

## The Impact of Innovative Marketing on Enhancing Brand Image: A Field Study of a Sample of DeaDecor's Customers

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### Abstract:

This study aimed to examine the impact of innovative marketing on enhancing brand image from the customer's perspective. It was based on a field study conducted on a purposive sample of DeaDecor's customers. The study sample consisted of 100 valid responses analyzed using the Statistical Package for the Social Sciences (SPSS).

The findings revealed a statistically significant effect at the 5% significance level of innovative marketing on improving the brand image of DeaDecor from the perspective of the Algerian customer.

**Keywords:** Innovative Marketing; Brand; Brand Image.

**Jel Classification Codes:** M31, M37, O31.

### Introduction

In the contemporary business environment characterized by rapid technological changes and intensified competition among institutions, innovation has become one of the essential pillars for ensuring the continuity of brands and enhancing their position in the market. Innovative marketing is considered one of the most prominent modern approaches adopted by institutions to achieve a sustainable competitive advantage, as it contributes to developing creative marketing strategies capable of meeting customers' changing needs and building a long-term relationship with them.

Improving brand image is a strategic objective that institutions strive to achieve due to its direct impact on enhancing customer loyalty and increasing market value. Innovative marketing is an effective tool for improving brand image, as it enables institutions to employ new methods and ideas in designing and implementing their marketing strategies in line with customer expectations and modern trends. This enhances customers' positive perception of the brand and increases its competitiveness in local and international markets. Innovative marketing also contributes to building a distinctive brand identity through innovation in products, services, promotional methods, and communication channels, which leads to creating added value for customers and strengthening their trust in the institution.

### 1.1 Research Problem

This study aims to shed light on the impact of innovative marketing on improving brand image and to explore its effectiveness as a strategic approach for supporting institutional sustainability and increasing customer loyalty. Based on this, the following research question is posed:

**What is the impact of innovative marketing on improving brand image among customers?**

### 1.2 Importance of the Study

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The importance of this study lies in its contribution to enriching theoretical knowledge related to innovative marketing and its role in improving brand image, by presenting a conceptual framework that links both and highlights the impact of innovation on developing marketing strategies capable of enhancing institutional market positioning.

Its practical significance appears in enabling institutions—especially in the furniture sector—to benefit from the findings to adopt innovative marketing policies that support building a positive brand image among customers, thus enhancing loyalty and increasing competitiveness in an evolving business environment marked by growing market competition.

### **1.3 Objectives of the Study**

Through this research paper, we aim to:

- Determine the impact of innovative marketing on improving brand image within institutions, with a focus on the textile sector in Souk Ahras province.
- Analyze the relationship between innovative marketing strategies and customers' perception of brand image, and their effect on customer loyalty.
- Highlight the importance of innovation as a strategic marketing approach and its role in enhancing institutional competitiveness and creating added value for the brand.
- Provide practical results that help decision-makers in institutions develop innovative marketing plans that support brand sustainability and enhance its market position.

### **1.4 Study Hypotheses**

The study is based on the following main hypothesis:

- There is a statistically significant effect at the significance level ( $\alpha \leq 0.05$ ) of innovative marketing on improving the brand image of DeaDecor Company from the perspective of Algerian customers.

From this main hypothesis stem four sub-hypotheses:

- There is a statistically significant effect at the significance level ( $\alpha \leq 0.05$ ) of innovative marketing, with its dimensions (marketing technology development, innovative imagination, sustainable creativity, and customer value creation), on the brand identity of DeaDecor Company from the perspective of Algerian customers.
- There is a statistically significant effect at the significance level ( $\alpha \leq 0.05$ ) of innovative marketing, with its dimensions, on the brand attitude toward DeaDecor Company from the perspective of Algerian customers.
- There is a statistically significant effect at the significance level ( $\alpha \leq 0.05$ ) of innovative marketing, with its dimensions, on the brand reputation of DeaDecor Company from the perspective of Algerian customers.
- There is a statistically significant effect at the significance level ( $\alpha \leq 0.05$ ) of innovative marketing, with its dimensions, on the brand value of DeaDecor Company from the perspective of Algerian customers.

### **1.5 Research Methodology**

This study relies on the descriptive and analytical approaches. The descriptive approach is used to understand concepts related to innovative marketing and brand image, while the analytical approach is employed to achieve the study objectives and derive results.

## 2. Theoretical Framework

### 2.1 Innovative Marketing

#### 2.1.1 Definition of Innovative Marketing

Innovative marketing is viewed as “the process of promoting changes in market structure and creating new market opportunities, and identifying potential new markets accompanying the launch of new products to meet market demand” (Zhang, 2006, p. 70). It is also defined as “the process of finding new ways through which an organization can market itself to existing and potential customers, facilitating its entry into new markets” (Halpern, 2010, p. 52). Another definition states that it is “marketing based on changes in product design, distribution, pricing policy, promotion, or all of these, in order to enable the organization to penetrate current or new markets” (Moreira et al., 2012, p. 194).

Accordingly, innovative marketing can be described as an integrated process aimed at generating, developing, and effectively applying new marketing ideas, covering various marketing practices and activities within the institution, thus contributing to achieving strategic objectives and enhancing competitiveness.

#### 2. Importance of Innovative Marketing

The importance of innovative marketing can be summarized in three main aspects (Hamdi, 2012, p. 31):

- **For institutions:** It contributes to achieving a sustainable competitive advantage that leads to an increased market share, higher sales and profits, acquiring new customers and retaining existing ones, and reaching leading positions in the market.
- **For customers:** It helps satisfy new needs or improve the fulfillment of existing ones, reduce expenses, and provide better information.
- **For society:** It contributes to raising the standard of living, increasing national output, supporting international competitiveness, and providing foreign currency, especially in developing countries.

#### 2.1.3 Dimensions of Innovative Marketing

These can be summarized in the following elements:

- **Development of marketing technology:** Technological advancement is a key element in the development of societies and marketing strategies, as it contributes to change and institutional success through the innovation of marketable products. It also represents a driving force for competition by enabling institutions to transform creative ideas into practical solutions that generate revenue and support innovation sustainability (Al-Rasheed, 2002, p. 77).
- **Innovative imagination:** It is a complex and purposeful mental activity driven by a strong desire to search for solutions or reach original outcomes not previously known. It is characterized by comprehensiveness and complexity because it involves interrelated cognitive, emotional, and ethical elements that form a unique mental state (Ibrahim, 2004, p. 798).
- **Sustainable creativity:** It is based on continuous changes in production and product design in a way that achieves innovation while considering the environment and avoiding the

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depletion of natural resources. Its goal is to replace old products with more advanced ones, strengthening entrepreneurship, achieving faster profits, and enhancing product quality to generate a competitive advantage—while ensuring the fulfillment of societal needs and maintaining sustainability (Al-Douski, 2013, p. 64).

- **Creating customer value:** It involves balancing the benefits obtained from a product or service with the costs of acquiring it. Benefits include the product itself, support services, parties involved in the purchase, as well as time, effort, and perceived risk. Through this exchange, the customer aims to achieve the highest possible benefit in return for the sacrifices made (Abu Fazaa, 2015, pp. 22–23).

### **2.2 Brand Image**

Interest in brand image and its importance to institutions has increased due to the crucial role that mental imagery plays in shaping opinions and forming personal impressions of a brand. Building a strong brand image has become a fundamental objective for most institutions seeking success due to its significant added value.

#### **2.2.1 Brand Image**

Brand image refers to “the mental, cognitive, and emotional perceptions formed by the customer about a brand” (Faircloth, 2005, p. 3). It has also been defined as “a perception that shapes the customer’s mental image of a brand based on experiences and information received during product use” (Al-Jabali, 2021, pp. 10–11). Another definition states that it is “the actual image formed in people’s minds about different brands, whether from direct or indirect experience; it may be rational or irrational, based on evidence and documents or unverified rumors, yet it ultimately represents a truthful reality for those who hold it in their minds” (Al-Farra, 2018, p. 11).

Accordingly, brand image represents the overall impression formed in the customer's mind about the brand, reflecting a set of perceptions, beliefs, and emotions associated with it.

#### **2.2.2 Types of Brand Image**

Brand image is divided into three categories (Al-Sayed & Al-Sayed, 2021, p. 796):

- **Self-image:** The internal perception and self-organization of the institution reflected through interactions among employees and with external parties.
- **Desired image:** The image the institution seeks to achieve in the future and reinforce in the minds of the public.
- **Perceived image:** The perceptions and impressions individuals have about the institution, which influence their decisions and behaviors, resulting from the mental image they hold.

Another scholar, Al-Jubouri, categorizes brand image into five types (Al-Jubouri, 2010, p. 171):

- **Reflective image:** The image through which the institution views itself.
- **Appearing image:** The image of the institution as seen by those who deal with it.
- **Preferred image:** The image the institution desires to achieve.
- **Ideal image:** The best image achievable in conditions of intense competition.
- **Multi-impression image:** The image formed in the minds of customers.

#### **2.2.3 Components of Brand Image**

They can be explained as follows:

- **Brand identity:** The set of unique traits and characteristics that the institution seeks to establish and maintain. It builds a relationship with consumers through visual stimuli such as the name, logo, colors, and shapes, contributing to forming a distinctive brand image that reflects the institution's personality and differentiates it from competitors.
- **Brand attitude:** Represents the behaviors and stances shown by the brand when interacting with customers. It may be negative when ethics are violated or when poor service is offered. Conversely, consistency between promises and reality—coupled with honesty, empathy, service quality, and concern for society and the environment—enhances positive perceptions. Thus, brand attitude includes communication behaviors, activities, distinguishing features, and the practices of employees and brand owners (Al-Jabali, 2021, pp. 11–12).
- **Brand reputation:** Refers to the impressions and judgments formed by the public about the institution and its products, based on management quality, innovative capabilities, and marketing effectiveness. Reputation results from the institution's interaction with its environment through product quality and customer relations. Researchers believe that well-known brands maintain their reputation even when exposed to temporary negative images, due to their accumulated stock of trust and recognition (Ben Ashnahu, 2010, p. 92).
- **Brand value:** Represents the sum of assets and liabilities associated with the brand's name and logo. This value influences consumer perceptions and the utility provided by the institution, giving products added appeal and making consumers perceive them as superior to alternatives bearing other brands (Mujahidi, 2011, p. 51).

### 3. Field Study

#### 3.1 Study Population and Sample

The study population consists of customers of DeaDecor Furniture Company in Algeria. A purposive sample of 100 individuals was selected, and all questionnaires were retrieved without any invalid forms, achieving a return rate of 100%.

#### 3.2 Study Instrument

Based on the study objectives, variables, and proposed model, a specially designed questionnaire was developed as the primary tool for data collection. It included personal information and was divided into two sections:

- **Section 1:** Related to innovative marketing applied at DeaDecor Company, consisting of 12 statements.
- **Section 2:** Includes statements related to the brand image of DeaDecor Company, containing 12 statements.

#### 3.3 Validity and Reliability of the Study Instrument

**Table 1: Cronbach's Alpha Internal Consistency Coefficients for the Study Variables**

Cronbach's Alpha	Variables
0,846	Innovative Marketing
0,804	Brand Image

**Source:** Prepared by the researchers based on SPSS outputs.

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The results in Table (1) show that the reliability coefficients of the study variables ranged between (0.80) and (0.84). All coefficients are higher than the minimum acceptable threshold of 0.60, indicating the validity and reliability of the study questionnaire and confirming its suitability for analyzing results, answering the research questions, and testing its hypotheses.

### 4.3 Descriptive Analysis of the Study Sample Responses

**Table 2: Means and Standard Deviations of the Study Variables**

Direction	Std. Deviation	Mean	Variables
Agree	0.770	3.83	Marketing Technology Development
Agree	0.673	3.46	Innovative Imagination
Agree	1.016	3.73	Sustainable Creativity
Agree	0.844	3.84	Customer Value Creation
Agree	0.692	3.72	Innovative Marketing (overall)
Agree	0.752	3.83	Brand Identity
Agree	0.662	3.59	Brand Attitude
Agree	0.959	3.77	Brand Reputation
Agree	0.618	3.63	Brand Value
Agree	0.561	3.71	Brand Image (overall)

**Source:** Prepared by the researchers based on SPSS outputs.

The results in Table (2) indicate that the mean scores of all study variables were rated “Agree,” reflecting a strong positive attitude among customers toward both innovative marketing and the brand image of Hub DeaDecor.

The overall mean of innovative marketing reached **3.72**, with Customer Value Creation and Marketing Technology Development recording the highest means (3.84 and 3.83 respectively), highlighting the institution's focus on technological innovation and added value for customers.

As for brand image, the overall mean was **3.71**, with Brand Identity scoring the highest (3.83), confirming the strength and clarity of the brand's personality in the market. The relatively low standard deviations indicate homogeneity in respondents' opinions, supporting the consistency of their positive attitudes toward the institution and its competitive products.

## 4. Results Analysis

#### 4.1 Testing the Main Hypothesis

**Table 3: Simple Linear Regression Analysis for the Effect of Innovative Marketing on Brand Image**

Sig. Level	F	Mean Squares	df	Sum of Squares	Model
0,000	174,245	56,163	1	25,163	Regression
		0,144	98	14,152	Residual
			99	39,315	Total
$R^2 = ,0640$		$R = ,0800$		$B = ,0800$	
				$A = 0,762$	

Source: SPSS outputs

Based on the hypothesis, a functional relationship was formulated between the dependent variable (Brand Image, Y) and the independent variable (Innovative Marketing, X). The regression equation is:

$$\text{Brand Image} = 0.762 + 0.800 (\text{Innovative Marketing})$$

The table shows a statistically significant relationship between the two variables, with a correlation coefficient of **0.800**. The coefficient of determination  $R^2 = 0.640$  indicates that **64% of the variation in brand image** is explained by innovative marketing.

The F-value (174.245) at a significance level (0.000) confirms the statistical significance of the model.

Thus, the main hypothesis is accepted:

**“There is a statistically significant effect at  $\alpha \leq 0.05$  of innovative marketing on improving the brand image of DeaDecor from the perspective of Algerian customers.”**

#### 4.2 Testing the Sub-Hypotheses

**Table 4: Multiple Linear Regression — First Sub-Hypothesis**

Sig	T	$\beta$	Std. Error	A	Dimensions of the Independent Variable
0.000	6.359		0.395	2.512	Constant
0.000	3.839	0.458	0.117	0.447	Marketing Technology Development
0.023	2.307	0.194	0.080	0.183	Innovative Imagination
0.001	3.352	0.447	0.099	0.331	Sustainable Creativity
0.012	2.577	0.321	0.111	0.286	Customer Value Creation
$F=14.767$			$R^2=0.383$		$R=0.619$

Dependent variable: Brand identity

source: Prepared by the researchers based on SPSS outputs

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The results demonstrate a positive and significant relationship between the dimensions of innovative marketing and brand identity. The correlation coefficient (0.619) indicates a moderately strong relationship, while the R<sup>2</sup> value (0.383) shows that **38.3% of brand identity variance** is explained by innovative marketing dimensions.

All t-values exceed the tabulated value (1.98), and significance levels are below (0.05), confirming statistical significance.

The relative impact of each dimension is:

- Marketing Technology Development (44.7%)
- Sustainable Creativity (33.1%)
- Customer Value Creation (28.6%)
- Innovative Imagination (16.4%)

*Accordingly, based on the above, the first sub-hypothesis is accepted, which states that: “There is a statistically significant effect at the ( $\alpha \leq 0.05$ ) significance level of innovative marketing, with its dimensions (marketing technology development, creative imagination, sustainable creativity, and customer value creation), on the brand identity of DeaDecor from the perspective of the Algerian customer.”*

**Table 5: Multiple Linear Regression — Second Sub-Hypothesis**

Sig	T	B	Std. Error	A	Independent Variable Dimensions
0.000	5.718		0.232	1.329	Constant
0.000	12.337	0.984	0.069	0.846	Marketing Technology Development
0.007	2.765	0.202	0.072	0.198	Innovative Imagination
0.002	3.117	0.278	0.058	0.181	Sustainable Creativity
0.004	2.975	0.170	0.055	0.164	Customer Value Creation
<b>F=62.325</b>			<b>R<sup>2</sup>=0.724</b>		<b>R=0.851</b>

Dependent Variable: Brand Attitude

source: Prepared by the researchers based on SPSS outputs

The results indicate a strong positive relationship between innovative marketing dimensions and brand attitude. With **R = 0.851**, the relationship is very strong, and R<sup>2</sup> of **0.724** shows that **72.4% of brand attitude variance** is explained by the independent variables.

Relative impact values:

- Marketing Technology Development (84.6%)
- Sustainable Creativity (19.8%)
- Customer Value Creation (18.1%)
- Innovative Imagination (16.4%)

*Accordingly, based on the above, the second sub-hypothesis is accepted, which states that: “There is a statistically significant effect at the ( $\alpha \leq 0.05$ ) significance level of innovative marketing, with its dimensions (marketing technology development, creative imagination, sustainable creativity,*

and customer value creation), on the brand attitude of DeaDecor from the perspective of the Algerian customer

**Table 6: Multiple Linear Regression — Third Sub-Hypothesis**

Sig	T	B	Std. Error	A	Independent Variable Dimensions
0.002	3.136		0.185	0.579	Constant
0.000	5.430	0.588	0.090	0.489	Marketing Technology Development
0.000	6.131	0.127	0.037	0.230	Innovative Imagination
0.000	21.687	0.749	0.033	0.707	Sustainable Creativity
0.000	12.170	0.392	0.037	0.446	Customer Value Creation
<b>F=550.614</b>			<b>R<sup>2</sup>=0.959</b>		<b>R=0.979</b>

Dependent Variable: Brand Reputation

source: Prepared by the researchers based on SPSS outputs

The results show an extremely strong relationship, with **R = 0.979** and **R<sup>2</sup> = 0.959**, meaning **95.9% of brand reputation variance** is explained by innovative marketing dimensions.

Impact ranking:

- Customer Value Creation (70.7%)
- Marketing Technology Development (48.9%)
- Innovative Imagination (44.6%)
- Sustainable Creativity (23%)

Accordingly, based on the above, the third sub-hypothesis is accepted, which states that: *“There is a statistically significant effect at the ( $\alpha \leq 0.05$ ) significance level of innovative marketing, with its dimensions (marketing technology development, creative imagination, sustainable creativity, and customer value creation), on the brand reputation of DeaDecor from the perspective of the Algerian customer.”*

**Table 7: Results of Multiple Linear Regression Analysis for Testing the Fourth Sub-Hypothesis**

Sig	T	B	Std. Error	A	Dimensions of the Independent Variable
0.000	5.428		0.147	0.796	Constant
0.000	3.654	0.197	0.043	0.158	Marketing Technology Development Dimension
0.010	2.621	0.187	0.059	0.155	Innovative Imagination Dimension
0.008	2.718	0.164	0.037	0.100	Sustainable Creativity Dimension
0.000	16.076	0.904	0.041	0.662	Customer Value Creation Dimension
<b>F=165.132</b>			<b>R<sup>2</sup>=0.874</b>		<b>R=0.935</b>

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Dependent Variable: Brand Value

**source: Prepared by the researchers based on SPSS outputs**

The analysis results indicate a strong positive effect between the dimensions of innovative marketing applied in the studied organization (Marketing Technology Development, Innovative Imagination, Sustainable Creativity, Customer Value Creation) and the brand value. The correlation coefficient ( $R = 0.935$ ) reflects the strength of the relationship between the variables. Additionally, the coefficient of determination ( $R^2 = 0.874$ ) shows that the dimensions of innovative marketing explain approximately 87.4% of the variance in brand value.

The F value (165.132) at a significance level (Sig = 0.000) confirms the statistical significance of the model. The t-test results show statistical significance for all dimensions of innovative marketing, as the computed t-values exceeded the critical table value (1.98) and the significance levels were below 0.05. The regression equation indicates that the influence of the sub-dimensions on brand value varied, with Innovative Imagination (66.2%) being the most influential factor, highlighting that creative marketing ideas and innovative designs contribute to differentiating the brand and enhancing its appeal in customers' minds. Marketing Technology Development (15.8%) and Sustainable Creativity (15.5%) play important roles in increasing perceived brand value through updated promotional tools and enhanced customer experience, while Customer Value Creation (10%) contributes to customer loyalty by providing products and services that offer tangible benefits.

These results reflect that the organization, through adopting an innovative and renewed marketing approach, is able to build a high value-added brand based on creativity, technology, and understanding customer needs, thereby enhancing its competitive position and brand sustainability in the market.

Accordingly, based on the above, the fourth sub-hypothesis is accepted, which states: *"There is a statistically significant effect at the significance level ( $\alpha \leq 0.05$ ) of innovative marketing with its dimensions (Marketing Technology Development, Innovative Imagination, Sustainable Creativity, Customer Value Creation) on the brand value of DeaDecor from the perspective of Algerian customers."*

### **5. Conclusion:**

The study aimed to examine the impact of innovative marketing on enhancing the brand image from the customers' perspective. The results are based on a field study conducted on a sample of DeaDecor furniture customers in Algeria. After statistical analysis using SPSS V23, the study reached the following results and recommendations:

#### **5.1 Results:**

The study concluded the following:

- The main hypothesis, stating that innovative marketing has a statistically significant effect ( $\alpha \leq 0.05$ ) on enhancing the brand image of DeaDecor from the Algerian customers' perspective, is confirmed, as are all associated sub-hypotheses.
- Marketing Technology Development is the most influential factor in building brand identity, as it strengthens the organization's digital presence and enhances customer interaction with its products and services, supporting the transition to digital marketing as a strategic choice for continuous excellence and innovation.

- Sustainable Creativity and Customer Value Creation play a pivotal role in establishing strong and long-term customer relationships, enhancing customer satisfaction and positive perceptions of product quality, which in turn reflects on their loyalty and willingness to recommend the brand.
- The results indicate that Innovative Imagination serves as a primary driver for shaping customer attitudes toward the brand, as creative ideas and distinctive designs act as sources of brand uniqueness and attractiveness, enhancing market positioning and providing sustainable competitive advantage.
- Innovative marketing effectively contributes to strengthening the reputation of the studied organization and the value of its brand by combining technological innovation, design creativity, and the delivery of added value to customers, enabling DeaDecor to build a positive mental image and high credibility among its target audience.

## 5.2 Recommendations:

The study proposes the following recommendations:

- Enhance investment in digital marketing technology by developing online platforms and employing intelligent analysis tools and consumer behavior tracking online to ensure greater interaction with customers and improved user experience.
- Focus on developing sustainable creative programs that continuously encourage teams to generate new ideas in design and promotion, considering environmental and social aspects that reinforce innovation sustainability.
- Leverage Innovative Imagination in promotional campaigns through visual storytelling techniques and creative design in advertisements and social media content, contributing to building a distinctive visual brand identity.
- Strengthen organizational reputation through transparency and continuous communication with customers, emphasizing product quality, social responsibility, and commitment to after-sales service as factors supporting credibility and trust.
- Adopt an integrated innovative marketing strategy combining technology, creativity, and understanding Algerian consumer behavior, enabling the organization to maintain a sustainable competitive advantage in the local market environment.

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### **Appendices:**

The study questionnaire is available via the following link:

<https://docs.google.com/forms/d/1A0Q9Q11UfDAKPK7M26J2T8JwGfRiVmkEBTYYcKaVgZA/preview>