

**CREATIVE MARKETING CULTURE AND ITS ROLE IN THE
DEVELOPMENT OF MARKETING PERFORMANCE APPLIED
RESEARCH IN THE GENERAL COMPANY FOR THE IRAQI
VEGETABLE OIL INDUSTRY**

Rasha F. Mustafa

University of Baghdad Department of Human Resources.

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Abstract:

The research aims to shed light on the role of creative marketing culture in the development of marketing performance in the General Company for the Iraqi Vegetable Oil Industry, Marketing creativity is one of the important factors in ensuring the company's continued growth, growth and development in the dynamic environment in which it operates. Enhancing their marketing performance in attracting new customers and building long-term relationships with them, To this end, research on the analysis of its variables was based on the questionnaire as a main tool for collecting data and information. The results showed that there is a positive and positive effect of creative marketing culture on marketing performance. This is a good indicator of the effect of creative marketing culture in developing the marketing performance of the sample company.

Introduction:

Many studies and researches concerned with creative marketing culture in the last decade of the twentieth century, and these studies showed the impact of creative marketing culture on the effectiveness of the company and its role in the development and maintenance of consistency and consistency between the company's objectives and resources and environmental opportunities and the requirements and desires of customers and thus be the basis for achieving efficiency The rapid development and expansion in the business environment has led to an

increased interest in the creative marketing culture as a key source of competitive advantage in the company by providing processes or product. T new that address the needs of customers in a more competitive and profitable and should include creativity catalog all aspects of marketing (strategy of business, marketing mix), and then consideration should be given to the performance of marketing as a creative industry, and innovation as a major determinant in the business environment. The problem of the research crossed several questions, including what is the creative marketing culture and the readiness of the General Company for the manufacture of vegetable oils to apply? What is the impact of the dimensions of creative marketing culture (administrative creativity, technology used, team spirit, learning and training) on the performance of marketing the company? Hence the importance of research in this subject through the study of new variables of the creative marketing culture, which enables the development of marketing performance, and the study and analysis of the relationship between the dimensions of creative marketing culture and its impact on the marketing performance of the General Company for Vegetable Oil Industry Mahmoud Rashid, 2011) to the reality of the culture of creativity and its relationship to the marketing performance of Palestinian pharmaceutical companies from the point of view of workers in this sector, pharmacists and doctors in the West Bank. It was necessary to identify the reality of the culture of creativity of pharmaceutical companies through the study of a range of influential factors, and the study of marketing performance from the point of view of pharmacists and doctors through testing a range of non-financial marketing measures, as well as to identify the impact of demographic factors of the respondents in this study, as this study adopted On the questionnaire of a research sample in a stratified random manner to include all companies and specializations and proportions represented, the recovery rate was 89.6% for doctors and pharmacists, and 70% for workers in the pharmaceutical industry, the study concluded to many points, the most important of which is that the Palestinian pharmaceutical industries did not Discriminate performance marketing high was the total score of the level of satisfaction when pharmacists and physicians about this performance 61.8%, a medium degree of performance, was not marketing high performance in any of the themes studied, with estimates ranging between% 60.6 - 65.2%, a medium ratios. The study (C. Brookoke Dobni: 2008) "Measuring the culture of innovation in companies", which was conducted on 282 employees in the financial sector companies in Canada to disseminate and evaluate the measuring instrument, which seeks to determine its validity to measure the environment of innovation and creativity in these companies, and the study aimed to design A general measure to measure the environment of innovation and creativity in these companies, and examine the effectiveness and validity of this tool to assess innovation and creativity in companies, and this measure consists of seven elements (innovative trends, the unity of the institution, institutional education, creativity and employee empowerment, market orientations), and the basis for the questionnaire Which consisted of 117 paragraphs One of the most important results of this study was the work of a general model to measure the culture of institutional creativity.

1- methodology

1-1- : Research Problem

The problem can be formulated with the following questions:

- 1- What is the creative marketing culture and the readiness of the General Company for Vegetable Oil Industry to apply it?
- 2- What is the reality of marketing performance in the General Company for Vegetable Oils?
- 3- factors that help to develop marketing performance?

- 4- What is the impact of the dimensions of creative marketing culture (administrative creativity, technology used, team spirit, learning and training) on the marketing performance of the company sample research?

1-2- Research Importance:

The research draws its importance from:

1. Study new variables of the dimension of creative marketing culture (administrative creativity, technology used, team spirit, learning and training) which can be benefited in developing marketing performance.
2. Study and analyze the nature of the relationship between the dimensions of creative marketing culture and the extent of its impact on the performance of the General Company for Vegetable Oil Industry.

1-3- :Research Objectives

The research aims to achieve the following objectives:

- 1- Identify the reality of the creative marketing culture in the company using a number of relevant metrics and indicators.
- 2- identify the marketing performance in the company sample research through the use of a number of marketing metrics, to identify the effectiveness of marketing practices and trends of this company.

to identify the nature of the relationship between the existence of a creative marketing culture within this company and marketing performance from the point of view of the research sample.

come up with recommendations that would develop the relationship between the creative marketing culture and marketing performance of these companies

: Research Hypotheses

The research is based on the following hypotheses:

There is a statistically significant correlation between creative marketing culture and marketing performance.

There is a statistically significant impact of the creative marketing culture in the marketing performance.

There is a multi - statistically significant impact of the dimensions of creative marketing culture combined in marketing performance.

1-5-Domain and data search

1-5-1-Time limits: The research was completed during the year 2019

1-5-2- Spatial Boundaries: The General Company for Vegetable Oil Industry.

Methodology of Study

The study relied on the experimental analytical method by collecting and analyzing the necessary data; The fact that this approach focuses on surveying the research sample and trends, and using the descriptive approach; To describe the reality of the variables studied, the analytical approach is used to analyze the results of statistical treatments of research variables, and to draw conclusions on the basis of which the recommendations are adopted.

Analysis Tools:

The questionnaire, which was the main tool for collecting research information, was distributed for the period from (24/2/2019) to (15/5/2019). The questionnaire was divided

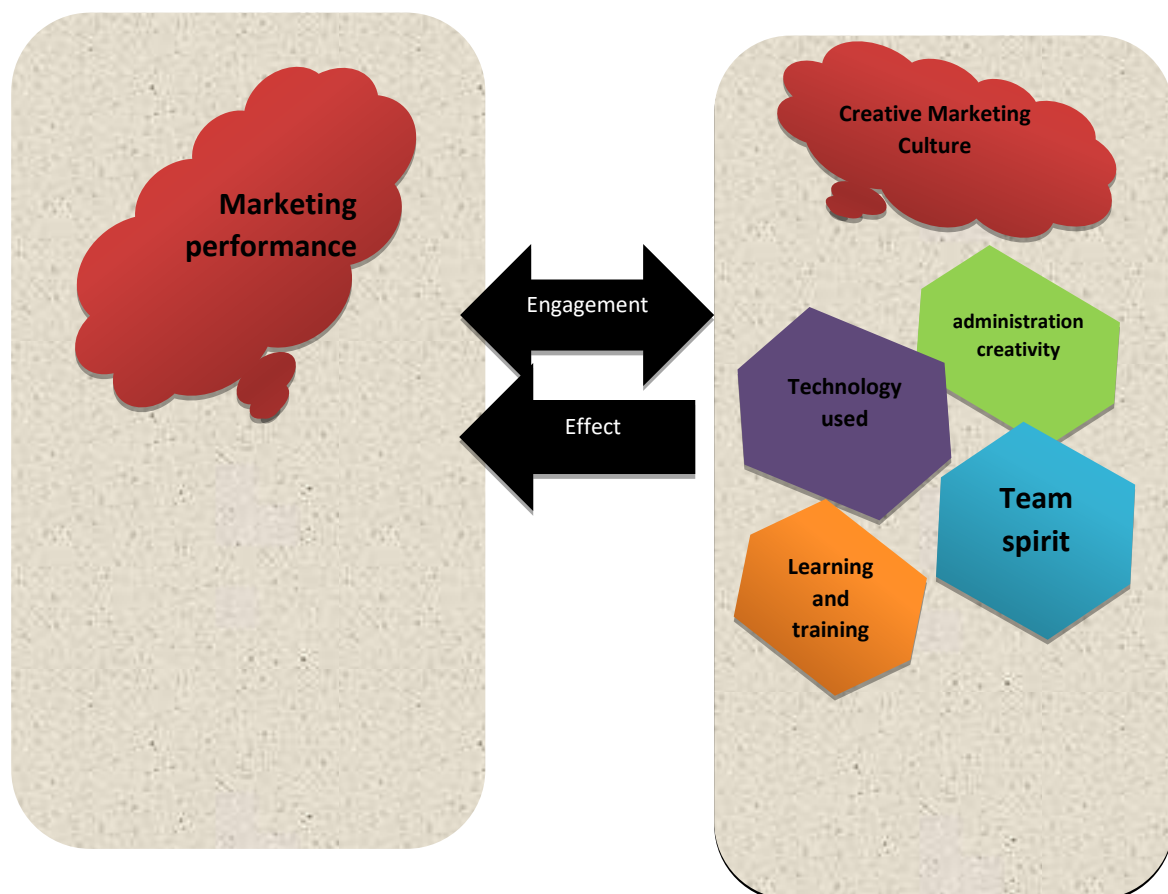
into two main parts. The first one was general information about the characteristics of the research sample and the second consisted of (30) paragraphs Divided into two axes: the first axis consists of (20) paragraphs related to the measurement of creative marketing culture, and the second axis consists of (10) paragraphs to measure the activity of marketing performance. Research Problems and Difficulties:

Lack or scarcity of references, studies and scientific research on the subject of creative marketing culture, as it is one of the new topics in terms of research and studies.

1. Difficulty in obtaining information from the General Company for Vegetable Oil Industries.

1-9- Research Form:

Based on the opinions of a number of researchers in the previous studies that review the independent variable (creative marketing culture) and defined in four dimensions (administrative creativity, technology used, team spirit, learning and training), and its impact on the dependent variable (marketing performance), as shown in Figure (1).



Figure(1) Research hypothesis
 Source: Prepared by the researcher

- Research Society and Sample:

In order to test the hypotheses of the study and achieve its objectives, the researchers selected the sample (intentional randomness) from the study population in the General Company for Vegetable Oil Industry, represented by the following holders of degrees (Ph.D., M.Sc., Higher Diploma, B.Sc. To the subject of the study, the size of the society according to the statistics of the Commission (130) individuals, and the size of the sample of this community was determined according to the model (De Morgan, D. Morgan) global; To determine the

sample size at the level of significance (0.05), and up to (0.01), the sample size according to this model (97) individuals, or 75% of the total population of the study, as shown in Table (1).

Table(1)

TABLE FOR DETERMINING SAMPLE SIZE FROM A GIVEN POPULATION

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	370
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

" N " is population size Note

" s " is sample size

A total of (103) questionnaires were distributed to the sample. Table (2) shows the sample of the study, the number of forms distributed, received and the percentage of recovery.

Table (2)

A description of the research sample, the number of forms distributed and received and the percentage of recovery

Recovery rate%	Number of forms received	The number of distributed forms	Sample community
94%	91	97	State Company for Vegetable Oils

The five (Likert) scale was used in the responses of the sample respondents. The answer weight level will be limited between (1-5) and five levels according to the categories. The length of the category in this scale was determined by calculating the range between the scores of the scale (5-1). And then divide it by the largest value in the scale to get the length of the category ie (4/5 = 0.80) and then this value was added to the lowest value in the scale

ie from the beginning of the scale and is a valid one, in order to determine the upper limit of .this category, and thus The length of the category has become as shown in the table below

Table(3)

Likert Scale weight of the five-scale scale adopted in the study

the answer	Category
Strongly disagree	1.79 – 1
I do not agree	2.59 – 1.8
neutral	3.39 – 2.6
Agreed	4.19 – 3.4
Strongly agree	5 – 4.2

:The order of the answers in the questionnaire, as shown in Table (4), was as follows

Table(4)

Order form answers

Strongly disagree	I do not agree	neutral	Agreed	Strongly agree
1	2	3	4	5

Source: (Melhem: 61, 2010).

1-11-Measuring honesty and consistency:

1-11-1-Honesty Test: The researcher presented the questionnaire form to a group of arbitrators with expertise in the field of research, and the researcher responded to the arbitrators' opinions and made the necessary changes in light of the proposals submitted, and the questionnaire was finalized.

1-11-2-Stability test: Stability test: Stability means that the questionnaire gives the same result if it was redistributed more than once under the same conditions and conditions, and that the test of stability here is according to the Cronbacg Alfe equation in the case of the test that is The grades contain an estimate (not one and zero). Rather, they can take different values (1, 2, 3, 4, ...), as in the case of tests that use Likert scale, as mentioned above to answer paragraphs. This equation is also used in tests of the type of substantive or essay questions (Al-Jadri and Abu Hilo, 2009: 171). Table (5) shows the stability test for the study variables.

Table (5)

Stability test of search variables using the Cronbach alpha coefficient

The Kronbach alpha coefficient	Variables	
0.947	Creative marketing culture	1
0.911	Marketing performance	2
0.923	Total	3

It is clear from the results shown in the above table that the value of the Cronbach alpha coefficient is high for each of the research variables, and the total value of the research variables of the alpha coefficient has reached (0.923), which is a high persistence value, and this result confirms the validity and consistency of the study questionnaire and its validity for

application to the core study sample, Analyze the results, answer the study questions and test their hypotheses.

1-12- Statistical tools and methods used in data processing and analysis:

The researcher relied on analyzing and processing data on a number of tools, statistical methods, as follows

Ready statistical package (Spss - Ver - 19): used; To extract the results.

Microsoft Excel 2010 to analyze the data.

2- Theoretical Review

2-1 : – The concept of marketing culture

" It is an organizational variable that operates more efficiently and effectively generates core behaviors in order to develop and deliver greater value to customers. Customer retention and market positioning are closely linked to marketing culture (Webster, 1995: 7). Marketing culture is linked to unwritten policies, As well as orientations that provide the working individuals with the rules of conduct that are of great importance to the company as a comprehensive axis that promotes the marketing function, as it focuses on different marketing activities (Schneider, 1987: 437) It reflects the identity of the company, and reflects the impression that this company leaves Products offered by Ka Lars, 1995: 651. Marketing culture refers to "the understanding of the decision makers and employees of the company of the needs and aspirations of their customers, and the production of goods or services that match those needs," Treat each customer as the sole customer, and follow the company's employees to behaviors acceptable to customers, to the extent that these customers can anticipate the behavior and behavior of employees towards them, as well as it determines the patterns of behavior that govern performance levels and standards of achievement, as well as a tendency towards innovation And constant ETL innovation (Diana et al, 1997: 17). Zostautiene & Vaiciuleaite (2010: 875) described marketing culture as a "set of prevailing values, norms, norms, Means and behaviors that distinguish The character of the company from others, despite its interaction with market factors, it describes the internal behavior of the company and what is similar to what exists in the elements of organizational culture, as well as its relationship to the environment as marketing requires a client - oriented and objectives set. According to Harris (1997: 354), marketing culture is "the way things are marketed in a company."

In light of the above, marketing culture is defined as "a set of shared values and beliefs that have the influence in guiding the behavior of individuals working in the marketing field, and used to promote the provision of distinctive services to customers to achieve their satisfaction and retention, and thus reflects the image of the company at home and abroad".

2-2- The dimensions of the marketing culture

The marketing culture distinguishes itself from other marketing concepts and strategies, through a set of dimensions that can give its study important information to marketers in order to modify the marketing mix, and the behavior of individuals working in marketing management changes depending on these dimensions, and the current research deals in some detail those:

1- Administrative Creativity:

There are many concepts of administrative creativity among researchers according to the vision of each researcher. Managerial innovation is seen as "the process by which

companies use their skills and resources to develop new services or improve the creative skills of working individuals” (Mahdi, 2016: 164). Administrative creativity as a "combination of abilities that enables an individual to produce a new or useful idea Inventing new and acceptable methods of work suitable to the circumstances and capabilities of the company and its ability to adapt and deal with all variables and improve its production and development of the level of performance and performance of individuals working in it.

Administrative creativity The ability of an individual to use his or her mental or mental potential and to take advantage of the possibilities and resources available or possible to evaluate a tool, idea, method or new product that is useful and beneficial to the company.

2- The technology used:

The technology makes an immediate and direct response to the customer, especially when meeting the demand, as the company needs an electronic means to transfer information to the customers and guide them, and this is done using modern technology, and technology contributes positively to address the problems and attitudes facing companies or individuals working in the framework of achieving the objectives, and identify Levels of organizational relationships according to the needs of workflow networks and raising the efficiency of the performance of the personnel in terms of speed, and reduce waste and loss in human, material, financial and information efforts, and contribute to the creation and identification of communication networks in a manner achieved with Organizational cohesion with maximum efficiency and effectiveness (Shubr and Hussain: 101, 2016)

3- Team Spirit:

A dynamic, effective, and well-led group accomplishes the company's goals through team spirit more effectively than a talented individual or group of ordinary people. Successful companies embrace the value of team spirit based on the importance of that team in compensating individual weaknesses with strengths. The members of the team, build consensus and commitment, and motivate the work and attract the attention of the members involved, and avoid mistakes, and this requires the selection of teams carefully and insight for the common good of the company, and link some studies and research innovation with encouragement from within the team itself, and that N through a set of positive qualities of the Working Group: (Barbraoa 2011: 45)

A- Diversity in the members

B- Competition and positive challenge to new ideas

T- exchange ideas

W - commitment to the goals

1- These qualities increase the opportunity for the work team, which in turn positively affects the development of thinking and ways to produce new ideas. In the company, it is not enough to work through the team and encourage this work only, but it must be managed, monitored, and directed in this right direction.

2- Learning and Training:

It is evident that in any company there is an educational culture that facilitates the educational process in the company, and the exchange of knowledge between working individuals, and the educational culture contains beliefs and values that support the continuous and continuous use of knowledge and information for improvement, and such culture encourages experience and stimulates learning from mistakes, openness and continuous dialogue with influencers In the company, institutional learning is

defined as "the development of new knowledge or point of view that has importance in influencing behavior", and learning within the company is affected by two separate factors, the first has to do with factors related to institutional installation, and the second has to do with the process Limia itself (Barbarawi, 2011: 55), and studies have shown the impact of creativity and innovation in creative and innovative behavior in the company through the factors that support creativity and encouraging learning such as politics, culture, behavior, institutional encouragement and the institutional environment, the increased interest in educating individuals and groups to increase the competitive advantage Productivity and innovation in a company requires the development of an educational culture or educational environment.

2-3- The concept of marketing performance

Marketing performance is "the sum of results resulting from the activities and practices carried out by the company that are expected to meet the planned and set goals" (David, 2001), and defined (decision 18, 2018: 18) marketing performance as "an activity that enables the individual to accomplish the task or goal." Successfully assigned to him, and that depends on the material constraints of the reasonable use of the available resources. About the activities and tasks performed by the employee in the company, and the results of the act Of that achieved in the field of worksuccessfully to achieve the goals of the company efficiently and effectively in accordance with the available resources and administrative regulations, rules, procedures and methods specific to work" .

Measurement is an important factor for any company to stay or continue. Therefore, the development of a comprehensive performancemeasurement system implements strategic operations from clarifying and conveying the company's vision and strategy to all departments, communicating goals through financial and non-financial measures and indicators, updating programs and actions necessary to implement the strategy, achieving goals, promoting feedback, learning and development, and taking corrective plans The necessary is a necessary requirement to increase the effectiveness and efficiency of the company's performance (Decision 2018: 18)

The marketing performance enables the company to reduce the costs of its activities or the estimated value of buyers compared to competitors, and the market share growth rate indicator is measured when the company determines the rate of market share growth that should be covered and serviced compared to competitors in the same sector, as this market share can be reached during A certain period of time, and it can be achieved in proportion to the internal and external environmental conditions of the company, and the role of the marketing function is evident in this indicator by serving new sectors, and intensifying the sale of the service to new customers in the same serviced sectors i.e. increasing the market share at the expense of climate O (al-Rubaie and others 2014: 281).

1- Empirical Analysis and Test Empirical Analysis 3-1

This paragraph seeks to clarify the most important characteristics of the members of the research sample working in the General Company for Vegetable Oils, through the information included in the questionnaire that was distributed to them, and here comes a brief description of the members of the research sample.

- 2- Genders: Table (4) shows that the number of males reached (53) individuals, i.e. (58.2%) of the total study sample of (91). The total of the study sample
- 3- Age: Table (4) shows that the age group of (41 - 50 years) has a number of its members (36), i.e. (39.6%) of the total study sample, which is (91), which is the highest percentage,

followed by the age group between (31 - 40 years), as it formed (28) individuals, i.e. (30.8%), followed by the age group between (51 - 60 years), as it achieved (14) individuals, i.e. (15.4%), followed by the age group between (20-30) Years), as the number of its members reached (8), i.e. by (8.8), and finally, the category (61 years and over) formed (5) individuals, i.e. (5.5%) .

- 1- Academic qualification: Table (4) shows that the vast majority of the sample members have a bachelor’s degree, having reached (59) of the total study sample, which is (91) or (64.8%) which is the highest percentage, while it reached The number of those holding a diploma is (19) individuals, i.e. (20.9%), followed by the number of those holding a higher diploma, as they number (6) individuals, or (6.6%), while the number of those holding a junior certificate (5) (Individuals, i.e. a ratio of(5.5)). Finally, the number of holders of a master’s and doctorate degree reached (1) person each, i.e. (1.1%) of the total study sample
- 2- Number of years of service: Table (4) shows that the service period (21 years or more) achieved the highest percentage, as the number of its members reached (28) individuals, i.e. (30.8%) of the total study sample, amounting to (91), while it achieved Duration of service (11-15 years) (24) individuals, i.e. (26.4%), followed by a period of service from (16-20 years), as it achieved (18) individuals, i.e. (19.8%), followed by a period of service from (6-10) One year), when it reached (15) individuals, i.e. a ratio of (16.5), and finally the period of service (1-5 years), as the number of its members reached (6) individuals, i.e. (6.6%) of the total sample

Table (4)
Characteristics of sample individuals

The ratio %	Repetition	Categories	Variables	T
58.2	53	Male	aljins	1
41.8	38	Female		
100.0	91	Total		
8.8	8	20-30years	Age	2
30.8	28	31-40years old		
39.6	36	41-50Year		
15.4	14	51-60Year		
5.5	5	61One year or more		
100.0	91	Total		
5.5	5	Prep	Qualification	3
20.9	19	diploma		
64.8	59	BA		
6.6	6	Higher Diploma		

1.1	1	.M.A		
1.1	1	.Ph.D		
100.0	91	Total		
6.6	6	1-5Year	Number of years of service	4
16.5	15	6-10Year		
26.4	24	11-15Year		
19.8	18	16-20Year		
30.8	28	21One year or more		
100.0	91	Total		

3-2- Displaying and analyzing the results of the questionnaire

To complete the practical aspect of the research, and to access the required data, and to validate the research hypotheses, the questionnaire form, which included two axes, was designed according to the research variables, which is represented in two axes, the first that includes questions related to creative marketing culture, and the second axis that includes related questions To perform marketing.

This axis seeks to present the answers of the sample represented by (the General Company for Vegetable Oils Manufacturing) for each axis and for every paragraph of the study, related to creative marketing culture, marketing performance, as the mathematical media and standard deviations were used, the coefficient of difference, and the relative importance, of the sub-general and general level, The five-dimensional Likert scale was used in the answers of the individuals of the sample, and the answer weight level will be between (1-5) and for five levels and according to the categories, the category length has been determined in this scale by calculating the range between the degrees of the scale ($5-1 = 4$) Then divide it by the largest value in the meter For the length of the class (ie $4/5 = 0.80$) and then was added to this value to the lowest value in the scale of any of the beginning of the scale, a true one, so as to determine the upper limit for this category, and this became the length of the class as shown in the table below.

Table(5)

The weight of Likert Scale pentagon approved in the study

Degree of approval	Category length
Strongly disagree	1-1.79
I do not agree	1.8- 2.59
neutral	2.6-3.39
Agreed	3.4 – 4.19
Strongly agree	4.2- 5

1- Creative Marketing Culture :

This axis was measured by twenty questions (1-20), and as illustrated by Table No. (6), and the results around it were distributed between the highest level of answer and the first question has been achieved, which states (the management of the company and workers understands the environment and characteristics of each local and international market The company is targeting him), as his average value reached (4.46), which indicates an option (Strongly agree), and with very good harmony in the answers, and is confirmed by the value of the standard deviation and the coefficient of difference in it, respectively, so its value reached (0.76), (17.14), and this result It indicates that this paragraph has a high level of importance for the respondent sample, while the relative importance was (89.23), which confirms the degree of God. Imam by the research sample about this paragraph, and the eighteenth question that states (the company conducts external training courses for its employees to develop their creative skills) has achieved the lowest level of response, as the average value of it reached (3.03), which indicates an option (neutral), and in harmony Average in the answers, and confirmed by the value of the standard deviation and the coefficient of variation in it, respectively, with a value of (1.03), (33.86), and this result indicates that this paragraph has an average level of importance for the sample examined, while the relative importance was (60.66) which is What confirms the degree of interest from the research sample on this paragraph, and this result indicates that there is no lack Almost agreed by the individuals of the sample on this paragraph, and achieved paragraphs (2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 19), in this axis attributed Varying in the arithmetic circles ranged between (agree strongly, agreed), and achieved paragraphs (13, 18, 20), varying proportions in arithmetic circles ranged between (neutral), and these ratios of the paragraphs indicate that there is almost disagreement by the members of the sample on these paragraphs. In general, it can be said that the arithmetic mean of all the paragraphs of the creative marketing culture axis is equal to (3.67), which indicates the option (agree), which is a positive value, and this result indicates that the majority of the sample members agree that the creative marketing culture affects positively in the performance of marketing At the General Company for Vegetable Oil Industry in Iraq.

Table(6)

Arithmetic mean, standard deviation, coefficient of variation, and the relative importance of variables at the sub and aggregate level of creative marketing culture

Relative importance	Coefficient of variation	standard deviation	Arithmetic mean	Paragraphs	T
89.23	17.14	0.76	4.46	The management of the company and the employees are aware of the environment and characteristics of each local and international market targeted by the company	1
72.66	27.38	0.98	3.62	The company's management and workers are keen to present new suggestions and ideas for developing the work	2
73.21	22.41	0.82	3.67	The company's higher management's interest in opinions contrary to their views and benefit from them in	3

				developing the work	
86.59	21.24	0.92	4.33	There is an interest by management and employees of the company to develop their capabilities and skills towards creativity and innovation	4
76.00	24.03	0.91	3.80	The company's management encourages employees to be creative in distributing the company's services and providing everything new to customers	5
82.20	20.98	0.86	4.11	administration creativity	
79.34	21.07	0.84	3.97	The company's management is concerned with providing advanced devices and equipment in order to complete its work accurately	6
77.67	22.44	0.87	3.88	Providing fast and cheap communications inside and outside the company	7
78.67	27.13	1.06	3.93	Find quick solutions to immediate and unexpected situations	8
83.30	21.85	0.91	4.16	Security protection of documents and company information	9
73.57	21.97	0.80	3.67	Developing the capabilities and skills of workers in the company	10
74.87	20.94	0.79	3.87	Technology used	
77.17	23.59	0.91	3.86	The company encourages teamwork	11
69.50	30.53	1.06	3.48	There is an environment of cooperation and encouragement for creativity in the team	12
65.17	33.88	1.10	3.26	There is a good communication system and cooperation between the departments in the company in setting strategic goals and implementing them	13
74.33	23.96	0.89	3.72	The company structure is designed to ensure the related departments are close to each other	14
73.43	22.07	0.81	3.67	The competition between the different departments of the company is positive and constructive	15
75.00	23.51	0.88	3.80	Team spirit	
76.83	29.03	1.11	3.84	The company's senior management encourages learning and training for workers	16

75.00	26.83	1.00	3.75	Learning and training in the company is programmed to develop workers within specific and ongoing programs	17
60.66	33.86	1.03	3.03	The company conducts external training courses for its employees to develop their creative skills	18
77.33	25.07	0.97	3.87	The company's learning and training system focuses on developing creative skills at work	19
67.67	34.10	1.15	3.38	The company uses external experts to educate, train and develop employees	20
76.37	22.94	0.87	3.83	Learning and training	
75.04	20.75	0.77	3.67	Creative marketing culture	

This axis was measured by ten questions (21-30), and as illustrated :Marketing Performance by Table No. (7), and the results around it were distributed among the highest level of answers that were achieved by the twenty-eighth question, which states (gives the company's management the most likely to the marketing function over other jobs As the mean value of it reached (4.17), which indicates the option (agreed), and with good harmony in the answers, and confirmed by the value of the standard deviation and the coefficient of variation in it, respectively, then its value reached (0.86), (20.98), and this result indicates that this The paragraph is a high level of importance among the respondents, while the relative importance was (82.20), which confirms the degree of interest from before. The research sample about this paragraph, while the twenty-fifth question that states (the products of the local company constitute the largest share of sales in the Iraqi local market) has achieved the lowest level of response, as the average value of it reached (3.30), which indicates an option (neutral), and in harmony Average in the answers, confirmed by the value of the standard deviation and the coefficient of variation in it, respectively, with a value of (1.08), (32.76), and this result indicates that this paragraph has an average level of significance for the sample, while the relative importance was (65.93) which is What confirms the degree of interest from the research sample on this paragraph, and this result indicates that there is a lack Almost approval by the individuals of the sample on this paragraph, and achieved paragraphs (21, 23, 24, 26, 27, 29, 30), in this axis varying proportions in the arithmetic circles ranged between (strongly agreed, agreed), and achieved paragraph (22) , Varying ratios in the arithmetic circles ranged between (neutral), and this percentage of the paragraph indicates that there is .almost disapproval by the sample members of this paragraph

In general, it can be said that the mean of all items of the marketing performance axis is equal to (3.71), which indicates the option (I agree), which is a positive value, and this result indicates that the majority of the sample members agree positively on the paragraphs of .marketing performance

Table(7)

Arithmetic mean, standard deviation, coefficient of variation, and the relative importance of variables at the sub and overall level of marketing performance

Relative importance	Coefficient of variation	standard deviation	Arithmetic mean	Paragraphs	T
77.83	25.54	0.99	3.89	The company is characterized by rapid growth and development in its overall performance	21
64.19	33.31	1.08	3.37	The company uses a variety of promotional and promotional methods for its various products	22
77.50	20.50	0.79	3.88	The company is working to enter it into new markets and diversified production fields by introducing new and innovative varieties	23
76.28	21.13	0.80	3.81	The items produced by the company are of high quality comparable to imported foreign products	24
65.93	32.76	1.08	3.30	The company's local products make up the largest share of sales in the Iraqi domestic market	25
77.33	24.39	0.94	3.87	The quantity and type of manufacturing the company's products is sufficient to meet the needs of the local market	26
74.50	26.95	1.00	3.73	The organizational structure of the company reflects the location of the marketing department and its relationship with other departments	27
82.20	20.98	0.86	4.17	Management of the company gives preponderance to the marketing function over other jobs	28
72.50	26.05	0.94	3.63	The company has sufficient information indicating that customers speak positively about its products and unique characteristics	29
74.83	27.17	1.01	3.74	The company's management determines the actual and potential demand for its products from various target markets	30
74.00	27.05	1.00	3.71	Marketing performance	

3-3 Correlation and Influence

3-3-1- Analyze the relationship between creative marketing culture and marketing performance

This topic seeks to determine the nature of the relationship between study variables, and to know the extent to accepting or rejecting the first main hypothesis, which is: There is a statistically significant correlation relationship with creative marketing culture with marketing performance, using the simple correlation coefficient (Pearson Correlation Coefficient) which is One of the

statistical methods used to measure the strength and direction of the linear relationship between two quantitative variables at the level of the study sample.

It is clear from Table No. (8) and Figure No. (2) that there is a positive correlation with

relations Moral		Total dimensions	Learning and training	Team spirit	Technology used	administrati on creativity	Creative marketing culture X Marketing performance Y	
The ratio	the number						Correlati on coefficient	Level of significance
% 100	5	.750**	.651**	.670**	.813**	.863**	Marketing Performance Y	the decision
		0.000	0.000	0.000	0.000	0.000		
		Function	Function	Function	Function	Function		

positive (positive) moral significance between creative marketing culture and marketing performance at the macro level, and the correlation relationship has reached a value of (0.750 **). At the level of significance (0.01), and the number of significant relationships (5) was 100%, and the highest sub-value of correlation coefficients was in thisThe axis between administrative creativity and marketing performance, as its value reached (0.863 **), at the level of significance (0.01), and this reflects the existence of a relationship with moral significance and function and explains the strength of the relationship between administrative creativity and marketing performance, and from here we infer the acceptance of the main hypothesis The first, which is that there is a statistically significant correlation relationship with creative marketing culture in marketing performance. As shown in Figure No. (2) and Table No. (8)

Table No. (8)

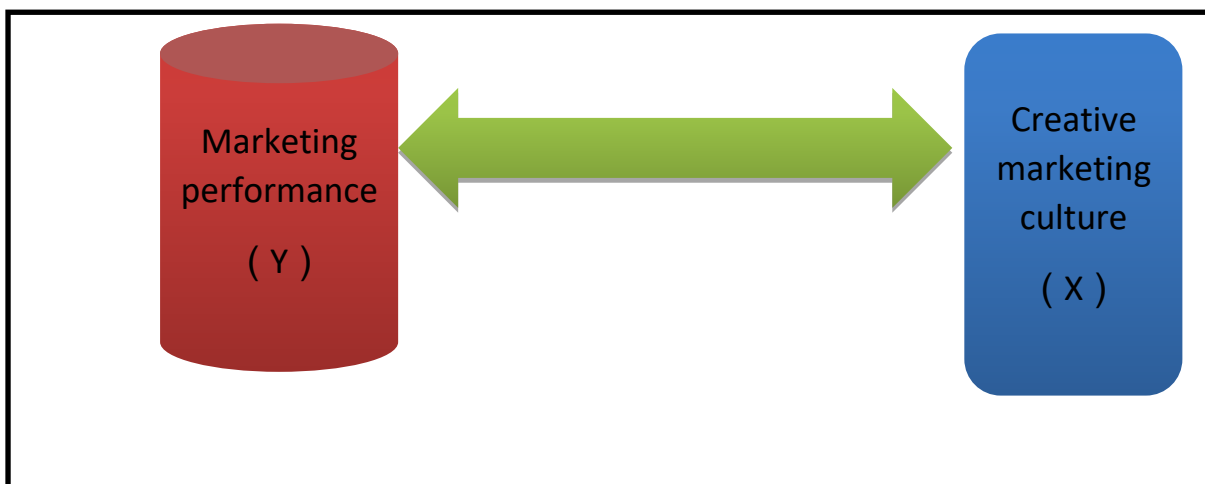
The correlation between creative marketing culture and marketing performance

(**)Significant correlation at (0.01) level .

(*) Significant association at level (0.05)

Figure (2)

The correlation between the creative marketing culture in marketing performance



3-3-2 Impact hypothesis testing

The current study has developed the second and third major hypothesis, which is the Simple Regression Analysis hypothesis, and the Multi Regression Analysis hypothesis.

1- Simple Regression Analysis

It is clear from Table No. (9), and Figure No. (3), that the calculated value of (F) has reached (28.21), which is greater than the (F) table value of (6.90) at the level of significance (0.01), and with significance (0,000), And with a degree of freedom (1,90), this result means that there is a statistically significant effect of the respondent variable (creative marketing culture) in the dependent variable (marketing performance), in the research sample. As for the value of the determination coefficient (R²), which is a descriptive measure that is used to explain the usefulness of the regression equation in estimating the values, and represents the percentage of decrease in errors when using the regression equation, it was (0.744), and this means that (creative marketing culture) explains what its ratio (74.4%) of the variance that occurs in (marketing performance), and (25.6%) is an explanation of the factors that did not enter the regression model. Accordingly, these results provide sufficient support for the acceptance of the second major research hypothesis, which states (There is significant significance to creative marketing culture in marketing performance).

Through Table (9), we notice that the value of the fixed term (a = 0.651) is statistically significant, as the calculated value of t was (3.532) and it is greater than the tabular t at the level of significance% 1 and the degree of freedom (90) and (2.35), but The value of the marginal slope (b = 1.131) is statistically significant because the calculated t value of 15.589 is greater than the tabular t at the level of significance% 1 and the degree of freedom (90) and it is (2.35), and these results confirm the presence of a strong influence of the creative marketing culture in performance Marketing at the General Company for the manufacture of Iraqi vegetable

Table(9)

Explains the effect of creative marketing culture on marketing performance

Marketing performance								Dependentvariable
								Independent variable
the decision	Moral	Calculated F value	The coefficient of determination R ²	Value of t Calculated	Marginal propensity B	Value of t Calculated	Fixed limit a	Creative marketing culture
There is an effect	0.000	28.21	0.744	15.589	1.131	3.532	0.651	

*Table (F) value at the level of significance 0.05 and degrees of freedom (1,90) = (3.92)

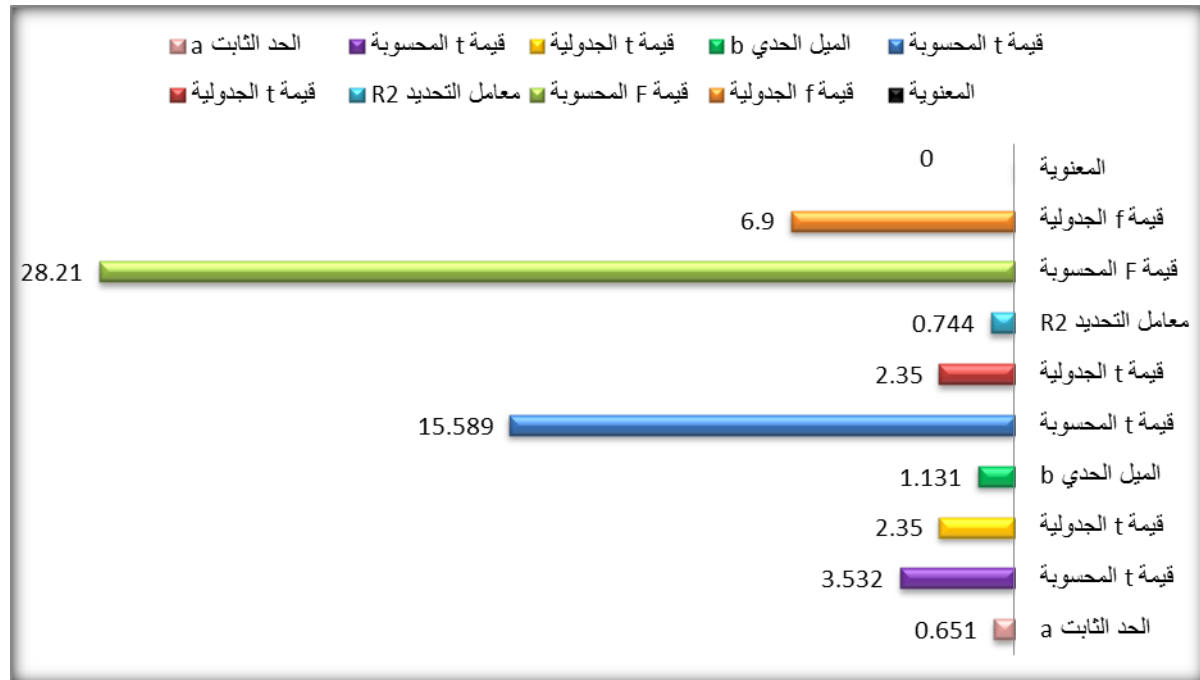
**Tabular value (F) at the level of significance 0.01 and degrees of freedom (1,90) = (6.90)

*Table (T) value at the level of significance 0.05 and degrees of freedom (90) = (1.66)

**Table (T) value at the level of significance 0.01 and degrees of freedom (90) = (2.35)

Figure No. (3)

Explains the effect of creative marketing culture on marketing performance



(Multi Regression Analysis)

It was developed in the methodology of the third major hypothesis study, according to which the dimensions of creative marketing culture (administrative creativity, technology used, team spirit, learning and training) affect both morally and positively in marketing performance. It is clear from Table (10), that the calculated value of (F) has reached (12.83), which is greater than the (F) table value of (3.52) at the level of significance (0.01), and significantly (0.000), and with a degree of freedom (4,87) , And this result means that there is a statistically significant effect of the respondent variable (sum of variables (X) of creative marketing culture) in the dependent variable (marketing performance), in the research sample. As for the value of the determining factor (R2), it was (0.822), which means that (the sum of the variables (X) of the creative marketing culture) explains (82.2%) of the variance that occurs in (marketing performance), and that (17.8%) is Explanatory variation of factors did not enter the regression model. Therefore, these results provide sufficient support to accept the hypothesis of the multi-effect research, the third major that states (There is a significant effect of the sum of the variables (X) of creative marketing culture in marketing performance).

Through table (10), we note that the value of the fixed term ($a = 0.820$) is statistically significant, as the calculated value of t was (3.077) and it is greater than the tabular t at the level of significance% 1 and the degree of freedom (87) and (2.35), but The value of the current slope (x_1, x_2, x_3, x_4), it reached ($b = 0.119, 0.344, 0.012, 0.693$) respectively, it is statistically significant because the calculated value of t is (6.274, 5.181, 4.217, 1.711) respectively. Greater than the tabular t of (2.35) at the significance level (0.01) and the degree of freedom (87) .

In light of these results, it is clear that the creative marketing culture with its combined variables has a strong moral effect on the marketing performance of the General Company .for Iraqi Vegetable Oils

Table (10)

Multiple effect The sum of variables (X) of creative marketing culture in marketing performance

Marketing performance							Creative marketing culture
the decision	Moral	F Calculated	The coefficient of determination R2	Moral	t Calculated	Regression coefficients	
There is an effect	0.000	12.83	0.822	0.003	3.077	0.820	Fixed limit
				0.000	6.274	0.119	administration creativity
				0.000	5.181	0.344	Technology used
				0.005	4.217	0.012	Team spirit
				0.009	1.711	0.693	Learning and training

***The tabular value (F) at the level of significance 0.05 and degrees of freedom (4,87) = (2.46)**

****Tabular value (F) at the level of significance 0.01 and two degrees of freedom (4,87) = (3.52)**

***Table (T) value at the level of significance 0.05 and degrees of freedom (87) = (1.66)**

****Table (T) value at the level of significance 0.01 and degrees of freedom (87) = (2.35)**

4- Conclusions and Recommendations

4-1- Conclusions

- 1- There is a positive and moral correlation between creative marketing culture and marketing performance.
- 2- The presence of a moral and positive impact of the creative marketing culture on marketing performance.
- 3- The presence of a positive multi-effect of the sum of the variables of the creative marketing culture combined in the performance of marketing.
- 4- Weak communication system and weak cooperation between the departments in the company in setting and implementing strategic goals.
- 5- Lack of external training courses conducted by the company for its employees to develop their creative skills.
- 6- The company relies on experts from within the company to educate, train and develop employees.

7- 4-2- Recommendations

- 8- In light of the results reached, the following recommendations can be made:
- 9- Paying attention to the company's scientific and research preparations that are compatible with long-term strategies.
- 10- Providing a good and effective communication system and strengthening cooperation between departments in the company in setting and implementing strategic goals.
- 11- Attention to the external training courses conducted by the company for its employees to develop their creative skills.
- 12- Using experts outside the company to educate, train and develop employees.
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