of the brand that are entrenched in the consumer's mind.

So the image of the brand is a set of characteristics or features through which the consumer evaluates the brand and compares it with other brands (Ladwein, 1998). Thus, the image of the brand is considered the basis for the organization's establishment, as it constitutes the necessary component for a long-term organizational vision. In addition to being the main ingredient of the perception process as the most used means of communicating with consumers today, the organization therefore focuses on the image published about its brands and itself through various media, packing and packaging operations ((Ladwein, 2003; Ratier, 2006).). The image of the brand affects the attitudes and preferences of the consumer for a particular brand and creates great confidence in his purchasing decisions, and therefore a great intention and desire to purchase, and this results in accumulation in the consumer experiences, especially after he has acquired new experiences resulting from the previous purchase (Voegtlin, 2007).

DATA ANALYSIS AND RESULTS

Description of sample responses about Royal Tulip Al Rasheed Hotel marketing mix components

Through the table below, we will try to describe respondents' sample responses about the marketing mix components of a brand of Royal Tulip Al Rasheed Hotel by calculating the arithmetic mean and the standard deviations for each of the questions in this part of the research.

Table (2): Arithmetic circles, standard deviations and degree of agreement for the components of the marketing mix.

	Item	Scale					Mean	S. D	Level of Agreement
		Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree			
1	Royal Tulip Al Rasheed Hotel interested in providing devices and services in the home electronics field	21 %4.2	34 %6.8	96 %19.2	214 %42.8	135 %27	3.82	1.039	High
2	Royal Tulip Al Rasheed Hotel provides its services and products in forms that keep pace with the development and satisfy the guests	21 %4.2	35 %7	100 %20	220 %44	124 %24.8	3.78	1.030	High
3	Royal Tulip Al Rasheed Hotel' services and products are distinguished from other brand products	20 %4	32 %6.4	101 %20.2	206 %41.2	141 %28.2	3.83	1.036	High
4	Royal Tulip Al Rasheed Hotel presents services and products for all segments	13 %2.6	45 %9	123 %24.6	204 %40.8	115 %23	3.73	0.998	High
5	Royal Tulip Al Rasheed Hotel issues a directory of necessary and appropriate use for all types of its services and products	21 %4.2	34 %6.8	99 %19.8	211 %42.2	135 %27	3.81	1.041	High
	Brand Products						3.79	0.948	High

6	Royal Tulip Al Rasheed Hotel applies deferent fair price for deferent guests	25	45	114	203	113	3.67	1.075	High
		%5	%9	%22.8	%40.6	%22.6			
7	Royal Tulip Al Rasheed Hotel' price fit my purchasing power compared to other brands	30	48	106	203	113	3.64	1.112	High
		%6	%9.6	%21.2	%40.6	%22.6			
8	Royal Tulip Al Rasheed Hotel offers various offers at fair prices to the income of deferent segments of society	28	46	110	207	109	3.65	1.090	High
		%5.6	%9.2	%22	%41.4	%21.8			
9	Royal Tulip Al Rasheed Hotel offers fairly discounts on all of its services and products	28	40	112	203	117	3.68	1.088	High
		%5.6	%8	%22.4	%40.6	%23.4			
10	Royal Tulip Al Rasheed Hotel presents its services and products in a competitive prices	28	40	112	201	119	3.69	1.091	High
		%5.6	%8	%22.4	%40.2	%23.8			
	Brand Price						3.66	1.010	High
11	Royal Tulip Al Rasheed Hotel promotes through different means of communication	33	83	120	152	112	3.45	1.194	High
		%6.6	%16.6	%24	%30.4	%22.4			
12	Royal Tulip Al Rasheed Hotel achieved its goals by using the adopted means of communications	29	69	121	165	116	3.54	1.157	High
		%5.8	%13.8	%24.2	%33	%23.2			
		22	45	138	223	72	3.56	0.990	

13	I had recognized and bought Royal Tulip Al Rasheed Hotel' services and products through their means of communications	%4.4	%9	%27.6	%44.6	%14.4			High
14	Royal Tulip Al Rasheed Hotel' advertisements characterized with clarity and attractiveness	29	69	121	165	116	3.54	1.157	High
		%5.8	%13.8	%24.2	%33	%23.2			
15	Royal Tulip Al Rasheed Hotel use the appropriate communication method and deliver the required information	35	76	127	197	65	3.36	1.103	High
		%7	%15.2	%25.4	%39.4	%13			
	Brand						3.49	0.926	High
16	Royal Tulip Al Rasheed Hotel' brand consider the most available brand in the market	25	40	120	184	131	3.71	1.092	High
		%5	%8	%24	%36.8	%26.2			
17	Royal Tulip Al Rasheed Hotel' brand is most available brand in the market	25	40	120	184	131	3.71	1.092	High
		%5	%8	%24	%36.8	%26.2			
18	The distributors of the Royal Tulip Al Rasheed Hotel' brand are cover all the market	25	40	120	184	131	3.71	1.092	High
		%5	%8	%24	%36.8	%26.2			
19	Royal Tulip Al Rasheed Hotel has multiple sales points	25	41	119	184	131	3.71	1.094	High
		%5	%8.2	%23.8	%36.8	%26.2			
20	Royal Tulip Al Rasheed Hotel	21	48	99	194	138	3.76	1.087	High
		%4.2	%9.6	%19.8	%38.8	%27.6			

	provides after sale services								
	Brand Distribution						3.72	1.005	High
						3.66	0.783	High	

It is clear from (Table 2) that the general arithmetic mean of the elements of the marketing mix of a Royal Tulip Al Rasheed Hotel' brand reached 3.66 with a standard deviation in 0.783, as the product was ranked in the forefront of these elements with an average arithmetic of 3.79, followed by distribution in the second place with an average arithmetic of 3.72, then the price in the third place with an average Mathematical arithmetic is 3.66, and in the last place is the element of communication, with a general mean arithmetic value of 3.49.

This indicates that the majority of respondents answered agreeing to most of the ideas presented, which shows the extent of the consumer's influence on the elements of the marketing mix and its role in disclosing the value of the brand and converting it to the distinctive image of it and its products, especially as it expresses the benefits that the product Through which she is able to satisfy him and gain his trust and loyalty, and thus develop his awareness of her image.

Through the previous description of the components of the marketing mix of the brand of Royal Tulip Al Rasheed Hotel the great importance of this latter appears to us among the local community and its role in guiding the consumer to this brand, and this is considered an answer to the study question regarding the importance of the elements of the marketing mix of the brand of Royal Tulip Al Rasheed Hotel for the guest.

Description of sample responses of guest perception of Royal Tulip Al Rasheed Hotel' image

Through the table shown below, we will try to describe the responses of the individuals in the research sample about their awareness of the image of the brand of Royal Tulip Al Rasheed Hotel this is by calculating the arithmetic mean and the standard deviations for each of the questions related to this part of the research.

Table (3): Arithmetic circles, standard deviations, and degree of agreement for consumer awareness of the image of the Royal Tulip Al Rasheed Hotel' brand

	Item	Scale					Mean	S. D	Level of Agreement
		Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree			
21	I have a positive impression about Royal Tulip Al Rasheed Hotel' brand	18	32	89	220	141	3.87	1.012	High
		%3.6	%6.4	%17.8	%44	%28.2			
22	I look at Royal Tulip Al Rasheed Hotel' services and products from a good perspective	17	32	107	192	152	3.86	1.031	High
		%3.4	%6.4	%21.4	%38.4	%30.4			
23	I look at the look to Royal Tulip Al Rasheed Hotel' brand distinctively compared to the other brand	14	34	92	220	140	3.88	0.987	High
		%2.8	%6.8	%18.4	%44	%28			
24	I feel confident when I buy Royal Tulip Al Rasheed Hotel' services and products	13	37	107	206	137	3.83	0.996	High
		%2.6	%7.4	%21.4	%41.2	%27.4			
25	For me all buy Royal Tulip Al Rasheed Hotel' services and products characterized with credibility	10	48	96	197	149	3.85	1.017	High
		%2	%9.6	%19.2	%39.4	%29.8			
26	I buy and I prefer Royal Tulip Al Rasheed Hotel' services and products on all other brands	21	35	100	214	130	3.79	1.038	High
		%4.6	%7	%20	%42.8	%26			
27	The positive perception about prefer Royal Tulip Al Rasheed Hotel' services and products push me to rebuy again	13	49	112	195	131	3.76	1.029	High
		%2.6	%9.8	%22.4	%39	%22.6			
28	I am satisfied with Royal Tulip Al Rasheed Hotel' services and products because of my positive perception for its image	22	32	100	211	135	3.81	1.043	High
		%4.4	%6.4	%20	%42.2	%27			

29	I think it is better for the other to buy Royal Tulip Al Rasheed Hotel' services and products	21	29	112	196	142	3.82	1.043	High
		%4.2	%5.8	%22.4	%39.2	%28.4			
30	Royal Tulip Al Rasheed Hotel' services and products achieved positive image within the hospitality industry	18	43	109	197	133	3.77	1.049	High
		%3.6	%8.6	%21.8	%39.4	%26.6			
31	Most of the consumers of positively perceived Royal Tulip Al Rasheed Hotel' services and products	21	36	100	202	141	3.81	1.056	High
		%4.2	%7.2	%20	%40.4	%28.2			
32	Royal Tulip Al Rasheed Hotel' brand consider a good local brand	16	42	105	195	142	3.81	1.041	High
		%3.2	%8.4	%21	%39	%28.4			
33	It is impossible for other brand to achieve what Royal Tulip Al Rasheed Hotel' brand achieved	19	36	114	189	142	3.80	1.050	High
		%3.8	%7.2	%22.8	%37.8	%28.4			
34	The brand of Royal Tulip Al Rasheed Hotel is well known	20	39	100	195	146	3.82	1.064	High
		%4	%7.8	%20	%39	%29.2			
35	All the Royal Tulip Al Rasheed Hotel' services and products perceived well in the same level	28	30	97	218	127	3.77	1.069	High
		%5.6	%6	%19.4	%43.6	%25.4			
							3.81	0861	High

Through the data (Table 3) of describing the consumer's awareness of the image of the Royal Tulip Al Rasheed Hotel' brand it becomes clear to us a good awareness of the image of this brand on the part of the local consumer and the extent of agreement he showed regarding the ideas put forward to measure how he perceived this brand, as this proved the value of the arithmetic mean for this brand The variable at the general level, which was estimated at 3.81, which is a value that shows the good standing of the brand of Royal Tulip Al Rasheed Hotel in the mind of society.

It appears that the brand of Royal Tulip Al Rasheed Hotel has value with the local consumer and that it is perceived positively by him, and this is considered an answer to the study question related to the extent of the guest's awareness of the image of the brand of Royal Tulip Al Rasheed Hotel.

HYPOTHESIS TEST

First Hypothesis Test

Table (4): correlation between the components of the marketing mix.

Components of the Marketing mix of Royal Tulip Al Rasheed Hotel' brand	Perception of the image of Royal Tulip Al Rasheed Hotel' brand				Level of Significance
	Correlation	P. Value	t. Value		
Product	0.595**	0.000	8.198	Significant	0.01
Price	0.529**	0.000	4.089	Significant	
Promotion	0.569**	0.000	3.931	Significant	
Place (Distribution)	0.570**	0.000	4.832	Significant	
Marketing Mix Components	0.700**	0.000	7.154	Significant	

** Correlation is statistically significant at the level of 0.01

This is explained by the value of the correlation coefficient between the variables, which are (0.595, 0.529, 0.569, 0.570, 0.700). These values indicate the importance of marketing elements in developing a positive perception of the image of the local brand. Important in improving the customer's awareness of the brand's image and its distinctive development. The calculated values of (t) have reached (8.198, 4.089, 3.931, 4.832 and 7,154), respectively, and the value of (P) for all variables was (0.000) which is less than the significance level 0.01 and this result confirms acceptance of the first hypothesis of the research represented in:

There is a positive correlation between the elements of the marketing mix (brand product, brand price, brand communication, brand distribution) for Royal Tulip Al Rasheed Hotel' brand, and the perception of the guest for the image of this brand at 0.01 level of significance.

Accordingly, it can be said that the more the national organization, especially those interested in the hotel and hospitality industries, focus on the marketing changes of the brand, and it adjusts and adapts it in line with the needs and desires of market, the more the guest realizes its brand positively, better and better.

Second Hypothesis Test

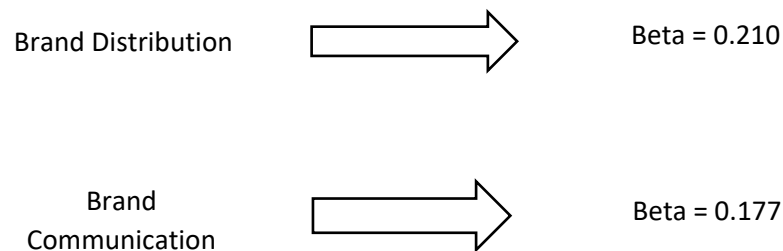
For the purpose of testing the verification of the second hypothesis of research that (there is a significant effect between the elements of the marketing mix (the brand's product, the price of the brand, the brand's connection, the distribution of the brand) of the brand of Royal Tulip Al Rasheed Hotel in the guest's perception of the image of this brand) as shown in (the table, 5).

Table (5): Results of the effect of marketing mix components on guest perception of a brand image of Royal Tulip Al Rasheed Hotel

Components of the Marketing Mix	P. Value	F Value	R ²	Degree of Freedom	β	Beta
Constant.	0.000	123.604	0.500	4	0.945	/
Product	0.000	/	0.354	1	0.291	0.321
Price	0.000	/	0.099	1	0.142	0.167
Communication	0.000	/	0.052	1	0.165	0.177
Distribution	0.000	/	0.049	1	0.180	0.210

It is also clear from the statistical results mentioned in Table (5) and from the follow-up of transactions Beta that the sub-variable related to the product of the brand is one of the most important marketing variables that affect the guest's perception of the image of the brand of Royal Tulip Al Rasheed Hotel as it is based on which the rest of the components the other mix, where the coefficient for this variable was 0.3321

Also, the other marketing sub-variables have an effect on the guest's perception of the image of the brand Royal Tulip Al Rasheed Hotel as it can be arranged according to the values of the coefficient Beta as follows:



And it is significant at level 0.01 accordingly, based on the data of Table (5), the multiple linear regression model can be written on the following formula:

gu Brand Price image of the Royal Tul. ? brand =

$$0.945 + \text{Brand Product (0.291)} + \text{Brand Price (0.142)} + \text{Brand Communication (0.165)} + \text{Brand Distribution (0.180)}$$

based on the aforementioned results and the value of (P = 0.000) which is less than (0.01) level of significance, this result confirms the acceptance of the second hypothesis which says "There is a statistically significant effect of the components of the marketing mix (brand product, brand price, brand contact, brand distribution) for Royal Tulip Al Rasheed Hotel' brand on the perception of the image of this brand"

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. the good perception for Royal Tulip Al Rasheed Hotel' brand by the guest, which was demonstrated by the results of the total mean value, which indicated the high degree of agreement shown by most respondents to all paragraphs representing the dependent variable.
2. The interest of the guest in the services and products of Royal Tulip Al Rasheed Hotel' brand that is shown by the percentage of the respondents who agree and strongly agree with that amounted to approximately 70% of the total sample population, and this resulted in the product of the brand product receiving the highest percentage of agreement between other marketing variables, which indicates the extent of compatibility product features and benefits of Royal Tulip Al Rasheed Hotel' brand with the needs and expectations of the guest.
3. The variable of price also obtained a significant approval rate, as this ratio reached 64%, which confirms the diversity of the pricing policy for services and products of Royal Tulip Al Rasheed Hotel' brand and their compatibility with the various domestic consumer incomes and their suitability for purchasing power.
4. The guest agreed on the crucial role that the Royal Tulip Al Rasheed Hotel' brand plays in the communication component, and on its ability to achieve its marketing goals, but it was the average agreement that Royal Tulip Al Rasheed Hotel' brand is making the required communication with them, and this may lead to a decline in the communication role of this brand -- Especially in recent times -- compared to the role that he played in the previous periods. Perhaps this decline is explained by the popularity of this brand and the prevalence it achieved in the local market on the one hand, and the increase in communication expenses on the other hand.
5. Royal Tulip Al Rasheed Hotel' brand considers among the brands that are well available in the market, therefore, the guest expressed his satisfaction with the distribution policy that it adopts, which made it enjoy the orientation of the local customers towards its products, as it was confirmed by the frequency and percentages of the agreed and strongly agreed respondents, which amounted to approximately 65%.
6. There is a strong correlation between the components of the marketing mix of Royal Tulip Al Rasheed Hotel' brand and the guest's perception of the image of this brand, and this is because:
Royal Tulip Al Rasheed Hotel is keeping pace with environmental changes, especially technological and social developments, and its focus on the services and product as the main component of the marketing mix that expresses the desired benefits by the guest.

From the distribution policy of Royal Tulip Al Rasheed Hotel' brand, it was noticed that the efforts of the marketer of Royal Tulip Al Rasheed Hotel concerted to provide the services and products in the market and bring it closer to the guest, and to take care of after services including after sales services.

This organization is currently focusing on direct contact (salesmen and agents) with the aim of identifying the brand and the products that carry it and convincing them to buy them.

This organization offers its products at various prices and strives to link their high prices with high quality. This links the quality of the guest's perception of their brand image with the prices they apply.

The results confirmed that there is a significant effect of the components of the marketing mix on the guest's perception of the image of the Royal Tulip Al Rasheed Hotel' brand (50%), and the rest is due to other factors.

The more the Royal Tulip Al Rasheed Hotel' brand focuses on marketing variables, the better and better the guests will realize their positive and better image.

RECOMMENDATIONS

1. The organization must continuously keep pace with technological and social developments in its policy of diversification of services and products, as an effective strategy to maintain the good image of its brand.
2. Diversifying the price policy in order to strike a balance between the disposable income of the guest and his multiple needs, in addition to providing price facilities for all market sectors, which makes them buy and choose them from the total brands available in the market.
3. Maintaining the policy of diversification in the prices of local services and products to maintain the good image of the brand and ensuring the loyalty of the local guest.
4. Work on linking the quality of the brand to the price of the services and product to signify the strong image of the local brand.
5. Focus on the promotional tools that the guest is most interested in and who know more about the organization's brand and the characteristics of its distinctive services and products, in addition to the interest in personal selling and TV ads.
6. Always remind the guest of the leadership position of the brand on the other brands. By activating and integrating the various elements of the promotional mix with the aim of preserving and developing the distinctive image of the brand from the perspective of its guest.
7. Activate public relations and care for different events in order to enhance the image of the brand and consolidate the mind of the guest.

8. Increase and develop distribution channels to bring the services and products closer to the guest and achieve the temporal and cognitive benefit.
9. Improving the performance of distributors and continuing to monitor them to ensure their efficiency in increasing sales and providing them with after-sales services and maintaining their quality.
10. The seller's interest in guest complaints to express its value and its position with the organization active in the hospitality industries and guarding it to maximize its benefit above all, which supports and strengthens its image and image of its brand and products.
11. National organizations that market same services and products know the factors and components through which a local guest perceives their brand image, as an imperative for excellence and market survival.
12. The success of the local organization in exploiting the components of the marketing mix to achieve distinction from the perspective of the local guest requires continuous modification and development of these components in line with the needs of the national market and environmental developments, not to mention research in other factors and elements that can enhance the uniqueness of the brand, Target foreign market.

REFERENCES

- Aaker, D. A. (1994). *Brand Capital Management*, 2^{Ed}, Dollaz, Paris.
- Abu hamad, S. R. (2006). Studies the effect of the consumer's behavior and the marketing mix on market share of Alkufah factory of soft drink, *Journal of Economy and Management Faculty, Khufa University*, 01-55.
- Abu Qahf, A. and Garbawy, A. (2006). *Marketing*, Modern University Office, Egypt.
- Ali Salem, I. M. (2009). *The Tourism Marketing Mix and its Effect on the Image of Yemen from the Asian Viewpoint*. Doctoral Thesis. Khurthum University, Sudan.
- Audigier, G. & Decaudin, J. M. (1992). *Communication and Advertising*, Dunod, Paris.
- Diallo, M. F. (2011). Explanatory factors of purchasing behavior towards brands distributor in an emerging country: Application to the Brazilian market, *Université Paul Cézanne*, 1-20.
- Hani Hamed Aldmour, H. H. & Ayesh, M. H. (2005). The impact of the service marketing mix for five stars' hotel in Jordan on perceived image of tourist. *Jordanian Journal of Business Administration*, 1(1): 101-121.
- Keller. (1993). Conceptualizing, measuring and managing customer based brand equity, *Journal of Marketing*, 57(1): 1-22.
- Kelleter, F. (2004). Branding-concept of the brand image, Work carried out as part of a Practices Exchange Seminar Course, option management international, 1-18.
- Korchia, M. (2000). A New Typology of Branding, *Proceedings of the 16th AFM International Congress, Montréal, Canada, May*, 1-18.

- Kotler, P. et al. (2009). *Marketing Management*, 13th Ed, Pearson Education, France.
- Ladwein, R. (1998). *Brand Strategies and Brand Concepts*, Lille, France.
- Ladwein, R. (2003). *The Behavior of the Consumer and the Buyer*, 2th Ed, Editions Economica, Paris.
- Lambin, J. J. (1998) *Strategic Marketing: From Marketing to Market Orientation*, Ediscience, 4th Ed.
- Monnet, J. (2009). *The Role of Design in Brand Perception*, Master Thesis, Marketing, Business School, Lyon. France.
- Ratier, M. (2006). *Proposal for a scale for the perception of the image of an automobile brand*, Research Paper No: 2006-175, IAE de Toulouse, September, 1-23.
- Saadi, A. (2005). *E-marketing and customer orientation activation through the marketing mix: an evaluation study in Algerian Postal Directorate*. Master's Thesis, Ben Youssef Ben Khadah University, Algeria.
- Sumaidaie, D. M. & Othman, Y. O. (2007). *Consumer Behavior, Quantitative and analytical approach*, 2nd Ed, Dar Almanahij.
- Voegtlin, E. (2007). *The influence of Web Design on the brand image*, Master thesis, University of Nice Sophia Antipolis. France.