

The Mediating Role Of Service Marketing Innovation Between Marketing Knowledge And Corporate Brand Image: Evidence From Alexandria Water Co.

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Abstract

The purpose of this paper is to examine the effect of Marketing knowledge on service marketing innovation, to determine the effect of Marketing knowledge on corporate brand image, to identify the effect of service marketing innovation on corporate brand image, and to develop a framework for the impact of marketing knowledge on service marketing innovation, as well as the role of corporate brand image in mediating the link between the variables. To obtain the necessary data, we will conduct quantitative analyses and structural equation models (SEMs) using a questionnaire tool and AMOS software version 25. The study's primary conclusions are that marketing knowledge has a direct effect on corporate brand image, that marketing knowledge has a direct effect on service marketing innovation, and that service marketing innovation has a direct effect on corporate brand image. Our findings indicate that service marketing innovation acts as a mediator in the interaction between marketing knowledge and corporate brand image.

Keywords: Corporate brand image, Marketing knowledge, Service marketing innovation.

Introduction

It is obvious that important knowledge revolutions have occurred in the realm of information in particular over the last few decades, raising the topic of ". Who possesses knowledge, creative ability, and competitiveness? Additionally, contemporary businesses view knowledge as the bedrock upon which the concepts of innovation, creativity, and development are built. Additionally, they are constantly striving to improve their efficacy, efficiency, and performance. As a result of this element, it is evident that firms are always evolving their objectives and goods to meet the wants and wishes of consumers in their target markets. As a result, it is vital for businesses to acquire renewable knowledge and build valuable intellectual capital, which

provides organizations with a significant competitive and effective advantage in light of the knowledge economy and market feedback. (Abu Fara, 2004)

"We live in a service economy," as the expression goes. Everywhere in the globe, the service sector is expanding to the point where it accounts for 70% or more of the gross domestic product (GDP) in countries such as the United States, United Kingdom, France, and Germany, even as the manufacturing sector continues to decrease. (IMD World Competitiveness Yearbook, 2012).

After decades of development, services have not only dominated our daily lives but also become the most effective driving engine of the world economy, as evidenced by its 53.2% share of Egypt's gross domestic product (GDP), (World Bank, 2021). The decrease of manufacturing's share of GDP largely reflects lowering prices of goods relative to services (The Economist, 2005).

Many countries have begun to foster not only innovation in general (Cardoso, et al., 2018), but particularly service innovation as a way of resolving new societal and business challenges (Gallouj, et al., 2015), while businesses pursue various innovation strategies to become more competitive in the market (Lí, et al., 2018).

In economic terms, services have been connected to more stable and long-term revenue streams, which may protect businesses during economic downturns or periods of commoditization (Kahl, et. al., 2006). Moreover, service-dominant orientation was discovered to have a favorable impact on firms' marketing and technology capabilities, which affects not only satisfaction of customers but also firm performance (Ta & Yang, 2018).

2. Literature Review

The independent variable is marketing knowledge, the mediator variable is service marketing innovation, and the dependent variable is corporate brand image.

2-1 Relationship between marketing knowledge and corporate brand image

Mamdouh Ziyadat, (2017) examined the role of marketing knowledge in building corporate image, and its effect on customers' satisfaction reinforcement in Islamic banks operating in Jordan. A convenience sample method was applied in this research, and the sample size was (318) customers. The study depended on two dimensions for marketing knowledge; (1) explicit knowledge and (2) implicit knowledge. Moreover, corporate image as moderating variable and customer satisfaction as dependent variable were also determined. For statistical analysis and testing hypothesis; many statistical techniques were applied like mean, standard deviation and regression.

However, the research findings indicated that there is an effect of marketing knowledge on corporate image, and there is an effect of corporate image on customer satisfaction. Finally, the study introduced many recommendations, and one of the most important of them was reinforcing marketing knowledge for customers, and to enhance the corporate image in their minds.

In Amman, Al-Zayyat & Al-Azzawi (2008) investigated the impact of market knowledge that Owned by the heads of families in the city of Amman in their loyalty to the brand of electrical products. To achieve the aim of the study The two researchers collected the necessary information through a questionnaire developed for this purpose. The study was conducted on a sample The probability that they are heads of families who live in the city of Amman, as the sample size on which the study was conducted was (544 heads of families) and for the purposes of reaching the targeted results, a set of statistical methods were used.

The most important of which are the multiple regression coefficient and the single coefficient of variance. The study found high levels of knowledge Market and loyalty to the brand of electrical products among the heads of families who live in the city of Amman. and presence

A statistically significant effect of the market knowledge of the heads of households for most of its dimensions (explicit knowledge, tacit knowledge, The mental image, reference groups) their loyalty to the brand and its dimensions (trust, commitment, and satisfaction.

Al-Bakri (2006) conducted a study to evaluate the relationship between marketing knowledge management and enhancing the ability to achieve competitive advantage in the organization's competitive environment, as the marketing literature witnessed a noticeable increase in interest in marketing knowledge. Business organizations have sought to achieve varying levels in the ability to integrate activities Marketing in a general organizational conceptual framework and linking it with information technology to create a marketing knowledge management system that will make the organization able to maintain the accumulation of knowledge. concluded that marketing knowledge management processes are an important entry point for linking marketing skills and relationships with customers, and thus enabling it to exploit market opportunities and maintain its competitive position in the market.

In the same context, Jawad's study (2003) entitled "The Impact of Market Knowledge in Choosing Competitive Strategies and Its Impact on Performance." The sample of the study was on a group of managers and concluded that these managers realize the importance of market knowledge in its impact to varying degrees in the market, and pay more attention to the needs of consumers and competitors, and this affects the Choosing a competitive strategy and excelling in its performance.

Finally, Lee et al. (2001) conducted a study to identify the level of consumer knowledge of the product adopted by the institution and its impact on its quality by surveying the consumer's opinion about his knowledge of the product and its impact on the quality of the products that are offered for the first time (new products). A statistically significant relationship between the customer's knowledge of the product and the quality and preference of the new product.

Considering prior studies on the relationship between marketing knowledge and corporate brand image, the first hypothesis was derived, namely:

H1: Marketing knowledge has a positive effect on corporate brand image in Alexandria Water Co.

2-2 Relationship between marketing knowledge and service marketing innovation

Previous studies revealed that there is a relationship between marketing knowledge and service marketing innovation. Tsai & Shish, (2004) conducted a study to examine the relationships between marketing knowledge management, marketing capabilities and business performance for a firm. The sample was marketing managers of 487 large Taiwanese manufacturers of consumer goods and service firms. The results demonstrated that marketing knowledge generation, dissemination and storage can enhance the marketing capabilities of distribution channels, marketing research and product/service development, promotions and pricing. Analysis also indicated that firms with superior marketing capabilities significantly out perform their rivals in term of business performance.

However, Potocan, (2011) performed a study titled "Marketing capabilities for innovation- based competitive advantage in the Slovenian market". This study provided useful guidelines in the form of the critical marketing capabilities (Customer service, marketing communication budget, market research, speed of new product introduction) that can affect company's innovation. In term of innovation, all types of innovation are included: product, process, managerial and marketing innovation. The sample composed of corporate directors of 150 Slovene biggest enterprises. The findings showed that marketing capabilities enhance the current practice of company's innovation for sustained competitive advantage.

Where other studies emphasized the relationship between marketing knowledge and marketing innovation Hanvanich et al. (2003) stated that marketing knowledge (product development management knowledge, supply chain management knowledge, and customer relationship management knowledge) positively related to marketing innovation (innovation in product development management, innovation in supply chain management, and innovation in customer relationship management).

On the other hand, In the Arab world context, Alrubaiee et al. (2013) conducted a study to “Investigating the relationship between marketing innovation, marketing knowledge and marketing performance”. This study emphasized the relationship between marketing innovation, marketing knowledge and marketing performance which was conducted on Jordanian telecommunication companies. The findings indicated that marketing innovation is significant in explaining the variation in marketing knowledge and marketing performance, also marketing knowledge has a positive effect on marketing performance and there is a positive indirect effect of marketing innovation on marketing performance through marketing knowledge as a mediator.

Innovation includes the application of knowledge in creative activities. Innovation cannot be achieved without an understanding of the resources, tools, technologies, materials, markets. Because of the massive importance of knowledge to the innovative process, innovating organizations willingly spend incredible amounts of resources on research and the acquisition of knowledge. Whatever the outputs of innovation may be, they incorporate the firm’s knowledge at the time. Every tangible and intangible output reflects the firm’s knowledge of the resources, technologies, markets, and consumers (Stone et al., 2008).

Cillo (2002) conducted a study to evaluate “Market learning capability and innovation. An explorative empirical study in the fashion industry”. This study aimed to examine how organizations absorb and use market-related knowledge coming from customers, competitors and firms operating in different industries and its effect on innovation. The results indicated that the innovation process is built up on the three different phases presented: generation of market knowledge, sharing of the market knowledge at an organizational level, and recombination of the knowledge generated with the knowledge cumulated and stored. The market learning capability is a dynamic capability made of these three processes. Each one of these processes is driven by four components: individual skills of the personnel, organizational structure, operational mechanisms, and culture.

Another research by Karmali (2005) explained that when knowledge is generated in an organization it becomes a resource that can generate new products or new processes. Knowledge and innovation are a process, it has two directions, as knowledge is the source of innovation and innovation becomes the source of new knowledge. Innovation includes:

- 1- Collect information.
- 2- Converting information into knowledge.
- 3- Knowledge sharing and transfer.
- 4- Embodiment (integration) of knowledge into products, services, or processes.
- 5- Make these things (an invention).
- 6- The practical use of this invention

Sulaimani (2007) examined the "Marketing innovation and its impact on improving the performance of the institution". Where the study investigated the impact of marketing innovation in the field of products on improving the performance of the institution, and it also tried to determine its necessity in the hospitality establishment. The following results were reached: Marketing innovation can be achieved by providing a set of requirements, and any institution can provide these requirements. Marketing innovation often does not require new technology to achieve it as much as it requires ideas new or unfamiliar marketing.

Also achieves the marketing innovation and competitive advantage of the enterprise and of course in marketing and in respect of sustainable being temporary or it remains, according to the degree of intensity of innovation, and that innovation marketing has become the most important tool in the hands of the institution to survive in an ever-changing environment, where the problem lies not in how to create the client, but how to maintain it under the changing circumstances, where he plays innovation marketing role is important in the solution to this problem by looking for opportunities and transform threats into new opportunities, and discovering the needs of latent and find new uses for the current product, but more than that could create the needs of without costing anything.

Considering prior studies on the relationship between marketing knowledge and service marketing innovation, the second hypothesis was derived, namely:

H2: Service marketing innovation has an effect on corporate brand image in Alexandria Water Co.

2-3 Relationship between Marketing innovation and corporate brand image

Bin Aly (2017), his study aims to evaluate the role of marketing innovation mix elements in improving the brand image of Condor Company, and in order to achieve this objective, a questionnaire was developed and distributed in Algeria, the main Findings of the study were:

- There are statistically significant differences of the brand image dimensions attributable to the sample demographics.
- There is a significant impact of the total marketing innovation on the total dimensions of brand image

The research reached a number of results, including:

- 1- The conclusion that the positive perception of the vocabulary of the studied sample for creativity activities in the marketing mix that The Condor Foundation did it out of its interest in improving its image;
- 2- There is an overall effect of using creativity in the marketing mix on presenting the brand image of the institution;

3- Finding that the innovations introduced by the Condor Foundation in its marketing mix contributed to improving

The brand image is evidence that it adopts the philosophy of creativity in its marketing mix, especially creativity in product design Bin Aly, (2017)

Hassan Bouziane, (2018) studied service innovation and its impact on customer retention, this study aimed to shed light on the impact of service innovation on customer retention, as well as determining the nature of the relationship between service innovation and customer retention at Ooredoo Telecom. Hertog (2000) model, which depends on the four dimensions of innovation (the concept of new services, new interaction with the customer, a new system for providing service and technology), and among the most important findings of the study:

- 1- The results indicated a statistically significant effect of service innovation on customer retention.
- 2- There is a weakness in handling complaints quickly at the institution, in addition to a lack of use of systems electronic devices, as well as the availability of modern devices and equipment during the process of providing services to customers.
- 3- The institution's interest in providing new and innovative services, making improvements to old services, and providing an innovative service package for its clients.
- 4- The institution's interest in improving its service delivery system through training its employees and developing skills Communication with them as well as by enabling customers to obtain services from the Internet and the phone.
- 5- Customers are generally satisfied with the services provided to them by the institution, as well as their intention to stay in Dealing with the company in the future.
- 6- There is an effect of the new services on customer retention with the mobile phone operator "Ooredoo" in Algeria.

Kunduz T. (2015) investigated the effectiveness of marketing innovation in improving banking service, this study aimed at diagnosing the reality of marketing innovation in its dimensions (product innovation, price, promotion and distribution) in the Algerian banking system, as well as knowing the impact of using marketing innovation in improving the quality of banking services. In achieving its objectives, the study relied on distributing 30 questionnaires to a random sample of clients of the Bank of Agriculture and Rural Development,

This is in order to know the application of the agency under study for some marketing innovations that would improve services to the customer, and the study found a significant impact of marketing innovation in improving the quality of banking service provided by the bank under study, and based on the above, the following recommendations can be made: The need to focus on Marketing innovation tools in all its components on an ongoing basis and moving away

from traditional methods of providing services, as well as the need to follow recent developments in the field of banking marketing strategy, and to reach customers through the latest electronic means, as they have a direct impact on the quality of banking services.

As indicated by Akroush et al., (2004), successful organizations that have been able to successfully manage the activities of the innovation process have knowledge bases and experiences accumulated over decades of time.

This enabled it to manage innovation and achieve remarkable successes in the market. Creative organizations have distinctive knowledge, experience, skills and capabilities, especially those found in the human element, as they become a major source for managing creativity activities, and therefore they become a valuable asset.

Considering prior studies on the relationship between Marketing innovation and brand image, the third hypothesis was derived, namely:

H3: Marketing knowledge has an effect on Service marketing innovation in Alexandria Water Co.

3. Conceptual Framework

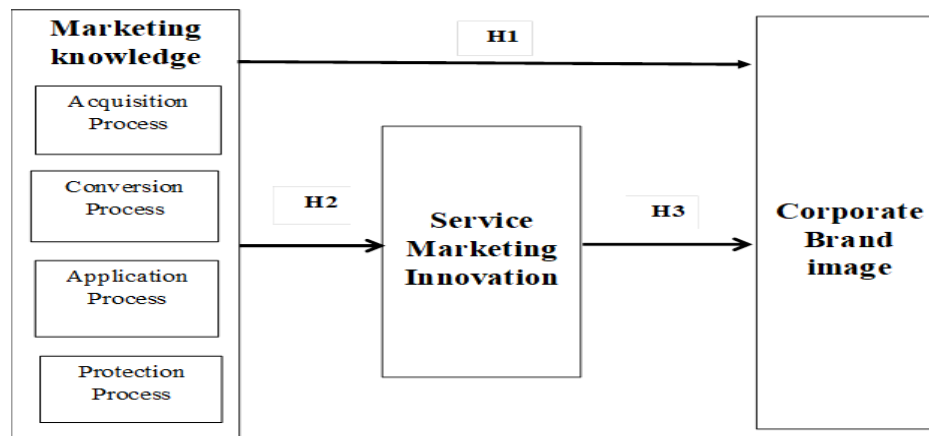


Figure 1-Conceptual Framework

4. Research Hypotheses

Based on the conceptual framework, the hypothesized model and reviewing of the related studies and theories, the study hypotheses were formulated as below:

H1: Marketing knowledge has an effect on corporate brand image

H2: Marketing knowledge has an effect on Service marketing innovation

H3: Service marketing innovation has an effect on corporate brand image

H4: Service marketing innovation mediates the relationship between Marketing knowledge and corporate brand image

Research questions could be stated as follows:

- 1- How does marketing knowledge affect the corporate brand image?
- 2- How does marketing knowledge affect service marketing innovation?
- 3- How does service marketing innovation affect the corporate brand image?
- 4- With service marketing innovation as a mediating element, what effect does marketing knowledge have on corporate brand image?

5. Research Methodology

Employees of Alexandria Water Co. are referred to as the research population in this study. The research questionnaire was given to 800 people, and 508 of them returned it, accounting for 63.5 percent of the total. 32 questionnaires, accounting for 4% of the total, were incomplete, ineligible, or refused, and 292 (36.5 percent) were not contacted. There were 476 approved responses, resulting in a response rate of 59.5 percent, which is very good given the nature of the study. The structural equation modelling (SEM) software package was utilized in this Research Paper to investigate the interrelationships between the constructs of the hypothesized model. Testing Hypotheses After completing a confirmatory factor analysis, the structural model is valued by evaluating the hypotheses that underpin the research model.

6. Results and Findings

Composite reliability (CR) is used to measure the reliability of a construct in the measurement model. CR is a more presenting way of overall reliability and it determines the consistency of the construct itself (Hair et al., 2019). Acquisition Process has a CR of 0.855, Conversion Process is 0.874, Application Process is 0.847, Protection Process is 0.869, Service marketing innovation is 0.887, and corporate brand image is 0.901. As a result, it is evident that all of the constructs in the measurement model are reliable.

The AVE should always be above 0.50. (Hair et al., 2019). Overall, the average variances extracted (AVE) of the constructs (Acquisition Process = 0.542, Conversion Process = 0.581, Application Process = 0.581, Protection Process = 0.625, Service marketing innovation = 0.610, and corporate brand image =0.604) exceed 0.500. Overall, the measurement results are satisfactory, indicating that the structural model may be evaluated.

Measurement model result: The 6 factor was CFA using AMOS programme. DF was 362 (should be greater than 0), χ^2/DF was 2.734 (less than 3.0). (It should be less than or equal 3.0).

RMSEA was .060 (it should be less than 0.08). TLI index was .925, extremely near to 1.0. (a value of 1.0 indicates perfect fit). CFI = .933. All CFA indices are near to 1.0, showing that the measurement models support the CFA factor structure well.

Table 1: Measurement model result

Goodness of Fit Measures	Name of index	Model Result	Remark
Chi-Square	χ^2	1762.222	accepted
Degrees of Freedom	DF	804	accepted
Chi-Square/ Degrees of Freedom	χ^2/DF	2.192	accepted
Comparative Fit' Index	CFI	.911	accepted
Tucker Lewis Index	TLI	.901	accepted
Root Mean' Square Error of Approximation	RMSEA	.054	accepted

Structural model

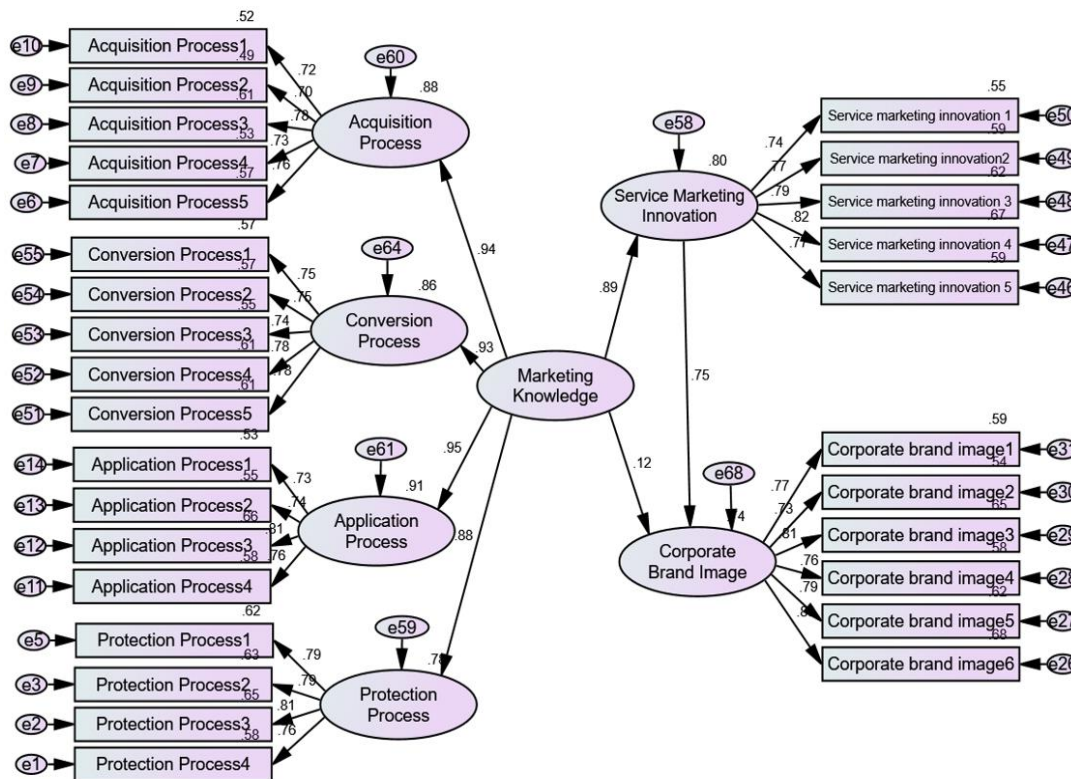


Figure (2) Structural Model (Final Result)

The structural model validity - final Result:

Table (2) provides a structural model (final Result)

Table 2: Structural model - final Result

Goodness of Fit Measures	Name of index	Model Result	Remark
Chi-Square	χ^2	989.778	accepted
Degrees of Freedom	DF	362	accepted
Chi-Square/ Degrees of Freedom	χ^2/DF	2.734	accepted
Comparative Fit' Index	CFI	.933	accepted
Tucker Lewis Index	TLI	.925	accepted
Root Mean' Square Error of Approximation	RMSEA	.060	accepted

The findings of the structural model using the AMOS software show that DF was 372 (it should be greater than 0), and χ^2/DF has a value of 2.732, which is less than 2.0. (It should be less than or equal 2.0). The RMSEA value was.060 (it should be less than 0.08). The TLI index was.925, extremely near to 1.0. (a value of 1.0 indicates perfect fit). The coefficient of determination (CFI) was.931. In CFA, all indices are near to 1.0, indicating that the measurement models give adequate support for the factor structure provided by the structural model.

7. Results discussions

The findings and hypothesis testing revealed that the independent variable (Marketing knowledge) had a significant positive effect on corporate brand image (dependent variable corporate brand image) in Alexandria Water Co., Marketing knowledge has a positive effect on corporate brand image in Alexandria Water Co., Marketing knowledge has a positive effect on Service marketing innovation in Alexandria Water Co., Service marketing innovation has a positive effect Finally, in Alexandria Water Co., service marketing innovation mediates the relationship between marketing knowledge and corporate brand image in the following ways:

1- The first objective is to determine how marketing knowledge affects the corporate brand image of Alexandria Water Co. and H1: Marketing knowledge has an effect on corporate brand image of Alexandria Water Co.

The findings reveal that marketing knowledge has a substantial direct association with Alexandria Water Co.'s corporate brand image. Mamdouh Ziyadat, (2017); Al-Zayyat & Al-Azzawi (2008); Jawad (2003); Lee et al. (2001) and Al-Bakri (2006) have previously indicated that marketing expertise has a substantial impact on corporate brand image.

2- The second objective is to determine the influence of marketing knowledge on service marketing innovation at Alexandria Water Co. and H2: Marketing knowledge has an effect on service marketing innovation at Alexandria Water Co.

The findings reveal that marketing knowledge has a significantly positive effect on Alexandria Water Co.'s service marketing innovation. This finding is consistent with previous research (Tsai

& Shish, (2004); Potocan, (2011); Hanvanich et al. (2003); Alrubaiee et al. (2013); Stone et al., (2008); Cillo (2002); Jean et al., (2014); Karmali (2005) and Sulaimani (2007)

3- The third objective is to determine how Alexandria Water Company's corporate brand image is affected by service marketing innovation, and H3: Service marketing innovation has an effect on corporate brand image.

The findings show that in Alexandria Water Co., service marketing innovation has a significant direct relationship with corporate brand image. This finding is consistent with Bín Aly (2017); Hassan Bouziane, (2018); Kunduz T., (2015) and Akroush et al., (2004).

4-The fourth objective is to investigate the mediation effect of service marketing innovation between Marketing knowledge and corporate brand image in Alexandria Water Co. and **H4:** Service marketing innovation mediates the relationship between Marketing knowledge and corporate brand image in Alexandria Water Co.

The results indicate that service marketing innovation mediates the relationship between Marketing knowledge and corporate brand image in Alexandria Water Co.,

5- The fifth objective is to develop a framework for the relationship between Marketing knowledge and corporate brand image in Alexandria Water Co. using structural equation modelling.

Based on the outcome of the measurement model analysis and the structural model analysis, the research model was re-arranged to conform to the outcome of the two analyses, the final model of research has sought to examine and understand the effects of Marketing knowledge on corporate brand image with mediation role of service marketing innovation in the Egyptian setting in Alexandria Water Co., in particular.

8. Conclusion

The focus of this research is to investigate into the relationship between marketing knowledge and corporate brand image in Alexandria Water Company, with the role of service marketing innovation as a moderating variable. The study used a quantitative correlational methodology to obtain primary sample data from 476 Alexandria Water Company employees. The regression analysis reveals that:

1- There is a statistically significant direct relationship between marketing knowledge and corporate brand image.

2- There is a statistically significant direct relationship between marketing knowledge and service marketing innovation.

3- There is a statistically significant link between service marketing innovation and corporate brand image.

4- The indirect influence of services marketing innovation on marketing knowledge and corporate brand image.

At the 5% significance threshold, all are considered significant. The estimated structural model corroborated the four hypotheses, as Marketing Knowledge explained 79.9% of Service marketing innovation variance ($R^2 = 0.799$), and Marketing Knowledge through Service marketing innovation explained 73.8 percent of corporate brand image variance ($R^2 = 0.738$), according to the analysis.

9. Research limitations

The degree to which the conclusions may be extrapolated to a larger population, cases, or situations is referred to as external validity. (Saunders et al., 2019) As a result, the researcher cannot presume that the findings apply to other situations, so the study excludes:

First, this study's sample is limited to one country (Egypt) and solely services firms; as a result, the conclusions should be regarded with caution. Despite the fact that the research environment is quite specialized, the findings are thought to be applicable to various industries and countries.

Second, cross-sectional data were used in this study to examine the relationship between marketing knowledge and corporate brand image, as well as the mediating role of service marketing innovation in Alexandria Water Company. As a result, the study only provides a snapshot of a single point in time, implying that the research is only meaningful provided external variables such as government legislation, the economic cycle, the competitive climate, and so on are unaffected.

According to O'Neill (2003), longitudinal measures for the relationship between Marketing knowledge and corporate brand image are needed because existing measures for the relationship between Marketing knowledge and corporate brand image are flawed because they do not take into account the effects of time on stakeholders' perceptions.

Third, a convenience sample approach was used to collect data from respondents over a specific time period, resulting in a limitation. Because of the short time span for data collection, the number of people who could participate was limited. Because responses are acquired by virtue of respondents' accessibility and may not produce a representative sample, the use of a convenience sampling approach to gather responses contributed to probable limitations in the diversity of respondents who would participate (Sumaedi et al., 2012).

10- Future research Suggestions

The following areas for further investigation are suggested based on the findings of this study:

First, a study should be undertaken utilizing a qualitative technique or a mixed strategy using both qualitative and quantitative approaches in order to acquire marketing knowledge on corporate brand image views and expectations.

Second, a longitudinal study should be done to examine the long-term relationship between marketing knowledge and corporate brand image in Alexandria Water Company, with the mediating role of service marketing innovation.

Third, because the sample was limited to only services firms, a sample derived from both services and production firms would improve the generalizability of the findings in the future. This would also aid in comparing the relationship between marketing knowledge and corporate brand image, as well as the role of service marketing innovation in mediating the relationship between services and manufacturing firms.

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