

Enlightened Marketing as an Approach to Building Brand Equity: An Analytical Cognitive Perspective

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Creating brand equity in customers' minds is very difficult for marketing management, since each customer has an individual perception with which to perceive the image of brands. Previous studies have taken numerous steps to improve brand image, while little research has been conducted on the effect of enlightened marketing's ability to enhance brand image. This current study measures the mediating effect of enlightened marketing on brand image including the mediating effect of brand awareness. The customers who use the brands of Zain Telecommunication Company are the population of the study. The sample size was 105 people. The research uses PLS-SEM techniques to make data analysis. The findings of the study show that there is a positive effect of brand awareness on brand image, of enlightened marketing on brand awareness and enlightened marketing on brand image. Further, the mediation effect of brand awareness between enlightened marketing and brand image is significant.

Key words: *Brand Equity, Enlightened marketing, Awareness, Image.*

Introduction

Zain is a telecommunication company in Iraq. This company is in fifth position in Iraq. The economic disaster's effect on Zain is 93% with a negative relationship when contrasted with Asia Cell company. A money related emergency had greater effects on the Zain telecommunication company (Abdullah, 2018). This may be because of its part in the overall industry and a negative image of its brand, even though it has a larger number of clients than Asia Cell. In this way, it has been influenced on a more noteworthy level. Another clarification is needed; when ISIS came to exist the vast majority of asylum seekers started coming to the north of Iraq (Kurdistan Region), and this is the small market of Asia Cell. However, it misused that chance, competing with Zain by offering the shelters appropriate lines and packages and growing its clients and its piece of the pie. On the back of that, in 2017 Asia Cell was granted an award in Barcelona for those administrations that gave. Although ISIS left a negative impact of 86% on Zain's productivity, contrasted with Asia Cell it is a lot less, since Zain works in eight nations and its market is a lot more extensive than that of Asia Cell, which works just in Iraq (Abdullah, 2018).

In these conditions, the Zain organisation needs to construct its brand image in the clients' minds; Zain Telecom Company needs to fabricate its brand equity in a social setting from clients' point of view.

For this point of view, the Enlightened Marketing idea holds that the company's task is to decide the requirements, needs and premiums of an objective market, and to convey the ideal fulfilments more adequately and effectively than rivals, such that it upgrades the purchaser's and the general public's prosperity (Thorat, Kishor, Wamborikar, Shinde & Tamgadge, 2013). In this manner, advertisers must endeavor to fulfil the requirements and needs of their objective markets in manners that save and improve the prosperity of customers and society over all. The idea has an accentuation on social duty and proposes that for an association to just concentrate on trade association with clients would not be a reasonable way to continue long haul achievement. Or maybe, a marketing system ought to convey an incentive to clients in a manner that keeps up or improves both the customer's and the general public's prosperity. Crane and Desmond (2002) mention that different endeavours to characterise the destinations of Enlightened Marketing have been noted, for example; "Social duty infers that a business manager is obliged to take activities that likewise secure and improve society's inclinations. Business has the obligation to support the shopper. It is the obligation of business to fulfil the consumers' needs, and business pioneers are commanded to embrace jobs of leaders in the development of our general public higher (Chattanooga, 2003).

Building a powerful brand is the objective of numerous organisations in light of the host of potential advantages that may result. To understand better how to assemble brand equity, a few models and perspectives of brand building have been advanced (Aaker & Joachimsthaler,

2012). Basically, all of the hypothetical methodologies in some way translate branding impacts as far as purchaser information about the brand, and how that information influences buyer conduct. For instance, Keller (2001) characterises client-based brand equity as the differential impact that brand information has on client reaction to marketing action. The fundamental philosophy of his model is that the intensity of a brand lies in what clients have realised, felt, seen, heard, etcetera about the brand because of their encounters with it over time.

However, the intensity of a brand is in what locals perceive. The test for advertisers in building a solid brand is guaranteeing that clients have the correct sort of encounters with items and administrations, and their accompanying marketing programs, so that the ideal images, recognitions and feelings are experienced and before long become connected to the brand. For Zain Company, the impact of the financial crisis is 93%, with a negative relationship. When compared to Asia Cell, it can be seen that the financial crisis has had a greater impact on Zain. This may be because its market share is larger; it has more customers than Asia Cell and therefore it has been affected to a greater degree. Another explanation could come from when ISIS came to exist most of the refugees came to the north of Iraq (Kurdistan Region), which is the primary market of Asia Cell, where it exploited that opportunity to compete with Zain by offering the refugees suitable lines and bundles thereby expanding its customers and market share. In support of that, in 2017 Asia Cell was awarded the Glomo Award in Barcelona for their services provided to refugees (www.Asiacell.com). However, ISIS left a negative influence of 86% on Zain on its profitability but compared to Asia Cell this is much smaller, because Zain operates in eight different countries and its market is much wider than Asia Cell, which operates only in Iraq.

Zain Company, the impact of the financial crisis is 93%, with a negative relationship. When compared to Asia Cell, the financial crisis has a greater impact on Zain. This may be due to its market share, as it has more customers than Asia Cell and therefore it has been affected to a greater level. Another explanation is that when ISIS came to be, most of the refugees came to the north of Iraq to the Kurdistan Region, which is the primary market of Asia Cell. Asia Cell exploited that opportunity to compete with Zain by offering the refugees suitable lines and bundles and thereby expanding its customer's base and market share. In support of that, in 2017 Asia Cell was awarded the Glomo Award in Barcelona for those services provided to refugees (www.Asiacell.com). However, ISIS left a negative influence on Zain by 86% on its profitability but compared to Asia cell is much smaller. Because, Zain operate in eight different countries and its market is much wider than Asia cell which operates only in Iraq.

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north of Iraq (Kurdistan Region). That is the primer market of Asia cell. It exploited that opportunity to compete Zain by offering the refugees suitable lines and bundles and expanding its customers and market share. As a support of that, in 2017 Asia cell awarded (Glomo Award) in Barcelona for that services provided to refugees (www.Asiacell.com).

Literature Review

The study measures the mediating effect of enlightened marketing on brand image, including the mediating effect of brand awareness.

Enlightened Marketing

The idea of enlightened marketing is much like the idea of social marketing, with the exception of the agents, in that it tries for social advantages and to finally guarantee those social advantages as its own. Generally, these two uses of ethical marketing, safe guarding the social premium, could be utilised reciprocally according to the marketing creator's genuine. The later marketing phrasing was developed in 1972, which advanced a more socially capable, good and moral model of marketing, countering the industrialism perspective that had been advanced at that point. What commercialisation implies for advertisers" in the Harvard Business Review Journal. The social and cultural/enlightened concerns already existed at that point, however it was not obvious in marketing writings that they joined clearly (Thorat et al. 2013). Suggest that Kotler presented in that period both the idea of Social marketing (broadening marketing advancements into non-business zones) and societal /enlightened marketing, that is, the competing marketing idea and its advances must be tempered and at last amended by receiving an increasingly clear social direction underlining that the wants probably won't boost the customer's long haul premiums, or be useful for the general public, overall (Thorat et al., 2013).

The Six Main Philosophies of Enlightened Marketing:

Enlightened Marketing has integrity; in order to pull in customers effectively, you have to do it with a level of honesty. Customers will be bound to contract you if they see that you are genuine and can be trusted. Marketing with trustworthiness implies that you speak the truth about the qualities and restrictions of your administrations, in all parts of your marketing (Gulati, 2018).

Enlightened Marketing is Authentic

You have to put your legitimate self out there for individuals to see and to experience. Acting truthfully lights up your uniqueness, and normally pulls in customers who feel they can profit by your independence and what you unmistakably bring to the table (Gulati, 2018).



When you are enthusiastic about marketing and the services that you offer, you will be increasingly inspired to take the steps important to fabricating your business viably. The eagerness that you radiate will be a part of what attracts customers (Gulati, 2018).

Enlightened Marketing has Vision

Your marketing endeavours will be progressively effective if you have a reasonable vision for your training and expertise, and you expect to accomplish this vision. Additionally, the more inventive you are with your vision, the more significant and boundless it will be. You have to hold your vision all through the entirety of your marketing exercises, while enabling it to advance and develop (Gulati, 2018).

Enlightened Marketing is Conscious

To be aware from the viewpoint of enlightened marketing implies that you know about marketing as both a science and an art. You try to learn and try different things with marketing methodologies, finding what works and what doesn't, and altering your arrangements as needs be (Gulati, 2018).

Enlightened Marketing Shows Commitment and Dedication

So as to accomplish the outcomes you want, you should be patient and committed to building up your business and making it a need in your life. To this end, marketing must be paid attention to, similarly to the service you give to your customers (Gulati, 2018).

Enlightened Marketing Is Unattached to Outcomes

While it is very important to stay focused on your marketing, it is similarly important that you stay unattached to the result of your marketing endeavours. In spite of how much marketing information you have, things don't generally go as arranged. Tolerance and perseverance are basic requirements (Gulati, 2018).

Brand Awareness

Officially, brand awareness motivates the clients' capacity to review and perceive the brand. Brand awareness is something beyond clients realising the brand name and having recently observed the brand, maybe even often. Brand awareness includes connecting the brand—the brand name, logo, image, etcetera to a specific relationship in the memory (Naik, Prasad & Sethi, 2008). Brand awareness can be recognised regarding two key measurements: depth of brand awareness motivates how effectively clients can review or perceive the brand; large size of brand awareness motivates the scope of procurement and utilisation circumstances for when



the brand ‘rings a bell’. In a perfect world, a brand would have both depth and a large size of brand awareness. Higher profundity of brand awareness prompts expanded deals if purchasers are bound to think about the brand when the need emerges (e.g., Coke when parched). A higher size of brand awareness prompts expanded deals if shoppers are bound to think about the brand over an assortment of settings when it could be utilised or devoured (e.g., Coke in the first part of the day) (Hoeffler & Keller, 2002).

Two significant proportions of brand awareness are acknowledgment and reviewed. Brand acknowledgment is the capacity of the shopper to affirm earlier presentations to the brand, and brand review is the independent recovery of the brand from memory (Huang & Sarigöllü, 2014). By and large, as a result of the idea of brand introduction, enlightened marketing programs appear to have methods for improving acknowledgment for a brand, but not for brand review. Brand review depends all the more intensely on making the fitting connections between the brand and the item class or the utilisation or use circumstance. Likewise with sponsorship and other indirect types of brand-building interchanges, most enlightened marketing programs are not designed for making these kinds of connections, as they can't or are reluctant to incorporate a lot of item-related data. Simultaneously, introduction to the brand can actually be rehashed or potentially unique because of the enlightened marketing program, which encourages brand acknowledgment (Huang & Sarigöllü, 2014).

Brand Image

Brand awareness is a significant initial phase in building brand equity, yet for the most part isn't adequate. For most clients as a rule, a different thought, for example, the importance or image of the brand, likewise becomes an integral factor (Lee, Na & Lee, 2017). Upgrading brand image includes making brand meaning, and what the brand is described by and should represent, in the perceptions of clients. A few kinds of affiliations related comprehensively to progressively practical, execution-related contemplations, or increasingly theoretical imagery-related thought—may get connected to the brand. Specifically, to make brand equity, it is significant that the brand have some solid, good and novel brand affiliations (Keller, 1993). Marketing enlightenment offers a few methods for making such positive brand separation. As stated already, most marketing enlightenment programs do exclude a lot of item-related data; along these lines. Conversely, a few sorts of progressively conceptual or imagery-related affiliations would appear to have the option to be connected to a brand through marketing education.

Mediating effect of Brand Awareness between Enlightened Marketing and Brand Image

When marketing management use enlightened marketing, it could enhance the sense of brand awareness that leads towards the improvement of brand image (Singhal, Rajput & Jha, 2017).



Enlightened marketing motivates, which leads to increasing consumers' perceptions towards the image of the brand. Enlightened marketing has the power to spread the welfare message of the brand; that social awareness refers to building a good brand image (Gulati, 2018; Thorat et al., 2013).

Hypotheses

- H1:** There is a positive effect of brand awareness on image
- H2:** There is a positive effect of enlightened marketing on brand awareness
- H3:** There is a positive effect of enlightened marketing on image
- H4:** There is a mediating effect of brand awareness between enlightened marketing brand image

Research Methodology

This quantitative study has a cross-sectional design. The population size was taken from the customers who use the brands of Zain. The sample size was 105 people. The tool of questionnaire consists of 17 items, comprising seven (7) items of brand awareness (Netemeyer et al., 2004), four (4) items of brand image (Netemeyer et al., 2004) and six (6) items of enlightened marketing that were adopted by conducting the face validity of three experts (HR managers) of Zain Telecommunication Company. The questionnaire is in Appendix A. A five-point Likert scale was used, from 5 as strongly agree (SA), to 1 as strongly disagree (SD). Simple random sampling was used to collect the responses. PLS 3.0 software was used to analyse the data.

Data Analysis

The study measures the validity of the variables through convergent validity (CV) as well as discriminant validity (DV). Results show in figure 1 and table 4.1 that the values of average variance extracted (AVE) for all the latent constructs lie between 0.50 to 0.95, which is acceptable that these values should be greater than 0.50 (Chin, 1998). The item values of factor loadings having less than 0.50 were deleted.

Figure 1. Measurement Model Assessment

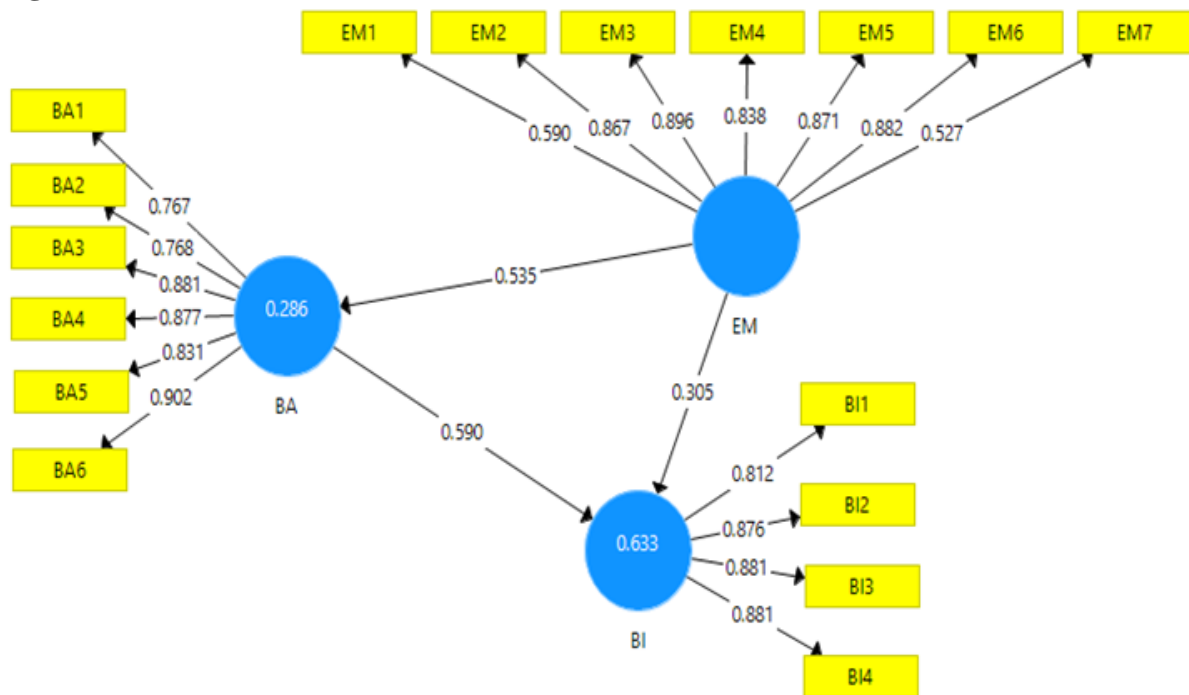


Table 4.1: Average Variance Extracted

Constructs	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BA	0.915	0.924	0.934	0.705
BI	0.887	0.906	0.921	0.745
EM	0.895	0.927	0.921	0.631

The present study measures the DV by applying the Fornell and Larcker (1981) technique through making the average variance extracted square root, as revealed in table 4.2 by marking the value in bold, and the square roots of average variance extracted must be greater than the correlations in latent constructs. The results also reveal these values are greater.

Table 4.2: Discriminant Validity

Constructs	BA	BI	EM
BA	0.84		
BI	0.753	0.863	
EM	0.535	0.621	0.795

In the second step, bootstrapping was applied to measure the direct and indirect hypotheses. H1, H2, H3 and H4 all have t values greater than 1.96, P values have less than 0.05. This

demonstrates that all the direct hypotheses are accepted. In table 4.3, brand awareness explains brand image as 59%, enlightened marketing explains brand awareness as 54% and enlightened marketing also explains brand image as 31%.

Table 4.3: Direct relationship

hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	T Statistics (O/STDEV)	P Values	Decision
H1	BA -> BI	0.590	0.588	5.05	0	accepted
H2	EM -> BA	0.535	0.546	3.063	0.002	accepted
H3	EM -> BI	0.305	0.296	2.106	0.035	accepted

The indirect effect is shown in Table 4.4. It shows that the indirect effect has t-value > 1.96, while P value is less than 0.5. Thus, H4 is accepted.

Table 4.4: Indirect relationship

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	T Statistics (O/STDEV)	P Values	Decision
H4	EM -> BA -> BI	0.315	0.318	2.84	0.005	accepted

Moreover, the quality of model was measured through predictive relevance (Q²), Q² value should be >0. In this study Q² is 0.164 and 0.393, which are > 0 in table 4.5.

Table 4.5: Predictive Relevance

Constructs	SSO	SSE	Q ² (=1-SSE/SSO)
BA	234	195.716	0.164
BI	156	94.748	0.393
EM	273	273	

Discussion

The current study measures the mediating effect of enlightened marketing on brand image, including the mediating effect of brand awareness. It shows that BA -> BI with t-value is 5.05 > 1.96, P value is 0.000 less than 0.05 and beta value is 0.590. Thus, H1 is accepted, since the awareness about brand for customers of Zain Telecommunication Company leads towards having a good image of the brand. Similarly, EM -> BA with t-value is 3.063 > 1.96, P value is

0.002 less than 0.05 and beta value is 0.535. Thus, H2 is accepted, since the enlightened marketing for customers of Zain Telecommunication Companies leads towards awareness of the brand. Likewise, EM → BI with t-value is $2.106 > 1.96$, P value is 0.035 less than 0.05 and beta value is 0.305. Thus, H3 is also accepted, since the enlightened marketing enhances the sense of brand image of the Zain Telecommunication Company.

Similarly, for the mediation test, EM → BA → BI with t-value is $2.84 > 1.96$, P value is 0.005 less than 0.05 and beta value is 0.315. Thus, H4 is accepted, since the enlightened marketing is the source of creating awareness in customers' minds; effectively that sense leads to improved brand image in the minds of customers of the Zain Telecommunication Company.

Conclusion

Holding an enlightened way of dealing with the marketing of Zain Telecommunication Company of Iraq, means to overcome doubt and to right misguided judgments so these associations can all the more effectively make a practice by the company, while being moral. At the point where refined enlightened marketing is engaged, it will be found that marketing can be a source of motivation and imagination, a method for communicating one's self and energy. This can improve the powerful and constructive outcome of brand equity in the buyers' minds. Eventually, practicing effective enlightened marketing would support the company, if telecommunications were to move from their condition of attracting more and new customers with exertion to the phase of grabbing more customers with excitement instead. This surely would help the telecommunication company with its internal and external development and create general improvement with maintainability and practicality. In the present examination, enlightened marketing is a powerful source for improving brand equity. Enlightened marketing improved the brand image held by the clients of Zain Telecommunication Company through making awareness of the brand.

Managerial Implications

Today, the capacity of company-made and managed brands and advertisers to convey a predictable corporate or brand image is persistently declining in feasibility and pertinence. As customary broad communications is surpassed by enlightened marketing as the essential driver of purchaser mentality and brand decision, shoppers are progressively ready to challenge a company's brand guarantee just as they are to search out other options.

Building brand equity is one reaction to the vulnerabilities of brands and branding, even with increasing buyers strengthening. It opens new doors for brand client exchange, information creation, and, basically gives another setting where the interests of a partnership and those of



its clients can be all the more firmly adjusted. In the case of building brand equity, it is not yet clear whether or not it would slow conventional types of market trade. Although most clients may now have more noteworthy information about brands and the general estimation of their items, some are progressively more intrigued, propelled and arranged to take part in such connections than others.

Limitation and Future Study

This is a cross-sectional study. Organisations need consumers' behaviour towards liking and disliking their brands in a deep way. Interview is the best strategy to obtain deep responses from potential and prospective customers. In the current study, the sample size is in low numbers; in future, researchers can add more telecommunication companies to give more generalised results. For future study, the effect of enlightened marketing on customers' loyalty could be examined.



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Appendix A: Questionnaire Table

Sr#	Construct	Items
1	Brand Awareness	<p>I know what this brand looks like</p> <p>I can recognise this brand among other competing brands</p> <p>I am aware of this brand</p>
2	Brand Image	<p>I can quickly recall the symbol or logo of this brand</p> <p>This brand has a personality</p> <p>This brand has a unique brand image compared to other brands</p> <p>I like the brand image of this brand</p> <p>The logo of this brand comes first compared to others</p>
3	Enlightened Marketing	<p>I feel this brand has integrity</p> <p>I feel this brand has authenticity</p> <p>I feel passionate about using this brand</p> <p>I feel this brand has a vision</p> <p>I am aware of all characteristics of this brand</p> <p>I am fully committed to this brand</p> <p>I am totally attached to this brand</p>