



RESEARCH ARTICLE

The impact of Marketing Innovation on Creating Value for the Brand in Jordanian Food Industry Companies

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| ARTICLE INFO | ABSTRACT |
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| Received: Oct 12, 2024 Accepted: Dec 9, 2024 | This research investigates the influence of marketing innovation on brand value creation within Jordanian food industry firms. The study's target population comprised top and middle management personnel in these companies. The sample, consisting of (191) individuals, was selected via simple random sampling. A questionnaire was developed based on theoretical frameworks and Likert scale was employed. Expert opinions validated the questionnaire, and its reliability was confirmed with Cronbach's alpha (0.85). Data analysis was performed using (SPSS (. The findings indicate a significant positive correlation between price-setting, market segmentation, advertising promotions, retailing channels, and brand value. These results support the study's hypotheses and align with existing literature, underscoring the robust link between marketing innovation and brand strength. Based on the study results, the study recommended several recommendations, among the most prominent of which is Explore Mechanisms of Reciprocal Relationship: Further exploration into the mechanisms through which the reciprocal relationship between innovation and brand potency operates would enhance understanding. This could involve discussing specific examples or theoretical frameworks to elucidate how innovation strengthens brand value and fosters consumer acceptance. |
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INTRODUCTION

In the ever-changing business landscape, enterprises face formidable challenges as they navigate through intense competition and dynamic market forces. To ensure long-term survival and sustainability, it is imperative to adjust to quick processes, technical improvements, and changes in the market. Maintaining a competitive edge in this intricate puzzle of growth and development requires constant innovation and better product quality. In order to prosper in this quickly changing environment, prosperous businesses demonstrate flexibility in their product growth, rapid response to client needs, and improvement of customer experience and brand image. To gain a prominent position in the highly competitive market, it is imperative to adopt market orientation and invest in high-value-added operations.

The foundation of successful enterprise management is strategic marketing innovation, which significantly depends on the organization's and its employees' creative abilities. Cultivating flexible and adaptive administrative frameworks is crucial to thrive in changing conditions. This involves

fostering an environment conducive to continuous creativity, achieved through suitable climates and interactive atmospheres that facilitate the transfer and dissemination of acquired knowledge. To establish a positive reputation among all stakeholders, including consumers, distributors, employees, and investors, enterprises must be attuned to consumer behavior and purchasing decisions. In the modern business landscape, a successful enterprise actively strives to enhance its brand image and capture consumer preference through efficient resource allocation.

The advancement of technological leadership, organizational development, and improvement of business environments are dominant challenges faced by enterprises. This necessitates innovation and alignment with contemporary transformations to achieve competitiveness, enhance performance, and embody modern marketing methods" (Evert, 2007). In the face of rapid changes, innovative marketing becomes a focal point for practitioners and researchers, positively impacting the success of organizations in achieving competitive advantage and sustainability. Creating innovative solutions and adopting new approaches enable organizations to connect with current and potential customers, exploring new markets (Halpern, 2010).

Competition in improving service quality is a strategic and essential issue for organizations, including those in the financial services sector. Efforts are dedicated to attracting and retaining customers, fostering loyalty and satisfaction in electronic service management. Understanding the factors influencing electronic service quality and customer satisfaction is crucial (Ahamid et al., 2015).

The research explores the interactions among practitioners, academic specialists, and customers in the academic domains and commercial. It seeks to comprehend previous agreements and point of views on satisfying organizational experiences and profitable. The willingness of clients to pay extra for enhanced services is a critical factor in administering industry partnerships (Rodrigues & Borges, 2020).

Statement of the Problem:

Despite its potential significance, the influence of marketing innovation in increasing brand value in the Jordanian companies for food industry is still a fertile area for study. Although Jordan's economic achievement and post-purchase satisfaction have benefited considerably from marketing innovation strategic, there is still a gap in determining the precise techniques in which marketing innovation strategies share to enhancing brand value in the food industry specifically.

1. Research Gaps

Lack of Comprehensive investigation: Existing studies lacks a comprehensive investigation of the particular marketing innovation strategies used by the Jordanian companies for food industry and their direct effect on developing value for their brands. **Perception and satisfaction for customer:** there is still a gap in determining how customers respond and perceive to marketing innovation attempts within the Jordanian companies for food industry, and how these perceptions eventually impact brand value. **Differentiation and Competitive Advantage:** Limited studies focused on how marketing innovation contributes to building a differentiation and competitive advantage for food industry in Jordanian companies amidst a highly competitive market environment.

Long-Term Growth (LTG): studies on the long-term growth of marketing innovation strategies and their long-term impacts on brand value in the Jordanian companies for food industry is scarce.

Challenges in Implementation: While the potential advantages of marketing innovation are acknowledged, there remains lack of knowledge about the challenges and difficulties Jordanian companies for food industry encounter when attempting to successfully maintain and adopt innovative marketing strategies.

Filling the research gaps is critical for providing visions into the role of marketing innovation in improving brand value for food industry in Jordanian companies, eventually contributes to their competitiveness and long-term success.

3. Research Objective

1. To Investigate how price-setting affects brand value in Jordanian food sector firms.
2. To Investigate how market segmentation affects the brand's value in Jordanian food sector enterprises.
3. To Assess how advertising promotions affect the brand's value in Jordanian food sector businesses.
4. To Investigate how Jordanian food sector businesses' brands are valued in relation to retailing channels.

4. LITERATURE REVIEW

4.1 Concept of Marketing Innovation

To satisfy clients, innovative tactics must be developed that are both effective and value-driven (Gupta & Malhotra, 2013). Process, product, organizational, and marketing innovations are the four categories into which the Oslo Manual (2005) divides innovations. According to the handbook, marketing innovation is applying new marketing techniques. Its primary goals include increasing sales, better addressing customer needs, exploring new markets, and repositioning products. A distinguishing characteristic of marketing innovation is its utilization of previously unused tools and techniques (Fuentes-Blasco et al., 2017).

Considered a vital component of marketing strategy, marketing innovation operates within the marketing mix, leading to significant enhancements in marketing elements (YuSheng & Ibrahim, 2019). By utilizing competencies and competitiveness flexibly, marketing innovation captures unforeseen opportunities. It encompasses aspects such as market research, price-setting strategies, market segmentation, advertising promotions, retailing channels, and marketing information systems (Lin et al., 2010). Successful innovations, whether industry-shaping or modest developments, follow a cyclical pattern: development, profitable use, and eventual depreciation in value (Hunt, 2010).

In the marketing literature, marketing innovation is often characterized as incremental rather than radical (Naidoo, 2010). Innovations play a crucial role in shaping perceptions of fair pricing and increasing positive behavioral intentions (Jin et al., 2015). Recognized as a key strategy for achieving sustainable competitive advantage, marketing innovation is instrumental in adapting to evolving market dynamics (Quaye & Mensah, 2019).

4.2 Empirical Review

The connection between brand image and innovation remains a relatively unexplored area, with limited studies available (Arzubiaga et al., 2019), (Kasasbeh et al., 2021). For organizations, innovation and brand play crucial roles in survival, growth, and the establishment of new values. Brands are strengthened by innovations, and conversely, a strong brand facilitates consumer acceptance of a company's innovations (Arzubiaga et al., 2019; Shiau, 2014). Consequently, innovative processes not only enhance brand image but also augment customer value and reinforce purchase intent (Yeh, 2015). In a broader sense, innovations exert a substantial and positive influence on brand image, primarily due to the perception of heightened quality (Faullant et al., 2008; Saleem & Raja, 2014; Shiau, 2014). Innovations enable consumers to perceive product functionalities as superior, fostering a sense of satisfaction. Consequently, the brand becomes firmly entrenched in the consumer's perception (Shiau, 2014). According to Castillo-Palacio and Zuniga-Collazos (2016), this relationship is critical since it reveals a positive impact marketing innovation towards brand image.

Savitria et al. (2020) conducted a study to examine how the marketing mix and innovation work together to influence usage decisions by brand image as a mediating variable. The study underscores how significant the marketing mix is in forming brand significant. Both the marketing mix and innovation are indicated to play a vital role in impacting usage decisions. Nevertheless, it is noteworthy that innovation alone does not appear a fundamental influence on brand image. Likewise, consumer decision-making process about using online food delivery services are not exert impacted by brand image. While a prior study examined the impact of marketing innovation on the performance of small and medium enterprises. The results highlighted the tangible impacts of marketing innovation on the performance of small and medium enterprises. Particularly, marketing innovation contributed the products perceived development as more reliable by consumers compared to competing companies' products (Nyachwaya, 2017). This enhanced reliability led to a positive consumer perception, potentially fostering boosted consumer loyalty. In Nasr's study (2019), the focus is on exploring the application of innovative marketing practices in university settings to enhance efficiency and achieve a competitive advantage. The study emphasizes the importance of adopting the best strategies for innovative marketing in the dynamic field of mobile communications. It recommends building a comprehensive understanding of customer needs to renew or enhance services. The university's pricing strategy is based on cost-effectiveness to achieve necessary financial returns and compensate for budgetary constraints, with innovative marketing playing a crucial role in attaining a competitive edge.

Sharon & Thierry (2020) delve into the evolution of 'marketing innovation,' characterized by the adoption of novel approaches leading to substantial changes in product or service design, distribution, promotion, or pricing. The results indicate that marketing innovation is frequently associated with technological emphasis in product or service innovation. However, there is an emerging recognition of innovative possibilities in creating fresh distribution channels, branding strategies, communication methods, or pricing mechanisms. Digitization, identified as a pivotal catalyst for marketing innovation, facilitates the introduction of new communication avenues, branding strategies, product/service designs, and transaction frameworks. Ngugi & Karina (2013) discovered that marketing innovation played a predominant role in fostering the growth of small and medium-sized enterprises (SMEs) in the Jericho market, Nairobi, within the garment industry. Nevertheless, the study also revealed that various forms of innovation were actively implemented within the sector. The findings underscored the significance of innovation for SMEs, emphasizing its crucial role in enabling these businesses to attain and sustain competitiveness in the global market.

Based on the results of previous studies concerning the analysis of the relationships between the proposed variables, and in the light of the study problem and objectives, several hypotheses were cited to achieve the study objectives as follows:

H1: Price-setting has not Significant Positive Effect on Value for the Brand in Jordanian food industry companies.

H2: Market segmentation has not Significant Positive Effect on Value for the Brand in Jordanian Food industry Companies.

H3: Advertising promotions has not Significant Positive Effect on Value for the brand in Jordanian food industry companies.

H4: Retailing channels has not significant positive effect on value for the brand in Jordanian food Industry Companies.

5. RESEARCH METHODOLOGY

This study adopts a quantitative approach, utilizing both primary and secondary data sources to investigate the research objectives. The primary data collection involves the distribution of a

questionnaire among participants, comprised of statements rated on a Likert Scale. This survey is designed to assess various aspects related to the research instruments. Additionally, the research is supplemented by secondary data obtained from relevant literature pertaining to the research topic. The target population for this study comprises individuals in top and middle management positions within (12) Jordanian food industry companies. The sample selection is carried out using a Random sample method. The determined sample size for this research is 191 respondents, following the guidelines provided by Krejcie and Morgan in 1970. The chosen sample size aligns with their recommendations for a study of this nature, providing a comprehensive and representative dataset for analysis.

5.1 Research Population and Sample

The research population comprises (340) individuals employed in various administrative levels (Top and middle management) within 12 Jordanian food industry companies. The study sample, according to (Krejcie and Morgan, 1970), amounted to (191) individuals. Subsequently, (191) questionnaires were distributed to the study sample within the surveyed companies. The number of retrieved questionnaires reached (180). Upon examination, it was revealed that 5 questionnaires were deemed unfit for analysis. Therefore, the valid number of questionnaires for analysis became (175).

5.2 The Validity and Reliability

Validity, the scale serving as the study tool, underwent a rigorous validation process by being presented to a panel of arbitrators consisting of marketing professors from various universities. These experts provided valuable feedback on the scale, leading to subsequent modifications of the questionnaire paragraphs.

To assess the reliability of the study tool, two key measures were employed: the Cronbach Alpha for evaluating internal consistency and the Pearson correlation coefficient for assessing test-retest reliability. These measures were applied across all areas of the study, ensuring a comprehensive evaluation of the tool's stability. Table (1) presents the results of these reliability analyses, displaying the calculated values for the Cronbach Alpha and the Pearson correlation coefficient. These statistical indicators are essential for verifying the robustness and consistency of the study tool, providing confidence in its reliability for use in research and analysis.

Table (1): Cronbach's alpha coefficients and the repetition stability factor of the study domains

| Variable | Cronbach Alpha Coefficient |
|------------------------|----------------------------|
| Price-Setting | 0.95 |
| Market Segmentation | 0.89 |
| Advertising Promotions | 0.79 |
| Retailing Channels | 0.75 |
| Value for the Brand | 0.83 |

Table (1) presents the Cronbach alpha coefficients for various study fields, revealing a range from (0.75 to 0.95). Notably, the highest coefficient is observed in the "price-setting" domain, while the lowest is found in the "retailing channels" domain. The overall Cronbach alpha coefficient for the entire questionnaire stands at 0.85. It's crucial to note that a stability factor, measured by Cronbach Alpha, is deemed acceptable if it surpasses (0.60).

6. DATA ANALYSIS AND DISCUSSION

To examine the data and delve into the influence of marketing innovation on brand value creation from the viewpoint of employees within Jordanian food industry firms, the following dataset was utilized:

6.1 Means and standard deviations for each Variable of marketing innovation and value for the brand.

Table (2): Descriptive Dimensions of Marketing Innovation.

| Variable | Mean | SD | level |
|------------------------|------|-----|-------|
| Price-Setting | 3.91 | .71 | High |
| Market Segmentation | 3.90 | .68 | High |
| Advertising Promotions | 3.83 | .68 | High |
| Retailing Channels | 3.85 | .66 | High |
| Value for the Brand | 3.87 | .64 | High |

From Table (2), it is evident that within Jordanian food industry firms, marketing innovation significantly contributes to brand value creation from the perspective of employees. The dimension of price-setting emerged with the highest level, indicating a mean of (3.91) and a standard deviation of (0.71). Conversely, market segmentation exhibited a moderate level, with a mean of (3.83) and a standard deviation of (0.66), ranking it last among the dimensions studied. Moreover, the overall brand value creation from the viewpoint of employees within Jordanian food industry firms was notably high, as indicated by a mean of (3.87) and a standard deviation of (0.64).

6.2 Correlation Analysis

Exploring correlation, particularly Pearson correlation, aids in understanding the degree of linear connection between two variables. The strength of this association is conveyed through the correlation coefficient (r), which spans from -1.0 to +1.0. A robust correlation is asserted when the coefficient approaches either +1.0 or -1.0, while a feeble relationship is indicated by a value close to 0. According to Cronk (2008), a correlation coefficient surpassing 0.7 on either side is classified as high, falling below 0.3 and nearing 0 on both ends signifies a weak connection, and a range between 0.3 and 0.7 is considered moderate.

Table (3): Correlation analysis

| | value for the brand | price-setting | market segmentation | advertising promotions | retailing channels |
|------------------------|---------------------|---------------|---------------------|------------------------|--------------------|
| Value for the Brand | 1 | | | | |
| Price-Setting | .517 (**) | 1 | | | |
| Market Segmentation | .693(**) | .538 (**) | 1 | | |
| Advertising Promotions | .538(**) | .639(**) | .638(**) | 1 | |
| Retailing Channels | .607(**) | .543(**) | .711(**) | .568(**) | 1 |

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

The connection between marketing innovation and brand value was assessed through the application of a Pearson correlation coefficient. The analysis revealed noteworthy linear correlations, showing a robust positive correlation. The correlation coefficients (r) for all variables ranged from 0.517 to 0.711, signifying a substantial and powerful association. Notably, price-setting (0.517), market segmentation (0.693), advertising promotions (0.538), and retailing channels (0.607) emerged as the marketing innovation dimensions exhibiting the most robust connections with brand value.

6.3 Multiple Regression and Hypothesis Testing

Multiple regression is a statistical model that enables researchers to explore the relationship between a dependent variable and several independent or predictor factors. Within the SPSS output for multiple regression analysis, the model summary provides crucial information, including R-square and the standard error term for the model. R-square, also known as the coefficient of determination, reveals the proportion of the variance in the dependent variable (such as value for the brand) explained by changes in the independent variables (represented by the marketing innovation). As per the data presented in the table, price-setting, market segmentation, advertising promotions, and retailing channels collectively account for a 64.3% association with the brand's value. The remaining 35.7% of the variations are presumed to be influenced by factors beyond the scope of this analysis. Additionally, ANOVA statistics were employed to evaluate the regression model's effectiveness. The results indicate a significant ($p < 0.000$) positive correlation between the F-value (75.829) and R-square (0.643), suggesting a substantial impact of all elements on the brand's value. Furthermore, the findings align with the proposed research hypotheses (H1, H2, H3, and H4), demonstrating a positive correlation between each variable price-setting, market segmentation, advertising promotions, and retailing channels and the measured variable of brand value.

Table (4): Finding of Hypotheses Analyses and Multiple Regression

| Path Hypotheses | | Dependent variable: Value for the Brand | | | |
|----------------------------------|--|--|-------|------|-----------|
| | Independent Variable | B | Bet a | Sig | Decision |
| H1 | price-setting → Value for the brand | .183 | .184 | .001 | Supported |
| H2 | Market segmentation → Value for the Brand | .105 | .109 | .022 | Supported |
| H3 | Advertising Promotions → Value for the Brand | .339 | .367 | .000 | Supported |
| H4 | Retailing Channels → Value for the Brand | .168 | .164 | .003 | Supported |
| (R Square .643), (R .808) | | | | | |

The results of the multiple regression analysis clarified the complex relationship that exists between brand value and marketing innovation factors. The findings show a significant positive association among several factors, including price-setting, market segmentation, advertising promotion, retail channels, and overall brand value. The results also support the hypotheses suggested in prior studies (H1, H2, H3, and H4) and are logical with past studies, which mention a fundamental correlation between marketing innovation and brand strength.

The analysis confirms the importance of marketing innovation by effectively synthesizing results from multiple sources. Based on past studies by Arzubiaaga et al. (2019), Nasr (2019), Yeh (2015), Nyachwaya (2017), and Savitria et al. (2020), the author provides a comprehensive and integrated

understanding of the subject. This comprehensive strengthens the evidence by demonstrating consistency across various studies and confirming the universal applicability of the results.

Determination of Reciprocal correlation: The analysis skillfully determines the reciprocal relationship among innovation and brand potency, as proven by Arzubiaga et al. (2019). This perspective adds depth to the discussion by demonstrating how innovation not only enhances brand value but also facilitates customer acceptance of innovations. Nevertheless, it would be beneficial to examine the methods through which this reciprocal correlation operates, such as by discussing particular examples or theoretical frameworks.

Emphasize Marketing Mix - Consumer Behavior: The discussion primarily highlights the role of the marketing mix in forming brand perception and effecting consumer behavior, as mentioned by Savitria et al. (2020). By concentrating on factors such as market segmentation, price-setting, retailing channels, and advertising promotions, the analysis Emphasizes the holistic nature of marketing innovation and its influence on brand image. Nevertheless, it would be beneficial to delve deeper into the particular tactics or strategies within the marketing mix that are most effective in increasing brand value and cultivating consumer loyalty.

Application Across Various Contexts: The analysis efficiently applies the results across various contexts, such as university settings (Nasr, 2019), to explain the global significance of marketing innovation. This broad viewpoint boosts the generalizability of the findings and emphasizes the diversity of innovative marketing practices. Nevertheless, it would be beneficial to examine potential variations in the efficiency of marketing innovation across various organizational contexts or industries.

Overall, the results provide a comprehensive examination of the connection among marketing innovation and brand value, supported by a wide range of research results. By identifying implications and key themes, the findings advance our understanding of the vital role of marketing innovation in propelling firm success.

7. CONCLUSION

The study's findings underscore a strong positive correlation among various marketing innovation components and brand value within Jordanian companies in the food industry. These findings support previously suggested hypotheses and are consistent with current studies, emphasize the vital role of marketing innovation in boosting brand strength. By integrating perspectives from several sources, including literature by Nasr (2019), Arzubiaga et al. (2019), Nyachwaya (2017), Yeh (2015), and Savitria et al. (2020), the research illustrates a comprehensive understanding of the theme matter. This integration not only strengthens the argument but also emphasizes the consistent applicability of results across various studies, reinforcing the overall conclusion about the significance of marketing innovation.

Moreover, the results skillfully determine a reciprocal relationship among innovation and brand potency, explaining how innovation not only strengthens brand value but also enhances customer acceptance of innovations. Nevertheless, further investigation into the mechanisms underlying this reciprocal correlation could provide deeper perspectives, potentially through discussing particular theoretical frameworks and examples. The study accordingly highlights the role of the marketing mix and consumer behavior in forming brand perception and cultivating customer loyalty. By concentrating on factors such as market segmentation, price-setting, retailing channels, and advertising promotions, the results underscore the holistic nature of marketing innovation's effect on brand image. However, a closer examination of the specific strategies within the marketing mix that most efficiency drive brand value and customer loyalty could improve the discussion.

Moreover, the applicability of the research results to a variety of contexts—including academic settings and SMEs—emphasizes the universal significance of marketing innovations. However, examining potential variations in the efficiency of marketing innovation in other industries or organizational settings may provide perceptive information. In summary, the research provides a comprehensive examination of the intricate correlation between marketing innovation and brand value, strengthened by diverse study results. By identifying implications and key themes, it contributes to a better understanding of the crucial role of marketing innovation plays in driving companies' success.

8. RECOMMENDATIONS:

1. Investigate Mechanisms of Reciprocal Association: Further investigation into the mechanisms by which the reciprocal association among innovation and brand potency occurs would improve our comprehending. This could include discussing specific theoretical frameworks and examples to illustrate how innovation supports brand value and increases customer acceptance.
2. Delve Deeper into the Strategies of Marketing Mix: While the research highlighted the performance of marketing mix in forming brand perception and customer behavior, further investigating into specific tactics or strategies within the marketing mix could offer valuable perceptions. Identifying the most efficient marketing mix factors for driving brand value and customer loyalty would be valuable.
3. Consider Organizational Contexts and Industry: While the research showed the universal significance of marketing innovation across varied contexts, it would be valuable to discover potential variances in the efficiency of marketing innovation across various organizational contexts or industries. Practitioners may get useful insights by comprehending how the impact of marketing innovation tactics varies based on the industry or organizational context.
4. Continual Integration of Research Findings: The case for marketing innovation would be strengthened by consistently incorporating research findings from various sources. Expanding on previous study findings and building on them could lead to a better comprehension of the crucial role that marketing innovation plays in promoting corporate success.

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