

The Impact of Innovative Marketing on Competitive Advantage in Renewable Energy Companies in Jordan

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Keywords

Innovative Marketing, Competitive Advantage, Renewable Energy, Jordan.

Abstract

This study is aimed to identify the impact of innovative marketing on competitive advantage in the renewable energy sector in Jordan. This study uses descriptive, analytical, and heuristic research methods. The target population consists of all employees in the renewable energy companies in Jordan, which includes 212 companies and 957 employees. A random sampling method was applied for the data collection representing 296 employees. Statistical Package for Social Sciences (SPSS) and several statistical methods were used – particularly multiple linear regression.

This study shows a statistically significant impact ($\alpha \leq 0.05$) of innovative marketing on the competitive advantage of the renewable energy companies in Jordan. The result also indicates that the renewable energy companies in Jordan apply innovative marketing and competitive advantage at high levels.

Finally, this study recommends that these renewable energy companies in Jordan apply innovative marketing strategies, having innovation and creativity being one of the main focuses of these companies. These strategies of innovative marketing would be incredibly beneficial in the fields of production, pricing, distribution, and promotion. Furthermore, this study recommends that renewable energy companies in Jordan continue to develop these concepts. And do not stop at a specific degree of improvement as modern management concepts are continuously evolving and changing for the better. The failure to do so will lead to the companies' global competitive disadvantage while causing a localized ideological stagnation within the ever-changing field of marketing.

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Introduction

Knowledge revolutions, technological revolutions, and the emergence of globalization have made multiple global markets one open market and have led to an expansion of competition. This continues to exponentially increase the number of challenges and difficulties for businesses. This causes these organizations to seek a competitive advantage through which they can guarantee more profits and protect against marketing strategies used by competing companies. These companies would naturally strive for development and continuation in the market and the competitive environment (Rumman et al., 2014, 274).

In light of these changes and challenges, organizations and companies must work within advanced plans and programs and use modern administrative concepts that enable them to compete, survive, and continue. For these organizations to be able to put forward programs and appropriate plans to meet the processes of change, they must rely on the innovation and creativity processes, which in turn yield results that are reflected in the performance of the organization and its reputation in the market.

The concepts of innovation and creativity that were later applied to all modern management concepts remained outside the interests of marketers and were restricted to production processes, provision, and development of services. Modern marketing theories have made the concept of innovation applicable in marketing operations (Kafi, 2018, 55).

Henceforth, innovative marketing began, which enhances marketing processes and creates added value for organizations in the marketing and promotion of their products. Innovative marketing is an ideology that capitalizes on renewal and changes in marketing strategies. Since the organization's objectives are to obtain the most significant possible amount of market share and marketing is a factor, innovative marketing is directly related to the growth and stability of the company while maintaining a competitive advantage over rivals in the market.

The renewable energy sector is considered one of the vital sectors worldwide due to the escalating demand to find alternative sources of sustainable energy. In Jordan, this sector is witnessing a state of continuous and rapid development, as well as the appearance of many modern technological advances and innovations.

The Importance of the Study

This study analyses the importance of the impact achieved by innovative marketing on competitive advantage through customer relationship management in renewable energy companies in Jordan.

Theoretical Importance

The theoretical importance arises from the overarching conceptual structure, namely the dimensions within innovative marketing and competitive advantage and customer relationship management. A theoretical framework will then be built using the ideologies and research amongst scholars in business management and administration and addressing concerns and application. This study would benefit researchers in these fields, along with the consultants and administrators working in the renewable energy sector in Jordan.

Practical Importance

The practical importance of the current study is shown through the results, recommendations, and proposals that will be presented on the concept of innovative marketing, competitive advantage, and concept of customer relationship management. Managers and owners of companies operating in the field of renewable energy in Jordan will be able to see firsthand the benefits of these recommendations. This results in improving innovative marketing processes, enhancing aspects of the management of customer relationships, and obtaining a competitive advantage through which companies can achieve more benefits and profits and ensure competition and continuity.

The surveyed sector has great importance in the field of study for several reasons. This includes the modernity of this sector in Jordan, as the companies operating in the renewable energy sector are at the forefront of global ideology, increasing competition among them. Additionally, the connections that this sector has with the world of technology and modern visionaries increase the pressure facing these companies due to the continuous technological and ideological revolutions. Finally, this study will bring to light the need for continued research and intellectual conversation that have been neglected in the sector of renewable energies in Jordan.

Key Problem and Related Questions

The changes that continuously occur in the business environment while obtaining a competitive advantage require companies to put a lot of effort into returning value for themselves compared to other environments (Daft, 2010, 61). The renewable energy sector in Jordan operates within a highly competitive situation that requires the continuous pursuit of competitive advantage through innovation in marketing hence the study aims to address the following key problem:

What is the impact of innovative marketing on the competitive advantage from the viewpoint of employees in renewable energy companies in Jordan?

It gives rise to the following sub-questions:

What is the level of the relative importance of adopting innovative marketing in renewable energy companies in Jordan?

What is the level of relative importance for renewable energy companies in Jordan to obtain a competitive advantage?

What is the effect of innovative marketing on the competitive advantage of renewable energy companies in Jordan?

Study Hypotheses

Main Hypothesis

H0: There is no statistically significant effect at ($\alpha \leq 0.05$) of innovative marketing on the competitive advantage of renewable energy companies in Jordan in the following dimensions: product innovation, pricing innovation, distribution innovation, and promoting innovation.

Sub-Hypotheses

H0.1: There is no statistically significant effect at ($\alpha \leq 0.05$) for product innovation on the competitive advantage of renewable energy companies in Jordan.

H0.2: There is no statistically significant impact at ($\alpha \leq 0.05$) for pricing innovation on the competitive advantage of renewable energy companies in Jordan.

H0.3: There is no statistically significant effect at ($\alpha \leq 0.05$) for distribution innovation on the competitive advantage of renewable energy companies in Jordan.

H0.4: There is no statistically significant effect at ($\alpha \leq 0.05$) for promoting innovation on the competitive advantage in renewable energy companies in Jordan.

Procedural Definitions

Innovative Marketing

The introduction of new and innovative methods that renewable energy companies follow in Jordan adds value to marketing operations and strategies. These methods can be applied to products, pricing, distribution, and promotion processes to obtain targetable objectives. The innovative marketing process will be measured through the following four dimensions, defined below.

1. Product Innovation: The ability of companies to offer advanced products distinguished by quality. These products are revolutionary and move away from traditional products in a way that attracts new customers and allows existing customers to seek the latest model or merchandise. This will be measured by the questions numbered 1 through 4 contained in the questionnaire.

2. Pricing Innovation: The ability for companies to seek and establish distinct pricing mechanisms through which they offer products and services. These pricing mechanisms within the competing market must suit customers' expectations and achieve their aspirations and goals. This will be measured by the questions numbered 5 through 8 contained in the questionnaire.

3. Distribution Innovation: The ability for companies to utilize new and advanced methods how to deliver products to their customers. These distribution methods aim to facilitate the process of obtaining access to the product, which in turn establishes a customer base centered on the method of distribution. This will be measured by the questions numbered 9 through 13 contained in the questionnaire.

4. Promotion Innovation: The ability of companies to promote in a distinct, trendy, or unconventional way to convey a descriptive message regarding the company and its products. This will be measured by the questions numbered 14 through 18 contained in the questionnaire.

Competitive Advantage

The ability to develop strategies, plans, and work programs that enable companies to distinguish themselves from others. Competitive advantage is a measure of Excellency for organizations and is the primary factor for continuity, survival, and expansion within the competitive environment. Competitive advantage will be measured through the following four dimensions, described below.

Cost: The ability to offer products or services at low prices, thereby creating value for the consumer. Products or services should not be adversely affected and should maintain a minimum standard. This will be measured by the questions numbered 19 through 23 contained in the questionnaire.

Quality: The ability to offer products and services that meet certain specifications or standards, in a way that strives to exceed consumer expectations. This will be measured by the questions numbered 24 through 28 contained in the questionnaire.

Flexibility: The ability for companies to change, adjust, and develop strategies to adapt and respond to environmental or situational changes. Companies should be able to design alternative strategies that enable them to solve problems and achieve goals. This will be measured by the questions numbered 29 through 32 contained in the questionnaire.

Time: The time it takes for companies to introduce the products and to deliver them within the required specifications, allowing for feedback and service. This factor plays a major role in customer satisfaction, providing time-efficient companies with a significant marketable advantage. This will be measured by the questions numbered 33 through 36 contained in the questionnaire.

Previous Studies

The study by Al-Hunaiti and Al-Qa'id (2019) discussed both the concept of competitive advantage and its dimensions. In addition to organizational structures and measuring the effect of organizational structures in achieving competitive advantage in its dimensions (quality, cost, flexibility, creativity) within the industrial and service institutions in Jordan, the results of the study showed that the interest of the researched institutions in the advantage Competitiveness and its components had reached a high level as these institutions provide their products within the market with high quality and reasonable cost and are constantly working to stimulate their creativity in production processes and follow the strategy of flexibility to a great extent for continuous change and improvement on the products they offer, as the study showed that there is a statistically significant effect For organizational structures in achieving competitive advantage from the viewpoint of workers in these institutions.

Nuri and Al-Dulaimi study (2018) The study aimed to explain the role of innovative marketing and its impact on increasing marketing efficiency in organizations, researching and interpreting the dimensions of innovative marketing and focusing on the concept of marketing efficiency in the General Company for Cement Industry in the northern region of Mosul. The study adopted the dimensions of innovative marketing by (developing a strategy Marketing technology, resource optimization, sustainable innovation, calculated risk). The results of the study showed that the researched company has a great interest in improving its marketing efficiency according to the answers of the study sample individuals, and there is a close correlation and statistically significant effect of innovative marketing with its four dimensions in raising and improving marketing efficiency.

Abdelkader and Kashroud's study (2017) The study aimed to measure the role of innovative marketing in achieving the competitive advantage in the economic enterprise and to study the case of the telecommunications institution in Algeria, where the concept of innovative marketing was discussed through four main dimensions (Product Innovations, Pricing Innovation, Promotion Innovation, Distribution Innovation), and the study relied on The descriptive and analytical approach to achieve the desired goals and come up with a set of results, and the study found that there is a clear impact of innovative marketing on the competitive advantage of the telecommunications organization by developing innovative and different methods for all aspects of marketing innovation, which contributed to raising the quality of its services, improving its image and creating a competitive advantage for it, and the results showed Also, the researched institution achieves a competitive advantage through the optimal investment of its resources.

Kebab study (2017) The study aimed to assess the state of marketing innovation and competitiveness in telecommunications institutions in Algeria and the extent to which workers in these institutions perceive the importance of the concept of marketing innovation and competitive advantage and to show the effect of marketing innovation on the competitive advantage from the point of view of dealers with telecommunications institutions. The study adopted the approach Descriptive and analytical. The results of the study showed that the researched telecommunications institutions are keenly interested in achieving competitive advantages that enhance their competitiveness by improving the quality of services and achieving excellence in responding to customer requirements. The study also showed the presence of an impact of marketing innovation in enhancing competitiveness.

Nuryakin study (2018) The objectives of the study are to identify the impact of marketing capabilities in its dimensions (product, pricing, distribution, promotion) on competitive advantage in its dimensions (cost, quality, flexibility, creativity) and marketing performance and the relationship between the market orientation to product innovation and marketing performance, and the study approved On the descriptive-analytical approach, and the results of this study showed that the marketing capacity of the researched companies had a minimal impact on the marketing performance, and that the marketing ability greatly affected the competitive advantage, and the study demonstrated a statistically significant impact of market trends on the marketing performance of companies operating in the manufacture of batik, The study also proved that the innovation aspect within the areas of marketing and the marketing plans, including the main dimensions they contain, have a clear and important impact on the marketing performance within the researched companies.

Ruaykijakarn, Suwanmaneepong & Kuhaswonvetch (2018) The study mainly aimed to identify the extent to which organic rice growers in Chachongsaw Province in Thailand are oriented towards marketing innovation and how to use their knowledge aspect and its impact on marketing innovation in the study community where marketing innovation is discussed through four main dimensions They are (Product Innovation, Pricing Innovation, Promotion Innovation, Distribution Innovation), and the study relied on the analytical descriptive approach and the use of it to collect study data, and As for the findings of the study, it showed that farmers have an average level of knowledge in the field of marketing innovation, and the results proved that the marketing innovation aspect is one of the most sensitive and main concepts in the field of marketing as the application of the standards of this concept is greatly reflected in the sales made by the owners of rice farms In Thailand.

Collazos and Palacio's (2016) study This study aimed to identify the extent of the influence of the organization's image and customer satisfaction on marketing innovation in tourism companies in Colombia, where marketing innovation was addressed from several aspects, namely (tourism product innovation, tourism product promotion innovation, product pricing innovation. Tourism, creating the status of the tourism product). The researchers used the descriptive-analytical method and developed a questionnaire to collect the necessary data. The results showed that there is an apparent discrepancy between companies in adopting a strategy for marketing innovation and working on improving and developing marketing aspects. The study showed that the level of marketing innovation in the researched companies is still within weak grades and that the aspect of marketing innovation is the main and influential factor in increasing customer satisfaction with the organization and improving its image, and that there are several companies making efforts to improve marketing performance in general because of their awareness of the importance of this aspect in improving the level of the company as a whole.

Ngamsutti's study (2016) The study aimed to identify the level of marketing innovation and marketing performance in the field of marketing electrical and electronic devices in Thailand. Marketing innovation has been discussed from several aspects including (innovation, ability to innovate, desire for change) and a set of factors have been included that Marketing innovation is linked to marketing performance as intermediate factors (new products, market conditions, entry of new competitors into the market, the customer side), and to achieve the objectives of the study, the descriptive analytical approach was used. A questionnaire was developed for data collection purposes; the results of the study showed that marketing innovation has a clear and significant impact on the marketing performance of the companies studied and that marketing innovation has affected these companies through their orientation in manufacturing and producing new and innovative products and in achieving high competitiveness in front of the competing companies.

Theoretical framework

Innovative Marketing

Defined as the organization's ability to develop new concepts and methods that transform the organization's policies toward developing performance in the marketing field (Khairy, 2012, 68-69). Through Innovative marketing, a radical change occurs in marketing strategies. Product innovation may cause new products not available within the competing market to be launched. Additionally, product

innovation may cause changes to the features and specifications of existing products so that they become more desirable by the purchasing power (Jumaa, 2010, 4).

Pursuing marketing operations to reach a competitive advantage must be based on innovative marketing. The value that customers give to any organization should be preceded by an equal level of effort by the organization in marketing research that results in following new strategies. This determines the target market, which includes how to develop and change products, establish communication channels, promote the target market, and suggest appropriate distribution operations (Potocan, 2013).

Innovative marketing is a constantly changing and evolving process that occurs at both the internal and external levels of the organization. The process occurs through organizational trends, which propagate when professionals share knowledge. This propagation of knowledge will allow the organization to maintain a high level of modernity, which accelerates development, improvement, and innovation (Muangkhot, 2015).

Innovative marketing is a term given to the processes of development, change, modernization, ideology, and creative proposals for the marketing system in all its dimensions. Innovative marketing utilizes modern technological advances, which creates new marketing situations in the fields of innovative products, prices, promotion, and distribution that enable the organization to reach a high marketable value.

Dimensions of Innovative Marketing

Product Innovation

Product innovation introduces new and advanced products to the market, emphasizing product development. This will positively affect the company's total sales (Mirzaie, Micheels, & Boecker, 2016). Competitive companies no longer focus on the ability to provide similar or competitive products, which are based on offering customers better prices and quality than competitors. It has become increasingly imperative for tech companies to strive for innovation in their products to distinguish the company from other companies in the competitive environment. This in turn allows companies to gain a competitive advantage (Nuryakin, 2018).

The innovation in the product expresses the organization's willingness to introduce new products in the market with special features and features that meet the customers' desires and needs. This type of innovation considers the marketing environment and is compatible with the conditions of the target. The innovative products may provide opportunities for the company to expand its domain to different sectors, allowing adaptivity in newer markets.

Pricing Innovation

The process of innovation in product pricing is one of the most critical factors in marketing strategies. This factor manages to hold both the interests of the organization and its customers at the forefront. The innovation strategy considers pricing within the whole production process, from the raw materials, refining, and other production costs to distribution and promotion. Everything considered ultimately affects the product price (Yang, 2014).

Innovation in pricing is one of the most challenging areas of innovative marketing. The ability to control costs for products and services at every level of production suggests a way to maintain the efficiency of production. This efficiency must follow the standards of the company and its customers while also striving to be distinguished among established competitors. The pricing process thus greatly affects the competitive advantage of the organization.

Distribution Innovation

Innovation in the distribution activity can be done by considering the structure of the distribution process. Many companies are considering horizontal distribution, which means that selling and distribution centers are established in several regions with direct or proximal contact with merchants, retailers, or customers. In turn, this reduces the presence of middlemen in the distribution operations (Yang, 2014).

Strategic innovation in distribution focuses on optimizing the flow between the company and its customers. The introduction of advanced technologies in distribution aims to improve the speed or quality of the delivery process and is a necessary process for company expansion and marketability.

Promotion Innovation

Innovation in the product promotion process is to work to enhance the communication and communication mechanisms between the organization and the customers by exchanging information about the products that are put on the market to ensure that customers are directed towards these products (Ilic, Ostojic&Damjanovic, 2014). Promotion Innovation is the improvement of product promotion methods that ensure the delivery of product specifications, characteristics, and prices to customers in various modern and innovative ways (Musaed, 2016, 99).

Promotion Innovation is the ability to use modern and creative means methods and technological techniques to convey an idea about a specific product to customers while determining the characteristics and advantages of this product and its actual value to achieve a large part of the impact on the target customers to go towards the purchase of the product. Modern technologies have affected the promotion processes so that they become reaching customers in different ways and short cuts of time and effort.

Competitive advantage

Competitive advantage is a strategic concept that expresses the state of competition for a particular company against its competitors working in the same field (Kandoura, 2015, 71). The strategy of competitive advantage refers to the ability of the organization to outperform its peers in attracting the most significant number of customers while dealing with competition (Thompson, Peteraf, Gamble & Strickland, 2018, 4-5); Barney & Hesterly, 2018, 33)

Globalization has greatly affected corporate competition, and the concept of competition has become more complex than it was previously, hence the need for companies to produce something new or improve to increase competitiveness. What was distinctive yesterday has become something normal and widely adopted within the market (de Conto, Junior, & Vaccaro, 2016).

The concept of competitive advantage is a term that expresses the extent of the organization's ability to invest its various resources, activities, and processes to provide products with high efficiency and reasonable prices that distinguish them from other organizations. The concept of competitive advantage, if we analyze it in all its dimensions, is a complex concept that deals with several aspects such as product quality, cost, and the extent to which it has specific features that suit the needs of customers.

Dimensions of competitive advantage

Cost

Cost strategy is one of the significant advantages that an organization can use to attract customers in a way that cannot be imitated by other organizations (Gamble, Peteraf& Thompson, 2017, 6). The cost component is one of the foundations for the differentiation of the products offered in the market. The fundamental desires of the customers are primarily focused on obtaining quality products at the lowest possible prices. However, the company's ability to provide a product at a lower price than others require great capabilities to control the cost of production processes and technological development. The company's technology plays a major role in reducing costs, as it is limited by the time and effort spent on them that incur additional costs.

Quality

The design of products must consider the requirements, desires, and needs of customers, and therefore it must consider quality issues from the beginning. Quality standards are chosen and followed from the beginning of the design and implementation of products, and this is a primary measure of performance (Singh, 2013). Through this strategy, organizations are distinguished in providing products and services within specific basic specifications that correspond to the desires of customers in a way that competitors cannot achieve, which achieves the goals of the organization by reaching an advantage different from others that achieve great competitive advantage (Gamble, Peteraf & Thompson, 2017, 6).

The concept of quality ensures that all customers are satisfied with the company's products and services, and quality must meet or exceed customer expectations (Blocher, Stout, Juras & Cokins, 2013, 715). The quality factor is the main factor in obtaining a competitive advantage, and it is a set of standards and characteristics that must be available in a specific product.

Flexibility

The concept expresses the organization's ability to respond and adapt to changes and adjust products and processes according to turbulent circumstances to maintain its competitive advantage (Singh, Oberoi, & Ahuja, 2013). The dimensions of flexibility include the strategies, operations, products, resources, and response.

Time

The speed factor in delivering products to customers is critical in influencing purchasing decisions (Davis, Aquilano & Chase, 2003, 34). Companies have begun using modern technology methods to provide a product or service where the customer can receive the product in record times (Nicholas, 2010, 3).

The time factor is no less important than the cost factor and the quality to customers. The company's commitment to delivering the product within the time specified directly affects customer satisfaction and increases trust in the company.

Study Methodology

Study population and sample

The study mainly consisted of employees in renewable energy companies in Jordan; the number of companies, as the number employees in these companies reached 957 employees (Annual Report, Energy and Minerals Regulatory Authority, 2018).

The two researchers took a proportional random sample from all employees of renewable energy companies in Jordan, and to reach the appropriate sample size and to be representative of the study community, the sample table specified by Sekaran & Bougie (2012, p 296) was used, where it was found that the appropriate number of the study sample and a representative of the community must not be less than 275 employees. This results in 350 questionnaires distributed to 70 companies. Later, 303 questionnaires were retrieved, and seven questionnaires were excluded due to incomplete answers of the respondents, as the questionnaires subject to analysis reached 296.

Data collection sources:

In this study, the two researchers relied on collecting data from the following sources:

Secondary sources: The study used many secondary sources such as books, literature, scientific periodicals, and specialized publications related to innovative marketing and competitive advantage as well as customer relationship management, and the study relied on documenting data, information, and various references on the method of documenting the American Psychological Association (Manual of American Psychological Association) system. APA, 2010) and the use of electronic resources available on the Internet and various databases.

Primary sources: The study relied on collecting primary data on the questionnaire, as it was developed to suit the nature of the study. The questionnaire was designed by extrapolating the scientific dimensions that include primary variables and based on what was presented in previous literature in scientific research.

Tool validity

The two researchers presented the study tool to a group of experienced and specialized academic referees consult the validity of the suitability of the paragraph to the content, the adequacy of the study tool in terms of the number of paragraphs, its comprehensiveness, the diversity of its content and the evaluation of the level of language formulation, or any other remarks they deem appropriate regarding It relates to amendment, change or deletion as the arbitrator deems necessary. The arbitrators' observations and suggestions were studied, and revisions were made in light of the recommendations and opinions of the jury, such as:

- Clarifying some terms.
- Amending the content of some paragraphs.
- Amending some sections to make them appropriate.
- Deleting or merging some paragraphs.
- Correcting some linguistic drafting errors.

Tool Reliability

The reliability of the tool used (the questionnaire) was confirmed by calculating the value of the Cronbach's Alpha Coefficient, where the result is statistically acceptable if its value is more significant than (0.60), and whenever the value approaches (1), one, i.e., 100%, this indicates that higher

Sig value of the data is greater than (0.05) and the KS value is less than (5) (Doane & Seward, 2011, 156).

Study Model

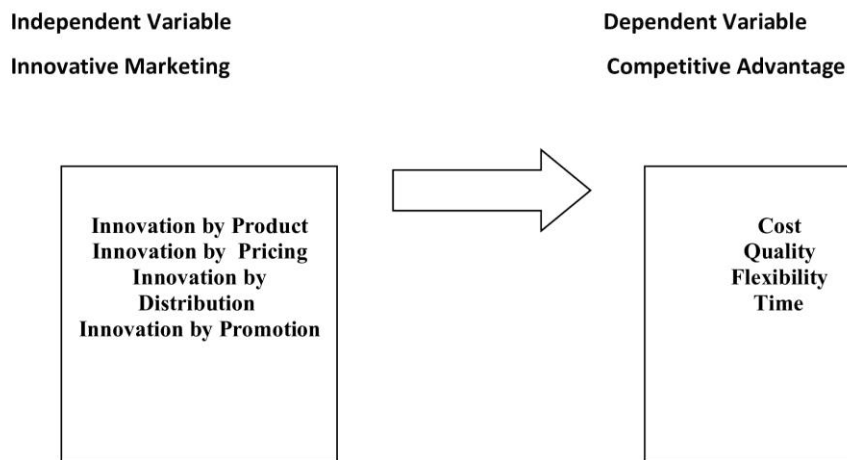


Table No. (1) (Cronbach Alpha) for the items of the study tool

Dimension	Cronbach Alpha	Items
1. Product Innovation	0.841	4
2. Pricing Innovation	0.843	4
3. Innovation by Distribution	0.891	5
4. Promotion Innovation	0.903	5
Innovative Marketing	0.938	18
1. Cost	0.863	5
2. Quality	0.906	5
3. Flexibility	0.897	4
4. Time	0.863	4
Competitive advantage	0.944	18

Based on the results in Table (1) for the Cronbach Alpha internal consistency coefficient values for the study tool items, which ranged between (84.1% -92.6%), which are values greater than (70%), which indicate consistency between the paragraphs of the study tool. The study tool can be described as consistent, and the data obtained is suitable for measuring variables.

Normal Distribution Test

The Kolmogorov-Smirnov test was performed, which is used to test the normal distribution of data in case the number of cases or observations is greater than (50), (Abu Zeid, 2010, 313) and one of the conditions for the normal distribution is that the Sig value of the data is greater than (0.05) and the KS value is less than (5) (Doane & Seward, 2011, 156).

Table No. (2) The normal distribution of data based on (Kolmogorov-Smirnov) test

Type	Variables	Mean	Std.	K-S	Sig
Independent	– Product Innovation	4.31	0.670	0.981	0.291
	– Pricing Innovation	4.23	0.688	0.725	0.669
	– Distribution Innovation	4.20	0.694	0.855	0.458
	– Promotion Innovation	4.14	0.739	1.171	0.129
	Innovative Marketing	4.21	0.585	0.771	0.592
Dependent	– Cost	4.21	0.651	0.929	0.354
	– Quality	4.23	0.734	0.746	0.634
	– Flexibility	4.24	0.740	1.006	0.263
	– Time	4.21	0.661	1.325	0.060
	Competitive advantage	4.22	0.591	0.699	0.713

Based on the test data shown in Table No. (2), which indicates that the data distribution was normal, as the Sig value for all dimensions reached values greater than 5% and the K-S test values for all dimensions less than (5).

Adapting the study model to the used statistical methods

First: The Multi collinearity Test

Table (3) Results of the multiple correlation strength test between independent variables

Independent Variables	VIF	Tolerance
Product Innovation	1.813	0.552
Pricing Innovation	2.247	0.445
Distribution Innovation	2.524	0.396
Promotion Innovation	2.055	0.487

Second: The Autocorrelation Test

This test verifies that the data is free from the autocorrelation problem in the regression model, which impairs the model's predictability. This is confirmed by conducting the Durbin-Watson Test, where its value is limited between (0-4), and whenever this value approaches (2) this indicates that there is no self-correlation problem (Dawood & Al-Sawai, 2016, 315- 320).

Usually, the calculated Durban-Watson value is compared with its two tabular values, namely the upper value (du) and the lower value (dl). If the calculated value falls between the two values then it cannot be determined whether or not the autocorrelation problem is present, while if the computed value is greater than the value The upper tabular value (du) and less than (2), then this means that there is no self-correlation problem in the regression equation, but if the calculated value is less than the lower tabular value (dl) then this means that there is a self-correlation problem in the regression equation, and both are calculated The lowest and highest tabular value when the number of observations ($n = nK$) and the number of variables equal ($K-1$) with significance level of (0.05) (Shekhi, 2019, 99; Gujarati, 2008,470).The following figure shows the areas of acceptance and rejection of the (Durbin - Watson test).

Acceptance and rejection areas for a test (Durbin-Watson)

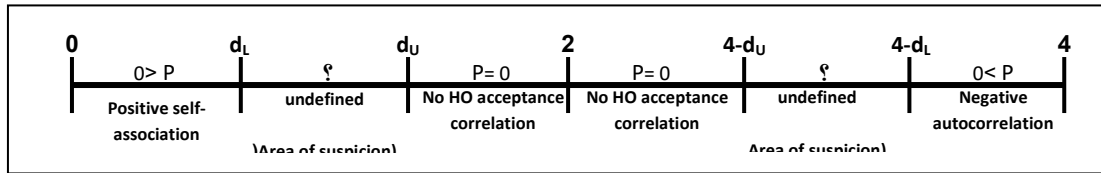


Table No. (4) results of the self-correlation test (D-W) for the study hypotheses

Hypotheses	D-W _{computed} value	D-W higher tabular values d_U	D-W minimum tabular value d_L	Result
H0	2.009	1.809	1.728	No self-correlation problem
H0 ₁	1.868	1.779	1.758	No self-correlation problem
H0 ₂	1.907	1.779	1.758	No self-correlation problem
H0 ₃	1.979	1.779	1.758	No self-correlation problem
H0 _{1,4}	1.850	1.779	1.758	No self-correlation problem
H0 ₂	1.934	1.809	1.728	No self-correlation problem
H0 ₃	2.138	1.809	1.728	No self-correlation problem

Table No. (5) shows the results of the (Durbin-Watson) test, as it becomes clear that the value of (DW) computed for the study hypotheses is greater than its higher tabular values (d_U) and close to the value (2) at the level of significance (5%), which indicates no existence of an autocorrelation problem and its validity for use in a regression model.

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