

# THE POSSIBILITY OF ADOPTING A CULTURE OF MARKETING QUALITY AND ITS IMPACT ON THE STRUCTURAL EMPOWERMENT OF WORKERS.

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**ABSTRACT:** *The importance of the culture of marketing quality and structural empowerment is one of the important topics in the field of management. There is no study that combines these two variables. The research is important because of the increasing importance of the subject. The future direction of the company in question will support the company's economic and marketing responsibilities. 30 Members of the General Company for Vegetable Oil Industry, there is a significant correlation between the culture of marketing quality and the structural empowerment of the employees. There is a relationship of significant significance to the culture of marketing quality in structural empowerment. The questionnaire is the main tool for collecting data and information, and their answers were analyzed using the SPSS program in data entry and analysis the most important tools of the computational circles, standard deviations and regression coefficients, and the research reached a number of conclusions through the averages of the sample answers. The most predominant of these is: A culture of marketing quality in the company investigated through clarity and logic the components of the culture of marketing quality affect the structural empowerment of the workers represented by the quality of service, the sales mission, the personal relationship, the organization, the internal communication and the innovation for the culture of marketing quality, the image of the company and the trust. In the company and commitment to the company and recommend the company towards others and recommends research to work to overcome problems through the dissemination of the culture of marketing quality and its role in changing the structural empowerment of the company's employees use modern information system is able to collect data and constantly updated to support the senior management information to enhance the status of attention and achieving goals.*

**Keywords:** culture of marketing quality, structural empowerment of employees, quality of service, sales mission, interpersonal relations, organization, internal communication and innovation.

## INTRODUCTION:

In the last decade of the twentieth century, a lot of work on the culture of marketing quality has been published. These studies have proved their impact on the structural empowerment of the organization. Organizations that wish to improve the effectiveness of marketing activities should take the necessary measures to enhance their culture and marketing quality.

Marketing is an important managerial function in companies on a large scale and the culture of marketing quality is one of the most important areas of implementation of marketing activities in companies that help them to create marketing value for customers and increase efficiency in planning and execution of marketing programs that aim to create value for customers and achieve structural empowerment of the company's employees. The core of success is not only in the local markets but also in the international markets. In addition, the culture of marketing quality has its roots in advanced industrial countries, which explains the dominance of the developed companies in the global markets. This era of industrialization has posed new challenges in its fields as a culture of marketing quality at the international level, which depends on the ability of companies to compete with international companies [1].

In other words, the structural empowerment of workers is based on perceptions of the company's specific actions, compared to the extent to which this empowerment is a way of influencing stakeholders' reactions to specific businesses, products and services. Companies are required to operate structurally so that they can create a positive image that Its competitors and a high market share and attract customers and qualified employees and investors and plays an important role in shaping opinions and decisions to influence their actions towards different groups and sectors, they reflect the reality and carry marketing information to face reality and take advantage of the environmental changes and research are four [3].

**TOPICS:** The first topic of scientific research methodology and the second theoretical framing of

research and practical side of the third and fourth conclusions and recommendations.

## 1. SCIENTIFIC METHODOLOGY OF RESEARCH:

**RESEARCH PROBLEM:** The industrial sector in general and the General Company for vegetable oil industry, in particular, occupies a great importance in the economic life of the characterized by the services of production and wide meet the needs of the customer and the link to the marketing reality, the products of the company cannot be much of the citizens to dispense with the availability of goods and products and the company surveyed companies Which enjoys a good reputation among its counterparts in Iraq, but the difficult conditions experienced by Iraq and known to all affected the majority of industrial companies negative impact stopped some of them altogether, and made some other property in the work was this Hip one of those companies that have lost a large part of its good reputation, and has become managed to suffer a lot of problems related to lack of clarity of marketing directions that were outstanding customer service and the quality of its services during the previous marketing covenants [4].

The culture of marketing quality helps employees understand the marketing function and its subsidiary activities and continues to provide the highest value to its customers. As well as the need to adopt the philosophy of marketing quality based on the identification of the actual needs and desires of its customers and work to satisfy them by providing services of high quality distinguish them from competitors and to enhance their satisfaction in order to enable employees in a structured manner helps the company to achieve its objectives [5].

Which leads to the availability of many phenomena on the problem of research, and to clarify the problem can raise the following questions:

1. What is the reality of the culture of marketing quality in the General Company for the vegetable oil industry?
2. What is the prevailing marketing culture in the company?
3. What is the role of marketing quality culture in building the structural empowerment of the company's employees?

**2. THE IMPORTANCE OF RESEARCH:** The importance of research can be summarized as follows:

1. The importance of this research stems from the possibility of the decision-makers in the company being investigated in the research findings and recommendations, which help in the perception of policies and programs more appropriate and appropriate to the current business environment [6].
2. The importance of this research is of the increasing importance of this subject, which has been strongly re-emphasized in the world of marketing organizations of all types and sizes so that the subject supports the future marketing direction of the company under consideration in doing more about its economic and marketing responsibilities.
3. The theoretical and field importance that the research results can contribute to, in particular, to compensate for the great shortage in these subjects.
4. This research derives its importance in that it establishes theoretically and applied the logical link between the culture of marketing quality and the structural empowerment of workers.

### 3. RESEARCH OBJECTIVES:

The objectives of the research are as follows:

1. Identify the extent of the company's attention to the culture of marketing quality and the structural empowerment of employees towards customers [8].
2. Determine the level of statistical differences between the personal characteristics of the members of the research sample towards the practice of structural empowerment of employees in the company investigated.
3. Evaluation of the impact of applying the culture of marketing quality in the structural empowerment of the employees of the company [9].

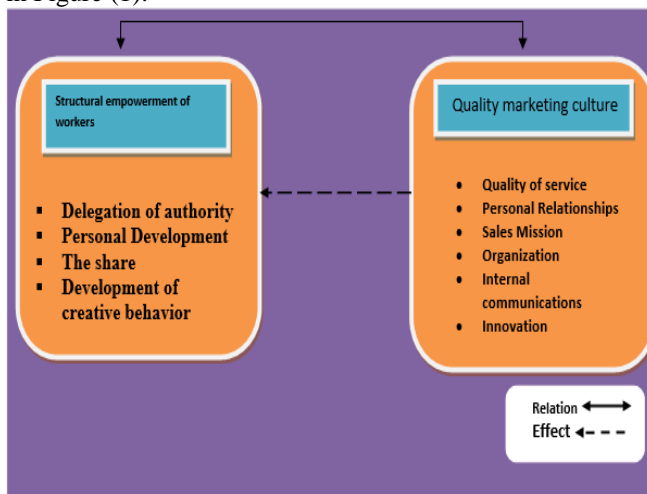
### 4. RESEARCH HYPOTHESES:

The research proceeds from two main hypotheses:

1. There is a significant correlation between the culture of marketing quality and structural empowerment of workers.
2. There is a relationship of significant significance for the culture of marketing quality in the structural empowerment of workers.

### 5. RESEARCH OUTLINE:

The research plan includes two variables (marketing quality culture) and (structural empowerment of workers) as shown in Figure (1).



**Figure (1): the descriptive outline of the research**

**6. RESEARCH METHODOLOGY:** The researcher relied on the analytical exploratory approach, which is based on surveying the views of the sample, and then analyzing and interpreting the data and extracting the results from them to help in the formation of a clear understanding of the subject.

### 7. RESEARCH LIMITS:

1. Human borders: It includes a sample of workers in the General Company for the vegetable oil industry (managers, technicians, administrators).
2. The spatial boundaries of the research: The General Company for the vegetable oil industry.

**8. SOCIETY AND RESEARCH SAMPLE:** The research company was chosen as a research society because it has an effective role in supplying the national economy with products and meeting the needs of the society and adopted the intentional sample consisting of (30) persons of the company in question [11].

**A. Senior Management:** It consists of the board of directors of the company, the general manager and agents, which is responsible for determining the general trends of the company and the number (12).

**B. Central Administration:** It consists of the directors of the main departments and factories in the company and the number (15) department managers and (3) factory managers.

**C. Executive Management:** It consists of the heads of production units and officials of the people and the heads of production plants, as well as the technical units supporting the production process and the number of (65) division and a division and a unit of production and service [12].

### 9. RESEARCH TOOL:

The questionnaire was adopted as a main tool for collecting research data and was divided into two main variables: the marketing quality culture, which includes six sub-variables (quality of service, interpersonal relations, sales mission, organization, internal communication, innovation). Sub-delegation (delegation of authority, Development of personality, participation, development of creative behavior) and on the scale of Likert Quintet and became the final form of the questionnaire (39) paragraph [14].

### THEORETICAL ASPECTS:

#### 1. THE CONCEPT OF MARKETING QUALITY CULTURE:

The concept of marketing quality culture is linked to unwritten or unregistered policies as well as directions that provide employees with rules of conduct that are of great importance to the organization or institution as the overall focus of the marketing function. It also focuses on various marketing activities and is described as a set of values, means, and behaviors that characterize the organization's character from others, in spite of their interaction with market factors, they describe the organization's internal behavior, similar to what exists in organizational culture, as well as its relation to the environment where The Marketing requires a customer-oriented approach and established goals [21]. This means that there is a strong relationship between the culture of marketing quality and organizational culture, which is described as fundamental values, values and means practiced and acquired by members of the organization [17].

The culture of marketing quality is an essential component of the organization's culture in general, which is closely

related to common values and beliefs that help workers understand the function of marketing and how to sense that job. Therefore, it provides them with the methods and behaviors required in the organization. The Organization's areas of operation are organizational variables that efficiently and more effectively generate basic behaviors in order to develop and deliver higher value to customers. The retention of customers and the organization's position in the market are closely linked to the marketing culture [10].

The culture of marketing quality is derived from the organizational culture and is part of it. It also shows the development of the components of the culture in its logical state. Values form the criteria as well. The means are chosen and the behaviors are formulated. The effectiveness of marketing is recognized for the organization's performance and marketing culture. Marketing includes a combination of elements: consumer philosophy, strategic direction, and adequate marketing information [18].

## **2. THE DIMENSIONS OF MARKETING QUALITY CULTURE:**

The marketing quality culture distinguishes itself from other organizational marketing concepts and strategies, through a number of dimensions that can give the study a very important information for marketers to modify (adapt) the marketing mix, and that the behavior of marketing management personnel varies depending on these dimensions, many researchers have examined the dimensions of marketing quality culture [21]. The present research deals in some detail with these dimensions:

### **1. Quality of marketing service: (Marketing Service quality)**

Quality of service is one of the internal dimensions in the culture of marketing quality. It reflects the importance of producing goods or services at a high-quality level, taking into account the needs and requirements of the customers in the products offered, attention to measuring the performance of the employees on objective bases and on regular periods of time, and their appreciation and pride in the organization to which they belong [15].

### **2. Personal Relationships: Interpersonal Relationships**

Personal relationships reflect the organization's perception of its employees, their appreciation of their efforts, their feelings, feelings, and patterns of interaction among them. The organization must deal with them as an important part of the organization. Managers and supervisors have an open door policy. The worker is the success of any organization through the work he does and the amount he gives. Effort, knowledge and skills as the only element that manages other resources in the organization [7].

### **3. Sales Mission**

The organization tries to anticipate the customer to determine the needs and desires and guide to how to satisfy them so that marketing has entered the field of interest in consumer behavior, and provided products with specifications and benefits more in line with the aspirations of customers.

The task of selling is the exchange of benefits between the seller and the buyer voluntarily and voluntarily and with complete conviction among them, the management needs to sell owners according to the culture adopted by the organization and this gives a competitive advantage of its work and gives the customer satisfaction to deal with [16].

### **4. Organization:**

It is the process carried out by all administrative levels, as the organization is the second function of the administrative process is the process related to the identification of the organizational structure and the collection of activities and functions of individuals and the coordination between departments and departments and different aspects of work towards the achievement of the objectives of the organization, and requires the function of the organization to provide coordination between departments and sections of specialization Activities and actions to be carried out to achieve specific objectives [20].

### **5. Internal Communications: (Internal Communication)**

Communication is the process of transferring and receiving information. The purpose of this process is to motivate or guide the behavior of target groups by purchasing a product or service request or for obtaining a specific response or behavior. Communications connect departments together and organize administrative activities and assist the organization in achieving the desired objectives [19].

This means that staff communication is a two-way process (between two parties) and that in some organizations these contacts are ineffective because of the obstacles that hinder communication in a given direction or the communication process is misunderstood. Organizations should focus on improving two-way communication channels as well as the task of coordination between the first line workers connected with customers and the rest of the staff of the organization [2].

### **6. Innovation: Innovation**

Means the readiness of the organization to apply new methods and ideas as well as efforts towards the development and renewal of products and methods of work, and the best organizations are innovating continuously to the point where innovation is part of the daily operations, and keep pace with the Organization technological progress, which contribute to improving customer service, FAO workers' ideas for change Innovation also means "Successful implementation of a new product or service [13].

## **3. THE CONCEPT OF STRUCTURAL EMPOWERMENT OF WORKERS:**

The concept of empowerment is one of the most important concepts of modern management because it has an effective impact on improving the performance of the institution and the employees. The concept of empowering workers as an administrative method in business management literature began in the late eighties and early nineties. Achieve corporate strategies and employees. He noted that the accumulation of knowledge led to the study of multiple dimensions of empowerment and the emergence of trends in his study allowed contemporary researchers to classify it has emerged in the last two decades two main approaches to the study of empowerment, structural and psychological, will be in the research address the second portal structural empowerment. Empowerment means empowering the infrastructure to any organization and by providing technical support and resources, enhancing independence, focusing on workers, empowering them, providing information, material and moral support, and protecting them in cases of unexpected and unexpected behavior[2] Empowerment From the point of view of the structural approach, participation in the sources of power, such as official authority, responsibility and the allocation of responsibility between the levels of the organization, ie, top

to bottom and their participation in decision-making, which saves time for senior management to think strategically and creatively about how Ware enterprise and progress forward, and that the structural entrance is a holistic entrance to focus creatively about how Ware enterprise and progress forward,

and that the structural entrance is a holistic entrance to focus on practices that devolution of powers and the granting of power or power tools from the upper levels functional pyramid to the workers at the minimum levels that help empowerment. [23].

Bembe Nek, 18:18 noted that structural empowerment refers to the organizational structures and their ability to activate the resources owned by the institution to accomplish the work clearly to obtain opportunities, information, resources and support within the working environment to achieve the desired goals, all through the empowerment of workers and their participation [2]. defined an appropriate mechanism to achieve the objectives of the institution through the training and development of workers and provide an effective communication environment to enable them to obtain information and consequently achieve customer satisfaction.

**4. THE IMPORTANCE OF STRUCTURAL EMPOWERMENT:**

The importance of structural empowerment lies in the establishment and formation of trust between the institution

and the workers and their participation and motivating them in decision-making, breaking barriers and delegating authority. Thus, [23] points out that the importance of structural empowerment comes from being able to achieve the objectives of the institution And that managers who paved the way for the empowerment of workers but did so because they realized that there are institutional goals cannot be achieved without the involvement of employees, the institution needs their information and experience and efforts to achieve their objectives, the efficient institution needs clear goals and critical management and Capture the beginning to be aware of when managers and start giving time to put the goals of the institution and therefore they need to fully thinking that empowerment contributes to the achievement of those goals [22].

**PRACTICAL SIDE:**

1. To test the relationship between the elements of the culture of marketing quality and the structural empowerment of the employees of the company.

The main hypothesis is that there is a significant correlation between the elements of the culture of marketing quality and the structural empowerment of the workers. From table (1), which shows the coefficient of Spir man correlation with the value of p \_value, we note the following as shown in the table (1).

**Table (1): Spearman correlation coefficient with value for T test between marketing quality culture and structural empowerment of employees in the company**

| Marketing quality culture variables | Structural empowerment of workers |         |                 |
|-------------------------------------|-----------------------------------|---------|-----------------|
|                                     | R                                 | P_value | Significance    |
| Quality of marketing service        | 0.406                             | 0.001   | There is a link |
| Sales Mission                       | 0.240                             | 0.050   | There is a link |
| Personal Relationships              | 0.435                             | 0.000   | There is a link |
| Organization                        | 0.405                             | 0.001   | There is a link |
| Internal communications             | 0.246                             | 0.053   | There is a link |
| Innovation                          | 0.467                             | 0.000   | There is a link |

1. The coefficient of correlation between the culture of marketing quality and the structural empowerment of the workers (0.406) was a significant correlation coefficient with P\_value (0.001), which is less than the significance level (0.05), meaning that there is a correlation relationship with positive significance.

2. The coefficient of correlation between the sales task and the structural empowerment of the workers was (0.240), which is a significant correlation coefficient with a value of (P0value) (0.050) which is equal to the significance level (0.05), meaning that there is a significant correlation relationship.

3. The value of correlation coefficient between personal relations and structural empowerment of workers was (0.435), which is a significant correlation coefficient with P\_value (0.000), which is less than the significance level (0.05), meaning that there is a correlation relationship with positive significance.

4. The value of the coefficient of correlation between internal communication and the structural empowerment of the workers (0.405) is a significant correlation coefficient (P0value) (0.050), which is equal to the significance level (0.05), meaning that there is no correlation relationship with significant significance.

5. The coefficient of correlation between innovation and structural empowerment of workers was (0.467), which is a significant correlation coefficient with a value of 0.000 (P\_value) which is less than the significance level (0.05), meaning that there is a correlation relationship with a positive significance.

6. The correlation coefficient between the quality of marketing and the structural empowerment of the employees of the company was (0.467), which is a coefficient of correlation (D). The value of P\_value (0.000) is less than the significance level (0.05). A positive correlation between the culture of marketing quality and the structural empowerment of workers, leading to acceptance of the main hypothesis (there is a significant correlation between the culture of marketing quality and structural empowerment of employees). The results generally indicate a positive relationship and interaction at a high level.

**SECOND:**

Test the hypotheses of impact, the researcher aims to answer the hypothesis of the research hypothesis of the effect by using some statistical methods represented by simple linear regression (to measure the effect of the independent variable in the variable). The variables investigated are classified as follows:

**Independent Variable:** a culture of marketing quality

**Dependent Variable:** structural empowerment of workers

**REGRESSION ANALYSIS:**

Simple linear regression ( $\hat{y}$ ), The simple linear regression is used to study and analyze the effect of a variable on another variable. In the simple regression analysis, we find that the researcher is interested in studying the effect of one of the variables called the explanatory variable or predictor in the second variable called the dependent variable or predictor. A first-line linear equation form, which reflects the dependent variable as a function of the explanatory variable, as follows:

$$(y) = \alpha + \beta x$$

(y): Estimating the dependent variable (which is affected)

: The explanatory variable (which affects)

$\alpha$ : The fraction of the vertical axis, which reflects the value of the dependent variable in the case

The lack of value of the explanatory variable, ie in case  $\beta$ : the linear line inclination ( $\alpha + \beta x$ ), and reflects the amount of change in if Changed in one unit.

$\hat{y}$  ) : Estimating the dependent variable (which is affected

$X$  ) : The explanatory variable (which affects

$\alpha$ : The cut part of the vertical axis  $X$   $Y$ , which reflects the value of the dependent variable in the case  $X = 0$

The lack of value of the explanatory variable, ie in case

To test the impact of marketing quality culture elements on the structural empowerment of workers as:

1. Test the impact of the culture of marketing quality on the structural empowerment of workers

The main hypothesis is that there is a significant effect on the culture of marketing quality in achieving the structural empowerment of the workers.

**Table (2): Values of simple linear regression analysis of marketing quality culture in structural empowerment of workers**

| Independent variable<br>Quality marketing culture | F       | P_value | R <sup>2</sup> | Regression coefficients |                | Significance     |
|---|---------|---------|----------------|-------------------------|----------------|------------------|
|   |         |         |                | $\alpha$                | $\beta$        |                  |
| Quality of service =X <sub>1</sub>                | 57.657  | 0.000   | 0.470          | (0.000)1.485            | (0.000)0.660   | Having an effect |
| Sales Mission = X <sub>2</sub>                    | 13.285  | 0.001   | 0.170          | (0.000)2.652            | (0.001)0.388   | Having an effect |
| Personal Relationships = X <sub>3</sub>           | 16.260  | 0.000   | 0.200          | (0.000)3.393            | (0.000)0.242   | Having an effect |
| Organization =X <sub>4</sub>                      | 57.6 32 | 0.000   | 0.474          | (0.000)1.485            | (0.000)0.650   | Having an effect |
| Internal =X <sub>5</sub><br>communications        | 13.258  | 0.001   | 0.160          | (0.000)2.642            | (0.001)0.368   | Having an effect |
| Innovation =X <sub>6</sub>                        | 16.260  | 0.000   | 0.200          | (0.000)3.393            | (0.000)0.242   | Having an effect |
| Quality marketing =X<br>culture                   | 45.386  | 0.000   | 0.411          | (0.000)1.740            | (0.000)(0.624) | Having an effect |

In Table (2), which shows the values of the simple linear regression analysis of the quality of service in the mental image of the company, we note the following:

The numbers between parentheses represent values (P\_value) to test t for regression coefficients

1.The value of P\_value = 0.000) for the F test is less than (0.01). This means that there is a significant effect (0.01) for the culture of marketing quality in structural empowerment through the value of the (R2) (0.470) Table above.

2.The value of P\_value = 0.000) for the F test is less than (0.01). This means that there is a significant significance effect (0.01) for the sales task in the structural empowerment of the workers through the value of the (R2) (0.170) In the table above.

3. The value of the coefficient of determination (R2) (0.00) for the F test was less than (0.01). This means that there is a significant effect (0.01) (r2) Shown in the table above.

4.The value of P\_value = 0.000) for the F test is less than (0.01). This means that there is a significant effect below the significant level (0.01). The organization in the structural empowerment of the workers through the value of the (0.474) (R2) Table above.

5. The value of the coefficient of determination (R2) (0.160) was less than (0.01). This means that there is a significant effect below (0.01) For internal communication in the structural empowerment of workers. This is confirmed by the value of the coefficient of determination

(R2) (0.160) shown in the table above. Shown in the table above.

6.The value of P\_value = 0.000) for the F test is less than (0.01). This means that there is a significant effect (0.01) for the innovation in the structural empowerment of the workers, which proved the value of the (0.200) (R2) Above.

7. The P\_value = 0.000, for the F test is less than (0.01). This means that there is a significant effect (0.01) for the culture of marketing quality in the structural empowerment of the workers, of the overall marketing quality culture in the structural empowerment of the workers confirmed by the value of the (R2) (0.411) shown in the table above. Shown in the table above.

**CONCLUSIONS AND RECOMMENDATIONS**

This section will present a number of conclusions reached by the researcher based on the results of field analysis, as follows:

1. The results of the research showed a significant effect of the dimensions of the culture of marketing quality combined in the structural empowerment of the employees aware of the company.
2. Not to keep accurate data about customers and the inability to update them continuously.
3. The management of the company gives clear attention to the requirements of structural empowerment of workers.
4. The company follows competitors and determines their strengths and weaknesses to ensure the company an active

presence in the field of legitimate competition and to achieve excellence in the competition in the service of its customers.

5. There is a clear gap between the quality of services provided by the company and the wishes of actual customers.
6. The inability of decision-makers to call up modern and accurate data at the required speed and negatively affect the decision-making process
7. The management of the company is more interested in its internal environment than its external environment, which means that the production and delivery of services is done before the prior recognition of the needs and desires of the customers, ie, according to the management perspective of the company and not to the perspective of its customers.
8. Management of the company is working on the application of standards, traditions and values of a marketing culture represented by dimensions based on the promotion of innovations and the establishment of contacts and personal relationships based on honesty and integrity and efforts to provide excellent services.
9. There is interaction and integration between the culture of marketing quality and the structural empowerment of the employees of the company contributed to make the management of the company is ready to face the unstable environmental conditions and sudden events and arrange the internal house of the company by adopting the integration of values and traditions believe everyone as a marketing culture change structural empowerment of employees in the company and customers.

#### RECOMMENDATIONS:

In the light of the above conclusions, the following recommendations can be established:

1. The company's interest in the culture of marketing quality, in light of the growing needs and needs of the local community on the one hand, and other responsibilities which have become an obligation to empower the structural workers.
2. Effective work without which the company cannot achieve the success sought by, and here must benefit from the culture of marketing quality in order to develop the performance and structure of workers permanently.
3. The structural empowerment of the employees of the company must be the responsibility of all and motivate the employees of the company all towards the greatest attention to quality and work is done by motivating them (materially and morally).
4. The company should use a modern information system with advanced technologies capable of gathering and updating customer data to support decision makers with information that enhances the status of empowering employees to achieve their goals.
5. Increase attention to employees by going to him through personal interviews with him and know all the problems in the market.
6. The necessity of applying the map of the course of value to benefit from the benefits and benefits that can be obtained from the application of this culture.
7. The need for the company to adopt good processing centers and build long-term stable relations with them and enhance confidence and cooperation and coordination with them to avoid problems that result from the lack of

provision of supplies or lack of processing in a timely manner.

8. The need for the Department to spread the culture of marketing quality among the ranks of employees through meetings and seminars and activate the role of public relations in the company and then monitor their daily behavior to determine the extent of their application of the values and beliefs and ideas of that culture.
9. Knowing the nature of the prevailing competition and the movements of competitors in the market and balance between the interest of the customer and the company and society surrounded by great attention to the environment and how to maintain it and not waste their scarce natural resources.
10. The need to review the organizational structure of the company again and put the subordination of some sub-activities to the main activity to be followed to organize its responsibilities.
11. The necessity of investing the management of the company to the nature of the integrated positive relationship and the dynamic interaction between the culture of marketing quality and to enable the structural of the employees of the company and employ them to follow the scientific method in adopting an appropriate marketing philosophy to manage their marketing activities.

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