

## **Employing Trade Fairs for Marketing Communications in Promoting Market Targeting Strategies Survey Study at The General Company for Light Industries**

Rasha F Mustafa<sup>1</sup>, Hanan Safaa Ali<sup>2</sup>, Shahbaa Hazim Hameed<sup>3</sup>

### **Abstract**

*The study investigates the relationship between marketing links and market targeting strategies. The researcher conducted a survey of the research variables in the literature of business administration in particular to identify the most important dimensions of marketing communications and direct impact in the strategies of targeting the market. The research problem revolves around the extent to which industrial companies possess the insight and knowledge of the concept Trade exhibitions and development in the target markets or not, which is considered as one of the methods of experimental marketing, while expressed the importance of research to make the focus on the customer is very important in the sector of Iraqi companies in relation to factors The objectives of the research are to diagnose the reality of the Iraqi companies surveyed about their ability to provide the necessary success opportunities for trade fairs, take a random sample and form a questionnaire form. There were 60 questionnaires prepared for this purpose. Has undergone many scientific tests and has used many computerized statistical tests on the SPSS system for the purpose of proving the hypothesis of research.*

**Keywords:** *concept of trade shows, marketing communications, market targeting strategies.*

### **Introduction**

Because of the increase in offers and the spread of marketing centers in both developed and developing countries and the high intensity of competition and diversity of products to customers and meet their needs and desires, and the difficulty of companies to obtain competitive advantages has become a high pressure on the market and customers as many companies focus on achieving its objectives and most important delivery of the commodity or Service to the target market, and began to pay attention to the search for means and promotional tools more feasible through which to increase revenues and sales at all levels of wholesalers, retailers, consumers. This trend emerged trade fairs that are Most of the industries organize annual trade fairs to showcase the new technological developments in the industry. 80% of visitors are classified as " Trade shows as influential in purchasing where staff are trained to perform well in marketing exhibitions that help the buyer to identify the need of the product and develop specifications and search for the potential supplier and provide feedback in the performance of the product and service provided by the current supplier either the seller can take the process of It can be considered as a series of six stages (initiative, relationship building, potential qualification, sales letter submission, sales closure and service calculation). Trade fairs

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can be very effective for the seller. They are galleries of human ideas and ideas, and reflect economic, scientific, technological and cultural events. Exchange of creative ideas, holding various trade and investment deals, building relationships and evaluating partner Hutt & Speh, 1998: 494

It is through trade fairs can:

Delivery effective sales message to a relatively large audience.

Offering new products to a wide audience.

Customers have experience with the product in case of repeated sales.

Identify potential customers and provide qualified sales staff.

Promote public reputation.

Generate free advertising for the company.

Methodological aspect

Research problem

The process of technological development, entry into new markets, changes in consumer tastes and difficulty in targeting the market by companies, is not an easy process, although it constitutes a marketing dimension in its content, but it takes important dimensions in the integration of the functions of the main companies and support, in particular advertising, Research and development, but not limited to, and requires knowledge of most of the strategic factors surrounding rapid developments in technology and multiple uses, and factors targeting the market and others, where the product represents one of the most important elements of the market-oriented marketing mix A goal that reflects the core value of satisfying the needs and desires of customers. In the context of consumer presentations, developments and the competitive environment, companies not only rely on the existing product known to their customers, but also maintain their market share and revenues. Companies are obliged to renew their offers to the market with innovation, creativity, innovation and improvement, despite the surrounding behavior of change by the consumer due to high costs and the need for time and consequences are not measured against the high returns from the resources of different companies. The acquisition of insight and knowledge of the concept of trade fairs and development in the target markets or not, which is considered as one of the methods of experimental marketing is the essence of the problem of research, which starts in its content in the role of trade fairs as one of the experimental marketing methods in targeting the market.

The importance of research, and highlights the importance of this research through the following:

1- Identify the elements and dimensions affecting marketing communications and product strategies.

2- focus on the customer, which is very important in the sector of Iraqi industrial companies, compared to other factors of the possibility of facing the competition between companies based on the product, which is the most important elements of the marketing mix.

3- Formulating suitable marketing strategies in the research sample company

research goals:

The research aims at a number of objectives:

1- To diagnose the reality of the Iraqi companies that are being investigated about their ability to provide the necessary success opportunities for trade exhibitions.

2- Examining the impact relationships of marketing communications in targeting the market in the companies examined.

Search Form:

The second variable is the adopted variable and market targeting strategies including (non-distinctive marketing strategy, distinctive marketing strategy, and focused marketing strategy). The first is the independent variable. Marketing communications include advertising, sales, sales promotion, public relations and direct marketing. Figure 1 shows that there is a correlation between marketing communication and market targeting strategies.

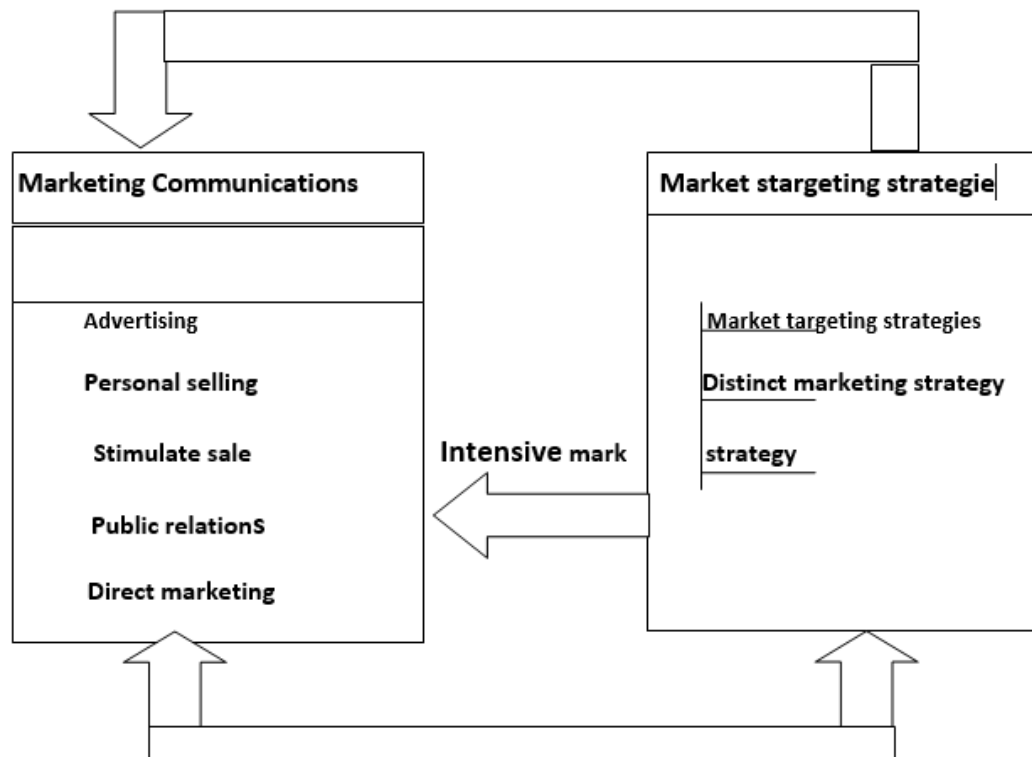


Figure (1) The model of the research hypothesis

research assumes:

Key Hypothesis 1: Marketing communication is linked to market targeting strategies and the following sub-assumptions emerge

1. Advertising is related to market targeting strategies.
2. Personal sales are related to market targeting strategies
3. Sales activation is related to market targeting strategies
4. Public relations are linked to market targeting strategies
5. Direct marketing is linked to market targeting strategies

Key Second Hypothesis: Marketing communication affects market targeting strategies.

1. The ad affects market targeting strategies.
2. Personal selling affects market targeting strategies.
3. Sales activation affects market targeting strategies.
4. Public relations influence market targeting strategie.
5. Direct marketing affects market targeting strategies.

## Methodology and research tools

First: To examine the research data through the validity and stability of the standards:

The researcher conducted a number of methods and statistical methods in order to ascertain the validity of the data obtained through the questionnaire and prepared for statistical analysis through the following:

1- Exploring missing and extreme data: Using SPSS V.23 to determine the proportion of missing data using relative frequencies, as a step that confirms the number of missing data from valid data, as well as using the Box Plot method to detect abnormal values and extreme and each paragraph of the questionnaire, as these results showed the absence of these values, and data were free of extreme and abnormal values.

2- Exploring the normal distribution of data: The Kolmogorov-Smirnov test is the best statistical method suitable for the size of the sample (60) Respondents in the State Company for Light Industries. The researcher was able to follow the natural distribution to adopt the appropriate scientific statistics for analysis in light of its statistical strength and ease of implementation. The data are not subject to normal distribution. They must be analyzed according to non-normal tests. The researchers adopted the observations drawn from the society that do not follow the normal distribution when the moral level is less than (0.05) and subject to normal distribution when the value of the value is higher than that for variables to search, was the search results indicate normal distribution of data  
Statistical methods: The researcher used a set of statistical methods in processing the data agencies: 1- The arithmetic mean: It is one of the measures of central tendency, which is used to know the level of answers about each variable .

2- Standard Deviation: One of the dispersion measures used to measure the absolute dispersion of the values of the responses from the arithmetic mean.

3- coefficient of variation: It is a measure of dispersion is used to measure the degree of dispersion relative to the values of the answers to the arithmetic mean, a percentage.

4- Pearson: A non-normal statistical tool used to measure the type and degree of relationship between the variables of the study.

5- Regression Regression Factor: A method used to determine the effect of one independent variable in a single dependent variable.

## Previous studies

1- The study of (Lama Majid Hamid, 2011)

This study is aimed at highlighting the true image of the market segmentation in the Iraqi industrial sector to contribute to reaching a scientific result about the dialogue between the researchers in the extent of feasibility Application of methods of industrial market fragmentation in Iraqi industrial companies The sample of the study was three industrial sectors affiliated to the Ministry of Industry and the most important recommended by the study is to emphasize the need to spread and consolidate the culture of market segmentation within the company at the level of management and develop an integrated building process Of the market with its various dimensions and guide the way they serve their performance, and to confirm the importance of creating a marketing information system by doing market research and marketing to enable companies to adopt a clear strategic vision toward the market.

2- Study (Hamid Shaker Abdul Amir, 2015)

This study aims to test the reality of the Iraqi business organizations and activate the role of the departments responsible for searching and inspecting the advantages of their products to find an effect to achieve continuous awareness of their products. The study

sample was considered by some companies in the Iraqi industrial sector. The most important thing recommended by the study is that companies make important efforts such as obtaining technology that the other organizations lack to make their products differ in their favor compared to similar products. It is not only for the product but also for all the resources of the companies (material and human) to provide a product with characteristics that are in the mind of the user, such as fashion, reliability, strength, weight, etc. and to change the specifications of the product according to the target market desires, Among competitors.

### 3- Study (Kara Daghi, 2004)

This study was conducted under the title of the integration of marketing communication and its relation to marketing performance. This study aims at a deeper understanding of how hotels use the elements of marketing communication and how to integrate among them and select any component of communication and its reflection on marketing performance. In the northern region, and the most important recommended by the study is the establishment of a specialized unit of marketing communications in hotels aimed at integrating the elements of marketing communications.

### 4 - Study (Abdullah Abdul Rahim Idris, 2017)

This study was conducted under the title of marketing strategies and its role in enhancing the quality dimensions of banking service provided. This study aims at identifying the extent to which the banking departments adopt the variables of the marketing communication strategy and their impact on enhancing the quality of banking service provided. The sample of the study was government and private banks. The study aims at establishing the banking departments to develop practical steps to take care of the basic elements of the marketing communication strategy and activate it and create the administrative and marketing environment to provide services of the appropriate quality

## **Section I: Theoretical framework of research**

First: the concept of trade fairs

The trade fairs have witnessed rapid growth in recent times. It is an important economic income for the host country, which is a vital communication technology for companies operating in the international markets and making them an integral part of marketing communication strategies, enabling companies to develop relationships with customers, New business relationships and maintaining them and monitoring competitors and the outlets to identify customers and immediate answer to inquiries for local products as well as international as one of the most important means of promotion locally and internationally as an effective means to display the commodity, as (Hutt & Speh, 1998: 494) that trade fairs contribute to delivering an effective sales message to a relatively large audience, offering new products to a clear audience, gaining customers experience with the product in the case of frequent sales, generating advertising in the company environment, identifying potential customers, Some of the writers and researchers described trade fairs as an event for a specially organized economic group that takes place in a prominent place and in a specific period of time, through which goods, services and achievements are presented to raise the interest of the public and to convince them of the ability of these exhibitions to satisfy their needs and thus enable them to make the purchase decision continuously In order to win new distribution outlets (Kirchgeorg & Kastner, 2010). As (Keliezi 2013: 467) defined it as measures to provide companies with their products and strengthen their contacts with the audience of the market participants (Suidan and Abadi, 2010: 329) Direct and indirect economic and multilateral economic dimensions held in a place known to the public and private in a specific period of time through which goods, services, information, achievements and ideas. (Eagles, 2012: 384) as places of marketing that continue for a period of time and gather a large number of

businessmen and usually in one location and companies offer their products and services. In general, select (Eagles, 2012: 388-389) Of trade fairs are:

- 1- General Exhibitions: It includes sections for various industries and includes pavilions belonging to the countries participating in the exhibition and used in presenting their export products
- 2- Specialized exhibitions: limited to a specific commodity group.
- 3- Individual exhibitions: A group of companies will hold a trade fair in a target market to promote their products and thus reach their export objectives.
- 4- Business weeks: different from international trade fairs in terms of objectives and procedures are direct contact with customers.

Second: The objectives of trade fairs

(Abdali and Abdul Razzaq, 2000: 56)

The major role played by trade fairs is that its objectives are essentially the same

- 1- Building a valuable image of the company.
- 2- Strengthen the morale of sales forces.
- 3- The managers of the pavilions and workers in the new options in the areas of supply and take into account the required specifications.
- 4- The opportunity for technology
- 5- contact companies exhibiting distributors and stimulate sales.

He noted (the eagles, 2012: 357) that the objectives of trade fairs are

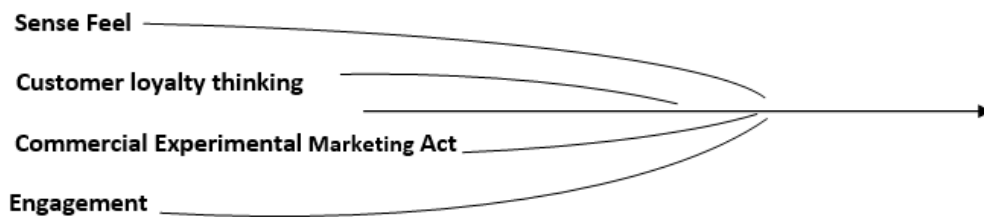
- 1- To contribute to highlighting the marketing potential as a means of promotion and exchange of experiences.
- 2- Public knowledge of industry products.
- 3- To develop awareness to the customer that the companies today more than ever associated with the market and communications and promotional tools will be the focus on the customer base degree of attention and polarization, and the creation of companies that are closer to the customer and listening to him and his needs and aspirations.
- 4- Achieve a competitive advantage outperforms its competitors

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For the success of trade fairs, steps should be taken to analyze the situation, set goals, define commercial marketing strategy, plan trade mix for trade fairs, and implement, control and evaluate return on trade fairs (Gabrielli & Balboni, 2010: 467). On the other hand, there are a number of challenges faced by trade fairs, the difficulty of decision making, the evaluation of the promotional budget to be disbursed, the lack of careful planning, lack of effective design, lack of senior management support, poor staff scheduling, poor follow-up and lack of post-offer evaluation (Hutt & Speh, 1998: 495)

Presentations and spread of marketing centers in both developed and developing countries and the high level of competition and diversity of products in front of customers and meet their needs and desires, and to distinguish themselves and the difficulty of access to benefits organizations have been facing high pressure in the market and its customers and has become (Aronne & Vasconcelos, 2009: 1). Consumers are seen as rational and passionate human beings who are interested in experiencing pleasurable experiences (A.Qader, 2013: 331). Five of them are distinguished by their ability to communicate with other traditional means of communication as they touch their feelings, feelings, I experience the experiences through which consumers can create value for customers to include sensory experience, emotional experience (feel), creative (thinking), material experience, behavior, lifestyles (action) and social awareness (experience) combined to create a comprehensive experience that seeks to integrate All these kinds of experiences.( Source,Yacob & etl, 2016: 126)



### Third: - Targeting the market

The identification of the target market by marketing is very important as it is part of the qualified market that the company seeks to serve (Alaak, 2008: 79). Trafton, 2004: 1 indicates that the target market is a sound start to marketing, On the distinctive aspects and services required to access the market, pricing and packaging that affect the success of obtaining a market share as a priority for preparing the marketing strategy, identifying the appropriate market sectors, selecting the target sectors (Sumaidai, 2007: 146) and measuring the expected demand. a (Mcleod, 2004: 1). Kotler and Warmstung, 2007 (419) defined the target market as a group of customers who share common needs (Callaghan & Morley, 2002: 761) that the target market is the process by which companies assess the attractiveness of each sector, identify the sectors that serve them and tend to choose markets Targeted strategic decisions are critical and important in marketing planning, and usually the market is chosen as the most targeted Based on its attractiveness, (Stock & Lambert 2001: 687) highlighted the importance of evaluating the attractiveness of the target market for the future of marketing in these markets. In evaluating market sectors, companies need to study the underlying factors that directly affect the market's long-term attractiveness. As defined by (Age, 2003: 96) the following

- 1- The existence of many alternative products may limit the profits provided by a market segment, and then determine the attractiveness.
- 2- The market segment is less attractive if it contains aggressive competitors.
- 3- Market attractiveness depends on the relative bargaining power of customers.
- 4- The attractiveness of the target market is weakened if the cost of entry is high.
- 5- The market sector may contain powerful suppliers who can control prices and production in quantity and quantity, and it is less attractive. (Segal & Giacobbe 2007: 38) emphasized that one of the most important criteria for selecting a target market is the ability to reach customers and adapt the market to the company's goals and resources. (Mcdonald & Dunbar 1995: 98) The attractiveness of the target market is centered around the possibility of market growth, the level of competitive structure, the experience of the appropriate companies, and the nature of customer needs.

#### Fourth: Marketing Communications

Marketing communications are the most important elements of the marketing mix and are based on an interactive dialogue with the target audience through the organization, development and evaluation of messages addressed to different groups in order to build the organization's position in their minds (Pride & Ferrell, 2000: 423). Exchange of information and ideas with the possible effects of various sources of communication on consumer purchasing decisions in targeted markets by sending a specific message from the sender to the target recipient using more than one method and through specific communication messages. As they are all the means used by the organization with the target groups and the public to promote them and their products. (Patrich et al., 2001: 3). The objective of marketing communications as identified by Al Bakri (2006: 78) is in three main groups: coverage (awareness building, demand stimulation, expectations matching) and processes (including product promotion, brand building, counter-promotion of competitors) Kawa (Karadaghi 2004: 36) pointed out that marketing communications increase profits during the increasing events, as well as increase the proportion of operations through the dissemination of various communications messages and the most important elements of marketing communication

1- Advertising: The process of publishing or broadcasting audio and video advertising messages to the public for the purpose of urging them to purchase in order to accept the ideas and views of organizations that have been advertised (Sevend, 2001: 519) as it aims to influence the behavior of potential customers of the products and services that the marketing organizations deal with and convince and remind them And remind them of the services handled by the organization for the purpose of adopting the view of the organization and the speed of their adoption of purchasing decisions (Shahib and Club, 2007: 25) and can be divided into the ad according to the function performed, including (educational declaration, advertising guidance, memorial announcement, media announcement ) or according to the target audience including (public announcement, local advertising, industrial advertising, commercial advertising, and professional advertising).

2- Personal selling: a personal and verbal presentation of the commodity to make the potential consumer buy or persuade it as one of the best means of communication to consumers as a face to face with the customer (William & Ferrel, 2000: 442), and provide the customer with sufficient information about the product and respond to queries about the oral interview process is perceived by the customer as interesting (Dennis & Ross, 2001: 277)

3- Activation of sales: are those things that contain the motivational methods, which are designed to have a quick and short-term effect for the purpose of speeding up the purchase of goods and services by consumers or traders (Janabi, 2017: 72), and (Janabi, 2006: 246) Effectiveness of Sales Activation As a component of the promotional mix, a number of sales promotion tools can be adopted including free samples, cabins, prizes and rewards, competitions and sweepstakes, general trade fairs, catalytic models, sponsorship of public events and events. (Bakri, 2006: 162) To activate sales is of great importance to Z production and marketing organizations, which see the percentage of spendable means of activation directed to traders and distributors of the size of the budgets allocated for the promotion as well as the percentage of spendable means of activation-oriented consumer

4- Public Relations: All communication activities to strengthen and strengthen the relationship and bridges of understanding between the organization and its clients to reach a positive mental image of the organization (Bakri, 2006: 162). And the US Public Relations Association defined it as an activity, industry, union, prestige, government, profession, or enterprise in building and sustaining sound relations between it and a class of the public as employees (Abdali and Alaq, 1998: 237) As a program of policies and



models of behavior aimed at building and supporting public confidence in the organization and increasing mutual understanding between the two parties, including the behavior of the public and its awareness of the interest of the organization and work to win satisfaction through stable and lasting foundations of friendship and cooperation

5 - Direct marketing: the use of mail, telephone, fax, e-mail or Internet means to communicate directly with specific customers and potential customers and urge them to respond directly (Kotler, 2000: 550). (Janabi, 2017: 77) In the process of exchange of goods and services with the buyer through the direct efforts of the target customers using personal means of sale, direct mail, telemarketing, television sales, sales by catalogs as the direct marketing target (Bakri, 2006: 309) New and challenging M new distribution channel and increased consumer loyalty

**Fifth: Market targeting strategies**

Market research is an important step to market entry, which is to choose the right strategy to reach the target market (Janabi, 2006: 211), as many marketing efforts are directed to develop marketing strategies to achieve the best match between what the company offers and the needs of target markets. (Haddad and Suwaidan, 1998: 63). Competitive strategies can be defined as long-term and comprehensive plans for achieving harmony and harmony between the competitive environment and the ability of senior management to achieve goals (Husseini, 2000: 17-18) by creating And maintaining the feature Competitive company within the business sector, which operates the competitive strategy Ver.kon helps to know the status of the competition to take the company mainly to the repositioning of the competitive environment that ensures them take advantage of opportunities and adapt to the changes and avoid the risks and threats. After defining the needs and desires of customers and based on the concept of modern marketing directed to the market and customer, companies can adopt one of the three strategies and Figure (2) illustrates these strategies.



Figure 2: Access strategies for target markets

Source: (Doyle, Peter 1994), “Marketing management and strategy”, Prentice Hall. Inc, Englewood.

1- Marketing strategy is not distinctive (comprehensive): - Which is to offer a product to the public market, ie to all sectors of the market as potential customers of its products, that is, the company deals in marketing as if everyone is a potential customer (Bakri, 2006: 105) rather than targeting those who are very likely to be customers of their products, One and the same approach for all industrial market sectors, as a target market (Maala, 2003: 9). This strategy assumes that there is no disparity between customers within each sector of the characteristics, needs, desires and aspirations. This strategy is achieved by achieving large sales volume and increasing the size of the market, as well as

reducing costs in general, which is achieved due to the large production model and the (age, 2003: 97)

## 2 - Marketing strategy distinctive

Here, companies segment the market into different sectors on the basis of one or more criteria, then choose one or more of these sectors to serve them, and deal with each sector as an independent market with its own marketing mix (Obeidat, 2004: 35). The advantage of this strategy is to increase overall sales compared to non-distinctive marketing strategy, increase the efficiency and effectiveness of marketing efforts, as well as lower risk of diversification due to diversity in sectors, especially if they differ significantly (Grewal & Levy, 2008: 211)

## 3- Intensive marketing strategy:

According to this strategy, the company looks at the market as a combination of desires and needs, and in order to be able to serve the company, the companies, through this strategy, focus on a specific part of the total market (Baroari and Barzenge, 2004: 13), by choosing a particular sector or a few Of the sectors to fit their resources and other capabilities and design a single marketing mix directed to one sector or to a few market sectors, as the focus of marketing strategy on it or on a number of customers or sectors, and the advantages of this strategy specialization and focus its efforts and resources to serve that This strategy also works for companies with limited resources to compete with large companies that are likely to be overlooked for certain small sectors, as well as to achieve a strong position in the market and economic savings in the areas of production, distribution and promotion (Age, 2003: 97). These include the possibility of entering new competitors with greater potential and greater competitiveness (Janabi, 2006: 211).

The third topic: the practical aspect of research

This section focuses on the statistical analysis of the results of the responses of the sample investigated in the General Company for Light Industries, through the preliminary statistical indicators:

First: To examine the research data through the validity and stability of the standards:

The researcher conducted a number of methods and statistical methods in order to ascertain the validity of the data obtained through the questionnaire and prepared for statistical analysis through the following:

1- Exploring lost and extreme data: Using SPSS V.23 to determine the proportion of missing data using relative frequencies, as a step that confirms the number of missing data from valid data, as well as using the Box Plot method to determine the existence of abnormal and extreme values A paragraph of the questionnaire, as these results showed the absence of these values, the data were free of extreme and abnormal values.

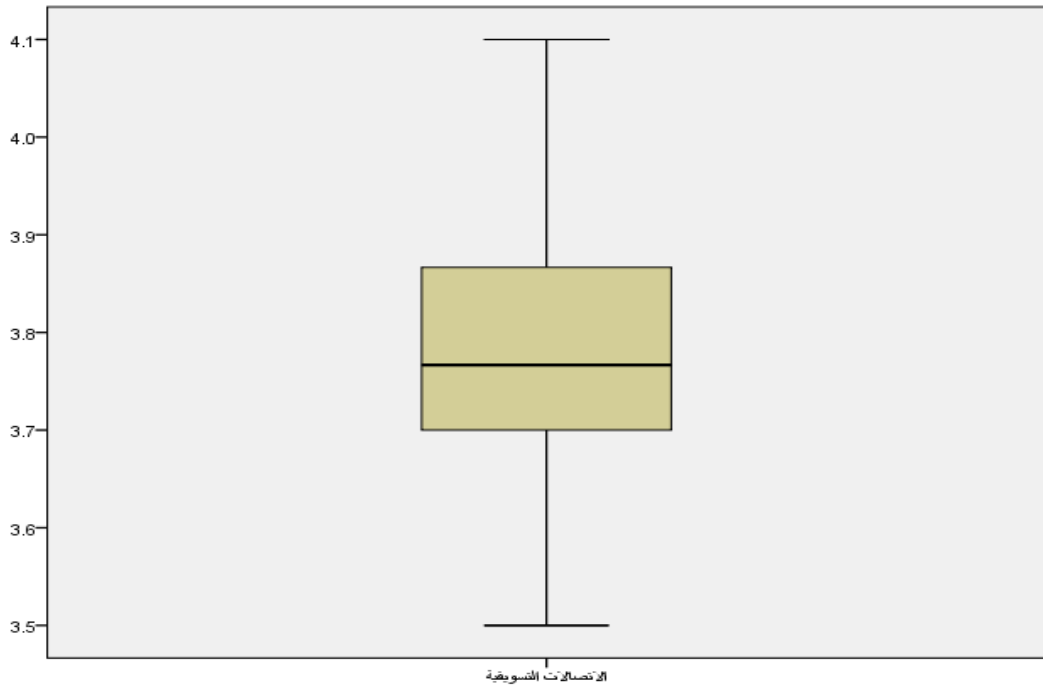


Figure (1) Examining the extreme data of marketing communication

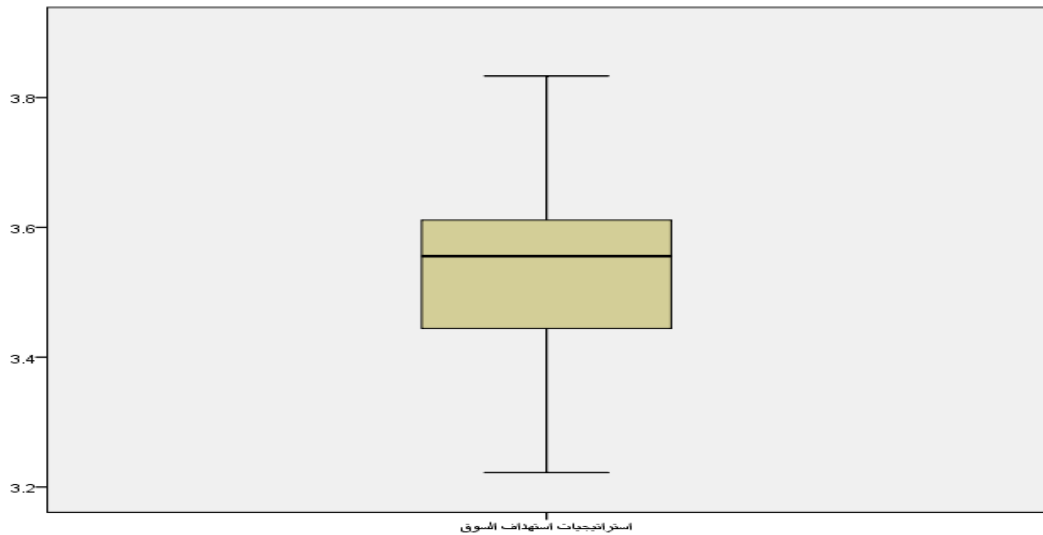


Figure (2) Examining the extreme data of market targeting strategies

2- Exploring the normal distribution of data The Kolmogorov-Smirnov test is the best statistical method suitable for the size of the sample (60) respondents in the State Company for Light Industries. The researcher was able to follow the natural distribution to adopt the appropriate scientific statistics for analysis in light of its statistical strength and ease of implementation. If the data are not subject to normal distribution, they must be analyzed according to the non-parametric tests. The researchers adopted the observations drawn from the society that do not follow the normal distribution when the moral level is less than (0.05), and subject to normal distribution when the value of the value is higher than that for a variable Search, it was the search results indicate normal distribution of data as shown in the table (1).

Table (1) Results of the normal distribution test of the research variables

Statistics	Morality of the test	Flattening	Sprains	Dimensions
.927	0.510	.367	.318	Marketing Communications
.987	0.530	-.117	-.231	Market targeting strategies

3- Reliability and Consistency of the Questionnaire: According to the results of Table (2) it is clear that the final form of the questionnaire obtained the alpha-chromatography coefficient (0.751) on the general level of paragraphs (48) in which the variables were measured and measured at the general level in light industries. The main research and its dimensions, through the degrees of Lycert quintile, the researcher relied on the measure of honesty and consistency, which is statistically acceptable because its values greater than (0.70), which prove that the measure of internal consistency is high.

Table (2) The coefficient of honesty and consistency of the research variables

Honesty coefficient	The alpha-brow coefficient	Number of paragraphs	الابعاد Dimensions	Variables
0.850	0.724	30	5	Marketing Communications
0.883	0.781	18	3	Market targeting strategies
0.866	0.75	48	The general level of stability and the coefficient of honesty	

Second: Presentation and analysis of results Descriptive analysis of the responses of the sample in question

In the sample responses, the researcher was asked to submit descriptive analysis by means of (weighted mean, standard deviation, relative importance, T-test) to determine the reality of the research variables and the level of availability in the research institute. The answers were given by the respondents, and given that the measure was five, the researcher identified three categories belonging to these calculated circles by finding the length of the class (0.80) by calculating the value of the range ( $5-1 = 4/5 = 0.8$ )

Table (3) Authorized availability of the research

very high	high	Moderate	Low	very low
4.21-5	3.41-4.20	2.61-3.40	1.81-2.60	1- 1.80

1-Statistical description of the main variable Marketing Communications:

a. After the announcement, it is clear from Table (4) that after the announcement, there was a high mean (3.69) and a standard deviation (0.329), and a relative level of interest of (74%) which indicates the interest of the company in the publication and broadcasting of video and audio advertising messages (20.973) mean the mean of the mean. This value was greater than the tabular value of (1.97) at the level of significance (5%). At the paragraph level, paragraph (5) (Means the advertising medium adopted to achieve fame and good reputation of the company) in the first order, with a mean (43.97) Rtf, while the paragraphs less widely available, paragraph (4) (ensure that the means of advertising-based growth and the survival of the company in the competitive environment

Table (4) descriptive analysis of paragraphs after the announcement

Tit test	Relative importance %	standard deviation	Arithmetic mean	Paragraphs	T
10.229	73	.655	3.67	Advertising is one of the most effective means of purchasing behavior for customers and customers	1

7.692	70	.676	3.52	The adopted advertising medium leads to a new market share	2
8.295	75	.880	3.73	Adopting the adopted advertising medium is a good mental image about the company and its services	3
8.097	68	.494	3.40	The approved advertising medium guarantees the growth and survival of the company in the competitive environment	4
37.597	79	.258	3.97	The approved advertising medium helps to achieve the company's reputation and reputation	5
9.362	78	.940	3.88	The ad helps the company increase product recall	6
20.973	74	.329	3.69	Advertising	

After-sale Personal: -

Table (5) shows that the explanatory dimension of the personal sale is at a high (3.85) mean, and with a standard deviation (0.253) indicates a high agreement and homogeneity in the views of the sample to provide the sales department in the company in a personal and verbal manner to the company's products to its customers in order to get them to buy them, With a relative level of interest (77%). The value of the calculated tertiary test (33.597) indicates the weighted mean of the mean of the research (3). Paragraph (9) (the interviews and negotiations contribute to resolving many problems between the company and the customers) have a very high mean (4.30), a relative level of interest (86%), while paragraph (8) To control the interests of customers and stimulate their desire in the last order and a moderate (3.35) median.

Table (5) descriptive analysis of personal after-sale paragraphs

Tit test	Relative importance	standard deviation	Arithmetic mean	Paragraphs	T
22.074	77	.376	3.83	Potential customers are more likely to be targeted when using personal selling	7
6.796	67	.515	3.35	Personal selling leads to customer interest and interest	8
21.997	86	.591	4.30	The interviews and negotiations contribute to resolving many problems between the company and customers	9
19.219	86	.666	4.28	Personal selling stimulates purchasing behavior for customers	10
8.725	70	.596	3.52	Personal sales lead to respect for the needs and desires of customers and customers	11
14.652	76	.546	3.80	Personal sales are concerned with increasing customer satisfaction with products offered by the company	12
33.597	77	.253	3.85	Personal selling	

T- After Sales Activation

Table (6) shows that after the activation of the sales on the middle of the account (3.81) high, indicating a high level of agreement on the availability and practice in the company, as the opinion of the sample and consistent in the level of answers to the company's use

of incentive methods designed to affect quickly and quickly in attracting (0.308), the level of interest (76%), and the calculated value (t) (26.299), which indicates the mean of the computational mean of the dimension. All of the computations of the six paragraphs measured after the activation of sales at the State Company for Light Industries achieved a high mean, which supported the availability of the dimension in the company in question

Table (6) descriptive analysis of paragraphs after sales activation

Tit test	Relative importance	standard deviation	Arithmetic mean	Paragraphs	ت
7.849	74	.981	3.77	Sales activation means increasing the market share of the company	13
7.045	73	.951	3.67	The sales promotion method supports the promotion of consumer motivations to try to buy the product for other times	14
16.510	85	.745	4.23	The sales activation tool is interested in attracting new customers to the company	15
14.105	73	.475	3.67	Activation of sales leads to the adoption and selection of a standard message for the company	16
13.514	73	.481	3.65	Sales activation contributes to increased customer response	17
22.365	77	.389	3.87	Motivation of sales facilitates purchasing decisions for customers	18
26.299	76	.308	3.81	Stimulate sales	

#### W-After PR

Table (7) shows that after the public relations after a high mean (3.81), indicating a high level of agreement on availability and practice in the company, the opinion of the sample agrees and homogeneity in the level of its answers on the company's possession of communication activities to strengthen and strengthen their relationship and create bridges of understanding (0.202), and the level of interest (76%). The calculated value of t (40.099) was the mean of the mean of the arithmetic mean. All the computational circles for the six paragraphs measured after public relations at the State Company for Light Industries received a high mathematical mean, which supported the dimension availability of the company in question

Table (7) descriptive analysis of post-public relations paragraphs

Tit test	Relative importance	standard deviation	Arithmetic mean	Paragraphs	ت
20.896	80	.469	3.98	The public relations style is concerned with knowing the needs and desires of customers through direct contact with them	19
28.488	80	.344	3.98	Reinforcing public relations, The company's intellectual standing with customers and customers	20
6.947	67	.475	3.33	The public relations approach is designed to understand the behavior of customers and clients in the company	21
25.364	77	.343	3.87	Public relations mean coordinating efforts within and outside the company	22

6.399	67	.547	3.35	The company is interested in hearing customer opinion and taking it as much as possible	23
23.280	86	.567	4.32	Public relations contribute to the integration between the company and other related companies	24
40.099	76	.202	3.81	Public relations	

C- After Direct Marketing

It is clear from the results of Table (8) that after direct marketing, there is a high mean (3.77). This indicates a high level of agreement regarding availability and practice in the company. The opinions of the research sample agree and harmonize in the level of their responses to the means of e-mail, (0.321) and the level of interest (75%). The calculated value of t (23,988) was the mean of the computed mean on the mean of the dimension. All the computational circles of the six paragraphs measured after direct marketing at the State Company for Light Industries received a high mathematical mean, which supported the dimension availability of the company in question

Table (8) descriptive analysis of paragraphs after direct marketing

Tit test	Relative importance	standard deviation	Arithmetic mean	Paragraphs	ت
5.995	70	.834	3.50	Direct marketing is encouraged to identify competitors' plans by accessing the information available about the company's products offered	25
20.032	85	.634	4.27	Direct marketing reflects the state of creativity in the work within the company by satisfying the needs and desires of current and future customers and customers	26
5.855	70	.854	3.50	Direct marketing means integrating the company's objectives with the goals of the target audience	27
12.688	79	.733	3.93	The company's marketing departments rely on Web Side to communicate with millions of customers	28
9.128	78	.986	3.90	The marketing departments of the company adopt the database of customers when dealing with them periodically	29
10.694	71	.533	3.57	Direct marketing contributes to gaining more market share for the company	30
23.988	75	.321	3.77	Direct marketing	

In the previous tables, it is clear to the researcher that after the personal sale, the company's availability, practice and adoption was at the top of the research with an average of 3.885, followed by public relations in the second order at the availability level with a weighted mean (3.81) Sales were in the third order with a weighted average of 3.81. The fourth rank was for direct marketing after a weighted average (3.77). Finally, it was resolved after the announcement in the fifth order with a balanced (3.69)

Through the availability of the above dimensions in the light industry, the availability of marketing communications is shown by a weighted average of (3.79) available, and it is

practiced with relative attention (76%) by preparing the company for an economic consortium that organizes it in particular and places it prominently in its building or through other exhibitions , With fixed or permanent periods of time in which to display their goods and achievements, in order to attract and attract the attention of their audience and convince them of the possibility of those exhibits to satisfy their needs, the explanatory variable obtained marketing communications at a standard deviation (0.128) For a high agreement and homogeneity in their opinions. The value of the calculated TEST (61,719) is calculated as the adoption, availability and interest of the company in question.

2- Statistical description of the main variable Market targeting strategies

a. After the distinctive marketing strategy: The response dimension has a distinctive marketing strategy at a high level of availability and a weighted median (3.63). The opinions of the sample and its answers are well matched to the company effectively identifying and marketing its products to two or more market segments based on customer needs (0.243), with a relative level of interest (73%). The value of the T-test was calculated at the general level (25.936), which is greater than the planned value of (1.97) at the level of significance (5%)

In terms of the six paragraphs measured by the dimension, paragraph (33) (the company is concerned with meeting the needs of all sectors having great physical and human potential) obtained a weighted mean (3.98) and a standard deviation (0.291). (3.17) is moderate to paragraph (34) (the company calls for distinguishing the product serving each sector from the market segments and generating high revenues), with a relative level of interest (63%) and the value of the calculated tertiary test (4.521) (1.97) at the mean level (0.05) the weighted mean was weighted on the mean and as shown in Table (9)

Table (9) descriptive analysis of the paragraphs after the distinctive marketing strategy

Tit test	Relative importance	standard deviation	Arithmetic mean	Paragraphs	ت
6.089	70	.854	3.52	The company seeks to differentiate customers by classifying them into different sectors	31
11.977	77	.693	3.83	The company seeks to provide (product, price, promotion and distribution) one each system different from other sectors	32
33.677	80	.291	3.98	The company is concerned with meeting the needs of all sectors because they have great financial and human resources	33
4.521	63	.376	3.17	The company calls for distinguishing the product that serves each sector from market segments and generating high revenues	34
16.814	79	.565	3.95	The company is urged to reduce the risk of its products	35
6.066	67	.577	3.35	The company is interested in achieving high profits through its products	36
25.926	73	.243	3.63	Distinct marketing strategy	

B: After a non-distinctive strategy

Table (10) shows that the reaction dimension has a non-distinct strategy on a weighted median (3.54) available through the General Company for Light Industry dealing with the target market as potential customers for its products. It treats its marketing as if it were a potential customer rather than targeting those very likely to Be their customers. The



results of the tested sample were consistent with the value of the standard deviation (0.237), the relative level of interest (71%), and the weighted test value of the weighted mean of 22.785 on the mean. Very high to the high and to be built and practiced

Table (10) descriptive analysis of the paragraphs after the non-distinctive marketing strategy

Tit test	Relative importance	standard deviation	Arithmetic mean	Paragraphs	ت
7.755	68	.490	3.38	The company cares about customers as homogeneous in desires and needs	37
8.471	75	.909	3.77	Companies focus on providing a consistent product, price, and distribution for all customers	38
4.378	65	.571	3.25	The companies have human, financial and administrative capabilities capable of serving all customers	39
17.162	75	.437	3.75	Low corporate costs are due to the full service of the market and to wide production	40
18.059	76	.443	3.80	The company focuses on entering into sharp competition in its large sectors.	41
6.494	66	.462	3.30	The company focuses on the production model without any change in its form or specifications.	42
22.785	71	.237	3.54	Unmarketable marketing strategy	

T-After a focused marketing strategy:

It is clear that the adoption and practice of this dimension in the company in question and the weighted balance (3.46) are available. The sample agreed and approached their views in the light of the adoption by the State Company for Light Industries a strategy that considers the market as a combination of desires, needs and preferences, For a number of sectors and in accordance with their resources and other capabilities. The value of the standard deviation coefficient was 0.186 and the relative level of interest was 69%. The value of the calculated T-test (24.731) indicated the weighting of the weighted mean, The dimension in the company is available to search, as shown in the table (11). The got all six paragraphs, which measured by the dimension at a high level to provide moderate

Table (11) descriptive analysis of the paragraphs after the focused marketing strategy

Tit test	Relative importance	standard deviation	Arithmetic mean	Paragraphs	ت
11.400	71	.500	3.57	The company's management focuses its efforts on serving one sector of customers in order to obtain a greater market share	43
6.054	65	.446	3.27	Companies seek to enter all customers (market) to serve them to possess physical and human resources	44
15.152	74	.462	3.70	The company is interested in achieving the needs and desires of customers (market) in the sector to achieve high financial revenues	45
3.300	62	.303	3.10	The company seeks to link it to a	46

				specific market segment	
27.160	78	.324	3.88	The company is making efforts in the face of changing demand for its products	47
5.301	64	.415	3.22	The company focuses on meeting the demand changes of its products.	48
24.731	69	.186	3.46	Intensive marketing strategy	

By looking at the results of the previous three tables, the researcher found that the marketing strategy is characterized by a high level of availability, which is to obtain the first ranking with a balanced account (3.63) while the second ranking of the dimension of the marketing strategy is not distinctive, with a weighted average (3.54) The third ranking was for the concentrated marketing strategy with a weighted (3.46) weighted median

In the light of the high availability of the three dimensions in the General Company for Light Industries, in which the responding variable measured the strategy of market targeting, the calculated weighted mean of the main variable showed the strategy of targeting the industrial market (3.54) high, with a relative level of interest (71%), 0.127) indicates the high agreement on the availability and practice of the variable through a set of strategies used to reach the industrial markets targeted by the State Company for Light Industries. 2.520), which is greater than its value at the mean level (0.05), indicating the weighting of the weighted mean in the mean of the variable

### 3: Test the basic research hypothesis

This paragraph is concerned with testing the main hypothesis of the correlation between the main research variable and marketing communication in the market targeting strategy, according to the descriptive plan of the research. This section relates to the relationship of correlation and direct influence between them from the point of view of the sample investigated in the General Company for Light Industries. Pearson correlation coefficient to determine the correlation between the two variables, and the simple linear regression equation relative to the effect, through the statistical package (SPSS V.23)

The correlation between the marketing relationship and the effect of the explanatory variable between marketing communication at the macro level and its dimensions (advertising, personal sales, sales promotion, public relations, direct marketing) is expected to be significant.) As independent sub-dimensions that are linked and influence market targeting strategies as follows:

It is clear from the results of Table (12) that the Pearson correlation coefficient of the main hypothesis (marketing communication affects and affects market targeting strategies) at the macro level reached (0.277) and at a significant level (0.086), which is greater than the moral level (0.05) (0.05), which is less than the tabular value of (3.841) at the level of significance (0.05), which indicates that there is no significant correlation between the two variables at the general level. Rejection of the main hypothesis (ie, there is no correlation and impact of marketing communications in the company's market targeting strategies General for Light Industries

As for the sub-hypotheses arising from the main hypothesis, it is clear to the researcher that there is a correlation between the (direct marketing) and the main variable that responds to the strategy of targeting the market as follows:

Table (12) shows that for the analysis of variance and coefficients of the direct marketing effect relationship in the market targeting strategy, at the level of the sample in question (60) in the light industry, the value of the calculated test (0.039) is less than the moral level (0.05) (t) of (2.111), the value of the calculated F test (4.456), the degree of freedom (1, 58) and the standard error value (0.050). All these values are larger than their tabular values. Deviation is sufficient to describe the relationship between explanatory

dimension Direct Marketing and Variable Responder Market targeting strategies, with a confidence level (95%), as these results indicate C) to accept the sub-hypothesis that "direct marketing has a significant impact on market targeting strategies." ( $R^2 = 0.071$ ). This indicates that the direct marketing of the company in question has explained the value of (7.1%) of the changes (92.9%) are attributed to other variables not included in the sample, which is a weak effect factor

The value of the marginal inclination reached ( $\beta = 0.106$ ) and the accompaniment of the marketing communications. Any increase in the interest of the company in marketing communications by one unit will automatically result in a change of 10.6% in the market targeting strategies by the light industry

$$\text{Market Targeting Strategy (Y)} = 3.144 + 0.106 (\text{Direct Marketing}) + 0.050$$

Table (12) Relationship and impact of marketing communication in market targeting strategies

	Sig	t	F	$\alpha$	$\beta$	R	$R^2$	Dimensions
Market targeting strategies	.548	.605	.366	3.43	.031	.079	.006	Advertising
	.794	.262	.069	3.477	.017	.034	.001	Personal selling
	.950	.062	.004	3.531	.003	.008	.000	Stimulate sales
	.462	.740	.548	3.311	.061	.097	.009	Public relations
	.039	2.11	4.456	3.144	.106	.267	.071	Direct marketing
	.086	1.747	3.053	2.698	.223	.224	.050	Marketing Communications

## Conclusions and Recommendations

First: Conclusions:

1- Members of the General Company for Light Industries feel that there are varying levels of marketing communication (personal sales, public relations, sales promotion, direct marketing, advertising). Despite this disparity, however, marketing communication exists and works well

2- The members of the State Company for Light Industries realize that their company has different levels of market targeting strategies (distinctive strategy, non-distinctive strategy, focused strategy), which has made the company's targeting strategies for the market appear well.

3- The employment of the General Company for Light Industries has emerged as direct marketing when it targets the formulation and adoption of market targeting strategies, while no investment of marketing communication and other dimensions has been shown in the formulation and promotion of target market targeting strategies.

Second: Recommendations

1- The General Company for Light Industries should pay more attention to its marketing communications in light of the competition with other brands offered in Iraqi markets through

- Paying attention to advertising through audio and video publishing in order to introduce their products.
- Direct marketing is given more attention through the opening of permanent exhibitions at the company's headquarters or through other temporary exhibitions (such as

opening a pavilion in commercial malls, or through the company's clients from traders, Baghdad International Fair).

- Activate the sales of the company by stimulating traders and customers (discounts, after sales services, guarantee, giving free devices for each specific number of sales planned).
- Activate the public relations of the company with other ministries, through the extension of bridges of cooperation with them directly or with the associations that are linked to those ministries.
- Pay attention to personal sales by activating the work of the sales department and make the staff of the company sales representatives and promoters of their products and give them specific incentives for those tasks

2- It is imperative that the State Company for Light Industries strengthen its market targeting strategies in the face of intense competition with the importer by the private sector by creating a specialized team or setting up an environmental analysis unit to provide the company's senior management with all the opportunities, threats, strengths and weaknesses of the company in light of fluctuations in the mood of the consumer, as well as give the company's R & D department more attention

3- The company invests in light market marketing strategies, especially when the company adopts a distinctive strategy

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