

Innovation in the mix marketing- International Experiences-

الإبتكار في المزيج التسويقي- تجارب عالمية

Saadi Randa, Laboratory of development policies and forward-looking

studies, University of Akli Mohand Oulhaj-Bouira, r.saadi@univ-bouira.dz.

Gachi Khaled, University Center A. Morsli - Tipaza, khaledgachi2000@yahoo.fr.

Received : 05/12/2019

Accepted: 30/01/2020

Published:31/01/2020

Abstract:

This study, aims to clarify the theoretical background of innovation from the marketing side and its strategies in particular in the elements of marketing mix (product, pricing, distribution, and promotion), as the extrapolation of some international experiences in adopting innovation strategies in their marketing mix. As a summary, a set of conclusions and recommendations are presented that, qualify companies to implement marketing innovation strategies effectively.

.keyword: Innovation; Mix Marketing; Marketing Innovation Strategies; International Experiences;

JEL classification code : M31

ملخص:

تناولت هذه الدراسة الموسومة بعنوان الإبتكار في المزيج التسويقي-تجارب عالمية-الخلفية النظرية للإبتكار من الجانب التسويقي وإستراتيجياته بصفة خاصة في عناصر المزيج التسويقي (منتج، تسعير، توزيع، ترويج)، كما تم إستقراء لتجارب بعض المؤسسات العالمية في تبنيتها لإستراتيجيات الإبتكار في مزيجها التسويقي، وكحوصلة لهذه الدراسة تم تقديم جملة الإستنتاجات والتوصيات التي تمكن المؤسسات من تطبيق إستراتيجيات الإبتكار التسويقي بشكل فعال .

الكلمات المفتاحية : الإبتكار ؛ المزيج التسويقي ؛ إستراتيجيات الإبتكار التسويقي ؛ تجارب عالمية ؛

تصنيف JEL : M31

Corresponding author: Saadi Randa, e-mail: r.saadi@univ-bouira.dz.

1. Introduction :

With the increasing competition on one hand, and the huge amount of products launched in the market and its short life cycle on the other hand, economic companies that want to continue in the labor markets have been obligated to keep place with technological developments. These strategic changes had been brought, through the mean of modern and innovative methods that allows the economic campanies to offer quality and cost-effective products.

As a result, innovation became an important issue and a cornerstone for ensuring survival. While companies that do not have the ability to innovate in their field of activity will face many difficulties, which is reflected in the acquisition of research and development activities an important position within these companies.

As there are some researchers who considered that the company has two functions: "Marketing and innovation" (Hamzaoui 2009, 08).

Where the marketing activity has become the determinant of the performance level of companies, that is, must consider the consumer as the top of the pyramid by searching for them needs and satisfying them desires, so its ability to innovate in this field must be charged to ensure them loyalty;

Therefore, the value and importance of innovations, especially in the marketing field, are presented through exhibiting new products, pricing and promoting them, as well as distributing them in innovative ways that support their excellence, survival and growth.

Through this study, it is possible to dive more in the strategies and policies of applying the concepts of innovation in the marketing field through models of international companies that sought to present everything is innovative and new in its marketing mix in order to maintain its market position and ensure consumer loyalty.

The study problematique:

The problem of this study addresses innovation and its strategies in the company's mix- marketing, and how to project theoretical aspects to what was presented by a group of well-known companies. In order to get acquainted with all aspects of this study, the following problem was raised: How did the world's leading companies implement innovative strategies in their mix-marketing?

The study objectives:

This study aims to highlight the following points:

- Identify the literature side of innovation in various areas of the mix-marketing.

-Control strategies and methods had been used to achieve successful marketing innovations.

-Expose some of the successful experiences of leading companies in the field of applying marketing innovations in one of the elements of their marketing mix.

Previous studies: This section investigates the state of art from the literature, by presenting a number of previous studies that dealt with the subject of the research:

- Axel JOHNE, "Successful market innovation" (1999), European Journal of Innovation Management, This article reviewed the theoretical framework of innovation and clarified the existence of three types of innovations that contribute to the development of companies, which are: product innovation, process innovation and market innovation. As a summary, the entirety of these innovations focuses on how to improve and modify the marketing mix of the target market and how to seize market opportunities.

- Didier TRANCHIER, Thierry LEMBRET (2009): "Distribution, an innovative sector?" Supply chain magazine. The aim of the article is to clarify the importance of innovation in the field of distribution, as is one of the areas that is affected by the consumption pattern largely. In addition to that, innovation in distribution depends on radical innovations and technological development, and this was clarified through the models of global companies and the study concluded that the distribution chain itself is the field of innovation, which enabled these companies to achieve leadership and excellence.

- Ammar Hammoud, Mohamed Fawzi El-Shaoubi (2014): "The reality of the application of marketing innovation in distribution in the Algerian Electricity and Gas Company - a case study of the Directorate of Distribution branch of the urban Ourgla", is the article title. Published in the Journal of the Performance of Algerian Institutions Algeria, No. 06. Where the article focused on identifying the reality of the application of marketing innovation in distribution of the "Algerian Electricity and Gas Company" through studying one of its directorates.

Where 40 questionnaires were distributed to a sample of employees and the analysis of their responses. The study was concluded that the Directorate under study is applying the marketing innovation in Distribution of electricity and gas, and that "the Algerian company for electricity and gas" is interested of the application of innovation marketing distribution through its application with all its directorates;

-Fawaz Wadih, Shane Al-Khithir (December 2016): It is an article entitled by "Innovation in advertising via social media - a case study of foreign and national advertisements", published in the magazine Milaf for Research and Studies, University Center Abdel Hafiz Boussouf, Mila Algeria, No. 04. Where the article dealt with innovation in the promotional mix, specifically the recent advertising message through social networking sites, considering that this method is important for innovative companies that seek to introduce their products and reach the largest market segment locally and internationally. Through an extrapolation process of the reality of marketing advertising for some companies, this study reached the conclusion that they are able to access to large market segments across this type of advertising in addition to benefit from the cost savings compared to the traditional style declaration.

What distinguishes the current study from previous studies?

The previous studies contributed to the enrichment of this study and benefit from the construction of a clear picture of the variables of the study. Its came to be a complement and a result of what was preceded by its predecessor, and the added value of it is that it is comprehensive and briefly for the elements of the innovative marketing mix in theory, while the previous studies addressed innovation in each component separately. As this study has the advantage of having chosen a number of well-known international companies which, despite their weight and value, they adopted the innovation approach in their mix marketing, whereas previous studies studied one case.

2. Theoretical presentation of innovation in the mix - marketing:

Innovation is an important element of companies that are characterized by competition and the rapid change in the used technology, because if the company does not innovate and neglect the

size of the challenges is facing, certainly it will be overcome by competitors.

Marketing innovation means: « Putting new or unconventional ideas in marketing practices, and may be focused on the product element, whether it is a good or service, or on the price element, or on the promotion component, or on the distribution way, or on all these elements at the same time ». (Fahad Al-Sarhan 2005, 11). In other words, this kind of innovation is directed to the elements of the mix marketing combined.

1.2. Marketing innovation in the field of products:

There is no specific definition or classification for innovative products. In general, many researchers have indicated that new products can be classified as follows:

✓ **Classification based on consumption habits and technology used:**

This classification depends on the degree of product change in consumer behavior, by two dimensions:

- Degree of technological development;
- Degree of change in behavior;

To find out if the new product has changed consumption habits or not, by the mean of the shown matrix in Table 1

Table 1: Classification of new products based on consumption habits and technology used

The degree of technological development used	The degree of change in consumer behavior	
	Low	High
Low	Selective development	Develop in consumer behavior
High	Technological development	- Radical development

(GOTTELAND et HAON 2005, 02) **Source:**

From the above table, four types of new products can be distinguished: (GOTTELAND et HAON 2005, 02)

- **Selective development:** which corresponds to products that fall under the category of low technological development / low degree of change in consumer behavior, and has been technically improved with small or

secondary additions to the products currently on the market such as increasing the capacity of the USB key.

- **Technological development:** which corresponds to the products in the field of the degree of technological development is high / the degree of change in consumer behavior is low, these products were developed technically, but without constituting a change in consumption habits and this type is accompanied by a risk associated with the extent of the company's control of new technology such as: transformation From old to digital CDs.

- **Development in consumer behavior:** which corresponds to the products in the field of low level of technological development / degree of change in consumer behavior is high and which requires new behaviors and without the introduction of new technology and this type is accompanied by a marketing risk, which is the unwillingness of consumers to change their consumption habits such as: the condition of recycling and manufacturing products.

- **Radical development:** which corresponds to the products in the field of high level of technological development / degree of change in consumer behavior is high and this type of new product uses new scientific and engineering techniques that work to radically change consumer habits such as: switching from using the floppy disk in storage to using USB keys.

✓ **Classification based on the nature of the change in the tangible characteristics of the product:** New products can be classified according to this classification to: (Nadim Akroush et Nadim Akroush 2004, 95)

- **New products are offered for the first time:** These products are new for the company and the market, and their percentage is very low, also these products are the result of huge scientific or technological innovations or discoveries that lead to new products with new functions and new designs such as: new cameras without film tape.

- **Adding new product lines "for the company only":** These new products are not new to the market, but new to the company as it tries to add them to its product lines to invest available market opportunities.

- **Expansion of existing product lines:** Here the company adds new products to its existing product lines with a view to exploiting market opportunities for its current market, and these products are very close to

its current products in terms of specifications and other marketing factors.

- **Improvement and review of existing products:** The company may introduce new products by making adjustments or improvements to its existing products in order to keep pace with competition conditions.

- **Replacing products:** Here the company is in the process of replacing its products due to the discovery of new uses for them.

- **Developing a service delivery system:** Here the company presents a new product to customers in the form of developing activities, operations, procedures and distribution channels through which the company's products are delivered to customers.

- **Reducing costs:** Reducing costs may not appear on the basis that it is a new product from a marketing point of view, because it does not appear in the form of a reduction in prices, which does not lead to new benefits for customers, but from the point of view of the company it is considered as type of innovation as it revolves around improving quality function and process re-engineering process, by offering the same product but at lower costs. (JOHNE 1999, 07)

✓ **Product innovation strategies :**

New product innovation strategies express a phased movement towards arriving at what is new that comes from either the company's internal environment or its external environment, in order to counter the threats of existing or potential competitors, and get rid of weaknesses by achieving a competitive advantage for what it offers from innovative products, there are a set of strategic alternatives available to the institution that can be divided into:

- **Depending on the capabilities of the compny:** These strategies are :

- **Radical innovation strategy:** It is an offensive strategy and is also called the market leader strategy. Aiming to be the first in its field by introducing completely new products, any products had not previously provided and completely different from the current products. As it works to reach the new product depending on its ability to achieve the advantage of the triple head start "**first in the idea, first to the product, first to the market**" (Najm 2003, 33). However, following this strategy requires huge resources, capabilities, marketing experiences, and great efforts in research and development and the

permanent search for sources of innovation can be borne only by the companies with large data.

- **Improvement-Innovation strategy:** depends on the company's ability to adjust its current product and adapt it to serve a specific section of the market. The company that usually follows this strategy is small and medium-sized companies whose product is in the maturity stage to prolong its life through improvement and development. These strategies do not required great effort in research and development, but with a heavy effort in production engineering. (Najm 2003, 33)

- **According to market requirements:**It can be divided into :
(Qasim Dawood et Shukroli Al Bayati 2008, 48)

- **Technology push strategy:** The idea of this strategy is based on the premise that developing new products is focused on the operational system within the company without paying attention to mentioning the market and its needs, it is directed towards technology to produce the product that suits it, as in this strategy the focus of development is for production.

- **Market pull strategy:** In this strategy, new product development focuses on the customer, them needs and desires. The product is developed by relying first on the market with the least amount of interest in the existing technology, meaning that the customer's needs are the basis for development. In this strategy, marketing research and the opinions of distributors and sales men have a great role in guiding development.

- **Mutual functional vision:** In this strategy, new products are developed through interaction based on cooperation and coordination between different functions: engineering, production, marketing, and this strategy, although it is the best, but it is the most difficult to implement given the competition between different functions within the company.

2.2.Marketing innovation in the field of pricing:

Innovation in pricing is trying to find innovative ways in how to determine and display the prices to the consumers in an attractive and distinct way that urges them to buy the products. (Bin Yaqoub et Habash May 6 - May 5 2014, 12)

- ✓ **Innovative pricing methods:** There are many methods of innovation in price, and this is based on the goal to be achieved, and

innovation at the level of price policy takes several forms :
(Benzaid 2016-2017, 95-96)

- **Self-Pricing:** This method is based on placing products without pricing to give the consumer an opportunity to put the price that they believe corresponds to the value of the product in the price list attached to the product, for the seller to review this list when the consumer progresses to pay and in the event of any error is confirmed and work as possible on correct it based on the phrase "consumer first". Where two rules are laid: **The first rule:** the consumer is always right; **The second rule:** If the consumer is wrong, refer to the first rule.
- **Pricing based on the unit price:** This innovative pricing method is based on setting and setting the price per unit of the product, regardless of the package size, which encourages the consumer to buy.
- **Pricing on the basis of the activity rate:** this method is used in the event that a number of homogeneous products are present in the market. In the event that the company offers its product at a very high or very low price, it may find itself directly outside the market. Internet sites or based on intermediaries, as well as the application of "shopping ghosts" and claim that the researcher is a potential consumer of competitors.

Retail sale at wholesale price: a group of retailers invented the method of selling at a wholesale price as they price their products at a level that is closer to wholesale prices but we sell retail to consumers, and this method of pricing products is based on the fact that everyone knows that wholesale prices are less than the price of retail, but usually the consumer cannot purchase from the wholesale stores for one reason or another, such as the quantity that is required to be purchased in order to obtain the wholesale price is not appropriate for the final consumer.

Therefore, these types of stores that use the retail policy, but at wholesale prices, succeed in attracting many consumers to deal with, as they buy in the appropriate quantities for them at a lower price than what they buy from stores that do not apply this policy, and these stores are found in abundance in the United Arab Emirates.

2.3. Marketing innovation in the distribution process :

The marketing innovation in the distribution of the product is:
« New marketing methods in distribution, requiring in the first place the introduction of new sales channels, sales channels here refer to the methods used to sell the product to the consumer, and not logistical

services such as transport, storage and delivery. » (Hammoud et Al-Shaoubi 2014, 13)

Marketing innovation in distribution is also defined as: « creating a new and unfamiliar way to distribute products or in designing the shape of the distribution outlet itself, and innovation may be in the interior design of the outlet, or it may be in the atmosphere surrounding the distribution process that affects the consumer to one degree or another. » (Khairy 2010, 247)

✓ **Innovative distribution methods:**

Here are some innovative distribution methods : (Khalout 2013-2014, 48)

- Putting product that attract children's eyes, such as toys, on shelves at the level of eyesight and the reach of the child's hands, who may insist on taking the product, not because of need or desire, but because of the child's emotional situation.

- The shopping cart is provided in supermarkets with a calculator installed in it, so that the consumer can use it to calculate the value of his purchases in order to determine whether it is within the limits of his budget.

- **Mega stores:** which considered as a form of supermarkets in the distribution of products, which are stores that combine shopping in supermarkets and shopping in discount stores, deal with different products and provide additional services such as a children's garden in the rest areas, a parking lot.

- **Automated selling:** means the use of machines in the disposal of products and is considered one of the most important innovations in the direct distribution of soft goods, as it does not require large areas or salesmen.

- **Selling online:** something that has become new prospects and opportunities for sale. By creating many, virtual stores that, offer a huge amount of information about the product and how is it delivered to the consumer.

2.4. Marketing innovation in promotional efforts :

It is the ability to find unique, appropriate, socially acceptable and applicable ideas as alternative solutions to promotional problems that an organization suffers from or which have become familiar.

- ✓ **Aspects of innovation in the promotional mix:** There are multiple innovative methods in the promotional mix because they include innovations in the overall promotional efforts that the company pursues, including: (Mahaba 2012, 266-267)
- Advertising:** the most important components of the innovative strategy in advertising are:
- **Innovative promise:** is the actual value of the product that the creative advertisement seeks to deliver to consumers, as the essence of the innovative advertising message is presented in the form of benefits enjoyed by the product.
 - **Prosecution support:** is a confirmation of the authenticity of the advertising message.
 - **Innovative method:** The innovative strategy must include the message in a fun, different tone, professional whether the message is written or audible through distinct rhythms and colors.
- Personal selling:** Innovation is used in the field of personal selling as a means to increase the possibilities of success of the sale process by: Obtaining information on prospective consumers.
- **Responding to objections:** The success of the sales process depends largely on the success of the sales men in responding to the objections. This method is based on the use of the objection itself or the point about which the defect is raised as a feature that is modified and informing the consumer accordingly to urge them to purchase.
- Sales promotion:** is a fertile field for innovation in the market and the company strives to bring innovative offers that distinguish it from others that achieve its goals.
- Public Relations:** Marketing innovation in the field of public relations relies primarily on large public addressees and trying to win it through innovative methods that are:
- The company adopts social issues.
 - Consumer protection.
 - Supporting environmental protection campaigns.

3. Study Methodology :

To achieve the objectives outlined for this study and to answer its main question, the descriptive approach has been relied upon for the theoretical part in order to get acquainted with the conceptual

framework of the study variables, in addition to the descriptive analytical approach to the experimental aspect, because this approach helps to obtain information on the subject of the study and analyze all its aspects.

4. Study Results :

Marketing innovation reflects the company's ability to create new opportunities for investment and survival, where marketing innovation (product, pricing, distribution, promotion) impacts on gaining consumer satisfaction by responding to its needs better than competitors.

This part of study, which is a translation of the previous theoretical aspect, number of results of marketing innovations will be touched.

4.1. Results of innovation in marketing in Product:

✓ « cool way golf putter »

This company has worked to create a new shape for its products, the company studied the reason for the lack of the group practicing golf, and reached that the majority of individuals find it a difficult sport that requires the acquisition of great skills due to the fact that the golf putter had a small head which required coordination of the direction of the eye and the hand, so the company « **cool way golf putter** » introduced a new “golf putter / racket” with a large head which facilitates the game, this innovation target the segment that does not practice this sport. (Kourtel et Benzaid 2017, 118)

✓ « Gillette Company »:

The experience of «**Gillette**» company how is the most famous shaver in the world from the innovative experiences that deserve to be stood by, where its founder, who was a salesman, put forward the idea of developing a razor by creating a razor

that can change its blades easily. In addition to the good design, they put two consecutive blades in the blade for the machine to be more effective at a low price to use by all people, after the shavers are distributed, also presented as a gift to the army, then consumers buy the spare parts of «**Gillette**» changeable blades at reasonable prices, thus creating a giant market and making the consumer can not be abandoned. (Benzaid, Innovative marketing and its elements for success - global experiences 2017, 267)

4.2. Results of innovation in marketing in Pricing:

✓ « **Apple's experience** »:

When « **Apple** » narrowed its competition to « **Samsung** », since the latter provided a large number of devices at different prices and the main competitor for « **iPhone** » was « **Galaxy** ». The difference in the price between them was palpable, and if « **Apple** » wanted to ignite the war, it would have reduced the price of « **iPhone** » immediately, which if it had been expected to be met by a reduction from « **Samsung** », but what was done that « **Apple** » provided « **the iPhone C** » device and its cost is not different from the cost of the main « **iPhone** », but « **Apple** » even it is not said that their prices are adjustable, and they have provided almost the lowest quality device, with the same after-sales services, at a competitive price with « **Samsung** ». (Innovation and Small projects s.d.)

✓ « **Southwest Airlines** » :

It is one of the most successful airlines companies, the innovative side of its strategy is the adoption of the slogan « **speed of a plane as a price of a car** », where the company focused on minimizing the costs of feeding and luxury stuff with a price that is reminiscent equivalent to the cost of moving by

car to excel this company its offer depending on the price element. (Kourtel et Benzaid 2017, 118)

✓ « **Mark's chain stores** » :

In **Canada**, specifically in the city of **Toronto**, **Mark's stores** are innovative in pricing their products, as they reduce everything according to the weather temperature, for example if the temperature is 15°, there is a discount of 15%.

4.3. Results of innovation in marketing in distribution:

✓ « **Coca-Cola smart electronic vending machines** »:

Japan now is the country with the largest number of vending machines in the world, but the huge increase in this number occurred when « **Coca-Cola** » developed its vending machines all over Japan, and Japan's progress in this field continued to The new second generation vending machines with digital touch screens equipped with a sensor that senses the age and gender of the user and therefore recommends the most suitable drink for them. (your portal to japan s.d.)

✓ « **Amazon.com** »:

« **Amazon.com** » was established by "**Jeff Bezos**" in 1994, originally it started with a simple idea which is selling books on the Internet. In less than 3 years the company entered the stock market, at the end of the nineties it began to face competition,so its Innovative way, is to create an entire distribution network in all of the United States of America and then the whole world, through huge warehouses and is the largest in the world to accommodate hundreds of thousands of addresses in catalogs.

In 2002, « **Amazon.com** » invented **Web Services**, an activity that provides a service that allows all world merchants to sell and distribute their products on the Internet in what is known as a **one click**, which doubles the number of visitors to the site and

«**Amazon**» has become the world leader in the field of online distribution. (TRANVHIER et LEMBERT 2009, 04)

✓ «**ZARA company** »:

Established in 1975 in Spain, it was initially a small store that made Haute Couture inspired costumes in lower prices, which contributed to its success.

The store expand to become a company that has more than 1500 stores. The secret of «**ZARA**» is its ability to achieve the spatial, temporal and possessory benefit of the consumer, in an innovative way as it studies the real demand of the consumer in a short time, and meets them immediate needs, with the ability to change weekly according to the consumption pattern, on the one hand, and its ability to provide a range of costumes according to each season, in a large number of countries, at reasonable prices. (TRANVHIER et LEMBERT 2009, 04)

4.4. Results of innovation in marketing in Promtion:

✓ «**BBC experience through the characters of the Teletubbies** »:

In the beginning of the year 1997, **BBC** planned to help children who feel alienated in coexistence with their world, through a group of characters called «**Teletubbies**». These characters were slow to understand the concepts and this increased the attractiveness of those characters among the children because they will be able to understand the concepts and understand them faster than these characters did. Which develops the child's sense of responsibility towards this game, two months before the holidays, **BBC** has developed advertisements and posters for parents to see it when they deliver their children to school. «**Teletubbies**» broadcast every morning, before the children under 10 years old go to their schools, and the day

these games were brought up in stores, parents gathered to buy the game at any cost and through this innovative method of advertising, the toys were sold out. (Gunsan Gabay 2017, 29)

✓ « **Harley-Davidson Motor Company** » :

« **Harley-Davidson Motor Company** » employed **Susan Shelly** as agent/ saler, where many motorcyclists who buying from her did not wear protective head helmets because the state traffic law did not require this, **Susan Shelly** noticed that her customers love to take their children riding on their bikes, so she asked them:" Why don't you wear a protective helmet? " And the response would be:" I don't wear a helmet and I'm not interested in it."So, she said, "What about your children? They are still young and they cannot make a similar decision on their own". The clients were convinced of the idea, and they bought a helmet for their children, then after a month or more, the customers themselves returned to buy a helmet for them because their sons when they wore their helmets were asking their parents why they did not wear a helmet like them,so the clients were thinking again about their safety or in order to avoid the questions of their children to buy the helmet, so it was **Susan Shelly** rewards everyone who buys a helmet for themself by giving a luxury **Harley Davidson** helmet : to his son, in the end **Susan Shelly** turns the clients loyal to her. (Chababik s.d., 33)

✓ « **Oakley sunglasses** » :

« **Oakley** » turned the media event into an opportunity to promot its sunglasses, directing public opinion to the accident of the collapse of the copper mine in Chile over its workers in October 2010, where 33 workers were trapped for 69 days by offering a group of « **Oakley** » sunglasses to protect the victims

from any infections due to exposure to the sun after they lived for a long period of time in the dark, after doctors warned of the danger of retina damage to the eyes due to the sudden change in lighting after they lived underground for a long time.

Innovation appears by exploiting the moment workers were out under media coverage and millions of people watching the event when they were wearing «**Oakley**» sunglasses, the outcome was that the company made a profit from this event. (Benzaid, Innovative marketing and its elements for success - global experiences 2017, 267)

5. Conclusion:

Marketing is a fertile field of innovation, through which the company achieved consumer satisfaction and loyalty through distinct products, unique in terms of quality design and distribution method and how to deliver it, as well as promotional efforts through innovative messages, which enhances the value of its products in the eyes of the consumer, This study dealt with innovation strategies in the mix - marketing by presenting some of international companies conclude to:

- Marketing innovation is not limited to introducing a new or modified product, but extends to the rest of the mix –marketing.

- Marketing innovation is not resorted to because the company necessarily suffers from a problem, but marketing innovation is used to keep it renewed and to remain in the lead.

- Innovation in the field of the product is through the provision of radical innovations completely different from what is already there, or by introducing improvements or modifications to existing products, including new technology, or the change in the consumption pattern.

- Innovation in the pricing process aims to influence in an innovative way the consumer's purchasing decision by maximizing the value that he will obtain compared to the price he will pay.

- Marketing innovation in distribution focuses on how to create totally different distribution methods than what the consumer has known before and that are more realizing its spatial, temporal and possessory benefits.

- The promotional efforts are innovative with multiple ways, but the most prominent ones are the innovative advertisements that practice the strategy of attraction and persuasion, as it does not clash with them through traditional media only, but also extends to modern media such as social media.

- International Experiences have made good use of marketing innovation in various ways, such as better presentation for their products and achieve outreach and expansion by focusing on the innovative side of one of the elements of their mix marketing.

Accordingly, this study recommends:

- The necessity for enterprises to focus on innovation in the entire elements of the poor marketing or service mix.

- It is imperative that companies realize that there is no specific pattern of marketing innovation, but rather that it adapts and varies according to the company's products and the sector in which it is active.

- All efforts and incentives for innovation in the marketing field must be provided.

- The necessity of spreading awareness of the importance of marketing innovation in national companies and imitating successful international experiences.

6. References :

- **Books :**

- Chababik, Raouf. Marketing for everyone. s.d;
GOTTELAND, David; HAON, Christophe(2005), Develop a new product - Method and Tools, PEARSON Education, France;
Gunsan Gabay, Ji(2017) marketing innovation. Al-Shaqri Library Riyadh, Saudi Arabia;
Nadim Akroush, Mamoun; Nadim Akroush, Suheir(2004), New Product Development - An integrated, modern strategic approach, Wael for Publishing and Distribution, Amman Jordan;
Najm, Aboud Najm(2003), Innovation Management - concepts, characteristics and recent experiences, Wael Publishing House Amman -Jordan;
Qasim Dawood, Ghassan; Shukroli Al Bayati, Amira(2008), Production and operations management, Al-Yazouri Scientific House for Publishing and Distribution, Ammaan- Jordan;

- **Journal article :**

- Ali Osu, Khairy (2010), «The role of market knowledge in achieving marketing innovation - an exploratory study in a number of tourism organizations in the city of Dohuk.» Al-Rafidain Development Magazine. Mosul University - Iraq, V 32, N° 97;
Benzaid, Sara (2017). «Innovative marketing and its elements for success - global experiences.» Journal of Economy and Human Development;
Hammoud, Ammar; Fawzi Al-Shaoubi, Mohamed (2014), «The reality of applying marketing innovation in distribution in the Algerian Electricity and Gas Company - a case study of the Directorate of Distribution, Ourgla.», Algerian Institutions Performance Magazine - Algeria, N° 06;
Hamzaoui, Sherif (2009), «Market-based capabilities and outstanding performance.» Tawasul Magazine-, N° 24;
JOHNE, Axel(1999), «Successful market innovation.» European Journal of Innovation Management, V02, N° 01;

- Kourtel, Farid; Benzaid, Sara (2017), «Marketing innovation and Blue Ocean Strategy - global experiences.», Studies Magazine (Ammar Thaliji University - Laghouat - Algeria, N° 51);
- Mahaba, Nouri Abdullah (2012), «Implications of marketing innovation on the methods adopted in promoting hotel marketing services - a field study in a number of hotels in Erbil Governorate.», Iraqi Journal of Administrative Sciences - Iraq, N° 23;

- **thesis :**

- Benzaid, Sara (2016-2017), «The role of marketing innovation in improving the performance of the organization - a case study of the Algerian Telecom Mobilis», PhD thesis, University of 20 August 1955 - Skikda - Algeria;
- Fahad Al-Sarhan, Atallah (2005), «The role of innovation and marketing creativity in achieving the competitive advantage of Jordanian commercial banks.», PhD thesis, College of Higher Administrative and Financial Studies. Amman;
- Khalout, Zahwa (2013-2014), «Innovative Marketing and its Impact on Building Customer Loyalty - A case study of Algeria Telecom.» A complementary note to obtain a magster's degree. University of Amohamed Bougara - Boumerdes - Algeria;

- **Seminar article:**

- Bin Yaqoub, Taher; Habash, Fares (May 6 - May 5 2014) «The role of marketing innovation in gaining a competitive advantage for Islamic banking products.», International conference on products and applications of innovation and financial engineering between the traditional financial industry and the Islamic financial. Farhat Abbas University - Setif - Algeria.
- TRANVHIER, Didier; LEMBERT, Thierry (2009), «Distrubution, un secteur Innovant ?» Supply chain magazine;

- **Internet websites:**

- Innovation and Small projects. s.d.
https://sme101.me/2015/09/05/price_war, (consulted on 10/11/2019).
- your portal to japan. s.d. <http://www.nippon.com/ar/features/jg00065/> (consulted on 02/11/2019).