



Creative Marketing and Its Role in Raising Customer Value

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ABSTRACT

The research examines the correlation and impact of creative marketing on customer value, emphasizing its role in enhancing value. The core issue focuses on the extent to which Al-Kafeel Food Products Company utilizes creative marketing to achieve this goal. The research sample consisted of (226) respondents from Al-Kafeel Food Products Company customers who were randomly selected. An electronic questionnaire was used for data collection, published on social networking sites (Facebook, Instagram). The descriptive analytical approach was employed to analyze the responses, using SPSS V26 and SmartPLS software to derive the results. The research concluded that there is an impact and correlation between creative marketing and customer value. Creative marketing plays an important role in distinguishing companies from competitors by providing unique offers that add value to customers. This distinction helps attract customers' attention and increase their interest in the products or services provided.

Keywords: Creative Marketing, Creative Product, Creative Promotion, Customer Value

JEL Classifications: M3, M31, M37

1. INTRODUCTION

In the era of globalization and rapid technology, marketing has become an integral part of the strategy of any organization seeking to succeed and excel in an increasingly competitive market. Among the diverse and modern marketing methods, creative marketing stands out as an effective tool that combines art and science to transform innovative ideas into distinct marketing campaigns. Creative marketing plays an important role in raising customer value, not only by providing distinctive products or services but also by generating unique experiences. It is influential and contributes to strengthening the relationship between the customer and the brand. Creative marketing is marketing based on different ideas, searching for new things, and thinking outside the box to develop marketing activities and achieve marketing success (Basysyar et al., 2022). It represents a state of non-traditional marketing that searches for innovation, originality, and innovation to provide new marketing activities that achieve economic benefits

and increase customer retention (Ibrahim, 2021). The study (Tutiasri et al., 2020) indicates that social media sites have helped in the development of creative marketing through the diversity of ideas, sharing opinions, and launching new products. The results of the study (Al-Zoubi, 2017) showed that creative marketing in service organizations is divided into creativity in the integrated marketing mix (7P'S), and creativity depends on the approach adopted by the organization in determining trends of creativity in providing products and services to bring about change in the rules of competition in the market. Harahap (2023) believes that creative marketing is important in attracting consumer attention to the company's products and services. Digital media has created a major boom in creative marketing and creative products have added value to their customers. (Bu et al., 2022) believe that customer value has a positive correlation with expected brand value and purchase intention. The more an organization can add value to its customers, the more the brand value increases and purchase intentions rise. Customer value is the key to innovations

and creativity in marketing (Peralta et al., 2020). This study aims to provide a conceptual framework for creative marketing and customer value and to test the relationship statistically to find out the nature of the correlational and influential relationship between the dimensions at the level of the main and subsidiary dimensions. The research problem highlights the extent to which Al-Kafeel Food Products Company relies on creative marketing to raise customer value and the answer to the question: Is there A role for creative marketing in raising customer value? This research aims to clarify the role of creative marketing and its dimensions in raising the value of Al-Kafeel Food Products Company's customers and highlight the advantages and benefits that creative marketing offers to customers, improving the customer experience, and raising the value and quality of the service provided to make the customer's visit a unique visit worth returning. Once again, This study was different from its predecessors in that it dealt with creative marketing in the field of food trade, in addition to its choice of an application site represented by Al-Kafeel Food Products Company, which is one of the largest food trade companies in Baghdad. the research was divided into a methodological aspect that included the methodology of the study, a theoretical aspect that presented previous literary contributions, a practical aspect for analyzing the answers of the sample members and testing hypotheses, and the final section included the conclusions and recommendations that the research reached.

2. LITERATURE REVIEW

2.1. Creative Marketing Concept

It is defined as the ability to be creative in providing products or services and finding new methods and different ideas that achieve an increase in the company's market share (Berkani, 2017). It is also defined (Ali and Abbas, 2022) as imagination, originality, and the expression of modernity, and that an institution that constantly generates creative ideas or products achieves a strong competitive position and enjoys customer demand (Khorsandi and Khorsandi, 2022). The company can achieve great value and a competitive position that enables it to attract and retain customers (Atheeb, 2019). Creative marketing is the use of creative ideas, methods, and techniques to market products or services, such as using creativity in designing elements of the promotional mix or developing marketing campaigns to advertise the product uniquely and innovating new methods of communicating with customers (Tj et al., 2022). Creative marketing depends on arousing interest, interaction, and influencing the minds and emotions of target customers so that the product or service can stand out and excel in the competitive market (Huang et al., 2020). Sazonov (2020) sees it as the process of selling and marketing things using creative talents in the organization's areas of work. It is a concept that involves the use of completely new marketing strategies that the organization has never applied before (Abbas, 2022). Setiawan and Widiartono (2020) believe that creative marketing has three components: Uniqueness, modernity, and non-tradition. These elements explain the importance of creativity in the marketing function when creative marketing is fully integrated into the organization and used on a proactive, interactive basis to support small and medium-sized organizations operating in a dynamic environment (Samiilenko et al., 2021). It means putting new

ideas into actual application in marketing practices, and it may include one or all of the elements of the marketing mix at the same time. It aims to increase the organization's sales and introduce its brand to gain the customer's trust and loyalty (Heath et al., 2023). The importance of creative marketing is highlighted in presenting innovative ideas, products, and services to achieve significant competitive advantages (Abbas and Ali, 2022). Relying on creativity in marketing products and providing services is one of the most important components in the competitive business environment and is seen as a basic requirement to ensure the success and survival of small organizations in the marketing environment (Adamu et al., 2020). Creative marketing also works to better satisfy customers' needs, anticipate future needs, and design products that suit these needs to satisfy them (Atheeb, 2019). Marketing creativity also represents the development, adoption, and successful application of creative ideas in the field of marketing and enhances competitive mechanisms to break the rules of traditional industry (Al Khazraje, 2024). The creative process in organizations focuses on developing innovative ideas to boost profits, enhance investment returns, and strengthen strategic positioning. (Al-Zoubi, 2017). Both (Berkani, 2017) and (Shawki, 2018) (Tidd, 2018) (Freihat et al., 2020) agree that the dimensions of creative marketing are:

Creativity in the product/service: It is the first element that must be precisely defined, and the product/service is what the customer buys in exchange for paying for it to satisfy his needs and desires (Abbas and Ali, 2022). (Pererva and Myronova, 2023) indicate that there are three levels of the product: The core of the product, which represents the benefits that the product provides to satisfy the needs and desires of the customer, and the basic product, which represents the actual product, which consists of five characteristics: The quality level, design, packaging, and brand name. The third level of the creative product includes additional services related to the product, including installation, warranty, after-sales services, and delivery. Creativity in the product/service means creativity in the quality of the product/service, technical specifications, and the benefits it achieves, or creativity in the way the product/service is provided (Ogbeibu et al., 2020).

Creativity in pricing: The second most important is Pricing, which acts as a powerful weapon to confront competitors and ensure the survival of business organizations (Nayem et al., 2020). Price is the most important factor in the marketing mix through which profit is achieved, and when setting pricing, all aspects of production, technical specifications of the product, market condition, and study of competitors are taken into account (Ameer et al., 2022). Organizations must establish effective pricing strategies that minimize risks and ensure sustainable profitability (Al-Fadly, 2020). Creativity in pricing is represented in providing different methods of electronic payment, adopting smart cards, and the possibility of paying using QR for the financial account, as well as creativity in providing discounts, cash payment benefits, and others (Mkhize and Ellis, 2020).

Creativity in promotion: It is serves as an effective means of communication between the organization and customers in the targeted markets, which aims to attract customers' attention and

form an impression on them about the organization's products and how to meet their needs and desires by positively influencing their behaviors (Ali et al., 2020). Creativity in promotion can include using celebrities and influencers, using the advantages of advertising through social media sites, and using entertainment and sporting events and activities to announce the company's new activities (Abdul Zahra, 2023).

Creativity in distribution: Distribution is the stage that follows the production stage of goods and services, starting from the moment they are placed on the market until they are delivered to the final customer (Pererva and Myronova, 2023). (Zahra, 2013) identified some creative distribution methods, such as placing product types that attract children's eyes, such as toys, on shelves at eye level and within reach of the child, who may be seeking to obtain the product. Or providing a shopping cart in large stores with a calculator installed in it that the customer can use to calculate the value of his purchases in advance to determine whether they are within the limits of his specific budget. It could also be among the creative distribution ideas to establish cafes inside stores given that customers spend a long time in the store, customers can have a snack or a drink, or take a rest and place children's toys in the stores, because they may be upset by spending a long time in a store.

2.2. Customer Value Concept

Customer value is defined as the set of benefits that the consumer obtains in exchange for the costs he pays to obtain and use that product (Raouf and Abdel Hamid, 2018; Goi et al., 2022). It is also defined (Abbas et al., 2023) It represents the gap between the total value perceived by the customer and the total cost incurred, reflecting the difference between the benefits derived from market offerings and the costs of acquiring them (Al-Hiti, 2020). (Gallarza et al., 2023) is defined as the trade-off between the quality that the customer perceives and the price he realizes in exchange for obtaining it. It is the process of the customer comparing the service or good provided to him and the costs he incurs as a result of obtaining it (Puspitaloka and Iurhadi, 2024). Customer value aims to achieve profitability and added value to the organization by achieving customer value and increasing the organization's customer reliability by reducing the risk of defects or poor manufacturing (Fianko et al., 2023). It refers to the gap between the total value a customer gains and the total cost they incur. Total value represents the benefits the customer receives from the product, while total cost encompasses both monetary and non-monetary expenses associated with purchasing and using the product (Song et al., 2024), (Li, 2024). Customer value is seen as the overall assessment of what the customer sacrifices and gains during the purchase decision-making process. Customer value achieves importance that can be explained in that designing and providing superior value to the customer makes the organization a leader in the market and gives it a competitive advantage that enables it to control the market. Since customer satisfaction is the basis for the continuation and survival of any organization, it is an essential element in evaluating high-quality goods or services (Ningsih and Sutedjo, 2024). Customer retention also means seeking to understand the customer's needs, fulfilling promises, maintaining distinguished relationships with him, and

the ability to prevent these customers from turning into competing organizations (Daradkeh et al., 2023). (Ahmed et al., 2023) believes that organizations that focus on providing added value to their products are more flexible, more successful, and more sustainable than other organizations. (An et al., 2020) refers to adding value to the customer, which is represented by functional value, pleasure value, and social value. Both (Abbas et al., 2023) and (Yahya, 2021) agree that the dimensions of customer value are:

Product value: Represents the set of economic benefits that the organization can provide to the customer in terms of several quality standards that are supposed to be available in the product, such as its design, durability, efficiency, performance, and aesthetics, and this is what the customer is interested in obtaining when he purchases the product (Abbas et al., 2023). (Amir et al., 2024) believe that high-quality products sold at high prices are not a criterion for the value expected by a customer, but value from his point of view is the quality expected at the price he pays in exchange for obtaining the product or service.

Service value: The service that is provided with products has become increasingly important for excellence in the areas of service provision (Abdel Hamid and Raouf, 2018). The value of the service includes services accompanying the product, such as payment methods, sales receipts, financing accounts, transfers, and loans, all of which are accompanying services that can add value to the product. The facilities for ordering to obtain the product, delivery services, the smoothness of the sales process, and applications for product requests by the customer add value to the service accompanying obtaining the product (Zeithaml et al., 2020). Bapat and Hollebeek (2023) also point out that the installation services and facilities that the company provides to the customer, through which the product becomes ready for use, are part of the value of the service. Mostafa (2020) believes that training and consulting services, additional support services, assistance provided to the customer, and customer service lines add value to the customer and improve the quality of the service provided. Patil and Rane (2023) believe that a comprehensive warranty can reduce perceived purchasing risks, and the presence of after-sales services, subsequent support services, and maintenance all increase the value of the customer and the value of the service provided. The service provided by organizations, especially marketing organizations, has become one of the most important elements of customer value, and to the extent, the customer cares about the value of the product, he pays attention to providing the service during and after the exchange process, and this enhances the added value and ensures the continuity of his dealings with those organizations (Carvalho and Alves, 2023).

Mental prestige value: Mental prestige plays an important role in determining the organization's fame, trademarks, and reputation that the organization enjoys, which creates a positive mental image and that most customers prefer the well-known brand over other brands (Ameer et al., 2022). The mental place is the appropriate way to refer to the set of psychological rewards that the customer receives from the purchase (Mohammed and Said, 2024). Positive feelings represent emotional value generated by customers as a result of their feelings of happiness and well-being during and

after their experience with the product or service (Al-Khazraje et al., 2023).

Personal value: Includes the customer's lifestyle and personal factors that affect the customer's purchasing decision (Al-Hiti, 2020).

3. RESEARCH METHODOLOGY

3.1. Research Problem

In light of the increasing competition in global and local markets, companies are seeking to adopt innovative marketing strategies to improve customer value and increase customer satisfaction. Despite the widespread interest in creative marketing, there is a lack of precise understanding of how it affects customer value. The main research problem emerges in the extent to which a company relies on Creative marketing as the key to food products in raising customer value. From the above, the research problem can be clarified in the following points:

- What are the most prominent tools in creative marketing that can contribute to increasing customer value?
- Is there a role for creative marketing and its dimensions in raising customer value at Al-Kafeel Food Products Company?
- What is the level of interest of senior management at Al-Kafeel Food Products Company in raising customer value?

3.2. Research Aims

The research aims to test the impact and correlation of creative marketing with customer value and to identify the most influential tools in creative marketing that contribute to raising customer value. The research also contributes to clarifying creative marketing and its dimensions, customer value and its dimensions, and providing an experimental framework that can be tested in other environments and sectors. The research highlights the advantages that can be achieved through the use of creative marketing to increase customer value. In addition, the research provides information that contributes to developing the activity of food trading companies in Baghdad, and benefits from its results to develop recommendations that serve Al-Kafeel Company and generalize the experience to the rest of the Iraqi companies to improve their marketing activities and achieve customer satisfaction.

3.3. Research Model

The action research scheme was designed with two variables. The first was the independent variable, creative marketing (Figure 1).

3.4. Research Hypotheses

The research formulated two main hypotheses:

The first main hypothesis (H_1) posits a positive and significant correlation between creative marketing and customer value, with the following sub-hypotheses:

- H_{1-1} : A positive correlation between creativity in the product/service and customer value
- H_{1-2} : A positive correlation between creativity in pricing and customer value
- H_{1-3} : A positive correlation between creativity in promotion and customer value
- H_{1-4} : A positive correlation between creativity in distribution and customer value.

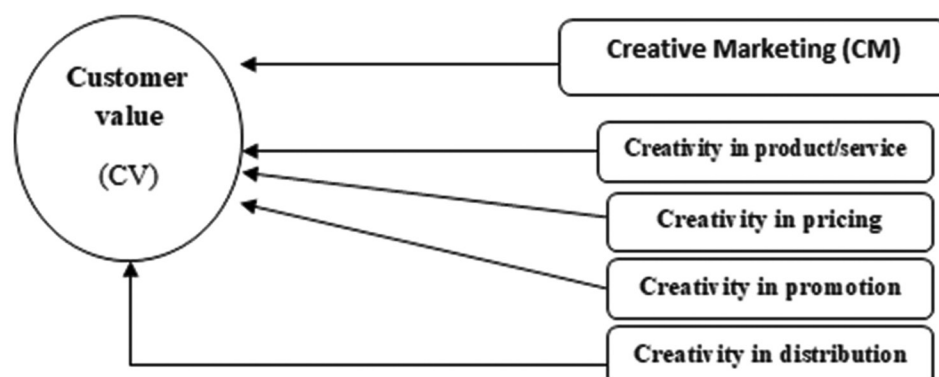
The second main hypothesis (H_2) suggests a positive impact relationship between creative marketing and customer value, with the following sub-hypotheses:

- H_{2-1} : A positive impact relationship between creativity in the product/service and customer value
- H_{2-2} : A positive impact relationship between creativity in pricing and customer value
- H_{2-3} : A positive impact relationship between creativity in promotion and customer value
- H_{2-4} : A positive impact relationship between creativity in distribution and customer value.

3.5. Research Sample

The research adopts the exploratory study method and the descriptive analysis approach to analyze the data and reach results to achieve the set goals. A five-graded Likert questionnaire was used as a tool for collecting data. An electronic questionnaire was prepared and precisely designed with Google Forms. The questions were developed based on the scale (Ibrahim, 2021) with some appropriate modifications made so that the independent variable represents creative marketing, as it contained (12) questions divided into four variables. Subscales were distributed as follows (creativity in product/service 3 questions, creativity in pricing 3 questions, creativity in promotion 3 questions,

Figure 1: Research model



creativity in distribution 3 questions), while the measure of the dependent variable customer value, which consists of 13 questions, was formulated based on the (Al-Hiti, 2020) scale., after the researchers made the appropriate modifications. To analyze the data, some standards, and statistical tools were relied upon, such as the arithmetic mean and standard deviation, and the data was processed using the 26SPSS V program and the SmartPLS program to reach the results. Due to the large size of the research population and the inability to measure it, the research sample was chosen using an appropriate sampling method. The research sample consisted of (226) respondents from Al-Kafeel Food Products Company customers who were selected randomly. An electronic questionnaire was used to collect data from them and it was published on social networking sites (Facebook, Instagram) The link to the questionnaire was published on private pages and public groups. The number of respondents to the questionnaire reached (226) individuals, which is a good sample that can serve to achieve the research objectives.

4. RESULTS

4.1. Testing Validity and Reliability

The researchers used Cronbach's Alpha to assess the reliability of the scale and the AVE test to ensure validity. A Cronbach's Alpha above 0.700 indicates sufficient reliability, while an AVE above 0.400 confirms validity and consistency. These values, calculated using SPSS V.26, are presented in Table 1.

Table 2 shows that the Cronbach's alpha coefficients for the research variables and their dimensions ranged from 0.728 to 0.938, indicating strong stability and internal consistency of the scale items. Additionally, the AVE values exceeded 0.500, confirming that the scale is appropriate and reliable for measurement.

4.2. Descriptive Analysis

In the descriptive analysis, the researchers used central tendency indicators, such as the arithmetic mean, to assess response intensity to scale items, and the standard deviation to determine the deviation and dispersion of sample responses from the mean. To test the independent variable, creative marketing, the researchers calculated the arithmetic mean for each scale item. Table 2 shows an overall mean of 3.819, indicating general agreement among respondents, as this value exceeds the hypothetical mean of 3. This suggests that Al-Kafeel Food Products Company relies on creative marketing in its practices. The standard deviation of 1.045 shows minimal dispersion, indicating strong consistency in responses among sample members.

To assess the dependent variable, customer value, the researchers calculated the arithmetic mean for each scale item. Table 3 shows an overall mean of 4.167, indicating strong agreement among respondents, as this exceeds the hypothetical mean of 3. This highlights the importance of customer value and its alignment with respondents' views, suggesting Al-Kafeel Food Products uses creative marketing effectively. The standard deviation of 0.981 indicates minimal dispersion, showing consistency in responses among the sample members.

Table 1: Validity and reliability test

C. alpha	Code	Dimension	AVE
0.820	CG	Creativity in product/service	0.740
0.819	CP	Creativity in pricing	0.738
0.847	CD	Creativity in distribution	0.782
0.826	CA	Creativity in promotion	0.759
0.938	CV	Customer value	0.819
0.805	CM	Creative marketing	0.728

Table 2: Descriptive analysis (creative marketing)

Variable	Code	Mean	Std. deviation
Creative marketing	CG1	3.92	1.021
	CG2	3.681	1.118
	CG3	3.442	1.079
	CP1	3.465	1.108
	CP2	3.757	1.036
	CP3	3.81	1.073
	CD1	3.712	1.067
	CD2	3.261	1.181
	CD3	3.969	1.085
	CA1	4.438	0.858
	CA2	4.429	0.922
	CA3	3.951	0.994
	Total	3.819	1.045

Table 3: Descriptive analysis (customer value)

Variable	Code	Mean	Std. deviation
Customer value	CV1	4.394	0.919
	CV2	4.407	0.925
	CV3	4.327	0.988
	CV4	4.319	0.964
	CV5	4.35	1.005
	CV6	4.363	0.91
	CV7	4.097	0.989
	CV8	3.699	1.239
	CV9	4.235	0.86
	CV10	4.168	0.988
	CV11	4.155	0.923
	CV12	3.832	1.001
	CV13	3.832	1.053
	Total	4.167	0.981

4.3. Correlation Hypothesis Test

The researchers used Pearson's test to confirm the existence of a positive relationship between creative marketing and customer value. Table 4 shows the existence of a correlation relationship for hypotheses (H_1 , H_1-1 , H_1-2 , H_1-3 , H_1-4) where the correlation coefficient reached 0.682** at a significance level of 0.01. The results also confirmed the validity of the sub-hypotheses with a positive relationship between product creativity (0.466**), pricing (0.494**), distribution (0.584**), and promotion (0.718**) with customer value.

4.4. Impact Hypotheses Test

To test the impact hypotheses, structural equation modeling (SEM) was used to construct a model that reveals both the direct and indirect effects of the research variables. Figure 2 shows the construction of the structural model for the creative marketing variable and customer value to test the influence relationship, and the validity of the hypothesis that states (H_2) were confirmed. "There is a positive influence relationship between creative

marketing and customer value,” as Table 5 shows that the quality of conformity standard (SRMR) reached (0.031) and it achieved the required standards (SRMR = smaller than 0.08), and the path coefficient reached (0.647), which indicates It means that the path coefficient values exceeded (+1, -1), and both the T-value and P-value appear to be the same as they exceeded the required limits ($P < 0.05$) and ($T > 1.96$). The adjusted R^2 coefficient reached 0.411, indicating that creative marketing explains 41% of customer value, with the remaining percentage attributed to other factors not covered by the model.

The sub-hypotheses derived from the second main hypothesis (H_2 -1, H_2 -2, H_2 -3, H_2 -4) are as follows:

H_2 -1: Positive impact of product/service innovation on customer value.

H_2 -2: Positive impact of pricing creativity on customer value.

H_2 -3: Positive relationship between distribution creativity and customer value.

H_2 -4: Positive influence of promotion creativity on customer value.

The structural model, shown in Figure 3, was used to test these hypotheses, and Table 6 presents the evaluation results of the model.

Table 6 presents the evaluation results of the structural model for the sub-hypotheses of the second main hypothesis. It shows that all path coefficients for hypotheses (H_2 -1, H_2 -2, H_2 -3, H_2 -4) are significant, meeting the required T-value and P-value limits. The adjusted R^2 coefficient is 0.389, indicating that the creative marketing dimensions explain 38% of customer value, with the remaining percentage attributed to other factors not covered by the model.

5. DISCUSSION

The results of this research showed that there is a strong correlation between creative marketing and customer value at the level of the main variables as well as at the level of sub-variables. It also showed that there is a significant effect of creative marketing on customer value, and these results are consistent with the results reached by (Yen et al., 2020) that Innovation and creativity create value for customers, as well as co-creative behaviors and customer involvement in development and innovation increase value for customers. Creativity in the product or service means creativity or innovation in providing products and services that add value to the customer, whether in quality or the method of presentation (Ahmed, 2021). This study agrees with the study (Basysyar et al.,

Figure 2: The structural model (main hypothesis)



Figure 3: The structural model (sub-hypotheses)

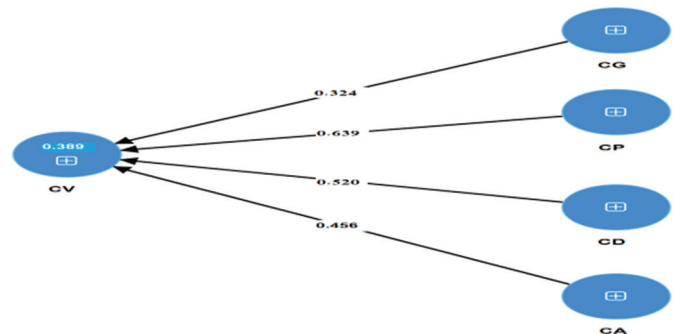


Table 4: Correlation test

Code	CM	CV	CG	CP	CD	CA
CM						
Pearson correlation	1	0.682**	0.868**	0.884**	0.897**	0.608**
Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
CV						
Pearson correlation	0.682**	1	0.466**	0.494**	0.584**	0.718**
Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000

**Correlation is significant at the 0.01 level (2-tailed)

Table 5: Evaluating the structural model (main hypothesis)

SRMR	H	Path	VIF	Path coefficient	t-value	P-value	Result	f ²
0.031	H_2	CM→CV	1	0.647	11.727	0.000	Accept	4.139
R^2		0.429						
Adjusted R^2		0.411						
N		226						

Table 6: Evaluating the structural model (sub-hypotheses)

SRMR	H	Path	VIF	Path coefficient	t-value	P-value	Result	Effect size f ²
0.077	H_2 -1	CG→CV	1	0.324	4.1991	0.000	Accept	0.637
	H_2 -2	CP→CV	1	0.639	9.010	0.000	Accept	0.712
	H_2 -3	CD→CV	1	0.520	10.385	0.001	Accept	0.495
	H_2 -4	CA→CV	1	0.456	11.731	0.000	Accept	0.581
R^2						0.395		
Adjusted R^2						0.389		
N						226		

2022) in that the marketing mix is in dire need of different ideas, products, and services that are out of the ordinary to add value to customers. The study (Sheth, 2020) discussed the impact of joint creativity to add value to customers and concluded that joint creativity between the supplier and the consumer generates value in exchange and transforms it into value in use. Innovations and creativity in marketing products and services and using new methods in creating distribution channels can provide value to the customer (Matarazzo et al., 2021). (Aditi et al., 2020) indicates that adding value to the consumer increases satisfaction (Aditi et al., 2020). The goal of creative marketing is to find innovative ways and different methods that add value to customers (Ahmed, 2021).

6. CONCLUSIONS

The research reached several key conclusions, the most notable of which are:

- There is a significant impact and correlation between creative marketing and enhancing customer value, here is also an impact and correlation between the dimensions of marketing-creativity in product/service, pricing, distribution, promotion and customer value
- Creative marketing plays an important role in distinguishing companies from their competitors by providing unique offers that add value to customers. This distinction helps attract customers' attention and increase their interest in the products or services provided
- The use of creative marketing strategies in product, pricing, and promotion creativity and distribution creativity contributes significantly to improving customer satisfaction and increasing customer value, as providing innovative and customized experiences that are compatible with customers' needs and expectations would improve the value of the product or Service: This leads to customer satisfaction with the product or service provided, and in turn leads to increased customer loyalty to the company, which enhances their retention in the long term
- Creative marketing depends on the creative capabilities possessed by the company and the distinct and unconventional ideas and proposals. It is based primarily on innovation and distinction and its possession of sufficient resources capable of intensifying development efforts and investing in creative capabilities and skills, which can innovate and continuously improve. The company must have a philosophy of supporting new ideas and adopting A culture of innovation at work to achieve tangible results
- Creative marketing contributes to improving the customer experience and increasing the customer's value by providing innovative solutions and to provide services that better align with their needs. This improvement in the experience enhances the overall value that the customer obtains, which increases the likelihood of him continuing to deal with the company.

6.1. Recommendations

Companies should establish precise metrics to assess the impact of creative marketing strategies on customer satisfaction. These

indicators can include customer satisfaction rate, customer retention rate, and repeat purchases, in addition to other indicators such as net promoter score (nps), this includes monitoring complaint rates and using surveys to gather customer feedback on service quality and the product's added value. the company under study and other companies should also invest in training work teams to use creative marketing tools, develop their innovation skills, and encourage them to put forward creative ideas and submit unconventional suggestions and opinions. Specialized workshops and training courses can be organized to enhance the team's capabilities to implement effective creative marketing strategies and improve skills. And the capabilities of employees to improve the levels of creativity and innovation in the company. The creative promotional mix encourages taking advantage of the advantages offered by social media platforms to increase customer interaction aligned with the company's products and services and improve the company's interaction with customers by responding to their inquiries and comments quickly and effectively, in addition to providing high-quality and valuable content that contributes to strengthening the customer's relationship with customers. Branding: All of this will increase the customer's value for the products and services provided by the company. It is also possible to implement interactive marketing campaigns that involve customers in the marketing process through competitions, challenges, or special offers. These campaigns increase customer interaction and interest in the products or services provided and provide ideas and suggestions for business development. Creative marketing requires significant financial resources, so companies should allocate the necessary resources to implement creative marketing strategies, including budget, technology, and appropriate infrastructure. Develop a flexible and integrated infrastructure that can support innovation and enhance marketing effectiveness. Additionally, fostering a culture of innovation within the company to consistently generate new ideas that address customers' evolving needs. This can be achieved by creating dedicated innovation teams and allocating time and resources to developing and testing new ideas.

6.2. Research Implications and Scope for Future Research

To improve the company's marketing activity, creative marketing strategies must be used when formulating the marketing mix so that it can add value to customers, enabling it to achieve satisfaction and loyalty and increase sales. Companies can rely on unconventional ideas in presenting products and on innovation in developing technical features and characteristics. The product is to make the most of the advantages of the product and to rely on creative and inventive ideas in advertising and promotion. This research suggests conducting further studies on creative marketing and customer value, with a focus on integrating them with artificial intelligence techniques and highlighting effective strategies that can contribute to raising customer value, For instance, leveraging modern technologies like augmented reality (AR) and virtual reality (VR) to enhance customer value, exploring the role of creative marketing through social media in brand building, and utilizing content marketing within the creative promotional mix.

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