

## The Impact of Branding on the Marketing Advantage and the Role of Sustainable Competitiveness as a Mediator

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### Abstract

**Purpose:** Iraqi electronic industry was considered one of the most efficient factories in the production among all others industries but due to war, global economic conditions and oil prices this industry has suffered a lot. The Iraqi ministry of industry is developing industrial facilities and helping to improve their industrial performance. Branding plays a major role in developing the Marketing Advantage through a Sustainable Competitiveness to increase equal opportunities and improve the efficiency. The purpose of this study is to propose a framework on the impact of branding on the marketing advantage and the role of sustainable competitiveness a mediator and empirically verify this framework.

**Design/methodology/approach:** The questionnaire was distributed to 204 employees of electronic industry of Bagdad Iraq, 200 were received and 4 were found high missing values so final 196 purified responses were considered for data analysis. The 7-point Likert scale was used. Data was analyzed through structural equation modeling by using Smart PLS.

**Findings:** The result of the relationship between branding dimensions and marketing advantage was supported, except one dimension, relationship between Reliability and Marketing Advantage  $r = 0.034$ , ( $r = 0.034$ ,  $p < 0.05$ ) and all (10) hypotheses supported  $p > 0.05$ . There is a significant mediator effect between branding and marketing advantages. Thus, factories in Iraq suffer from many problems, and after reviewing the literature, there was a great relationship between the branding and the marketing advantage and sustainable competitiveness.

**Research limitations/implications:** This study is limit to Bagdad electric industry. Next study will be conducted for other industries and demographic. This study is cross-sectional study and time has its great impact especially after long time of war.

**Practical implications:** This study will help the managers of electrical industry of Iraq to understand that how to apply branding for their marketing advantages through sustainable competitiveness.

**Originality/value:** This study has proposed a novel and unique framework and empirically verify this. This framework not only consist relationship between branding and market advantage but also have mediator effects of sustainable competitiveness.

**Keywords:** Branding; Marketing Advantage; Sustainable Competitiveness

### 1. Introduction

The researchers emphasize the sustainable competitiveness that helps to develop marketing advantage and staff plays a key role in sustainable competitiveness and the defined is arise as soon as the institution finds new ways more effective than those used by the psychologists (Davicik, N. S., & Sharma, P. 2016). The branding is defined, it is the mark that distinguishes the enterprise and identifies the product you offer easily, in the simplest sense that if you see this branding you know the manufacturer easily. Marketing advantage is defined as a set of processes or activities that seek to discover the desires of customers and develop a range of products or services that satisfy their desires

and achieve profits for the enterprise within a reasonable period of time (Kumar, V., & Pansari, A., 2016). There are many problems facing the expansion of the branding; the lack of production of electrical industries, the lack of government support for the industrial sector, the lack of expansion in the construction of industrial enterprises, the lack of money spent on local industries (Walsh, P. R., & Dodds, R., 2017). The importance of the study: The researcher focuses on the future importance of improving the electrical industries in Iraq to increase their productivity for long periods. This study aims to encourage the expansion of local electrical industries to support the economy and provide basic requirements for people's needs (Smagina, N. N., Magomedov, M. G., & Buklanov, D. A., 2017). There is a difficulty in the life cycle of organizations, Organizations are also affected by natural or environmental disasters and possible future global change. The problems faced by electric manufacturers have caused the complete destruction of these organizations, so the problems they face must be addressed to maintain the fact that the new organization is giving more production. According to Papadas, Avlonitis and Carrigan (2018) the branding consists of three dimensions (1) Reliability: Transaction registration in the accounting system, which can be verified at any time and by authorized persons, includes purchase receipts, canceled checks, bank statements, securities and valuation reports, usually provided by third parties such as customers, suppliers and valuation experts. Reliability plays a major role in supporting marketing and achieving high productivity. (2) Efficiency; is the optimal use of available resources to achieve a certain size or level of outputs at the lowest cost and is one of the most important measures of success for enterprises in achieving their objectives (Maury, B., 2018). The researchers focus on the efficiency of industries through the branding because it is possible to choose the product (Királ'ová, A., 2019). Thus, stimulates the strategies of competitive production organizations after the global opening, the tremendous development of digital technology, which led to the beginning of a new world of digital organizations that believe in digital reproduction and the beginning of the global digital conflict. (3) Durability: Defined is amount of energy is known as the amount of material that can be absorbed before refraction, and study dimensions sustainable competitiveness are: (1) Flexibility, defined is companies that operate in competitive and fierce industries provide goods and services that are highly flexible because they tend to be the ones who receive the price. When goods and services are flexible, buyers and sellers quickly adjust their demand for goods and services when prices change (Oberholzer-Gee, F., & Yao, D. A., 2018). Flexibility is an important economic trend for the study, especially for sellers of goods or services, giving them an idea of the quantity of goods or services consumed by the buyer when prices change. When the commodity is flexible, a rapid change in price leads to a change in the quantity required (Shahbaz, M. S., Othman, B. A., Salman, P. M., Memon, D. A., & Rasi, R. Z. B. R. 2020). There is little change in the quantity required, if the price of the commodity changes, and the change observed in the elastic goods is an increase in demand when the price falls and a drop in demand when the price rises. (2) Creativity, is process of putting new ideas into practice in marketing practices, and can be seen as the successful exploitation of new ideas. Innovative marketing is focused on the product, service, price element, promotion, place element or distribution or all of these elements at the same time (Kamboj, S., & Rahman, Z., 2017). Creativity marketing may take the form of adopting a particular issue, or different from competitors in their attitude towards a specific issue or subject. There are many live examples of innovative marketing such as one-off products and defined Marketing Advantage (MA): Processes through which many products, goods produced or services are promoted in a manner that ensures their sale and distribution to customers (Shams, S. R., 2016). This concept demonstrates the process of persuading and educating customers or consumers to choose a particular product or service among many competing products and services. Choosing the best method of marketing would make this process successful, as evidenced by a number of processes during which the company produces the goods or services rendered to a group of customers (Che-Ha, N., Nguyen, B., Yahya, W. K., Melewar, T. C., & Chen, Y. P., 2016).

## 2. Literature review

### 2.1. Branding

Branding: A trademark, logo, name, word, or phrase used by companies to distinguish their products from others (Bekk, M., Spörrle, M., Hedjasie, R., & Kerschreiter, R., 2016). A combination of one or

more of these elements can be used to create a branding identity. Legal protection is provided by a trademark. The branding is one of the most valuable assets of the company (Guimarães, J. C. F., Severo, E. A., & de Vasconcelos, C. R. M., 2018). They represent the face of the company, the logo or the mark that connects the public to the company. In fact, the company is often referred to by its branding, where they become the face of a single currency. The company's branding carries cash in the stock market (if the company is public), which affects the value of stocks when it rises and falls. For these reasons, it is important to maintain the integrity of the branding. When a company decides to settle on a branding to be its public image, it must first identify its branding, or how you want to display it (Camilleri, M. A., 2018). For example, a company logo often contains a message, logo, or product from the company. The goal is to make the branding memorable and attractive to the consumer. If a branding is created correctly, the branding leads to an increase in sales not only for the specific product being sold, but also for other products sold by the same company (Shahbaz, M. S., Rasi, R. Z. R., & Ahmad, M. F. Bin. 2019). Good branding breed trust in the consumer, after a good experience with a single product, the consumer is likely to try another product experience related to the same branding. This phenomenon is often referred to as loyalty to the branding (Khan, S. Z., Yang, Q., & Waheed, A., 2019).

### 1. Relationship between Reliability (RE) and Marketing Advantage (MA)

This helps to improve the efficiency of the performance of the marketing advantage institutions through the reliability of one of the dimensions of the branding and its relationship to marketing advantage (Qureshi, M. A., Thebo, J. A., Rehman, S. ur, Shahbaz, M. S., & Sohu, S. 2020). This is also based on the previous experimental work. Reliability as already demonstrated in the context of literature review was found to be able to influence the marketing advantage. Therefore, this hypothesis was established to prove this assertion (Mic, M., & Eagles, P. F., 2019).

### 2. Relationship between Efficiency (EF) and Marketing Advantage (MA)

This helps to improve the efficiency of the performance of marketing advantage through efficiency, one of the dimensions of the branding and its relationship to marketing advantage. This is also based on the previous experimental work. Efficiency was found as already demonstrated in the context of literature review to be able to influence the marketing advantage. Therefore, this hypothesis was established to prove this assertion (Mora Cortez, R., & Johnston, W. J., 2019).

### 3. Relationship between Durability (DU) and Marketing Advantage (MA)

This helps to improve the efficiency of the performance of marketing organizations through durability, one of the dimensions of the brand and its relationship to marketing advantage. This is also based on the previous experimental work. Hardness was found as already described in the context of literature review to be able to influence the marketing advantage. Therefore, this hypothesis was established to prove this assertion (Kim, J., 2018).

### 4. Relationship between Reliability (RE) and Flexibility (FL)

This helps to improve the efficiency of the performance of the marketing organizations through reliability, one of the dimensions of the branding and its relationship to flexibility. This is also based on previous experimental work. Reliability as already demonstrated in the context of literature review was found to be able to affect the flexibility. Therefore, this hypothesis was established to prove this assertion (Padhi, P. K., 2018).

### 5. Relationship between Efficiency (EF) and Flexibility (FL)

This helps to improve the efficiency of the performance of marketing organizations through efficiency, one of the dimensions of the branding and its relationship to flexibility (Shahbaz, M. S., Mubarak, M. S., Mubarak, M. F., & Irshad, M. B. 2019). This is also based on previous experimental work. Efficiency was found as already demonstrated in the context of literature review to be able to influence the flexibility. Therefore, this hypothesis was established to prove this assertion (Satria, H. W., 2018).

#### 6. Relationship between Durability (DU) and Flexibility (FL)

This helps to improve the efficiency of the performance of marketing institutions through durability, one dimension of the branding and its relationship to flexibility. This is also based on previous experimental work. The durability as already demonstrated in the context of literature review was found to be able to affect the flexibility. Therefore, this hypothesis was established to prove this assertion (Backhaus, K., 2016).

#### 7. Relationship between Reliability (RE) and Creativity (CR)

This helps to improve the efficiency of the performance of marketing organizations through reliability, one of the dimensions of the branding and its relationship to creativity (Laszlo, C., & Cescau, P., 2017). This is also based on previous experimental work. Reliability as already demonstrated in the context of literature review was found to be able to influence creativity. Therefore, this hypothesis was established to prove this assertion.

#### 8. Relationship between Efficiency (EF) and Creativity (CR)

This helps to improve the efficiency of the performance of marketing organizations through efficiency, one of the dimensions of the branding and its relationship to creativity. This is also based on previous experimental work. Efficiency was found as already demonstrated in the context of literature review to be able to influence creativity. Therefore, this hypothesis was established to prove this assertion (Shah, P., 2017).

#### 9. Relationship between Durability (DU) and Creativity (CR)

This helps to improve the efficiency of the performance of the marketing institutions through the durability of one of the dimensions of the branding and its relationship to creativity. This is also based on previous experimental work. Hardness was found as already described in the context of literature review to be able to influence creativity. Therefore, this hypothesis was established to prove this assertion (Gilinsky Jr, A., Newton, S. K., & Vega, R. F., 2016).

## **2.2. Sustainable Competitiveness (SC)**

According to Diez-Martin, F., Blanco-Gonzalez, A., & Prado-Roman, C. (2019) relationship between the dimensions of sustainable competitiveness and marketing advantage to determine the type of relationship. This helps to improve the efficiency of the performance of industrial enterprises by using the dimensions of sustainable competitiveness as a mediator (Tollin, K., & Christensen, L. B., 2019). This is also based on previous experimental work. Sustainable competitiveness has been found as already explained in the context of reviewing literature to be able to mediate between branding and marketing advantage. Therefore, this hypothesis was established to prove this assertion. Dimensions of sustainable competitiveness and marketing advantage are the two main variables that must be used and tested in relation to their relationship and impact.

#### 1. Relationship between Flexibility (EF) and Marketing Advantage (MA)

This helps to improve the efficiency of the performance of marketing institutions through flexibility, one of the dimensions of sustainable competitiveness as an intermediary and its relationship to the marketing advantage. This is also based on previous experimental work. Almendron was found as already explained in the context of literature review to be able to influence the marketing advantage.

Therefore, this hypothesis was established to prove this assertion (Buffa, F., Franch, M., & Rizio, D., 2018).

## 2. Relationship between Creativity (CR) and Marketing Advantage (MA)

This helps to improve the efficiency of the performance of marketing institutions through creativity, one of the dimensions of sustainable competitiveness as a mediator and its relationship to marketing advantage. This is also based on previous experimental work. Creativity has been found as already explained in the context of literature review to be able to influence the marketing advantage. Therefore, this hypothesis was established to prove this assertion (Debrah, Y. A., Oseghale, R. O., & Adams, K., 2018).

### **2.3. Marketing Advantage**

In the previous research has been studied marketing fundamental role to play in improving the marketing products feature this article aims to complete the previous research and the creation of the philosophy of the theory of the development of new institutions specifications (Štreimikienė, D., Navikaitė, A., & Varanavičius, V., 2019). The main task of industrial electrical enterprises is to achieve the desired goals. Thus, the role of brands generates the effect of high-quality results with the advantage of marketing. Achieving this is the task of producing industrial enterprises within industrial organizations. The main task of industrial electrical enterprises is to achieve the desired goals. Thus, the role of brands generates the impact of high-quality results on the marketing advantage. This is achieved by the level of production of industrial enterprises within industrial organizations (Angulo-Ruiz, F., Donthu, N., Prior, D., & Rialp, J., 2018).

### **3. Research methodology**

According to Fisher, G. (2019) emphasis was placed on previous studies and their importance on the issue of research to determine the preliminary experimental study and emphasizing the branding that have a major role in marketing the products. The conceptual framework was developed in this study (Winzar, H., Baumann, C., & Chu, W., 2018). Most of the previous studies show a positive correlation between branding markup and marketing advantage. Most studies have shown that marketing advantage may improve their productivity when attention to commercial brands to raise the efficiency of the industrial and electrical enterprises. A total of 204 questionnaire were distributed of staff. The correct answers were 200 questionnaires representing about 98% and 4 of them were missing. This experimental study was conducted at the Electrical Industries Laboratory in Baghdad / Iraq. Likert 7 was used in a questionnaire when it was distributed to employees. Appendix A is the detail of all adopted items. In this study will be used SPSS and Smart PLS system in the analysis of statistical data to determine the results of the hypotheses. Shown Figure 1, research framework (Bailey, D., Pitelis, C., & Tomlinson, P. R., 2018).

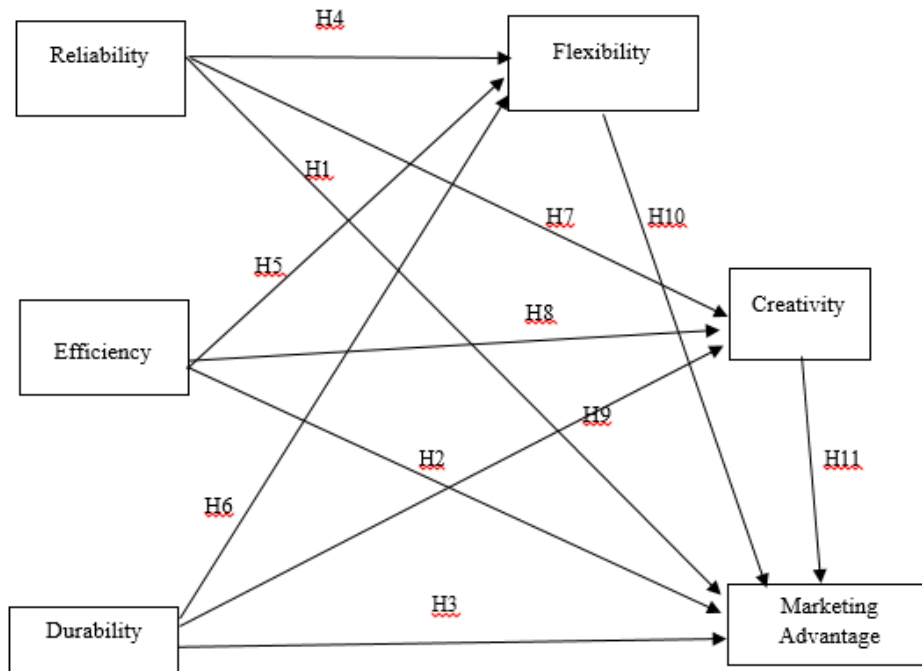


Figure 1. Research Framework

#### 4. Data analysis

According to Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017) this research focuses on two parts: First, a measurement model that explains the validity and reliability of respondents. The second is the structural model that explained the relationship between the independent variable and the dependent variable and a mediator. When collecting data, the researcher evaluates the data before the final analysis. Therefore, this study analyzes the measurement model to verify the reliability and validity of the instrument that all data uploaded using SPSS and Smart PLS is greater than 0.8. Thus, the reliability of the results was assessed. Table 1 shows all required threshold values. Thus, current instrument is validated and reliable. Shown Figure 2.

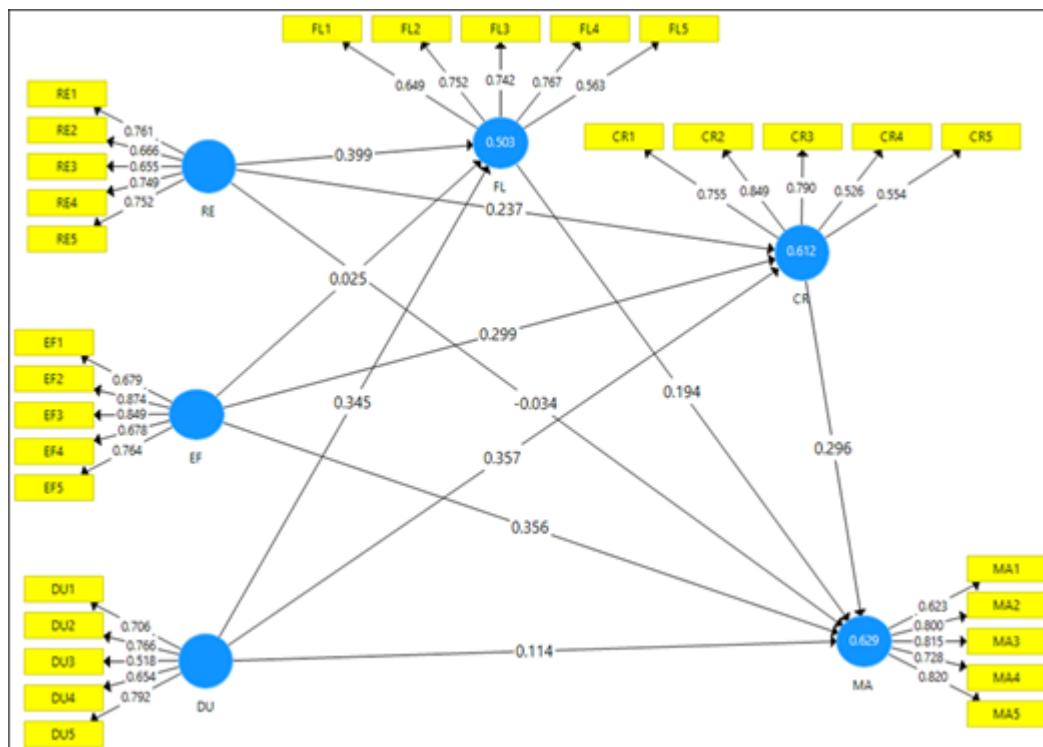
	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
CR	0.739	0.828	0.500
DU	0.728	0.820	0.482
EF	0.829	0.880	0.598
FL	0.734	0.825	0.488
MA	0.815	0.872	0.579
RE	0.773	0.841	0.516

**Table 1:** Reliability and validity

The discriminatory validity is to focus on the extent of the difference between the elements or the measurement of concepts and focus on the importance of a study explained by the research. Interrelationships between the standards of overlapping structures. Table 2 shows all the values are fulfilling threshold criteria. Shown Figure 2.

	CR	DU	EF	FL	MA	RE
CR	0.707					
DU	0.507	0.694				
EF	0.560	0.593	0.773			
FL	0.473	0.351	0.480	0.699		
MA	0.418	0.436	0.390	0.515	0.761	
RE	0.385	0.229	0.227	0.466	0.304	0.718

**Table 2:** Discriminant validity



**Figure 2.** Measurement model

The structural relationship in the research is realized by the outcome of the hypothesis. Table 3, reveals 10 of the hypotheses have a positive effect among the variables and this relationship is significant in 0.05 ( $P > 0.05$ ) and one has a negative effect which is a (RE) does not have a positive effect on the (MA)  $r = -0.034$ , ( $r = -0.034$ ,  $p > 0.05$ ). Shown Table 3, relationship among variables.

Hypothesis	Relationship	Beta-value	Standard Deviation	Result
H1	RE → MA	- 0.034	0.079	Not accepted

H2	EF → MA	0.356	0.090	Accepted
H3	DU → MA	0.114	0.089	Accepted
H4	RE → FL	0.399	0.075	Accepted
H5	EF → FL	0.025	0.070	Accepted
H6	DU → FL	0.345	0.070	Accepted
H7	RE → CR	0.237	0.075	Accepted
H8	EF → CR	0.299	0.067	Accepted
H9	DU → CR	0.357	0.077	Accepted
H10	FL → MA	0.194	0.079	Accepted
H11	CR → MA	0.296	0.086	Accepted

**Table 3:** Structural Relationship

No.	Variables	Results
Dimensions Independent (Branding);		
H1	Relationship between Reliability (RE) and Marketing Advantage (MA).	Not Supported
H2	Relationship between Efficiency (EF) and Marketing Advantage (MA).	Supported
H3	Relationship between Durability (DU) and Marketing Advantage (MA).	Supported
H4	Relationship between Reliability (RE) and Flexibility (FL).	Supported
H5	Relationship between Efficiency (RE) and Flexibility (FL).	Supported
H6	Relationship between Durability (RE) and Flexibility (FL).	Supported
H7	Relationship between Reliability (RE) and Creativity (CR).	Supported
H8	Relationship between Efficiency (EF) and Creativity (CR):	Supported
H9	Relationship between Durability (DU) and Creativity (CR):	Supported
Dimensions A mediators (Sustainable Competitiveness)		
H1	Relationship between Flexibility (FL) and Marketing Advantage (MA).	Supported
H2	Relationship between Creativity (CR) and Marketing Advantage (MA).	Supported

**Table 4:** Relationship among variable

## 5. Discussion

The goal of branding is to improve the marketing advantage. The purpose of this study is to see whether sustainable competitiveness as a mediator implements the trademark process by employees in its system, which will increase the performance of the marketing advantage of the electrical industries



in Iraq (Shahbaz, M. S., Shaikh, F. A., Qureshi, M. A., Jamali, Q. B., & Sohu, S. 2019). In many studies, it turns out that brands improve the performance of marketing advantage in many population factors. It became necessary for Iraq to focus more on branding to avoid problems that enclose the electrical industries. This paper aims to propose a framework that helps system administrators in branding improve their marketing advantage. Ten hypotheses were positive and supported and only one not supported. Shown Table 4, relationship among variables.

## 6. Conclusion

We can conclude that the Iraqi government should focus on the branding to improve the marketing advantage. The time has been empirically verified that branding is suitable for the development of electrical industries in Iraq. Continuous improvement in the electrical industry plays a major role in customer satisfaction, which enhances performance efficiency. The present study demonstrated experimentally the relationship among branding and marketing advantage and sustainable competitiveness as a mediator found that (10) hypothesis supported and (1) hypothesis is only not supported. This study contributed to the literature through the application of trademarks in the electrical industries in Iraq. At the same time, this study helps in the branding of future studies. Can verification the competitive competitiveness between brands and marketing advantage.

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**Appendix A: Questionnaire**

Reliability	Everybody (employee, top management) competitiveness.
	Sharing information amongst employees can promote reliability.
	Employees and employer are working together in organization enhances performance.
	Adequate planning has been conducted amongst stakeholders in organization.
	Staff feedback on organization administration has been used improves performance.
Efficiency	Encourage staff to find a solution to the problem and work to improve their work in organization.
	Staff have an opportunity to suggest improvement in their work area.
	Our works have been improvement recently.
	Our organization has received recent compliments and recognition of our performance.
	Staff teams work to solve problems in improving our organization's quality.
Durability	Stakeholders are constantly support durability through branding on the marketing.
	Training in teaching skills (technical and professional) help employees raise their efficiency.
	Training of organisation employee is practiced motivate them.
	Regular training of employee has improved efficiency towards organizational performance.
	Frequent training makes workers to be competent with current knowledge for durability.
Flexibility	Teamwork is practiced in organization to succeed of flexibility performance.
	Full flexibility of stakeholders in organisation to help development product.
	Proper coordination amongst employee enhances good flexibility towards organization performance.
	Effective control of the organization in a way that helps improves flexibility.
	flexibility helps solve problems within the organisation.
Creativity	Our staffs are always motivated to achieve better creativity.
	Encourage stakeholders to creativity in organisation.
	Workers' creativity has improved job efficiency which is capable of improving organisational standard.
	Lack of workers' creativity leads to inefficiency in the organisation management.
	Creativity helps us in implementing quality in organization.
Marketing advantage	All staff in our organization is responsible for marketing advantage.
	Senior management participates in improving performance and developing marketing advantage.
	Senior management supports marketing advantage and staff training.
	Branding encourages staff to participate in the design of policies marketing advantage.
	Senior management supports marketing advantage and continues vision and strategy for organisation development.