

EVALUATION OF PROMOTIONAL OPTIONS IN DEVELOPING THE REALITY OF IRAQI AIRWAYS

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ABSTRACT:

The research is based on the company's keen interest in the promotional aspect of the service, namely the advertising and promotion of the service, which is reflected in the leadership of the company. The research started from a basic hypothesis to explore the relationship of importance between the search variables by analyzing the answers, the sample included 30 of the company's customers. Data and information were collected using questionnaire, personal interviews, as well as the field presence of the researcher. Data and information were analyzed using the statistical program (Spss_V.24), the arithmetic mean, and the importance ratio. The main conclusions reached by the research are that the company takes into account the promotion of advertising in an acceptable manner, which enhances the ability to lead the excellence and exclusivity by providing and defining the service to the customer. The need to increase the company's interest in the best way to improve the style of advertising the traditional service to an innovative announcement and to interest creative designers of creative ideas to provide advertising promotion service.

Key search terms: evaluation, promotion

THE FIRST AXIS / METHODOLOGY OF RESEARCH

First: Research problem

1. What is the level of application of the advertisement? What is the most applied method in Iraqi Airways?
2. Does the service announcement contribute to the leadership of Iraqi Airways?
3. Does sales promotion contribute to the leadership of Iraqi Airways?

Second: The importance of research

- 1- The importance of research is highlighted as it is concerned with promotional and advertising aspects in

achieving the competitive advantage of the organizations.

2 - It is one of the important and modern topics and we hope to provide the Iraqi library scientific information useful in the development of advertising for service in the travel and aviation companies.

3 - The need of the Iraqi Airways to pay attention to the Declaration in order to develop its services and reflected on the achievement of leadership.

4 - The importance of activating sales in the promotion of the services of Iraqi Airways.

Third: Research objectives

1- The aim of the research is to clarify the importance of the impact of advertising in order to achieve leadership for business organizations.

2. Determine the availability of the requirements that organizations may have to apply creativity and innovation in advertising

3 - Determine the extent of the contribution of the Declaration in achieving the leadership of Iraqi Airways.

4 - We seek to know the interest of officials and employees of the Iraqi Airways to go to leadership through advertising and sales promotion.

Fourth: The hypothesis of research:

Key research hypotheses were formulated to explain the relationship between variables and indicate the possibility of applying the research plan to the relative importance of advertising and sales promotion in Iraqi Airways.

Fifth: Society and the sample of research:

The research community included customers of Iraqi Airways as the target individuals for the search process. [30]

Fifth: The limits of research

1. Human Boundaries: The sample of the research included the customers of Iraqi Airways Company. The number of questionnaires analyzed for the sample of the research was (30).

2. Spatial boundaries: The practical aspect of the study was applied in the Iraqi Airways Company in the province of Baghdad.
3. Time Limits: This is the starting time for the theoretical and practical aspects. It consists of collecting and preparing the initial data through visits to the company and specifying the sample of the research. The study and the practical side were conducted between 12/2018 and 9/2019. Initial and personal interviews and distribution of the questionnaire on the research sample and retrieval, leading to statistical analysis of the data collected.

Sixthly: Methods of data collection : The research relied on collecting data and information on two main axes:

1 - Theoretical side: The researcher used several Arab and foreign sources, including books, published research, letters and letters, and recent articles related to the research variables in order to strengthen the theoretical side to achieve the research objective.

2 - Practical side: The researcher relied on personal observations and interviews.

3 - Questionnaire: The researcher relied on the questionnaire form as a basic source in obtaining the data and information related to the applied side. Most of the questionnaires were designed on the prepared standards in foreign and Arabic studies, which are close to the subject of the research, the structure of the questionnaire according to the main and sub-variables, in addition to the number of questions in the questionnaire and the sources of measurement adopted. The questionnaire included two main sections as shown Balti:

Table (1): Complexity of the questionnaire, variables and measurement sources adopted

sequence	Key variables	Sub-variables	Number of Phrases	Source of scale
1	Metadata	Gender, age, educational achievement, occupation	4	Setting up the researcher
2	Promotion	Advertising Stimulate sales	5 5	(Kanina ,2013)

THE SECOND AXIS: THEORETICAL FRAMEWORK

First: Advertising

be seen (Adefulu, 2015: 23) Advertising is a form of paid promotion and is either about a good or service or idea or organization, And (Belch & Belch, 2003: 9) The promotion function in most organizations was dominated by advertising, as organizations relied primarily on advertising for guidance in marketing.

He stated (Zimmerman & Sahlin, 2010: 619) The announcement is a way to increase the fan base, attract customers and build personal relationships with them.

He noted (Leppaniemi & Karjaluoto, 2005: 204) states that advertising is described as a catalyst or stimulus through which consumers interact. He describes it (Smith, 2005: 3) that it creates awareness and explains the product in terms of its image, benefits and uniqueness , (Meffert & Burmann, 2019: 123) of advertising features should be appropriate and attract public attention.(Both Marathe et.al, 2017: 102) and (Alsheeha 2018: 51) pointed out that the moral position during the advertising phase is the most important aspect because it is directly concerned with changing the behaviors and perceptions of consumers, and the validity and credibility of advertising can be determined by the extent to which (Robinson, 2010: 453) The advertisement may be sponsored by: Sponsorship is promotion through association with a particular entity, event or activity and is usually presented to the target audience through the media,

and the expansion of the concept of the media owner to include the organization . clear up (Baker, 2003: 42) The means used to advertise television, magazines, publications, newspapers and radio. (Shanthakumari , 2013: 433) and promotional posters and Internet marketing.

Factors of success of advertising: The most important factors that help the success of advertising can be identified as follows:

1. The advertisement must be designed in an attractive manner and bear the drawings, images and colors that motivate the customer to purchase (Scharl et.al, 2004: 169).

The message of advertising and creativity The selection of media and market research, competitiveness, market share, customer relations are all factors that help the success of advertising and creativity is an important factor in determining the quality of advertising, so the message must be specifically designed for the positive impact on the success of advertising (Ansari, 2016:23). Ie the main purpose of advertising is to draw the customer's attention, attract the customer, and create the customer's desire for the product and service (Forsyth, 2003: 98).

Second: Promotion (Sales Activation)

He knew (Rowley, 2014: 384) Sales promotion is a set of incentive tools to encourage the experience or

purchase of a product or service such as discounts to reach customers within a certain period of time.

As he knew (Blythe, 2006: 100) is a set of tactical marketing techniques designed within a strategic marketing framework that does not attach value to a product or service in order to achieve specific sales and marketing goals.

Between (Smith, 2005: 3) Sales promotion relies on motivational tactics derived from marketing and sales strategies. (Neha & Manoj, 2013: 16) Sales promotion and promotion activity should not be confused. (Pride & Ferrell 2009: 471) noted that sales promotion is part of a more comprehensive promotional activity that includes advertising, personal sales and sales promotion.

(Pride & Ferrell 2014: 577) argues that to promote sales there are six different types of consumer benefits: cash savings, quality, comfort, value and entertainment. **As (Shimp 2007: 499) states, sales promotion activity has several objectives.**

1. A motivational promotional activity aimed at stimulating the demand for a new product.
2. Activate brand sales and promote advertising.

3. Facilitate the introduction of new products and support the personal selling process

4. Identification of competitive advertisements and promotional features

5. Increase the storage space in the off shelf

He noted (Mullin, 2010: 11) Sales promotion can add fun and value to the customer, And (Percy, 2008: 106) A sales promotion tool: discounts, coupons, free distribution samples , Male (Neha & Manoj, 2013: 16) and cash reduction from the point of purchase, the free trial provides the consumer with the opportunity to use a free part of the product, and competitions by providing an opportunity to win prizes, incentives and lotteries. (Horchover 2002: 40) points out that sales activation tools are expensive and varied but offer great benefits. Explain (Kotler, 2000: 565) as a call to attract consumer attention, motivation and persuasion to add value to the consumer and call for purchase. Pride & Ferrell (2009: 470) added that sales promotion offers additional incentives to encourage the product experience to buy. Male (Dibb et.al, 2012: 499) However, some sales promotions are closely related to the additional elements of the promotional mix.

THE THIRD AXIS: PRACTICAL SIDE :

The first axis: Presenting the results of the research sample to customers

Table (2) Sample Research Sample Customer Survey (n = 30)

Sequence	Sample distribution		Duplicates	Percentage%
1	Gender	Male	13	43.3
		female	17	56.7
		Total	30	100.0
2	Age	Less than 30 years	13	43.3
		30- Less than 40 years	5	16.7
		40 Less than 50 years	8	26.7

		50 years and over	4	13.3
		Total	30	100.0
3	Collection	Preparatory School	6	20
		Technical Diploma	2	6.7
		BA	16	53.3
		M.A.	5	16.7
		Higher Diploma	0	0
		Ph.D.	1	3.3
		Total	30	100.0
4	Career Responder	Works	23	76.7
		does not work	5	16.7
		studying	2	6.7
		Total	30	100.0

Table (38) shows that the distribution of the research sample according to gender is ranked highest by (17) and (56.7). The males ranked second with the number of male sample 13 and 43.3% of the total sample. (43.3), the respondents were young. The lowest percentage was for the age group (50 years and older) and 13.3% of the total sample. Achievement of those who received the highest bachelor degree was (16) respondents and (53.3). The lowest percentage was for those with a certificate of In terms of the respondent's profession, it is clear from the table that most of the sample of the research are workers (76.7) and the number (23) of the total sample, either the lowest category of the sample.

Were students by (2) and by (6.7). Thus, most of the research sample, as shown in Table (38), are females who have a bachelor's degree and have work.

The second axis: Presentation and analysis of the results around the questionnaire:

The results will be presented according to the research axes consisting of two axes. The first axis consists of five questions. The first question consists of five choices and was answered by choosing one of the paragraphs. The second axis was to promote sales and include one question consisting of five paragraphs.

1 - Display the results of the axis of the advertisement: - The first test:

Table (3) shows that the Internet option and social networking sites ranked first among the other options (74.2%). The final ranking of the fifth option (posters and paintings) was 22.6%, so it is clear that Iraqi Airways uses the Internet and social networking sites To advertise their services and display them to the public and ignore other means such as television and radio and this is not perfect in the promotion process in the Declaration, because the good promotion is

used by all methods of advertising combined, giving the power of advertising company and the introduction of services in the largest segment of the crowd .

Table (3) View results about the ad criterion

Questions	Option 1	Option 2	Option 3	Option 4	Option 5	Total
Through any means identified with Iraqi Airways	the radio	TV	Internet and social media	Newspapers, magazines and periodicals	Posters and paintings	
the test	-	-	23	-	7	
Repetition			23	-	7	30
Percentage			74.2	-	22.6	100
Ranking			the first		The second	

2- Results of analysis of ad axis: the second test :It is clear from Table (4) that the first option came in first place with 35.5 out of the total sample responses, while the fifth option was ranked last by the lowest rate by (3.2) of the total opinions of the sample. The company provides high quality services and this is what distinguishes them from other companies and despite the divergence of views of the sample and the fluctuation of their answers, but the majority agreed that the Iraqi Airways Company is distinguished by its service and quality, especially that the company has quality and according to the measures.

Table (4) Displays the results of the second ad test

Questions	Option 1	Option 2	Option 3	Option 4	Option 5	Total
What is Iraqi Airways? Your opinion as a customer of the company	Providing high quality services	Interested in customer satisfaction	The method of employees in the company	Prices are relatively cheap	Provide appropriate offers	
the test	11	5	6	1	7	

Repetition	11	5	6	1	7	30
Percentage	35.5	16.1	19.4	3.2	22.6	100
Ranking	the first	the fourth	the third	Fifth	The second	

3- Results of Ad Analysis: Test the third : Table (5) shows that the answers were close, with the second option in the first order (51.6), which states that the company has good competitiveness ie it has a position in the market and this was most of the answers of the customers of the company who are the sample of the research while others believe that the company does not have any (9.7%) of the total research sample.

Table (5) Displays the third test results of the ad

Questions	Option 1	Option 2	Option 3	Option 4	Option 5	Total
Your opinion as a customer? Your assessment of Iraqi Airways (position in the market)	Owning high competitive	Good competitive	Medium competitive	Not competitive		
the test	6	16	5	3	-	
Repetition	6	16	5	3	-	30
Percentage	19.7	51.6	16.1	9.7	-	100
Ranking	The second	The first	the third	The fourth		

4 - Results of analysis of the axis of the Declaration: the fourth test :Table (6) shows that the second option is ranked 51.6, which provides quick service. This is what the sample of the research sees in the fourth test on the procedures that Iraqi Airways is doing to attract and retain customers, The company is working to provide fast services to customers and is calculated for the time factor, especially for passengers whose travel destined for treatment, the lowest order was similar and the same proportion of the first option and the third (22.6) of the total sample research.

Table (6) Displays the results of the fourth test of the ad axis

Questions	Option 1	Option 2	Option 3	Option 4	Option 5	Total
As a customer dealing with Iraqi Airways, what are the procedures that the company is	Establish a close relationship	Provide quick services	Flexibility in dealing	Additional services are of value to the customer		

doing to attract customers	with the customer					
the test	7	16	7	-	-	
Repetition	7	16	7	-	-	30
Percentage	22.6	51.6	22.6	-	-	100
Ranking	The second	The first	the third			

5- **Results analysis of the axis of advertising: the fifth test** : Table (7) shows that the first option, which states (the company's ads are of attractive and attractive content) in the first order according to the opinion of the sample of the research as it achieved 61.3%. This indicates that the company offers useful and important advertisements for customers to identify their services. (12.9), which is the second option, which includes (choose the appropriate media means), and it is clear here that most of the respondents were not answered on the fourth and fifth option and it is related to creativity in advertising and changing patterns of submission of the declaration and this negatively affects the company because the company that seeks To a position and a market share Continue the renewal and change in its work.

Table (7) Displays the results of the fifth test ad

Questions	Option 1	Option 2	Option 3	Option 4	Option 5	Total
Does the ad provide an effective way to reach customers? Yes or no, and if yes, what is the reason	Company ads are of good content and attractive	The company chooses the appropriate advertising medium	The company adopts the means of audio and video advertising	Creativity in ad display	Change ad delivery styles	
the test	19	4	7	-	-	
Repetition	19	4	7	-	-	30
Percentage	61.3	12.9	22.6	-	-	100
Ranking	The first	The third	The second			

Third: Sales promotion

View sales promotion test results: Table (8) shows that the company and through the results reached to the research based on the answers of the sample that answered yes to the question and the majority of the sample had unanimous answer with the second and third option and the answer is similar, as the ratio (35.5), which provides that the company offers discounts to customers , And this indicates that the company has a policy followed by offering discounts to customers, even if for some cases such as cases that are destined to travel for the purpose of treatment for serious and intractable diseases, and this is what the researcher observed during the interviews, through the reduction of 90% of cases and illness of malignant diseases, either Khaya (35.5), which is the reduction of prices offered by the company in some circumstances and cases, as confirmed by the second option, while the other options got the last arrangement, such as the fourth option, which got (6.2), which is a small percentage, which states (that the company offers samples and gifts Free) .

Table (8) Display the sales promotion test results

Questions	Option 1	Option 2	Option 3	Option 4	Option 5	Total
What are the activities of Iraqi Airways that satisfy you as a customer?	The company offers coupons, gifts and competitions	Discounts offered by the company to customers	Reductions in prices offered in certain circumstances and events	Provide samples and free gifts	The method and dealings of the company agents of personal selling	
the test	3	11	11	2	3	
Repetition	3	11	11	2	3	30
Percentage	9.7	35.5	35.5	6.5	9.7	100
Ranking	The third	The first	The second	Fifth	the fourth	

It is clear from the above that the company Iraqi Airways uses the Internet and social networking sites more than any means of advertising or promotional, which does not entail a heavy financial burden while a large company and lead them to make advertisements and by all means that can reach the customer to allocate a special budget for that Such as what we see about the distinctive announcements of Qatar Airways and the UAE. For example, most of the responses of the responding customers know the name and mark of the airline, which distinguishes them and indicates that it is a leader and quality despite all the difficult

conditions in the country, The majority of respondents said that the company still relies on traditional patterns such as traditional advertising and that the percentage of creative advertising is slim. Sales promotion shows that the company takes on social responsibility as the national carrier by reducing the prices of some situations and attitudes that deserve. Learn about this because of the limited promotion of services.

THE FOURTH AXIS: CONCLUSIONS AND RECOMMENDATIONS

First: Conclusions

1. The researcher found that the prices of the company are high relative to the competition companies in addition to the service that is not the required level, although the customer questionnaire has been likely that the service provided good quality.

2. The company adopts modern and customer-oriented promotional thought based on electronic technologies to define its services as well as electronic booking services, for the purpose of interaction and frequent communication with customers and various related parties with the company, which encourages the building of promotional networks and the development of new and sophisticated networks and methods, The company is not far from customers.

3. The Iraqi Airways Company is interested in advertising mainly on the dimensions of promotion. This is evidenced by the results of the analysis of the link to the paragraphs of the questionnaire, as it seeks to make the service accessible to the customer and interested in advertising as an important tool to identify the services of the company but still in its traditional form, In the first place, which indicates that the company is interested in the creators of its employees to improve the service provided and be in accordance with the wishes of the customer.

Second: Recommendations

1. The need for the management of the company to spread the culture of marketing promotion among employees through seminars, meetings and courses, and give utmost importance to activate the role of public relations function.

2. Dependence on the philosophy of marketing promotion and communication and study the needs and desires of customers to find out the service that can satisfy those desires to achieve the company's loyalty to the customer's brand

3. Adoption of the management of the company on the traditional means of advertising and promotion such as radio, television and newspapers does not reduce the advertising, but supports and promotes the advertisements that are on the Internet and e-mail.

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