



Article

The Role of Promotion Strategy In Building The Mental Image of The Organization (An Analytical Study of The Opinions of A Sample of Dairy Product Consumers In The Holy City of Karbala)

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Abstract: In an increasingly competitive global marketplace, promotional strategies have become essential tools for organizations to influence consumer perceptions and sustain market presence. Promotion is not merely about advertising it shapes how consumers mentally image a brand or organization. Dairy product organizations, particularly in regions like Karbala, Iraq, must use tailored promotion strategies to compete effectively and build a positive organizational image. However, the interaction between promotional tools (e.g., price discounts, free samples, in-store displays) and the consumer's mental image has been understudied in localized contexts. Few empirical studies explore the direct statistical relationship between promotion strategies and the mental image of an organization, especially among food product consumers in developing markets. This study aims to examine the correlation and causal impact between promotional strategies and the mental image of dairy-producing organizations, using a sample of 21 consumers in Karbala. The dimensions of both constructs were operationalized and analyzed through SPSS-based statistical tests. The findings confirm a statistically significant and strong positive correlation ($r = 0.897$, $p < 0.05$) between promotion strategy and the mental image of the organization. The regression analysis revealed that promotion strategy explains 80.5% of the variance in the organizational image, highlighting the dominance of in-store display and free sample strategies. The research uniquely integrates promotional mix dimensions with multi-faceted mental image constructs (cognitive, emotional, behavioral, social), offering a model for local market assessment. The study provides actionable recommendations for enhancing promotional strategy, emphasizing informed and ethical communication practices that strengthen organizational perception among consumers.

Citation: Shamran, M. K. AL-shammari A. M. M. Ali N. D. A. and Bandar M. A. The Role of Promotion Strategy In Building The Mental Image of The Organization (An Analytical Study of The Opinions of A Sample of Dairy Product Consumers In The Holy City of Karbala). Central Asian Journal of Innovations on Tourism Management and Finance 2025, 6(3), 850-861.

Received: 15th Feb 2025
Revised: 29th Mar 2025
Accepted: 11th Apr 2025
Published: 21th May 2025



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Keywords: : Promotion Strategy, The Mental Image of The Organization, Dairy Product, Price Discount, Free Sample.

1. Introduction

A promotional strategy is one of the components or parts of a company's overall marketing strategy, designed to communicate with the market through a set of activities

undertaken within the framework of the company's business or the goods or services it offers to the market. Therefore, promotion is considered a form of silent communication between a seller and a current or potential buyer. Through the information it provides, it helps generate attention, arouse interest, and support buying behavior [1].

promotion has gone through various stages of development until it reached its current state, beginning with the Industrial Revolution in the mid-eighteenth century. This revolution saw the expansion of local and global markets, the emergence of online marketing, and increased educational and cultural awareness among various segments of society. This was in addition to the convergence of goods, services, prices, quality, and brands, which led to increased competition among companies to market their products [2].

A promotional strategy is a plan that maximizes the benefits of the various elements of the promotional mix: advertising, public relations and publishing, personal selling, and sales promotion. The marketing manager determines the objectives of the company's promotional strategy in light of the company's overall objectives for the promotional mix. Using these overall objectives, the marketing manager then integrates the elements of the promotional strategy (the promotional mix) into a plan that achieves integration and coordination among them. The promotional plan then becomes a complementary and integrated part of the marketing strategy to reach target markets. The primary objective of a promotional strategy is to communicate with target consumers in a way that highlights the unique features and benefits of the products and services offered. It's worth noting that these features and benefits are the unique and distinctive features of a company and its products, which are perceived by the target market as competitive advantages. Examples of these competitive advantages include high product quality, fast delivery, low prices, excellent service, or any other features and benefits not offered by competitors. Therefore, it can be said that promotion represents a vital and important element of the marketing mix, as it informs consumers of the benefits of a product and, in turn, can create a new competitive position for that product [3].

Promotional management can be viewed as various forms of communication, but what matters to marketers in this field is the delivery of information that motivates consumer groups to choose and purchase the offered products. In general, it can be said that promotion aims to achieve the following:

1. Inform consumers of various categories about the product or service offered from time to time, especially those consumers with positive attitudes and opinions about the product or service. Achieving this promotional goal is essential to deepen the relative level of loyalty consumers have toward the product or service brand. It may also prevent consumers from switching to competitor brands.
2. Attempting to convince target and potential consumers of the benefits offered by the product or service, which will satisfy their needs and desires.
3. Providing various information and data about the product or service to current and potential consumers is one of the main objectives of promotion.
4. Providing various information and data about the product or service at appropriate times and through appropriate promotional means.
5. Working to change negative attitudes, opinions, and behavioral patterns of consumers in the target markets to transform negative attitudes, opinions, and behavioral patterns toward the product or service being offered.
6. Deepening consumers' current positive attitudes about the product or service with the aim of encouraging them to purchase it on a convincing basis.
7. 7. Reminding consumers of a product or service. This applies to existing products on the market. Consumers who already purchase products need to be reminded of them from time to time. Consumers with positive attitudes and opinions also need to be reminded to encourage them to purchase the product. Thus, promotion deepens

loyalty to the product and may prevent them from switching to competing products [4].

8. Liking. Liking refers to how the market's feelings about a product are determined. Promotion can be used to shift the audience from dislike to admiration for a brand.
 - vii. The most recent popular method is to associate the item with an attractive symbol or person, or even a well-known social figure or celebrity(1) .

Promotion is considered one of the vital marketing functions that establishes communication between an organization, its activities, and its products, and the target market. This is in addition to its role in introducing the organization's products, stimulating demand for them, and encouraging, persuading, and motivating purchases. Today, promotion has become an effective method for interacting with the environment and facing competition(4). The functions of promotion can be viewed from two perspectives:

From the consumer's perspective: Consumers gain direct benefits from promotion, including:

- Promotion creates desire: It aims to reach consumers and their emotions, reminding them of what they want and need [5].
- Promotion informs the consumer: Promotional messages provide information to consumers about new products and inform consumers of their value, prices, sizes, accompanying warranties, and other information .
- Promotion fulfills consumer aspirations: Promotion is built on people's hopes and aspirations for a decent life. In other words, people believe they are purchasing these expectations when they purchase a product.

2 . Theoretical framework

2.1 promotion strategy

These are the tools that enable an organization to achieve its long-term goals. The formulation of a marketing strategy is based on a set of governing principles, beginning with defining the target market, identifying the market segments it will serve, and determining the market position the organization seeks to occupy in the minds of customers compared to its competitors. This then enables the organization to identify the benefits it focuses on to reach potential customers. A promotional strategy can be divided into two types [6].

1 - Attraction Strategy: This strategy is essentially based on communication between the product, which represents the first link in the communication process (the sender), and the final party, the recipient consumer, through widespread marketing communication methods (advertising, sales promotion, direct mail, etc.) to encourage the consumer to order the product from the retailer, who in turn orders it from the wholesaler or intermediaries, leading to the product. This strategy is based on creating consumer demand and deepening the relationship with the customer to encourage them to engage in purchasing behavior by contacting the nearest point of sale. This requires intensive advertising or other promotional activity, especially for new products on the market. This strategy is often used for consumer goods with a low profit margin per unit and a fast turnover rate. This is also the case for easily accessible consumer goods, various shopping items, and commonly used services [7].

2 - Push Strategy: This strategy is based on the organization or product focusing its efforts on communicating with the next station, represented by wholesalers, by clarifying its offered products in terms of their characteristics, specifications, sales terms, and benefits. The wholesaler, in turn, communicates with the retailer directly or through sales agents (intermediaries) or sales representatives. These agents, in turn, communicate with the end consumer via direct communication, point-of-purchase displays, or any other method that ensures communication and communication messages are delivered to them.

One of the reasons for using this strategy in marketing communication operations is to deepen loyalty with the parties with whom the organization deals, and each marketing station with the station that follows or precedes it, directly or indirectly. The nature and specificity of the product also govern the use of this strategy, as well as the narrow geographic boundaries that reflect the dimensions within which the organization operates, regardless of its marketing form and size [8].

There are many objectives that promotion and its strategy seek to achieve, which are not deviant from the objectives of the marketing strategy that the organization works to implement. These objectives illustrate the importance of promotion and its strategy in business organizations. These objectives can be summarized as follows:

- Providing information: Promotion is an important source of information that consumers seek to obtain to help them make their purchasing decisions. This information also helps inform, motivate, persuade, and encourage consumers to purchase a product [9].
- Increasing demand: The primary goal of promotion and its strategy is to increase demand and, consequently, increase sales of products (goods and services). Successful strategies enable the organization to achieve the largest possible sales volume and achieve its profitability goals.
- Increasing product value: Most promotional strategies aim to highlight the benefits of the product, which will contribute to increasing the product's value from the consumer's perspective. This enables the organization to set a higher price for the product as a result of this belief, provided that this information is accurate and reliable.
- Sales Stability: One of the goals of an organization's promotional strategy is to achieve the desired stability and reduce fluctuations in sales volume, whether due to competitive, seasonal, or unforeseen circumstances.
- Support: Supporting the work of personal selling, salespeople and sales agents.
- Creating a positive image of the organization and its products and helping to improve that image in the minds of consumers and individuals.

The promotional strategy for organizations is of great importance for achieving multiple short-, medium-, and long-term goals, including:

- Increasing revenue from target sectors;
- Attracting new markets;
- The strategy is an effective tool for capitalizing on opportunities available to the organization through optimal use of its resources by analyzing the strategic gap between the current and desired market size;
- Focusing on customers for the success of the strategy [10].

2.2 mental image of the organization

Organizational mental image is a subject made sense in every and in fact is: the resultant of the thoughts of the employees and all those related to the organization, whether inside it or outside. Nowadays all organizations attempt to have a positive mental image because the organizations with positive mental images of the employees about the organization have customers and clients who look positively at the organization. Also the negative organizational mental image of the employees negatively affects their performance and activities so that they will not perform their tasks well. Therefore the audiences and interested parties of the organization will be influenced by their mental image and will not build a good impression about the organization. In fact the organizational image of the employees will be transferred to the audiences [11].

One of the important concerns of the senior managers in any organization is how the public related to an organization see it. According to this image People choose a specific organization to meet their needs or decide whether to have commercial trades with the organization or not. Moreover, the researches show that many employees have left their

own organization to join one with better impression. The organizational image is formed by the information perceived about the organization and in fact is the same mental model that people deal with when they think about an organization. First people understand and recognize the information related to the organization and then they store it in a particular situation in a way that some parts of the information are appropriate than the others, some parts are close to each other and some are different from one another.

The founder of self-concept or mental image theory was a physician called Dr. Maxwell Maltz who by investigating the effects face surgery on the patients' personality concluded that the main issue in the changing of their life after the surgery is not the changing of the physical appearance of the patients, but the changing of the image they have about themselves in their minds. This very reason causes confusing discrepancies on the result of the plastic surgery on different people. According to Maxwell all the behaviors, emotions and even abilities of a person is commensurate with their self-concept which can be changed as well. Self-concept is the unique and completely personal idea and concept of one's' identity, abilities, values and other things related to self and in fact it gives a subtle hint to the acceptability and personal value to oneself. Mental image is the thought people have about themselves and accept themselves as that. For example they might consider themselves as a bold, beautiful, humorous, talented, and successful person or vice versa as a coward, ugly, nervous, irritable, unintelligent and unsuccessful person. Mental image is like a mirror in which people can see themselves. It is an image they of themselves in their minds and feel it truly in the deepest level of existence and believe in unconsciously and have faith in it. Self-concept is in fact conscious insight about oneself which somehow a self-evaluation. Actually it is a kind of conscious self-evaluation of personal traits, personality, abilities, skills and other traits which expresses the belief and mentality a person has about himself. Mental image of any person is his inner necromancer and like the content of people is formed of several external and internal sets containing different layers which might not be based on reality. It might bring about some kind of cognitive distortion for the person which might require correction [12].

Organizational image is an applicable concept for perceiving the images people have about an organization; or images that the organization wants to convey to people. Organizational image can strongly influence the organizational experiences of the members (8). Organizational mental image is not essentially the reflection of that organization's realities, but the receiver of the image has the main role in forming and managing the organization image by itself. Since each organization provides service for various communities or is interacting with them and each of these communities and groups have different connections with the organization, often the organizational mental image is the resultant of the images that communities have about it. People often tend to humanize the organizations and want to attribute human characteristics to them so that they will be able to analyze their measures and actions like human behaviors and use human traits to describe theirs. The image formed in the minds of the audiences by the organization is crucially important because people interact with an organization according to the images they have about them.

In this regard the image employees have of themselves, of course the image of their organizational self, is of crucial importance because the audience of any organization has the most connections with the employees of that organization. Therefore, paying attention to the human resources of the organization and their psychological needs can play the most important role in creating an appropriate mental image in the minds of the employees and the audiences. It is obvious that an appropriate mental image is conveyed to the customers and clients by the employees. Also by organizational self we mean an individual that enters an organization and thinks and decides based on the properties and values of the organization. When Elton Mayo in his studies known as Hawthorne studies discovered the undeniable role of human and human resources, stepped in a route that today many of the managers attempts hard to move in this direction and to develop it. One of the

researches conducted in this regard is the organizational mental image which considers awareness from the psychology, the only correct way of utilizing the human resources [13].

So it can be stated that in the organizational mental image, the mental image of all the employees, customers, clients, competitors and in fact all those who are in connection with the organization, whether inside or outside it, are considered. However the employees are more important than other factors and the focus is on them. Organizational mental image influences factors such as sales pitch, attracting human and financial resources and etc. in a way that if it is positive, the organization for example would better perform in attracting the elite, skillful, and specialist human resources and visa verse, if it is negative, then the organization cannot attract appropriate financial and material resources.

3. The importance of the research

The world today is witnessing significant, dynamic, and accelerating transformations and developments in many areas, particularly the constant change in customer tastes and behavior on the one hand, and the increasing intensity of competition between institutions on the other, under the influence of globalization, which has become the dominant force in our current era. This globalization has removed the barriers and restrictions that govern the economy, transforming the world into a single, large market. The winner is the one who successfully utilizes marketing methods in the face of merciless competition. Based on what has been mentioned about the importance of a promotional strategy for an organization, ensuring its survival in the market, achieving continued success, and securing its customers, and what it can do in these situations, including supporting the organization's image, we can pose the following main question:

Does the promotional strategy contribute to building the organization's image?

This can be broken down into the following sub-questions:

What is the employee's attitude toward the organization's promotional strategy?

Does the organization implement its promotional strategy in a professional manner that enables it to succeed?

2. Materials and Methods

Figure (1) below shows the hypothesis diagram of the research, which refers to the total of the two hypotheses that explain the relationship and effect between the research variables.

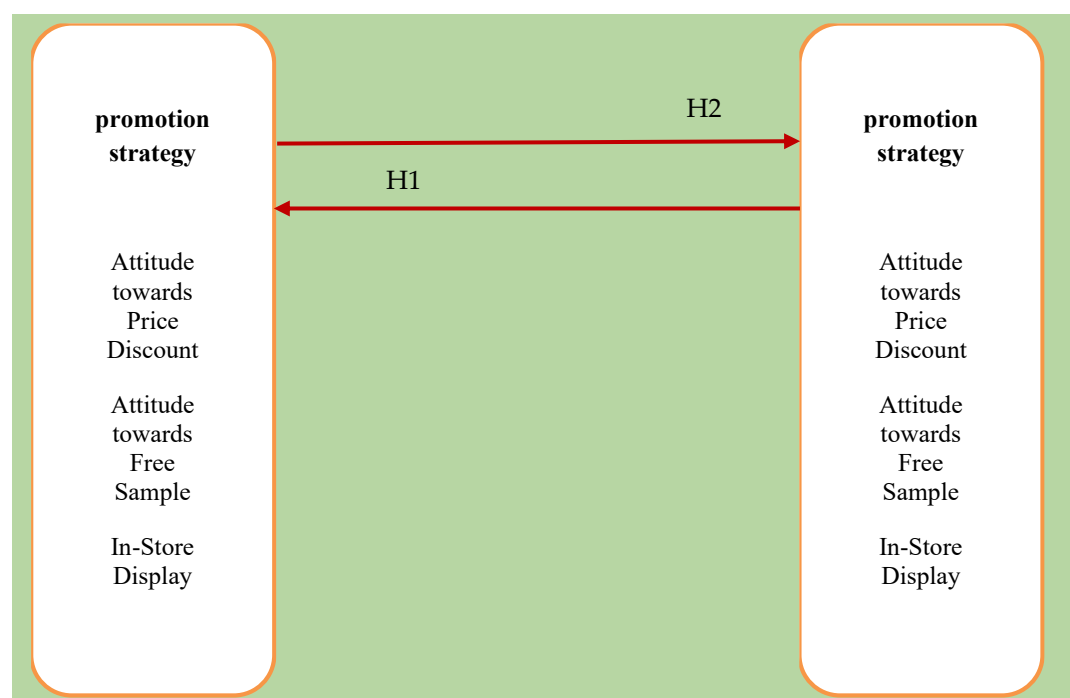


Figure (1). Hypothesis Diagram of the Research

H1–There is statistically significant correlation at $\alpha = 0.05$ between promotion strategy and mental image of the organization .

H2–There is statistically significant effect at $\alpha = 0.05$ to promotion strategy in mental image of the organization .

3. Results

A – Study Population and Sample

The research tried by studying the nature of the relationships between the variables to identify the extent of the correlation and effect between the research variables, and the research targeted a sample consisting of (21) consumers of dairy product in the holy city of Karbala, as the questionnaire was distributed to the sample members in order to know the level of their opinions and ideas about the variables the research, and the answers were collected from the sample and analyzed statistically through the statistical program SPSS.

B- Reliability and Validity of the Survey Instrument

The research tool includes (43 items) that depends on two variables, which are promotion strategy as an independent variable and includes three dimensions which are (Attitude towards Price Discount , Attitude towards Free Sample , In Store Display) and mental image of the organization is a dependent variable and includes four dimensions, which are (Cognitive dimension , Emotional dimension , Behavioral dimension , Social dimension) .

The table presents descriptive statistics of consumer attitudes toward three promotional dimensions. In-store display scored the highest mean (2.50), indicating its greater influence, followed by free samples (2.10) and price discounts (1.90). A reliability coefficient of 0.825 confirms strong internal consistency across the measured promotional strategy dimensions (Table 1).

Table (1). Descriptive statistics and Reliability for promotion strategy's dimensions

	Attitude towards Price Discount	Attitude towards Free Sample	In Store Display
Mean	1.90	2.10	2.50
Std. Deviation	.736	.799	1.000
Reliability : .825			

The values in Table (1) above indicate that In Store Display obtained the highest mean value of (2.50) and Std. Deviation with a value of (1.00) , which indicates the importance of this dimension and its high value among respondents in the institution. Followed by the dimension Attitude towards Free Sample with value mean and std. Deviation was equal to (2.10) and (.799), respectively. Then Attitude towards Price Discount after that according to mean value (1.90) and std. Deviation was equal (.736) . As for measuring the extent of realism and credibility of the dimensions of promotion strategy , the Alpha Cronbach index was used, which came with a value of (.825), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

The table displays results from a Principal Component Analysis. The first component explains 77.046% of the total variance, indicating it captures the majority of the data's underlying structure. With eigenvalue 2.311, it qualifies as the dominant factor, while components 2 and 3 contribute minimal variance and are not retained (Table 2).

Table (2). Exploratory Factor Analysis for promotion strategy's dimensions

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.311	77.046	77.046	2.311	77.046	77.046
2	.617	20.574	97.620			
3	.071	2.380	100.000			
Extraction Method: Principal Component Analysis.						

The results contained in Table (2) refer to the exploratory factor analysis of the promotion strategy's dimensions, which aims to explain the amount of variance and reduce the dimensions to a specific value, as the three dimensions of the promotion strategy were reduced to a single component with a value of (77.046), which explains the variance in the variable. We also note from the above table that the first component has obtained the highest percentage of (2.311) and a variance value of (77.046), then the second, and third component comes with a value of less than one, which means that they cannot be considered as strong components in terms of influence.

Table (3) shows the percentage of the contributions of each of the three dimensions to the formation of the promotion strategy variable, as Attitude towards Free Sample got the highest value of the variable formation with a value of (.971), while came Attitude towards Price Discount in second level with value (.896), then came In Store Display in third levels with values (.752).

Table (3). Component Matrix for promotion strategy's dimensions

Dimensions	Component 1
Attitude towards Price Discount	.896
Attitude towards Free Sample	.971
In Store Display	.752

The values in Table (4) above indicate that Cognitive dimension obtained the highest mean value of (2.36) and Std. Deviation with a value of (.802), which indicates the importance of this dimension and its high value among respondents. Followed by the Emotional dimension with a value as mean and std. Deviation was equal to (1.96) and (.713), respectively. Social dimension came in third place in terms of importance to the respondents, it obtained a mean of (1.87) and std. Deviation was equal to (.666) and Behavioral dimension came in fourth level. As for measuring the extent of realism and credibility of the dimensions of mental image of the organization, the Alpha Cronbach index was used, which came with a value of (.877), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

Table (4). Descriptive statistics and Reliability of mental image of the organization's dimensions

	Cognitive dimension	Emotional dimension	Behavioral dimension	Social dimension
Mean	2.36	1.96	1.73	1.87
Std. Deviation	.802	.713	.636	.666
Reliability: .877				

The results contained in Table (5) refer to the exploratory factor analysis of the mental image of the organization's dimensions, which aims to explain the amount of variance and reduce the dimensions to a specific value, as the four dimensions of the mental image of the organization variable were reduced to a single component with a value of (76.684), which explains the variance in the variable. We also note from the above table that the first component has obtained the highest percentage of (3.067) and a variance value of (76.684), also the rest of the components, they had values of less than one, which means that they cannot be considered as strong components in terms of influence [14].

Table (5). Exploratory Factor Analysis of mental image of the organization's dimensions

Component	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.067	76.684	76.684	3.067	76.684	76.684
2	.729	18.220	94.904			
3	.133	3.323	98.227			
4	.071	1.773	100.000			
Extraction Method: Principal Component Analysis.						

Table (6) shows the percentage of the contributions of each of the four dimensions to the formation of the mental image of the organization variable, as Social dimension got the highest value of the variable formation with a value of (.954), then the Emotional dimension with a value of (.951), and finally came Behavioral dimension Cognitive dimension came in third and fourth levels with a value of (.943), (.603) respectively.

Table (6). Component Matrix of mental image of the organization's dimensions

Dimensions	Component 1
Cognitive dimension	.603
Emotional dimension	.951
Behavioral dimension	.943
Social dimension	.954

C- Hypothesis testing

H1–There is statistically significant correlation at $\alpha = 0.05$ between promotion strategy and mental image of the organization.

It is evident from the results in Table (7) above that there is a positive significant correlation between promotion strategy and mental image of the organization, which was valued at (.897), in addition to that was the value of the sig. (.000) less than 0.05, which means the relationship between the two variables promotion strategy and mental image of the organization is statistically significant at $\alpha = 0.05$, and therefore the first hypothesis is accepted.

Table 7. Correlation between Promotion Strategy and Organizational Mental Image among Dairy Product Consumers

Table (7) correlation between promotion strategy and mental image of the organization
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		promoti on strategy	mental image of the organization
promotion strategy	Pearson Correlation	1	.897**
	Sig. (2-tailed)		.000
	N	21	21
mental image of the organization	Pearson Correlation	.897**	1
	Sig. (2-tailed)	.000	
	N	21	21

H2-There is statistically significant effect at $\alpha = 0.05$ to promotion strategy in mental image of the organization .

It is clear from the results presented in Table (8) that there is a statistically significant impact of promotion strategy in mental image of the organization , as the value of sig. was (.000) which less than (0.05) and this indicates the accept of the second hypothesis, which refers to there is statistically significant effect at $\alpha = 0.05$ to promotion strategy in mental image of the organization .

Table 8. ANOVA Results for the Effect of Promotion Strategy on the Mental Image of the Organization

Table (8) ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regressio n	5.869	1	5.869	78.24 2	.000 ^b
	Residual	1.425	19	.075		
	Total	7.294	20			
a. Dependent Variable: mental image of the organization						
b. Predictors: (Constant), promotion strategy						

Finally, the results presented in Table (9) indicate the total correlation value of the model by considering that promotion strategy as independent variables have a correlation with the dependent variable mental image of the organization , as the correlation value was positive by (.897) and at a significant level of (.000) Which is less than (0.05), which supports the correlation between the research variables, in addition, the value of R. Square indicates the amount of variance that occurs in the value of the independent variables will affect the interpretation of the variance in the dependent variable with a value of (.805) .

Table 9, Model Summary of the Impact of Promotion Strategy on the Mental Image of the Organization

Table (9) Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df2	Sig. F Change
1	.897 ^a	.805	.794	.274	.805	78.242	1	19	.000

a. Predictors: (Constant), promotion strategy

4. Discussion

It is clear from the results contained in the statistical analysis that there is an acceptance of the two hypotheses of the research. The two hypotheses were designed in order to identify the nature of the correlation and effect relationships between the two research variables. The first hypothesis indicated that there is a correlation between promotion strategy and mental image of the organization. With a score of (.897), while the level of significance was (.000), which is less than (0.05), so the first hypothesis was accepted [14].

While the second hypothesis explained the extent of the effect of promotion strategy in mental image of the organization, the second hypothesis was accepted because the level of significance (.000) is less than (0.05). The values in Table (1) above indicate that In Store Display obtained the highest mean value of (2.50) and Std. Deviation with a value of (1.00), which indicates the importance of this dimension and its high value among respondents in the hotel. Then, The values in Table (4) above indicate that Cognitive dimension obtained the highest mean value of (2.36) and Std. Deviation with a value of (.802), which indicates the importance of this dimension and its high value among respondents [15].

5. Conclusion

In this part, the researchers seek to present a set of recommendations that can be of interest to the institutions administration:

This research demonstrates the importance of promotion in organizations that offer dairy products. This is achieved through the products they offer to customers, the provision of various information and data, and the promotion and promotion of these products through elements of the promotional mix, which includes advertising, personal selling, public relations, publicity and publishing, and sales promotion. With the advent of the internet and the development of technological communication tools, the promotional mix has become more widespread, global, and interactive with the public. Perhaps the most prominent of these tools is social media, which has been exploited by many commercial institutions to advertise their products and services and increase sales. To gain the largest possible number of customers and manage relationships with them, dairy production organizations hold a significant position among customers. Through social media, for example, they engage in significant promotional activity through the use of numerous promotional tools, most notably advertisements that display important information and attractive and tempting offers. They also respond to and interact with customers through events and national holidays, in addition to public relations through their pages, which enhances public confidence in the organization. There are a number of measures and procedures that must be followed to ensure the marketing team's success in developing the organization's promotional strategy. The most important of these are: qualifying and empowering the team, ensuring it possesses data and information on the topics to be communicated and discussed with the public, as well as ensuring proper in-store display. The team must possess language and communication skills, increase the team's awareness of price discount policies, and focus on customers purchasing products that include price discounts and offer free samples. Customers must also be keen to purchase products at high prices that are attractively displayed. Emphasis on work ethics is needed to enhance the positive image of employees in the company under study, especially in light of globalization and intense competition between companies, which can impact the construction of a positive image and increase the desire for excellence and creativity. The need to focus on developing the company's products and promoting them through various advertising methods in order to attract consumers' attention. Allocating appropriate amounts of money within the company's budget to conduct research and studies aimed at building and enhancing the company's image among consumers.

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