



Research Article



The Role of Marketing Creativity in Shaping A Company's Mental Image: A Field Study At The General Company for Pharmaceutical Industries in Samarra

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Abstract: The main objective of this research was to analyse the extent to which marketing creativity in its various dimensions (product, pricing, promotion and distribution)—contributes to reinforcing the corporate image of the General Company for Pharmaceutical Industries in Samarra, the research community. The study sample consisted of 44 senior and middle managers. Adopting a descriptive-analytical approach, the data collected from the sample via a questionnaire were analyzed and tested using statistical analysis software (SPSS 26). The research hypotheses were tested, and it was concluded that marketing creativity, in all its dimensions, makes an effective contribution to and has a significant impact on establishing the company's brand image within the research field. Several recommendations were put forward, the most notable of which was the effective use of marketing creativity activities to reinforce the company's mental image through the presentation of products, pricing and promotional offers, and by facilitating product delivery to maintain its presence in the minds of its customers.

Keywords: Marketing creativity, Mental image, General Company for Pharmaceutical Industries in Samarra.

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INTRODUCTION

The intensifying nature of competition between companies to gain an edge over their rivals through higher profit figures is no longer the sole factor by which a company's viability can be judged, for success in the contemporary business environment now depends increasingly on a company's ability to stand out in the minds of customers and be perceived as the one that offers the best value for its products and services, whilst maintaining and developing them. This has marked a turning point in companies' growing focus on shaping and enhancing their own brand image in the public eye, which helps them to establish a stable and growing brand image. Maintaining a distinctive brand image in the surrounding business environment requires companies to adopt marketing activities and processes that enhance communication and build an effective presence with customers, ensuring the brand is firmly established in their minds compared to competitors; Consequently, creativity in marketing is considered one of the most effective tools for building a brand image, as it represents a long-term strategic approach that works to cement the company's value in

the public's mind; Consequently, the areas of marketing creativity embodied in the marketing mix are among the most prominent of these tools, representing marketing activities that are effectively perceived by customers and the general public. The research is therefore divided into three sections: the first covers the research methodology, the second covers the theoretical framework, and the third covers the practical framework of the research.

METHOD

First: Research Problem: The research problem arises from identifying the common ground through which marketing creativity enhances the presentation of the company's products and services, and how this influences customers' perceptions of the company and the value it offers them, thereby contributing to strengthening its competitive position, enhancing its long-term presence in the business environment, and achieving a significant market share. This gives rise to the research question: **"To what extent does marketing creativity influence the consolidation of the company's mental image?"**

Secondly: The significance of the research: The significance of this research lies in its examination of the relationship between marketing creativity and the company's mental image, as this relationship is one of the fundamental pillars that companies strive to continuously strengthen and develop, given its prominent role in enhancing the company's standing, particularly amongst its customers who represent its market share within its sector and competitive landscape and who recognise the value it offers them and amongst the general public, who constitute the business environment and whose perceptions of that environment and sector enable the company to strengthen and expand its presence within the scope and environment of its competition with other companies.

Thirdly: Research Objectives: The research objectives cover several aspects, as follows:

1. To identify the current state of the application of marketing creativity and brand image within the company under study.
2. To determine the nature of the relationship between marketing creativity in general and creativity specifically, and brand image within the company under study.
3. To analyses the extent to which marketing creativity, and its various dimensions, contributes to the consolidation of brand image within the company under study.

Fourth: Hypothesis Research Framework: This section outlines the framework of the relationship and mutual influence between the research variables, based on the research problem and objectives:

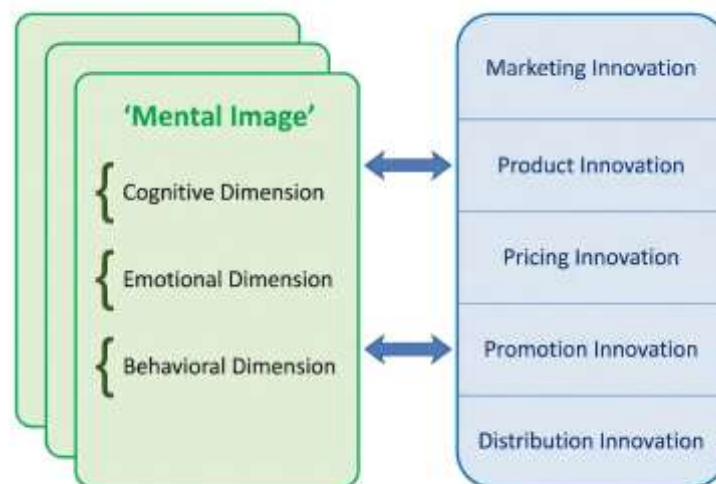


Figure 1. Hypothesis Research Framework

Fifth: Research Hypotheses: In order to answer the research questions and achieve the objectives through the logical relationships set out in the research framework, the research hypotheses are as follows:

1. **First main hypothesis (H1):** "There is a statistically significant correlation between marketing creativity and the mental image of the company under study", from which the following sub-hypotheses are derived:

- a. **(H1-1):** "There is a statistically significant correlation between product creativity and the mental image of the company under study".
- b. **(H1-2):** "There is a statistically significant correlation between pricing creativity and the mental image of the company under study."
- c. **(H1-3):** "There is a statistically significant correlation between promotional creativity and the mental image of the company under study."
- d. **(H1-4):** "There is a significant correlation between creativity in distribution and the company's brand image in the research field."

2. The second main hypothesis (H2): "Marketing creativity contributes to the consolidation of the company's brand image in the research field", from which the following sub-hypotheses are derived:

- a. **(H2-1):** "Product creativity contributes significantly to the consolidation of the company's mental image in the research field."
- b. **(H2-2):** "Pricing creativity contributes significantly to the consolidation of the company's mental image in the research field."
- c. **(H2-3):** "Creativity in promotion contributes significantly to the consolidation of the company's mental image in the research field."
- d. **(H2-4):** "Creativity in distribution contributes significantly to the consolidation of the company's mental image in the research field."

Sixth: Research Methodology: Given the variety of scientific research methodologies and approaches, the researcher adopted a descriptive-analytical approach in conducting the research, using a deductive approach to formulate hypotheses, followed by the use of the case study methodology in the field to elucidate the nature of the application of the research variables, culminating in the use of the descriptive-analytical approach to test the hypotheses and achieve the research objectives.

Seventh: Research Population and Sample: The research population was represented by the Samarra Pharmaceutical Factory, as it operates within a highly competitive environment amidst a multitude of companies providing medical treatments and supplies, both local and international. This places it in a context that requires it to be innovative in the marketing activities it adopts, as well as to enhance its brand image amongst customers and the public who benefit from its services and products. The research population comprises 2,391 individuals, whilst the research sample consists of 44 individuals working in senior and middle management, including the General Manager and the heads of departments and laboratories, as they are responsible for formulating marketing policies and activities. Table (1) presents general information on the research sample.

Table 1. General information on the research sample

Gender		Male	Female	Total	
		33	11	40	

Educational Qualification		Diploma	Bachelor's	Master's	PhD	Total
		7	14	10	9	40

Years of Service		Less than 10 years	10-15 years	20 years and more	Total
		9	11	19	40

Eighth: Methods of data collection: Data collection tools are divided into two categories according to data sources:

- a. Theoretical aspect: This comprises the sources used to construct the theoretical

framework of the research, drawing on “research and studies, books and scientific references that have addressed the research variables and their dimensions”.

- b. The applied aspect: This comprises data collected from the field through fieldwork to ascertain the views of the research sample on the questions presented via the main research tool (the questionnaire), which was constructed around the theme of creative marketing in accordance with the model by Rajab and Muhammad (2024), and the mental image axis based on the model by Al-Shimari (2024). These were constructed using the **five-point Likert scale**.

Table 2. Five-point Likert scale

Response Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Standard Weight	5	4	3	2	1

Source: Likert, R. (1932). A technique for the measurement of attitudes. Archives of psychology. p.14

Ninth: Statistical methods: The statistical methods used in the applied framework of the research are as follows:

1. Descriptive statistics: arithmetic mean, standard deviation, level of significance.
2. Correlation: Pearson’s correlation coefficient.
3. Effects: Slope coefficient (β), coefficient of determination (R^2), F-test, F-test, significance level (Sig).

Ninth: Spatial and temporal scope of the research:

- a. **Spatial scope:** The spatial scope of the research was the Samarra Pharmaceutical Factory for the manufacture of medicines and medical supplies, which is one of the most important medical manufacturing companies in Iraq.
- b. **Temporal scope:** This scope was defined by the period during which the field research was conducted to survey the views of the research sample regarding the nature and dimensions of the variables, based on their responses to the approved data collection instrument, covering the period from 28 May 2025 to 2 September 2025.

Section Two: Theoretical Framework

First: The Concept of Creative Marketing: Creativity refers to new or novel ways of doing things characterized by fluency and flexibility, encompassing activities undertaken to produce pioneering products, services and marketing initiatives that are unique in the market and create value or benefit for the customer [1]. The idea is that creativity is not merely a personal trait, but rather a result that others perceive as original and beneficial; thus, creativity in marketing programmes is defined as the significant degree of difference between the procedures employed to market a product and those typically used within that product category, This definition encompasses not only the design of creative products, but also other aspects of product marketing such as promotion, packaging and distribution . Ungerman et al (2018:132) defined it from an innovation perspective as “the search for creative and novel solutions to all problems and needs [2]. Consequently, companies become more competitive and improve their performance in the target market”. Gavva et al (2020:45) defined it as “the continuous improvement of products, formats, methods, techniques and marketing tools offered throughout a company’s life cycle”, whilst (Ichim, 2020:125) defined it as “a new marketing approach that involves identifying, implementing and applying innovative marketing techniques and methods, and includes significant changes to the marketing mix and product elements” [3], [4]. Innovative marketing is a complex concept because it is based on philosophical thinking and scientific research. Marketing creativity refers to the steps taken to achieve excellence in marketing by adopting innovative strategies that are difficult to imitate, through thinking differently, presenting value, introducing new pricing models, expanding the market, utilising different distribution channels, and the ability to deal with competition, customer complaints and organizational challenges [5]. Cuevas-Varga et al. (2021: 25) defined this as “the application of innovation to a company’s marketing mix, which includes: the design of new,

innovative products; the adoption of modern sales channels; the creation of new communication and advertising strategies; and the development of new systems, enabling the company to improve its market share, increase its growth potential, and achieve sustainable competitiveness" [6]. Khalf & Ali (2024:176) define innovative marketing as a process in which marketers use new and innovative techniques to reach a target market, utilising the latest technologies, creative concepts and powerful advertising campaigns, through which marketers can attract the attention of potential customers and convert them into loyal customers [7]. Creativity plays a central role in marketing, involving the generation of new and useful ideas to address a variety of challenges (Pagani & Wind, 2025:2). Meanwhile, Al-Ta'i and Al-Hamdani (2025:113) view marketing creativity as a company's ability to deliver high value in its products and services in order to attract new customers and prevent the loss of existing ones, thereby achieving market differentiation [8]. On the other hand, (Hamoud and Al-Bakini, 2025:1011) view creative marketing as a company's ability to excel in knowledge and ideas by developing them with the aim of devising new processes and methods for delivering products and services [9]. **The researcher considers** that creative marketing comprises a set of core marketing processes and activities for the company, which it continuously develops and adapts in order to retain its customers, attract new ones and maintain its market share.

Secondly: The importance of marketing creativity: The value of marketing creativity is reflected in its ability to enhance a company's capacity to integrate its marketing messages, by linking the mental image and positive impressions of the company and its products to customers' interests, Marketing creativity thus focuses on positively influencing customers' behaviour and attitudes towards the brand [10]. Saeed and Babaz (2023:9), citing Dahrooj (2009), noted that the importance of marketing creativity includes [11]:

- a. Its ability to keep pace with changes in customers' requirements and desires.
- b. Addressing product issues and customer feedback.
- c. Achieving differentiation by developing the mental image of products in customers' minds.
- d. Enhancing the company's ability to maintain and grow its market share through new products and services.
- e. Improving brand leadership.

Rajab and Muhammad (194:2024) noted that the importance of marketing creativity lies in its role as an effective tool that helps active companies operating in a competitive environment to address the diverse demands and desires of customers [12]. This enables them to achieve competitive advantages by being open to adopting new ideas, identifying opportunities and capitalizing on them [13]. Ghadab and Jassim (53:2024) highlighted that the importance of marketing creativity lies in developing and enhancing individuals' creative skills by stimulating and supporting creative thinking processes, energizing work teams, enabling rapid adjustments to production processes to introduce new products, and generating constructive ideas to reduce production costs and grow capital by increasing marketing revenue. Furthermore, it acts as a link between company management and its customers and markets by providing management with information and data on customers' needs and desires.

Third: Dimensions of marketing creativity: Given the variety of perspectives on the dimensions underpinning marketing creativity, the researcher has drawn upon four dimensions proposed in the studies by [7], [9], [13], [14], [15], which drew on the ideas of the researcher [16] regarding the concept of the marketing mix, which forms the basis for developing marketing strategies, methods and plans to achieve corporate objectives [17].

1. **Product innovation:** Product innovation involves introducing new products to the market in which the company competes, or modifying existing products in line with customers' changing desires and needs, which are identified through the collection and analysis of information. This aspect encompasses two types of creative activity: the first being the introduction of entirely new products into the current market by entering business sectors related to the company's operations, and the second through the continuous

improvement and development of the company's products within the framework of competition with other companies offering the same products [18] In another view, the researchers [19] point out that product dimensions may encompass numerous aspects, including activities related to product design through the introduction of improvements to the product design or packaging methods. Creativity may involve redeveloping the product by radically altering its characteristics to improve its performance, thereby maintaining its market position and extending its life cycle [20].

2. Creativity in pricing: Given the nature of pricing from the perspective of, which is considered a key factor in attracting customers, creativity in this area encompasses various aspects, pricing based on the customer's perception of the product's value or in collaboration with them; pricing based on quantity and packaging at the point of purchase; or pricing based on peak demand mechanisms for the product [9]. Pricing using traditional methods is no longer of great significance given the nature of the competitive environment between companies; firms rely on various pricing methods and approaches, some of which are based on pricing in response to changes in demand, whilst others are based on customer behaviour; some adopt a community-based pricing policy that focuses on building trust and loyalty amongst customers within a specific geographical area [21], [22], [23], [24], [25]. A company can adopt various pricing methods that create value for it and are recognised by customers, thereby giving it an advantage over its competitors, as it relies on pricing as a factor that promotes increased sales [26].

3. Creativity in promotion: Given the nature of promotion, which is a core activity within the company due to its role in achieving its objectives of conveying a clear image of its products by familiarising customers with the products and their characteristics. Creativity in promotion thus lies in the company's ability to devise direct and indirect methods of communication with customers through various promotional channels (personal contact, advertising and sales promotion), and to give them the opportunity to experience the products, verify them and their benefits, in an attempt to persuade them of the merits of its products [27]. Creativity in promotion requires engaging in activities to disseminate information and convey it to customers about products, with the aim of positively influencing them. Creativity in promotion involves focusing on the key areas that contribute to the success of the sales process by selecting the appropriate time and method for presenting products and using suitable and effective media to attract customers [28].

4. Creativity in distribution: Distribution refers to the set of operations carried out by a company to ensure that its products reach customers at the required place and time [27]. Therefore, according to Al-Jiaashi, innovation in distribution involves devising and developing new methods and approaches for distributing and delivering products to customers; the presentation of both new and existing products relies fundamentally on the existence of a network of effective and efficient distribution channels [26]. Siddiq and Abdullah (2023:219) define innovation in distribution as the physical flow of products through distribution channels, ensuring their availability to customers at the desired time and place. This adds real value to products by delivering them to target markets [29]. Creativity in distribution requires innovation in the development of existing distribution channels or the design of new ones in a way that facilitates product access, reduces costs and enables a rapid response to customers and markets. One example of innovation in distribution is the use of e-commerce and digital platforms to communicate with customers and deliver products to them [30].

Fourth: The concept of corporate image: There is growing interest amongst companies in their brand image as perceived by the general public and their customers in particular, given its role in shaping opinions – whether positive or negative – towards those companies, which in turn influences their current and future decisions and behavior in dealing with them (Mohammed, 109:2025). Marston (1979) noted that companies direct their messages and marketing activities towards creating positive impressions among customers (Sattour, 358:2026). Individuals' mental images are formed through psychological and social processes and interactions that are influenced by their surrounding environment and the impressions they form of companies; these, in turn, affect their

decisions regarding how to deal with them and their trust in the brand through the value and benefits they derive [31]. "It refers to a complex and subjective concept that arises in the minds of members of society, representing a set of beliefs, ideas and impressions that an individual forms about something; it is the product of a mental processing of information received from various sources" [17]. A mental image refers to the perception formed in the customer's memory regarding the brand, which takes the form of systematic mental associations based on the functional and symbolic connotations of the company's products [32]. Meanwhile, Al-Bakri and Saud (2018:214) define the mental image as the ideas, impressions and knowledge that companies aim to create and embed in the minds of their target audience and the users of their products, thereby influencing their purchasing decisions. It reflects an individual's feelings, the information they receive, the experiences they have, and what they perceive, all of which prompt the individual to form evaluations and impressions of the company (Adam & Salih, 2021:217). Consequently, corporate image requires companies to strive to examine their prevailing image within society at large, with the aim of developing strategies that ensure the formation of positive perceptions of them in the minds of members of society [33]. Anwar (2025:3) defines it as the set of information held by individuals, their thoughts and the perceptions formed in their minds about a particular organization, which may be positive or negative, depending on the factors and circumstances that contributed to their formation. It takes the form of perceptions in customers' minds as a result of their direct or indirect interactions with an organization [34], [35].

In light of the above, the researcher considers that the mental image reflects the perceptions and ideas that individuals hold about the company, which have been formed from their previous experiences and their use of its products; these are reflected in positive or negative behaviour in their future dealings with the company and determine whether they will continue to purchase its products.

Fifth: The importance of brand image: Most companies recognise the importance of the brand image formed in the minds of their customers and competitors [36], [37]. In the context of competition and globalization, brand image has become an important tool for companies to build a prestigious and distinctive position amongst consumers, thereby ensuring their survival and competitiveness [38]. For a company, brand image is of particular importance due to its role in shaping opinions, impressions and ideas, as it carries psychological and social connotations that influence individuals and their preferences; it is also crucial in influencing and eliciting a response from the target audience and raising their awareness of the company's products, and in winning over public opinion in the company's favor within the social environment in which it operates, thereby encouraging the company to adopt a constructive philosophy that fosters internal motivation and innovation and boosts the sense of trust among its employees [22]. Meanwhile, [39] state that the mental image serves as a promotional tool that enhances the value of marketing activities, reflects the company's honesty and integrity within society, helps build relationships and trust with customers, and enables the company to cope with crises.

Sixth: Types of mental image: The types proposed by researchers to describe the mental image formed by individuals which helps the company to engage with them—vary. Isaac (2021:599), citing Ajwa (2003) and Basma (2018), identified five types, a view supported by Muhammad (2016:51) [26], [40]:

- a. The mirror image: This represents the image the company believes it possesses in the eyes of the general public and its customers.
- b. The current image: This represents the image with which members of society perceive the company, formed as a result of their experience with the company's products and services, and which may differ from the mirror image.
- c. Desired image: This represents the image the company strives to achieve and shape in the minds of customers and members of the public, which forms part of the company's overall strategy. It works to promote this image through public relations and marketing activities.
- d. Ideal image: This is the best image the company can achieve in comparison with its

competitors, and it works to achieve this by influencing members of the public.

- e. Multiple image: This is the mental image formed in the minds of members of the public as a result of their exposure to situations and marketing activities involving various representatives of the company, each of whom conveys a different image.

Seventh: Dimensions of the mental image: There are differing views regarding the dimensions of the mental image of companies as addressed by researchers; however, most studies and research agree on three dimensions [34], [35], [40], [41] and other researchers. These dimensions are as follows:

1. The cognitive dimension: This dimension indicates that the mental image is the result of information obtained by individuals, and it is on this basis that a mental image of an organisation is formed. This image is shaped by each individual's past experiences and accumulated knowledge gained through the use of products [42]. The process by which individuals form a mental image involves cognitive dimensions and aspects, which are developed through the filtering of information and facts perceived via the senses; the process of cognition is preceded by the capture and reception of external stimuli through situations, leading to the formation of knowledge in individuals [43]. The cognitive dimension refers to the knowledge accumulated by individuals that helps them make decisions regarding a product or service, which is based on prior knowledge and information [44]. It is closely linked to individuals' awareness [45].

2. The emotional (affective) dimension: This dimension is characterized by the emotions arising from the feelings individuals develop towards a company's brand; as a result, feelings of satisfaction and emotional trust are generated, which influence the formation of purchasing behaviour towards the company's products, and are linked to customer conviction [46]. Individuals interpret the information they obtain from their experience in accordance with their own attitudes and opinions, and disregard information that contradicts those attitudes; in different situations, they may alter those opinions or interpret them in a way that aligns with their attitudes [43]. This dimension refers to feelings, attitudes and emotions towards products, which may manifest as admiration or rejection; it represents the quality of individuals' emotions [47]. It represents individuals' emotional responses, feelings and actions towards the company's brand and its products [48]. This dimension is influenced by the individual's internal state and needs, which shape their specific attitude based on their experience of the product (Al-Shammari, 82:2024)

3. The behavioral dimension: The behavioral dimension is defined as the responses and reactions that individuals display towards the company's products in accordance with their beliefs; behavioral action is considered the final outcome of thought and emotions, and may take the form of bias or negative behavior [43]. The behavioral dimension is reflected in individuals' actions and behaviour towards the company's brand and products [48]. The behavioral dimension represents the practical manifestation of the cognitive and affective dimensions, which is evident in an individual's actions [44]. The behavioral dimension is thus reflected in individuals' actions, making it easier to predict and manage [49]. Behaviors manifest directly as a result of psychological, cultural and social factors, which influence the direction of an individual's actions [50]. This dimension is represented by an individual's overt behaviour and their interaction with the company and its products and services [51].

RESULT AND DISCUSSION

Section Three: The Applied Framework of the Research

First: Descriptive Analysis: This section deals with the analysis of the data collected from the field, using the arithmetic mean and standard deviation, and determining the level of significance for the items, dimensions and variables:

1. Marketing Creativity: Table (3) shows that the independent variable achieved a mean of (3.564), a figure indicating consensus amongst the sample regarding the adoption of methods and tools that enable the company in the research field to engage in creative marketing, thereby securing a distinctive market position amongst its competitors. This conclusion is further supported by the low standard deviation value.

Table 3. Descriptive analysis of marketing creativity indicators and dimensions

Code	Indicators	Mean	Standard Deviation	Level of Importance %
X1	The company continuously works on developing, renewing, and improving its products to meet the requests and needs of its customers.	3.39	1.401	68.8%
X2	The company is keen to offer diverse products to maintain its competitive position.	3.55	1.229	71%
X3	The company offers products according to international specifications.	3.48	1.320	69.6%
X4	The company is keen to provide introductory information about its products.	3.41	1.263	68.2%
X5	The company's management pays attention to research and development aspects with the aim of improving its products and introducing new products.	3.43	1.336	68.8%
	Product Innovation	3.452	0.852	69.04%
X6	The company's management focuses on using a pricing system that takes into consideration quality factors, realized benefits, and the perceived value by customers in using its products.	3.59	1.245	71.8%
X7	The company's management is keen to continuously study the economic situation and its changes to determine prices that suit the community.	3.45	1.405	69%
X8	The company uses promotional offers when purchasing in quantities to reduce the prices of its products.	3.50	1.355	70%
X9	The company uses pricing policy as one of the competitive tools in the market.	3.66	1.219	73.2%
X10	The company's management uses financial facilities and discounts upon payment at specified times with its customers.	3.57	1.354	71.4%
	Pricing Innovation	3.554	0.699	71.08%
X11	The company's management uses creative and modern methods in promoting its products, such as electronic promotion.	3.50	1.285	70%
X12	The company's management aims, through its promotion policy, to make the customer distinguish its brand from others.	3.64	1.382	72.8%
X13	The company's management is keen to plan its promotional campaigns and renew its tools with the aim of reminding customers of the advantages of its products.	3.52	1.406	70.4%
X14	The company's management uses professional representatives to diagnose market needs, persuade customers to purchase products, and deal with market variables.	3.66	1.200	73.2%
X15	The company uses sales promotion methods such as using free samples and gifts for customers.	3.82	1.105	76.4%
	Promotion Innovation	3.628	0.777	72.56%

Code	Indicators	Mean	Standard Deviation	Level of Importance %
X16	The company uses modern technologies such as order reservation methods and delivering them at the specified time and place.	3.66	1.363	73.2%
X17	The company has the necessary means to transport products and deliver them to customers at nominal prices for all its customers.	3.59	1.187	71.8%
X18	The company is keen on multiplying product distribution outlets to facilitate the delivery of products to customers when needed, with the least time and cost.	3.73	1.208	74.6%
X19	The company has a distribution strategy that achieves distinction in the market and expansion at the same time.	3.50	1.248	70%
X20	The company's management works on developing ideas to find new distribution channels and with different methods to accelerate market access.	3.64	1.278	72.8%
	Distribution Innovation	3.624	0.687	72.48%
	Marketing Innovation	3.564	0.518	71.28%

Source: Prepared by the researcher based on (SPSS.26) outputs.

In terms of dimensions, creativity in promotion achieved the highest level of importance, with a score of 36.28 per cent, indicating consistency in the sample's responses; In second place in terms of importance was creativity in distribution, with a mean score of 3.624, indicating the company's focus on diversifying its distribution activities by using various means and methods to facilitate the delivery of its products to users at the lowest possible cost, In third place was pricing, with a mean of 3.54, indicating the company's reliance on a pricing policy that helps it compete with other companies, generate good revenue, and ensure the continued loyalty and trust of its customers. Lastly, in terms of importance, product innovation came last with a mean score of (3.452), which is evidence that the company adheres to international standards in the manufacture of its products and obtains licenses from international companies for the production of some of its products.

1. Mental Image: Table 4 shows that the affective dimension was the most important among the dimensions of mental image, with a mean of 3.56. This indicates the company's focus on building its mental image amongst the general public and its customers by fostering trust in its products, conducting its business with integrity, and making credibility the cornerstone of its operations. The cognitive dimension was the second most important, with a mean of 3.538, indicating the company's commitment to familiarizing the public and its customers with its products by providing detailed information about them and how to use them. The behavioral dimension was the third most important, with a mean of (3.454), which explains the company's view that the behavioral dimension of the mental image it seeks to achieve is the result of the affective and cognitive dimensions. Overall, the mean for the dependent variable (mental image) was (3.454), indicating a good level of agreement amongst the study sample regarding the company's effective approach to continuously working on developing its mental image amongst its customers and product users, thereby strengthening its mental image in their minds compared to competitors.

Table 4. Descriptive Analysis of Mental Image Indicators and its Dimensions

Code	Indicators	Mean	Standard Deviation	Level of Importance %
Z1	The company's management is keen to adopt credibility standards in its dealings with customers to gain their satisfaction.	3.48	1.303	69.6%
Z2	The company's management is keen to simplify procedures in marketing its products.	3.55	1.454	71%
Z3	The company's management keeps pace with the latest promotional means in the product promotion activity.	3.50	1.303	70%
Z4	The company's management is keen to provide customers with correct and accurate information about the products.	3.48	1.406	69.6%
Z5	The company's management seeks to positively influence the customer's perception of the value of its products.	3.68	1.235	73.6%
	Cognitive Dimension	3.538	0.678	70.76%
Z6	The company's management is keen to achieve social respect and appreciation in its dealings with customers.	3.59	1.317	71.8%
Z7	The company's management makes the slogan of credibility the basis of its dealings with its customers.	3.55	1.389	71%
Z8	The company's management is keen to enhance the trust of its customers through its dealings.	3.64	1.399	72.8%
Z9	The company's management is keen to pay attention to and care for the customer's feelings in the process of marketing its products.	3.45	1.355	69%
Z10	The company relies on providing free products to gain customers' trust in it.	3.57	1.246	71.4%
	Affective Dimension	3.56	0.719	71.2%
Z11	The company is keen to achieve leadership in the method of presenting products to customers.	3.43	1.354	68.6%
Z12	The company's management seeks to follow a policy of diversification in products and services and in the desires and needs of customers.	3.41	1.245	68.2%
Z13	The company's products enjoy acceptability from its customers.	3.41	1.335	68.2%
Z14	The company's management aims to distinguish its products through quality and credibility.	3.45	1.438	69%
Z15	The company's management seeks to provide products that exceed customers' expectations to build a positive image among them.	3.57	1.469	71.4%

Code	Indicators	Mean	Standard Deviation	Level of Importance %
	Behavioral Dimension	3.454	0.892	69.08%
	Mental Image	3.517	0.609	70.34%

Source: Prepared by the researcher based on (SPSS.26) outputs.

Secondly: Testing the correlation hypotheses: Testing the correlation hypothesis based on Pearson's correlation coefficient, by proceeding from the main hypothesis to the sub-hypotheses, as follows:

Testing the first main hypothesis (H1): "There is a statistically significant correlation between marketing creativity and the mental image of the company under study": It is evident from the analysis of the correlation between marketing creativity and the mental image of the company under study, as shown in Table (5), that this relationship is strongly positive, as indicated by a correlation coefficient of (0.549) at a significance level of 0.05, indicating the effective role played by marketing creativity in ensuring the preservation and continuous development of the company's mental image in line with changes in the business environment and its standing amongst its competitors. Based on the above, **the first main hypothesis (H1) is accepted.**

Table 5. Tests the correlation between marketing creativity, with its various dimensions, and the mental image

Variable	Statistic	Product Innovation	Pricing Innovation	Promotion Innovation	Distribution Innovation	Marketing Innovation
Mental Image	Pearson Correlation	0.410	0.420	0.370	0.420	0.549
	Sig.	0.006	0.005	0.013	0.004	0.000

Source: Prepared by the researcher based on (SPSS.26) outputs.

- a. **Testing Hypothesis (H1-1):** "There is a statistically significant correlation between product innovation and the company's mental image in the research field": Table (3) shows a statistically significant correlation between product innovation and the mental image, as indicated by a Pearson correlation coefficient of (0.410), which is statistically significant at the 0.05 level. This suggests that the company's practices regarding product innovation play a key role in reinforcing its brand image in the minds of its customers, the general public and the wider community in which it operates. **Based on the above, hypothesis (H1-1) is accepted.**
- b. **Testing Hypothesis (H1-2):** "There is a statistically significant correlation between creativity in pricing and the company's brand image in the field of research": Table (3) clearly shows a strong correlation between creativity in pricing and brand image, as indicated by a correlation coefficient of (0.420), which is statistically significant at the 0.05 level. This points to the value that the company's policy places on using pricing as one of the factors influencing its marketing activities to enhance its brand image within its operating environment, **and based on the above, hypothesis (H1-2) is accepted.**
- c. **Testing Hypothesis (H1-3):** "There is a statistically significant correlation between creativity in promotion and the company's mental image in the research field": Table (3) illustrates the positive correlation between creativity in promotion and the company's mental image in the research field, as evidenced by a correlation coefficient of (0.370), which is statistically significant at a significance level of (0.05), indicating the value that promotional activity—as one of the areas of marketing creativity—brings to promoting the company's image within its business environment

and cementing it in the minds of its customers. **Based on the above, hypothesis (H1-3) is accepted.**

- d. **Testing Hypothesis (H1-4):** "There is a statistically significant correlation between creativity in distribution and the company's mental image in the research field": the positive correlation coefficient for creativity in distribution, amounting to (0.420) as shown in Table (3), indicates the value achieved by promotional activities which are among the core areas of the company's marketing activities in facilitating the delivery of products to its customers through various means and methods, in strengthening its presence in its market environment and consolidating its position amongst its customers, **and based on the above, hypothesis (H1-4) is accepted.**

Thirdly: Testing the impact hypotheses: This section examines the impact hypotheses relating to marketing creativity and its sub-dimensions, with the aim of identifying their value in contributing to the consolidation of the company's mental image within the research field, through the use of simple linear regression, as follows:

Testing the second main hypothesis (H2): "Marketing creativity contributes to the consolidation of the company's mental image in the research field." Table 6 shows that marketing creativity accounts for 30.1% of the variation in the company's mental image, as indicated by the coefficient of determination (R^2). Furthermore, the F-test value of 18.102 at a significance level of 0.05 indicates the statistical significance of the regression model explaining the contribution of marketing creativity to the consolidation of the company's mental image in the field of research, Furthermore, the slope coefficient (B) of 0.748 indicates that a one-unit change in the company's activities and approaches towards adopting marketing creativity in its operations contributes to the consolidation of its mental image by the value of the slope coefficient (B), This contribution is statistically significant, as indicated by the t-value of 4.255, which is greater than the critical value of 1.96 at a significance level of 0.05; thus, **the second main hypothesis (H2) is accepted.**

Table 6. Testing the hypotheses regarding the effect of marketing creativity and its dimensions on the mental image

Variables	R^2	F	Sig	B	t
Product Innovation	0.168	8.505	0.006	0.379	2.916
Pricing Innovation	0.176	8.995	0.005	0.425	2.999
Promotion Innovation	0.137	6.656	0.013	0.343	2.580
Distribution Innovation	0.176	9.014	0.004	0.502	3.002
Marketing Innovation	0.301	18.102	0.000	0.748	4.255

Source: Prepared by the researcher based on (SPSS.26) outputs.

Testing the sub-hypotheses:

- a. **Testing hypothesis (H2-1):** "Product innovation contributes significantly to the consolidation of the company's mental image in the research field": It is evident from Table (4) that product innovation explains 16.8 per cent of the variation in the company's mental image according to the R^2 value; furthermore, the overall effect model is statistically significant according to the F value (8.505) at a significance level of 0.05, Furthermore, product innovation contributes to a change in the company's mental image by a coefficient of 0.379 for each unit increase; this contribution is statistically significant based on a t-value of 2.916, which is greater than the critical value at the 0.05 significance level. **Based on the above, hypothesis (H2-1) is accepted.**
- b. **Testing Hypothesis (H2-2):** "Creativity in pricing contributes significantly to the consolidation of the company's mental image in the research field." Table (4) shows that creativity in pricing explains 17.6% of the variation in the company's mental image, as indicated by the R^2 value, Furthermore, the overall effect model is significant based on the F-value (8.995) at a significance level of 0.05. Moreover, creativity in pricing contributes to a change in the company's mental image by a slope

coefficient of 0.425 for each unit increase, as this contribution is significant according to the t-value of 2.999, which is greater than the critical value at a significance level of 0.05, **and based on the above, hypothesis (H2-2) is accepted.**

- c. **Testing hypothesis (H2-3):** "Creativity in promotion contributes significantly to the consolidation of the company's mental image in the research field": Table (4) shows that creativity in promotion explains 13.7 per cent of the variation in the company's mental image, as indicated by the R^2 value. Furthermore, the overall effect model is statistically significant with an F-value of 6.656 at a significance level of 0.05, Furthermore, creativity in promotion contributes to a change in the company's mental image by a slope coefficient of (0.343) when it increases by a factor of one; this contribution is statistically significant based on a (t)-value of (2.580), which is greater than the critical value at a significance level of (0.05), **Based on the above, hypothesis (H2-3) is accepted**
- d. **Testing hypothesis (H2-4):** "Creativity in pricing contributes significantly to the consolidation of the company's image in the research field": Table (4) shows that creativity in pricing explains 17.6 per cent of the variation in the company's mental image, as indicated by the R^2 value. Furthermore, the overall effect model is statistically significant, with an F-value of 9.014 at a significance level of 0.05, Furthermore, creativity in pricing contributes to a change in the company's mental image by a coefficient of 0.502 for each unit increase; this contribution is statistically significant based on a t-value of 3.002, which is greater than the critical value at the 0.05 significance level. **Based on the above, hypothesis (H2-4) is accepted.**

CONCLUSION

Based on the results of testing the study's hypotheses and the descriptive analysis of its variables and dimensions, several conclusions can be drawn:

1. Senior and middle management have a clear understanding of the importance of creativity in marketing activities and its impact on the company's future, as well as how creativity can be achieved in this area.
2. The company's management recognizes the impact of its brand image on public acceptance and how to instil confidence in the public to ensure it remains competitive and achieves the best possible future developments.
3. Marketing creativity and its dimensions (product, pricing, promotion and distribution) are characterized by strong synergistic relationships with the company's brand image, indicating their clear impact on the company's operations and activities within the field of research.
4. The activation and development of marketing creativity across its dimensions (product, pricing, promotion and distribution) makes a clear contribution to and has a significant impact on consolidating the company's brand image amongst its customers and the general public, thereby securing a clear market position for the company.

Recommendations: Based on the conclusions, several recommendations can be made:

1. It is important for the company's management to focus on developing its marketing strategies by being creative in its marketing mix, as this represents the key to reaching customers and is a significant factor in their continued engagement with the company and acceptance of its products.
2. The need to focus on enhancing the company's brand image in the minds of customers by utilizing the various cognitive, emotional and behavioral factors reflected in its products, given their role in ensuring the company continues to enjoy the acceptance of its customers and the general public with whom it interacts.
3. Capitalizing on the close link between creativity in various marketing activities and the company's mental image, thereby achieving broader acceptance amongst customers and those who engage with it.
4. Effectively utilizing creative marketing activities to consolidate its brand image by

presenting products, pricing and promotional offers, and facilitating product delivery, thereby maintaining its presence in the minds of its customers.

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