

## THE ROLE OF CREATIVE MARKETING IN INCREASING THE MARKET SHARE / ANALYTICAL STUDY OF A SAMPLE OF MANAGERS AND AGENTS OF MANAGERS OF TOURIST HOTELS IN BASRA

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### Abstract

In its practical aspect, the study took the intentional sample. The researcher distributed (91) questionnaires, of which (83) were received. As for the valid ones for statistical analysis, they were (76) forms, meaning that the response rate amounted to (83,5) with the exclusion of the forms that are not valid for analysis. For the purpose of the analysis process, the researcher used a set of special methods for this matter: (arithmetic mean, standard deviation, relative variance coefficient, relative importance, normal distribution test, confirmatory factor analysis, and Cronbach's alpha coefficient, in addition to the Pearson correlation coefficient and Structural Equation Modeling), and through the programs (AMOS V23), (SPSS V23), (MICROSOFT EXCEL 2010) The most important practical results: The results of the study showed the existence of correlation relationships and positive and significant influence relationships between its variables represented by (creative marketing, market share)

**Keywords:** creative marketing, market share, hotel establishments.

### Methodological aspect of the study

#### First: the study problem

The study depends on highlighting the importance of creativity, especially in marketing the products of the tourism industry in the province of Basra, the extent to which the theories are used and adhered to, the extent to which the senior management and decision-making centers are familiar with their reliance on creative work mechanisms in that environment that started its work with other competitors and the extent to which the environment is affected. And the impact of the hotel on the work environment. Through the researcher's experience with the research sample, the researcher found that there is a lack of efficiency in creating innovation and creativity in marketing hotel products, and because of this organizational weakness, this led to a problem in the tourism industry sector represented by most of the tourist hotels in Basra (the research sample), which is the loss of sufficient interest and Her knowledge of creativity and its modern methods, especially since how to use this important part of the process of acquiring market shares, penetrating markets, and attracting customers and pioneers with modern marketing methods, is summarized in the following questions:

1. Is there managerial awareness in the researched hotels in creative marketing and achieving their goals? Are there departments and individuals specialized and trained in marketing operations in general and creative marketing in particular?
2. Are there departments and individuals specialized and trained in marketing operations in general and creative marketing in particular?

**Second: the importance of the study**

1. For individuals: The importance of creative marketing and the study of its aspects for individuals in defining what marketing is.
2. For the organization: the importance of research focused on finding and creating a qualitative and modern leap in the field of marketing in the reality of the tourism industry in Iraq, especially the Iraqi hotel industry, and in the city of Basra in particular, by knowing its methods and methods and how to apply it.
3. With regard to the community: Creative marketing seeks to increase the effectiveness of the organization, which leads to an increase in the market share and its success. The success of organizations is one of the reasons for the increase in the rate of employment curve, which contributes to reducing unemployment in Basra Governorate, not only at the level of the hotel establishment, but in all sectors dependent on its work on these institutions.

**Third: The objectives of the study**

1. Clarify the state of knowledge of employees and workers in hotel establishments in creative marketing.
2. Knowing whether the higher managements in the hotel establishments encourage and help employees to present creative ideas in the aspect of marketing.
3. Studying the capabilities of hotel establishments by increasing the market share resulting from knowledge of the strengths and weaknesses in the external environment.
4. Can hotel establishments increase their revenues under routine marketing methods?
5. Do hotel organizations have specialized departments to carry out marketing operations in general and creative operations in particular?

**Fourth: The hypotheses of the study**

1. The first main hypothesis: (there is a significant correlation between creative marketing and market share)
2. The second main hypothesis: (there is a significant effect of the creative marketing variable on the market share)

**The theoretical side of the study****First: the concept, importance and types of creative marketing**

- ✓ The concept of creative marketing: In our world in which we live, there is a huge amount of commodity and service products and huge developments that seek and try to increase sales and enhance market share at the expense of its competitors. Creative marketing ideas represented by creativity in the marketing mix represented by creativity in production, promotion, pricing and distribution, which prompts organizations to exploit these creative marketing offers to work in their interest. (Rucker: 2017:16) sees creative marketing as “the transition from the concept of traditional thought to the concept of non-traditional thought through imagination, innovation and the use of new marketing

methods in order to achieve the desired goals and acquire and retain the customer,” as defined (Michael and Porter, “creative marketing” put New or non-traditional ideas are actually applied in marketing practices and focus on the product element, whether it is a commodity or service, or on the element of price, promotion or distribution, meaning that this type of creativity is directed to the elements of the marketing mix combined together and that creativity achieves a competitive advantage and that the demand It is increasing because it can constitute a guarantee for survival and growth, and it represents an advantage at the level of the country or the company, and even the approach of any company to an innovative company represents a competitive advantage” (Atheeb: 2016:160). And Ian Fillis and Ruth Rentschler defines: 2006: 16) Creative marketing is “the process of finding ways, ideas, or solutions that help provide better values to the customer,” as defined by (Al-Zoubi and Al-Momani: 2020: 72) “it is every new idea in the areas of marketing activities that leads to positive change and is successfully implemented.” in a way that makes the A pioneering marketing company that is ahead of competitors in the marketing field. Supposed to be the father Marketing innovation is part of a marketing concept and strategy that differs significantly from original marketing methods. Marketing innovation is based on the understanding that adherence to current marketing rules alone is not sufficient to ensure success and competitiveness in crowded markets. (Ungerman, & Dedkova & Gurinova: 2018: 133) believes that marketing innovation is based on lateral thinking, whose principle is (fun, unlimited, and provocation). Areas of marketing innovation are having a gradual development, including personal marketing, ambient marketing, environmental marketing, and guerrilla marketing and more are emerging.

- ✓ The importance of creative marketing: (Al-Zoubi and Al-Momani: 72:2020) sees the importance of creative marketing through:
- ✓ Marketing creativity stimulates the generation of new ideas, which is one of the keys for creative decision making in the marketing field. And that creativity and marketing innovation is the development, adoption and successful application of creative ideas in the field of marketing.
- ✓ Marketing creativity leads to different products, which are necessary for the performance of the company and the difference in products expresses a degree of superiority relative to the competition of products in terms of (uniqueness, quality, cost effectiveness, and technical performance), and marketing creativity that focuses on basic differences in products enables the company From obtaining a competitive advantage, because the difference in products improves the performance of the company through loyalty and customer satisfaction.
- ✓ The primary source that marketing is looking for, its theories suggest marketing creativity within the requirements of gaining a competitive advantage. And marketing creativity is a continuous and inexhaustible competitive advantage for the company because it is a strategic resource of value and flexibility, and it is also a precious and rare resource.

- ✓ Types of creative marketing: as others divide it into five types. (www.marketing.limited.com) many work outside the usual framework:
- ✓ In the open air: What is meant by creative marketing through the open air is to take advantage of the external environment or the open spaces that are around the organization through the marketing process, such as sidewalks, streets, and others.
- ✓ Indoor marketing: In contrast to outdoor marketing, it takes indoor places as a stage for its marketing operations, such as train stations, universities, and others.
- ✓ Event related marketing: Events and occasions that occur from time to time attract gatherings of relatively large numbers, such as parties and matches, these gatherings are used for promotion and marketing advertisements.
- ✓ Interactive Marketing: Experimenting with the three mentioned types, and determining who is the most interactive type with the audience, and consequently repeating it and focusing on it.
- ✓ Marketing through an act or a trick that arouses curiosity: The results of this marketing is indirect advertising and promotion.

## **Second: The concept and importance of market share and its strategies**

1. The concept of market share: Administrators and academics define market share as what is meant by the real company shares on the ground. It is meant here, whether it is a product or business, in a specific place and time. (Mohammed: 2020: 86) sees it representing a category sales activity here What is specified in the market, not the group of consumers or buyers of that product, as the two words market share will serve to express the share of sales, by number or by business, compared to the total sales of a particular industry. Kotler (2000: 697) sees the market share as "a very important measure of marketing performance, by which organizations are classified into successful and unsuccessful in their business." And that is through its sales relative to the sales of other organizations in the same market. While (Massey 2000: 324) defines it as "just a way to estimate market power, and when there is a need for the best means to measure that power, organizations should not tolerate its use. It also plays an important and essential role for business organizations, as Organizations, through the market share, can achieve high profit, which enables them to expand their activities, and this leads to an increase in production and thus reduces costs and profit.(Al-Janabi: 2000: 20)
2. The importance of the market share: The market share is of great importance during the life cycle of the organization:
3. It is considered as a necessary indicator to measure the organization's competitive position among the organizations. And the market share expresses its strength and ability to control the market. Institutions and business organizations also depend on it in that it is able to manufacture the so-called market economics., and through it the organization can know whether it has achieved its marketing goals or not. (Hamza and Ali: 2021: 313)

4. It is also represented in considering it an incentive to exploit and invest opportunities and attract the largest possible number of consumers and customers, thus obtaining a large percentage that enables it to take over the market. How much does the market share play an easy role in building the reputation of the brand and the reputation of organizations and institutions in the market, which contributes to ensuring the acquisition of more customers and consumers, and consequently greater sales and profits, and with it the market share increases directly (Mustafa: 2017: 75)
5. It is used as an explanatory variable in the measurement and empirical calculation of the success of organizations. It is also an indicator with explanatory power greater than the indicators of global markets. (Arioldi, D. & Ventura, L. & Witte: 2022, 5)

### **Strategies to increase market share**

It is possible to increase the market share in the organization through several strategies, including creativity, explained by the following points: (Abu Qahf: 2003, 12)

- Reducing costs, which is one of the most successful ways to gain and maintain customers for the organization. It is distinguished by its lower cost than those concerned with attracting new customers
- The lowest price or the highest quality, or both, this process is directed towards the customer by providing the service or product at the lowest price, or with the advantage of higher quality.
- Protecting the organization from crises A Protection of the organization and its products or services from manipulation, which leads to the interest of the customer and thus its preservation.
- The spread of the good reputation of the organization. This results in attracting new customers without additional costs and without any modifications to products and services.
- Buying all the needs at once One of the reasons for going to the customer is that customers prefer to buy their different needs from the same place and usually at the same time.
- Creation of new goods The purpose of innovation of new goods is to increase and growth in the organization's revenues. The customer and the customer with high loyalty resulting from going to the customer will contribute to the success of these innovative products and services through marketing them.

### **The third axis: the practical side of the study**

After testing the sub-hypotheses, the main hypotheses were tested as follows:

Test the first main hypothesis:

Table No. (1) Correlation coefficients between creative marketing in its dimensions and market share

dimensions Marketing creative			creative marketing	Variable Independent
The environment	training	people		Dependent variable
.692**	.554**	.623**	.706**	market share
.000	.000	.000	.000	Sig. (2-tailed)
There is a very strong and significant positive correlation at the 0.01 level between creative marketing in its dimensions and market share.				result (resolution)

Source: program output SPSS V.23

It is evident from the results of Table (1) that there is a very strong positive and significant correlation between the creative marketing variable and the market share, where the correlation ratio was (0.706\*\*) and this confirms the basis of the relationship and bonding between the two variables at the level of tourist hotels in the study sample at the level of significant significance (0.01). Based on the foregoing, this relationship can be explained by the fact that tourist hotels are the sample of the study whenever they seek to pay attention to creative marketing and its sub-dimensions and its various activities and procedures in terms of enhancing the skills of workers in different hotel departments in providing hotel services and encouraging them to adopt ethical behaviors and positive behaviors with customers and improve the level of interaction with them Communicating with their personal requirements as well as training them and designing developmental programs to improve the level of their skills and abilities to present creative ideas that develop the level of services provided and increase the attraction of new customers. Based on the foregoing, the validity of the first main hypothesis has been proven.

### Testing the second main hypothesis

Figure (1) shows the effect of the creative marketing variable as an independent variable in the market share as a dependent variable on the level of the sample answers in the tourist hotels sample of the study. This indicates that the creative marketing variable affects the market share variable by (71%) at the level of tourist hotels in the study sample. This indicates that changing one deviation unit from creative marketing in tourist hotels in the study sample will lead to a change in the market share by (71%). This value is significant due to the fact that the critical ratio (C.R.), according to Table (2), has reached (8.624), which is highly significant.

As it appears from Figure (1) that the amount of interpretation represented by the coefficient of determination ( $R^2$ ) has reached (0.50), which are the changes caused by the independent variable, creative marketing, in the dependent variable, the market share according to the sample answers at the level of tourist hotels in the study sample, while the complementary ratio

reached (50%), which shows that there are other factors that contribute to changes in the market share that were not included in the current study. In light of the above, the second main hypothesis can be confirmed.

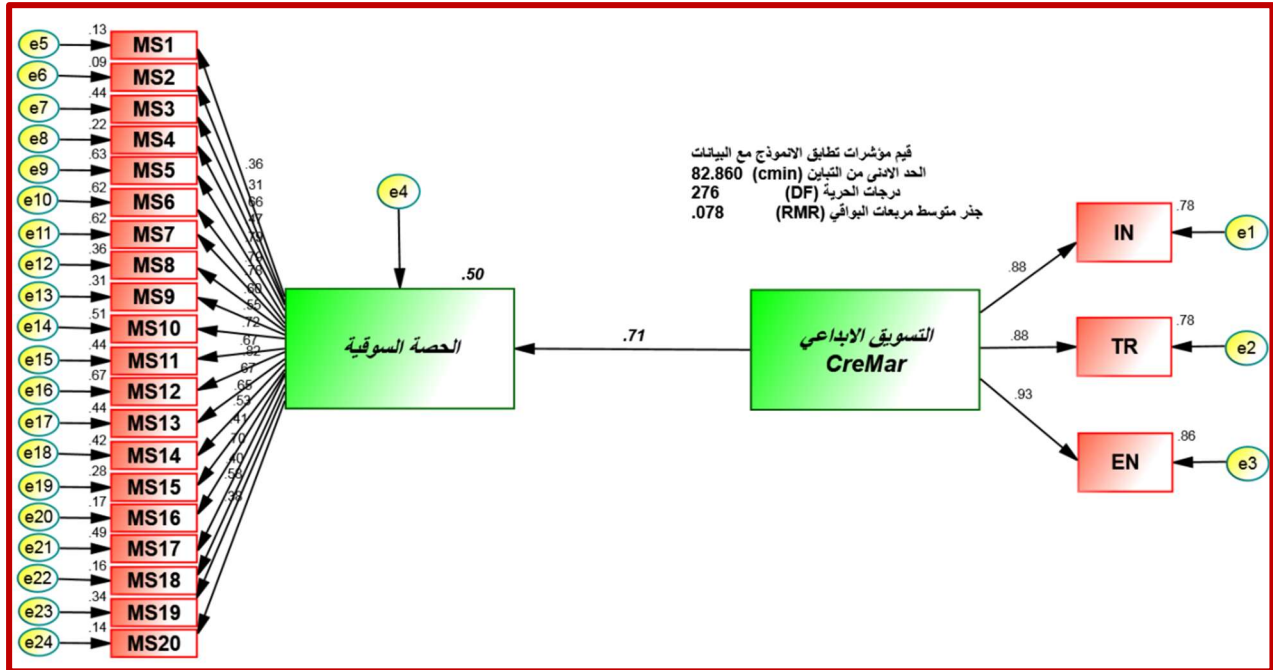


Figure (1) The effect of creative marketing on market share

Source: Program output (Amos V. 23)

Tracks		Appreciation normative	Appreciation non-standard	The error normative	The ratio critical	Pedigree morale	
market share	<---	creative marketing	.706	.763	.088	8.624	***
IN	<---	creative marketing	.881	.914	.057	16,099	***
TR	<---	creative marketing	.885	.981	.060	16,433	***
EN	<---	creative marketing	.925	1.148	.054	21.126	***
MS1	<---	market share	.364	.505	.149	3.380	***
MS2	<---	market share	.306	.423	.152	2.785	.005
MS3	<---	market share	.662	1.108	.145	7.658	***
MS4	<---	market share	.469	.654	.142	4.603	***

MS5	<---	market share	.791	1.274	.114	11.185	***
MS6	<---	market share	.785	1.450	.132	10.983	***
MS7	<---	market share	.784	1.413	.129	10.951	***
MS8	<---	market share	.600	.961	.148	6.503	***
MS9	<---	market share	.55	.898	.156	5.775	***
MS10	<---	market share	.715	1.127	.127	8.860	***
MS11	<---	market share	.665	1.159	.150	7.712	***
MS12	<---	market share	.821	1.537	.123	12,453	***
MS13	<---	market share	.667	1.091	.141	7.754	***
MS14	<---	market share	.647	1.141	.155	7.354	***
MS15	<---	market share	.528	.912	.169	5.384	***
MS16	<---	market share	.412	.813	.207	3.920	***
MS17	<---	market share	.699	1.082	.128	8.474	***
MS18	<---	market share	.396	.741	.198	3.734	***
MS19	<---	market share	.582	1.039	.168	6.200	***
MS20	<---	market share	.379	.673	.190	3.547	***

Table (2) Paths and parameters of testing the impact of creative marketing on market share

### The most important conclusions

1. It became clear from the results that hotel workers in the study sample lack modern marketing methods and their simple knowledge of modern methods of marketing, and this may be due to their weak personal capabilities in marketing and their poor training in this framework.



2. It appeared that the senior management in hotels, the sample of the study, encourages workers to some extent to present new ideas for marketing hotel services, and it is concerned with a level below ambition to motivate workers to develop services and make additional efforts in serving customers.
3. The interest of tourist hotel departments in the study sample in diagnosing the internal strengths of hotels was below the required level, and this may be due to the departments' weak academic knowledge of the importance of this activity and the extent of its future impact on the hotel's activities and its impact on enhancing the mental image of the hotel among customers and thus attracting additional numbers of them.
4. It turns out that the tourist hotels, the study sample, cannot achieve significant increases in revenues, because they suffer from routine marketing methods that they adopt and their weak ability to use alternative marketing methods for their services.
5. The results showed that the hotel administrations in the study sample do not focus on attracting workers specialized in marketing activities for hotel services, and this in turn casts a negative shadow on the ability of these hotels to influence customers and weaken the increase in market share.

### **The most important recommendations**

1. The necessity of maximizing the awareness of the tourist hotel managements, the study sample, by investing in modern marketing methods and enhancing the knowledge of employees in them and the importance of their results in increasing the market share and trying to make every effort for the departments to take real measures to reach advanced levels of market share by exploring the appropriate opportunities in attracting additional customers.
2. The necessity for hotel administrations, the study sample, to pay more attention to the marketing opportunities available in the external environment, due to their necessity in maintaining the market share of hotels, attracting new customers, and the importance of expanding service activity in expanding the variety of hotel services.
3. Inviting hotel administrations, the study sample, to pay attention to monitoring changes in the environmental conditions and the nature of competition prevailing from other hotels, and to enhance the ability to continuously adapt to impose the longest possible stay in the hotel sector, and this requires the use of various marketing methods that help attract and attract customers and pay attention to their needs and desires with high flexibility.
4. Conducting research and evaluation studies of the hotel services market continuously and within certain periodic periods to evaluate all competitors and update the evaluation according to the updated information specific to each competitor in order to diagnose the strengths and weaknesses of each of them and identify strategies to confront them and how to benefit from them in enhancing the market share of the hotel.

5. Directing the hotel administrations, the study sample, to give way to all employees (especially those who are in direct contact with customers) to enhance opportunities for dialogue, inquiry and listening to them and to listen to the creative ideas and opinions they present, because this in turn develops the skills of the workers and makes them feel the importance of their presence as a human investment, which increases the factors Self-confidence and enhances their morale and increases their creative and innovative ideas alike.

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