
THE IMPACT OF HOLISTIC MARKETING PRACTICES ON CUSTOMER BRAND AWARENESS: AN EXPLORATORY STUDY OF THE OPINIONS OF A SAMPLE OF CUSTOMERS OF ZAIN TELECOMMUNICATIONS COMPANY IN BABIL GOVERNORATE

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ABSTRACT

This study examines the impact of holistic marketing practices across its four dimensions (internal marketing, integrated marketing, relationship marketing, and socially responsible marketing) in enhancing customer brand awareness. The research problem lies in the gap between the adoption of marketing practices and their actual effect on customer mentality amidst "marketing clutter." The study aimed to construct a comprehensive theoretical framework and diagnose the reality of these practices at Zain Iraq, while measuring the correlation and impact relationships between variables. The research adopted a descriptive-analytical methodology and used a questionnaire as the primary tool for data collection from a convenience sample of the company's customers. The hypotheses concluded that there is a significant positive correlation between holistic marketing practices and the enhancement of customers' mental image and brand awareness.

Keywords: Holistic Marketing, Brand Awareness, Relationship Marketing.

1. INTRODUCTION

Holistic marketing practices are among the modern concepts in contemporary marketing thought, as they are based on the integration and coordination of marketing activities to achieve added value for the customer and enhance long-term relationships with them. Marketing is no longer limited to promotion or selling alone; rather, it has become an integrated system encompassing relationship marketing, internal marketing, socially responsible marketing, and performance marketing, contributing to the achievement of organizational goals and meeting customer needs with high efficiency. In light of an accelerating competitive environment, increasing customer awareness, and diversifying needs, the importance of building a strong brand capable of standing out and enduring in consumers' minds has emerged. Customer brand awareness is one of the most important intangible assets that organizations seek to enhance, given its significant role in influencing purchasing decisions, building trust, and strengthening brand loyalty. From this perspective, holistic marketing practices play a pivotal role in shaping this awareness by delivering consistent marketing messages, providing integrated customer experiences, and fostering positive interaction between the organization and the public. The integration among various marketing activities contributes to establishing a clear and strong mental image of the brand and increases the customer's ability to recognize and distinguish it from competitors. Accordingly, this study highlights the impact of holistic marketing practices on customer brand awareness by analyzing the dimensions of this type of marketing and demonstrating its contribution to enhancing

customers' perception, knowledge, and positive impression, thereby supporting the achievement of sustainable competitive advantage for organizations.

2. SCIENTIFIC RESEARCH METHODOLOGY

First: Research Problem

The problem lies in the gap between the adoption of marketing practices and their actual impact on customer mentality. Despite significant marketing efforts, companies face the challenge of "marketing clutter." The problem is summarized in the main research question:

How do the holistic marketing practices of Zain Iraq contribute to elevating the level of customer awareness of its brand?

Sub-questions:

1. What is the level of application of holistic marketing dimensions (internal, integrated, relationship, social responsibility) at Zain Company?
2. Does the Iraqi customer possess deep awareness (recognition and recall) of the Zain brand?
3. Is there variation in the impact of each holistic marketing dimension on customer awareness?

Second: Importance of the Study

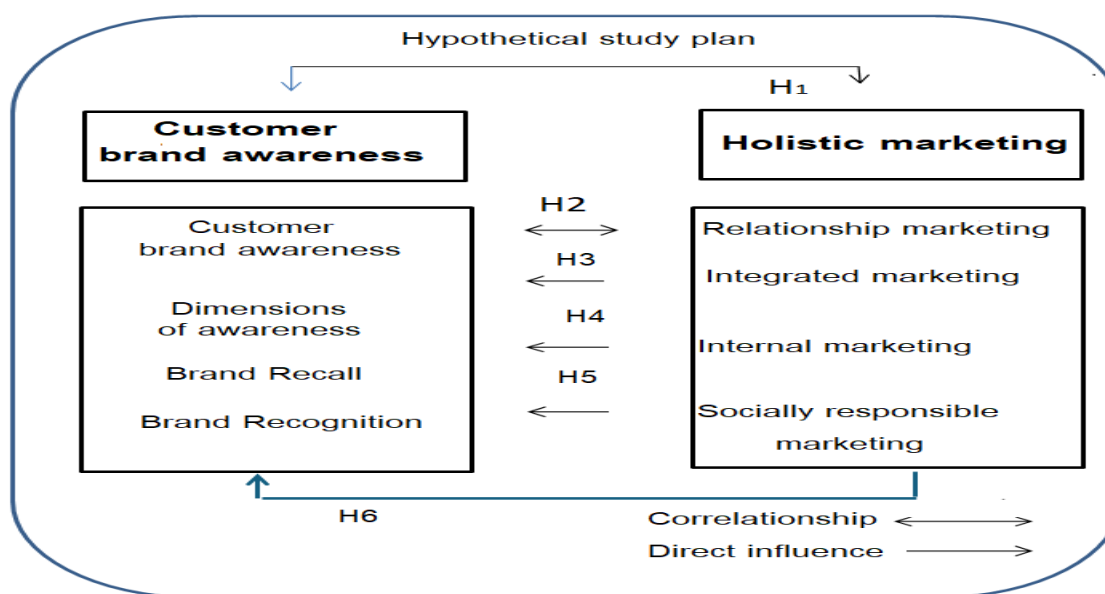
The importance of this study stems from its contribution to enriching the scientific literature on the concept of holistic marketing as a modern trend in marketing science, as it provides an integrated theoretical framework linking its various dimensions and highlighting their direct impact on customer brand awareness and purchasing behavior. It also helps organizations adopt more integrated and effective marketing strategies that support building long-term relationships with customers and enhancing brand loyalty, in addition to improving the organization's image and competitive position in the market. The study provides practical results that can be utilized in developing marketing campaigns and adapting to rapid transformations in the business environment, thereby ensuring institutional sustainability and building long-term brand value.

Third: Objectives of the Study

1. To build a comprehensive theoretical framework on the concepts of holistic marketing and brand awareness.
2. To diagnose the reality of marketing practices at Zain Iraq from the perspective of its audience.
3. To measure and analyze the correlation and impact relationships between independent and dependent variables.

Fourth: Research Hypotheses

1. There is a significant positive correlation between holistic marketing practices and customer brand awareness.
2. There is a statistically significant relationship between relationship marketing and customer brand awareness.
3. There is a statistically significant relationship between integrated marketing and customer brand awareness.
4. There is a statistically significant relationship between internal marketing and customer brand awareness.
5. There is a statistically significant relationship between socially responsible marketing and customer brand awareness.
6. There is a direct significant impact relationship between holistic marketing practices and customer brand awareness.

Fifth: Hypothetical Model**Figure (1): Hypothetical Model of the Study – Prepared by the Researchers****Figure (1) Hypothetical study plan****3. THEORETICAL FRAMEWORK****Section One: Holistic Marketing Practices**

In recent years, marketing thought has witnessed fundamental transformations due to intensified competition, accelerating technological developments, and the growing awareness of customers regarding their rights and expectations. This has compelled organizations, particularly service-oriented ones such as banks, to adopt modern marketing philosophies that transcend the traditional concept of marketing as an independent function within the organization. Among the most prominent of these philosophies is the concept of holistic marketing, which views marketing activities as an integrated, interconnected system seeking to create sustainable customer value through coordination among all organizational activities and their related stakeholders.

Holistic marketing is considered a contemporary strategic approach that aligns with the nature of the banking environment, which heavily relies on trust, building long-term relationships, and enhancing customer awareness of the commercial relationship. This directly intersects with the current study's problem and objectives aimed at demonstrating the impact of holistic marketing practices on customer awareness of the commercial relationship in banks. Accordingly, this section addresses the concept, importance, dimensions, and elements of holistic marketing as the primary theoretical framework for the study (Al-Saedi, 2021: 48).

First: The Concept of Holistic Marketing

The concept of holistic marketing is relatively modern in marketing thought literature, emerging in response to the need for integrating marketing efforts within the organization and linking them

to the external environment to achieve harmony between organizational objectives and the expectations of customers and stakeholders. This concept is based on the premise that marketing should not be practiced as a separate activity or the responsibility of a specific department, but rather as a comprehensive organizational philosophy permeating all parts of the organization.

Several researchers indicate that holistic marketing represents a managerial orientation focusing on designing and implementing marketing programs in an integrative manner, acknowledging the interconnectedness of marketing activities and their mutual impact, whether inside or outside the organization, thereby contributing to maximizing perceived customer value and enhancing long-term customer relationships with the organization (Al-Ta'i, 2020: 112).

Holistic marketing is also viewed as a framework that brings together several sub-marketing philosophies, such as internal marketing, relationship marketing, integrated marketing, and socially responsible marketing, into a single system aimed at achieving satisfaction, trust, and loyalty among customers, while considering the ethical and social dimensions in the practice of marketing activities. From this standpoint, holistic marketing does not focus solely on profit-making but extends to building a positive mental image and enhancing customer awareness of the commercial relationship (Al-Allaq, 2021: 67).

Second: The Importance of Holistic Marketing

The importance of holistic marketing is evident in its role as a contemporary strategic approach that enhances the organization's ability to adapt to its competitive environment and contributes to building sustainable relationships with customers and stakeholders. Its importance can be explained through the following points:

1. Achieving Integration among Organizational Activities

One of the most significant aspects of holistic marketing's importance lies in its ability to achieve integration and coordination among various departments and functions within the organization. This approach emphasizes that marketing is not the responsibility of a specific department but a collective responsibility shared by all organizational units. This integration leads to unified communication messages, reduced decision-making conflicts, and ensures a consistent customer experience across all touchpoints, thereby enhancing the customer's positive perception of the commercial relationship with the organization, especially in banks that rely on the quality of continuous interaction with customers (Al-Saedi, 2021: 58).

2. Enhancing the Organization's Competitive Capability

Holistic marketing contributes to supporting the organization's competitive position by focusing on creating integrated customer value that goes beyond the provision of basic service. Instead of focusing on transactional exchanges, this approach seeks to build a long-term relationship based on trust and commitment, granting the organization a competitive advantage that is difficult to imitate. In the banking sector, this is crucial because banking services are relatively similar; thus, differentiation lies in the way customer relationships are managed and the integration of activities directed toward them (Al-Allaq, 2021: 76).

3. Enhancing Customer Trust and Building Long-Term Relationships

Building trust is a fundamental cornerstone in service organizations, particularly banks, given the nature of financial services that require a high degree of reassurance and security. Holistic

marketing, through its integration of internal marketing, relationship marketing, and social responsibility, contributes to establishing a positive image of the organization and enhancing its credibility, which positively reflects on customer awareness of the commercial relationship and its continuity. The more the customer perceives that the organization adopts an integrated and responsible philosophy in its dealings, the greater their trust and willingness to continue dealing with it (Al-Ta'i, 2020: 133).

4. Supporting Organizational Sustainability and Social Responsibility

The importance of holistic marketing is also embodied in its attention to the social and ethical dimension, as it is not limited to profit-making but takes into account the impact of the organization's activities on society and the environment. This orientation enhances the organization's reputation and strengthens its intangible capital, making it more capable of enduring in a changing environment. In banks, commitment to transparency and social responsibility is an influential factor in shaping customer awareness of the banking relationship, as the customer links the bank's performance to its responsibility toward society (Al-Janabi, 2022: 91).

Third: Dimensions of Holistic Marketing

The concept of holistic marketing is based on a set of integrated dimensions that work in an interconnected manner to create value for the customer and build long-term relationships. Modern marketing literature has settled on four main dimensions of holistic marketing: internal marketing, integrated marketing, relationship marketing, and socially responsible marketing. These dimensions represent the practical framework through which the level of banks' adoption of the holistic marketing philosophy can be measured (Philip Kotler & Kevin Lane Keller, 2012: 42-44).

1. Internal Marketing

Internal marketing is based on considering employees as "internal customers" who should be cared for, developed, and motivated before addressing external customers. The quality of service provided in banks depends largely on employee competence, behavior, and manner of interaction with customers. Therefore, any deficiency in the internal environment will directly reflect on the customer's perception of the banking relationship. Internal marketing aims to create an organizational culture supportive of the service philosophy through continuous training, motivation, fostering a sense of belonging, and clarifying the marketing vision to all employees. When employees recognize the importance of their role in achieving customer satisfaction, they contribute to enhancing the customer's awareness of the commercial relationship and its continuity. Specifically in the banking sector, employee interaction with the customer is the primary touchpoint through which the bank's mental image is formed (Al-Saedi, 2021: 143).

2. Integrated Marketing

Integrated marketing refers to coordinating all marketing and communication activities within the organization in a manner that achieves consistency and harmony in messages directed to customers. This dimension emphasizes the need to unify the elements of the marketing mix (service, price, distribution, promotion) so that they work together coherently to achieve organizational goals and enhance customer value. In the banking environment, integrated marketing is manifested through the harmony of promotional campaigns with the actual service level, and the consistency of advertising messages with the customer's experience within the branch or through electronic channels. When marketing promises align with actual performance,

customer awareness of the authenticity and credibility of the commercial relationship is enhanced. However, if a gap exists between the message and performance, it leads to diminished trust and weakened relationships (Al-Allaq, 2021: 82).

3. Relationship Marketing

Relationship marketing is one of the fundamental pillars of holistic marketing, as it focuses on building long-term relationships with customers rather than focusing on short-term transactions. This dimension is based on the principle of customer retention and enhancing satisfaction and trust through continuous communication, rapid response to needs, and providing customized offers and services. In banks, the importance of relationship marketing is evident in flexibly managing customer accounts, providing financial consultations, following up on complaints, and involving customers in loyalty programs. The more the customer feels that the bank cares about them as a long-term partner and not just an account number, the more their awareness of the depth of the commercial relationship increases, and their attachment to the bank strengthens. Accordingly, relationship marketing directly contributes to building sustainable relational capital (Al-Ta'i, 2020: 156).

4. Socially Responsible Marketing

This dimension focuses on the organization's commitment to ethical and social standards in practicing its marketing activities, considering the impact of its decisions on society and the environment. The contemporary customer no longer cares only about service quality but has come to attach great importance to the organization's behavior and its commitment to transparency, integrity, and social responsibility. In the banking sector, socially responsible marketing is manifested through commitment to transparency in financial operations, protecting customer data, participating in community initiatives, and supporting development projects. These practices contribute to enhancing the bank's positive mental image and strengthen customer trust, which reflects on the level of awareness of the commercial relationship as a relationship based on values and ethical commitment (Al-Janabi, 2022: 95).

Fourth: Elements/Factors of Holistic Marketing Practice

When moving from "dimensions" to "practice," the application of holistic marketing in banks requires a set of operational factors that ensure dimensions are not merely slogans but measurable procedures. The most prominent include:

1. Clarity of the bank's vision and its service promise to the customer.
2. Coordination between branches and digital channels.
3. Employee readiness and empowerment.
4. Customer relationship and data management.
5. Aligning performance with social responsibility and ethics (Sami, 2024: 14).

Moreover, the essence of holistic marketing—as a practice—is the integration of marketing activities across channels and functions, and the development of strong relationships with stakeholders (including customers, suppliers, and partners). This means that the bank needs internal "marketing governance" that makes decisions interconnected and ensures that communication messages, actual service, and transaction policies emanate from a single consistent logic.

Section Two: Brand Awareness

Brand awareness is one of the fundamental concepts in modern marketing literature, representing the starting point in building the relationship between the customer and the brand. The brand does not gain its true value in the market unless it is known and perceived in the customer's mind, as this perception contributes to forming a clear mental image of the organization and its services. For this reason, contemporary organizations seek to enhance the presence of their brands in customers' minds by adopting integrated marketing strategies aimed at increasing brand recognition and consolidating it in consumers' perceptual memory (Al-Allaq, 2020: 61).

Brand awareness acquires particular importance in service organizations such as banks, as banking services rely heavily on trust and the mental image among customers. Given the similarity of many banking services offered by different banks, the customer's level of brand awareness becomes a critical factor in determining their choices and preferences. Therefore, banks strive to enhance awareness of their brands through continuous communication with customers and providing high-quality services that contribute to consolidating their market position (Al-Saedi, 2022: 95).

First: The Concept of Brand Awareness

The concept of brand awareness refers to the consumer's ability to recognize, recall, and associate the brand with a specific product or service. This awareness is one of the fundamental components of brand equity because it represents the first stage in the purchasing decision-making process. Typically, the consumer begins by thinking about brands they already know before seeking additional information or comparing their characteristics with competing brands (Abdul Hussein & Hassan Ali, 2021: 42).

Brand awareness is also defined as the level of knowledge or perception that the consumer possesses toward a particular brand, including the ability to distinguish it from competing brands when seeing or hearing its name. This concept is not limited to merely knowing the brand name but also includes perceiving its characteristics, values, and associated symbols in the consumer's mind, thereby contributing to the formation of positive mental associations with it (Al-Ta'i, 2021: 171).

Brand awareness is closely related to the consumer's perceptual memory, as it depends on the consumer's ability to retrieve information associated with the brand when needed. Researchers indicate that brands with a high degree of awareness are more present in the consumer's mind, increasing the likelihood of their selection when making purchasing decisions compared to less known brands in the market (Al-Janabi, 2023: 123).

Brand awareness is also considered an important indicator of brand strength in the market, reflecting its spread among consumers and their ability to recognize it easily. The higher the level of brand awareness among customers, the greater the organization's opportunities to enhance customer trust and build long-term relationships with them, thereby supporting its competitive position in the market (Hammoud & Khalil Ibrahim, 2022: 204).

Second: The Importance of Brand Awareness

The importance of brand awareness stems from its role as the foundation upon which the relationship between the organization and its customers is built. Customers' perception of the brand's existence and their knowledge of its characteristics contribute to shaping their attitudes

toward it. Customers tend to deal with brands about which they have prior knowledge because this knowledge reduces the level of uncertainty associated with the purchasing process, thereby enhancing their trust in the product or service offered (Abdul Hussein & Hassan Ali, 2021: 47).

The importance of brand awareness also lies in its role in enhancing the competitive capability of organizations in highly competitive markets. When brand awareness is high among customers, the brand becomes more present in their minds compared to competing brands, increasing the likelihood of its selection when making purchasing decisions. For this reason, organizations seek to invest in marketing activities that enhance the spread of their brand and consolidate it in consumer memory (Al-Abadi, 2021: 152).

The importance of brand awareness is also evident in its ability to support the process of building a positive mental image of the organization in customers' minds. Continuous exposure to the brand through various marketing activities contributes to forming positive mental associations around it. These associations, in turn, enhance customers' perception of brand value, thereby strengthening the relationship between them and the organization (Al-Janabi, 2023: 126).

Brand awareness also increases the effectiveness of promotional activities undertaken by the organization, as marketing messages are more influential when the brand is already known to customers. When a customer is exposed to an advertisement or promotional message for a brand they know, they are more ready to receive and understand the message compared to a brand unknown to them. Therefore, brand awareness is one of the factors that increase the efficiency of marketing communication (Al-Ta'i, 2021: 176).

High brand awareness leads to enhanced customer loyalty to the brand in the long term. Repeated knowledge of the brand contributes to its consolidation in customers' memory and the formation of positive feelings toward it. Over time, this knowledge transforms into a continuous preference for the brand, prompting customers to repeatedly deal with it and recommend it to others (Hammoud & Khalil Ibrahim, 2022: 209).

Brand awareness also contributes to reducing customers' price sensitivity. Customers with strong knowledge of a particular brand are more willing to pay a higher price for the products or services of that brand. This is due to the trust they have gained from their prior knowledge of the brand and their positive experiences with it (Al-Saedi, 2022: 101).

Third: Dimensions of Brand Awareness

Brand awareness is a multi-dimensional concept, not limited to mere customer knowledge of the brand's existence but includes different levels of perception and memory associated with it. Marketing researchers have indicated that measuring brand awareness is done through a set of dimensions that reflect the degree of brand presence in the consumer's mind. These dimensions help organizations understand the strength of their brand in the market and their ability to consolidate its position in customers' memory (Al-Abadi, 2021: 155).

The most important dimensions of brand awareness can be explained as follows:

1. Brand Recognition

Brand recognition refers to the consumer's ability to distinguish the brand when exposed to it again, whether through its name, logo, design, or any element of its visual identity. This dimension is one

of the simplest levels of brand awareness, as it indicates the customer's ability to perceive that they have previously seen or dealt with the brand. This dimension also reflects the brand's spread in the market and the degree of customer exposure to it through various marketing activities (Abdul Hussein & Hassan Ali, 2021: 51).

2. Brand Recall

Brand recall refers to the consumer's ability to retrieve the brand name from memory when thinking about a specific category of products or services. This level is higher than brand recognition because it requires the brand to be firmly established in the consumer's memory so that they can recall it without needing to see its name or logo. The more deeply rooted the brand is in the customer's memory, the greater the likelihood of it being chosen when making purchasing decisions (Al-Ta'i, 2021: 179).

3. Top of Mind

Top of mind means that the brand is the first brand that comes to the consumer's mind when thinking about a specific product or service. This level represents the highest level of brand awareness, as it reflects the strength of the brand in the customer's mind and its ability to outperform competing brands. Brands that occupy the top position in the consumer's mind often enjoy a strong competitive advantage and achieve higher levels of market demand (Hammoud & Khalil Ibrahim, 2022: 213).

4. Brand Knowledge

Brand knowledge refers to the level of information and knowledge the consumer possesses about the brand, such as its characteristics, values, and quality of its products or services. This dimension deepens the consumer's perception of the brand, as in-depth knowledge of the brand helps the customer form positive attitudes toward it and enhances their trust, increasing the likelihood of continuing to deal with it (Al-Janabi, 2023: 130).

5. Brand Associations

Brand associations refer to the set of ideas and impressions that form in the consumer's mind when thinking about the brand. These associations may be related to quality, trust, reputation, or previous experiences with the brand. The more positive and strong these associations are, the greater the brand's ability to consolidate its position in customers' minds and enhance the level of awareness of it (Al-Saedi, 2022: 106).

Section Three: The Relationship between Holistic Marketing Practices and Brand Awareness

Contemporary organizations face a complex competitive environment characterized by increasing competition and accelerating technological changes, which has driven them to adopt modern marketing concepts that contribute to enhancing their market position and building long-term relationships with customers. Holistic marketing is one of these modern concepts that relies on the integration of marketing activities within and outside the organization to achieve sustainable value for customers and enhance their brand perception. Many researchers indicate that organizations' adoption of holistic marketing practices contributes to enhancing customers' level of brand perception by unifying marketing messages and improving the customer experience at various touchpoints with the organization. The more integrated and harmonious marketing activities are, the greater the organization's ability to consolidate its brand in customers' minds and enhance their awareness of it (Al-Khazraji, 2021: 211).

First: The Role of Holistic Marketing Practices in Enhancing Brand Awareness

Holistic marketing practices contribute to enhancing brand awareness by achieving integration among various marketing activities within the organization. This approach focuses on coordinating marketing efforts to ensure a unified and clear message is delivered to customers. This integration leads to the consolidation of a consistent brand image in customers' minds, making it easier for them to recognize and recall it when thinking about the service or product associated with it. Holistic marketing also plays an important role in improving the customer experience, as it relies on the integration of all organizational and marketing activities that the customer interacts with during their dealings with the organization. When the customer receives an integrated and distinguished experience across various communication channels, this contributes to enhancing their positive perception of the brand and consolidating it in their memory, leading to a higher level of awareness. Holistic marketing also enhances brand awareness by focusing on building long-term relationships with customers, as this approach focuses on understanding customer needs and delivering superior value to them continuously. This leads to enhanced customer trust in the organization, which positively reflects on their perception of the brand and increases their attachment to it (Al-Dulaimi, 2021: 133).

Second: The Impact of Holistic Marketing Dimensions on Building Brand Awareness

Internal marketing, as one of the dimensions of holistic marketing, affects the enhancement of brand awareness by developing employees' capabilities and motivating them to provide high-quality services to customers. When employees have a clear understanding of the organization's values and marketing message, they contribute to conveying a positive image of the brand to customers, thereby enhancing their perception and increasing the level of awareness (Al-Tamimi, 2020: 122).

Integrated marketing contributes to enhancing brand awareness by coordinating various communication and promotional activities so that the organization delivers a unified marketing message across all communication channels. This consistency in marketing messages enhances the brand's presence in customers' minds and increases their ability to recognize and recall it easily. Relationship marketing also contributes to enhancing brand awareness by building continuous relationships with customers based on mutual trust and commitment. Continuous communication with customers and meeting their needs contributes to enhancing their perception of the brand and consolidating it in their minds, increasing the likelihood of recalling and choosing it when making purchasing decisions (Al-Kubaisi, 2022: 167).

Socially responsible marketing contributes to enhancing brand awareness by promoting a positive mental image of the organization in customers' minds. When the organization commits to social responsibility and adopts ethical practices in its dealings with society, this enhances its reputation and increases customers' level of awareness of its brand, leading to its consolidation in their minds (Al-Majali, 2022: 119).

Data Presentation and Results Analysis

This chapter addresses the methodological and statistical procedures related to studying the reality of holistic marketing practices at Zain Telecommunications Company – Iraq, and testing their impact on enhancing customer brand awareness. The chapter includes a presentation of the study population and sample, a description of the study tool and statistical methods used, as well as data analysis and interpretation of results in light of the formulated hypotheses and the study's

theoretical framework.

First: Study Population

The study population consisted of all customers of Zain Telecommunications Company – Iraq, as one of the leading companies in the telecommunications sector that relies on holistic marketing practices in its activities. This population was selected for the following reasons:

1. These customers have a high degree of direct engagement with the company's marketing activities, qualifying them to provide an objective assessment of its practices.
2. The population is characterized by diversity in terms of gender, age groups, and level of service usage, allowing an in-depth understanding of individual differences in perceiving holistic marketing practices.
3. The ease of access to this group is a facilitating factor for collecting accurate and reliable data, giving the results relative generalizability to the company's population as a whole.

Second: Study Sample

The study adopted a simple random sampling method, where the size of the distributed sample was (120) individuals, while the number of retrieved and valid questionnaires for analysis was (110), with a response rate of (91.6%), which is a high rate reflecting a good level of cooperation from customers and is considered an indicator of data reliability. The distribution of the sample by gender and age groups also showed tangible variations in customers' perception of holistic marketing practices, which contributed to enriching the statistical analysis.

Third: Study Tool and Statistical Methods

Primary data were collected using a questionnaire as the main tool, designed according to the five-point Likert scale (5 degrees). To achieve the study objectives and test its hypotheses, the following statistical methods were employed using the (SPSS) program:

- Frequencies and percentages to describe the demographic characteristics of the sample.
- Arithmetic mean (average) and standard deviation to measure the level of attitudes toward the study variables and the degree of variation in sample members' opinions.
- Pearson correlation coefficient to test the significance of correlational relationships between variables.
- Simple linear regression analysis to test the effect of the independent variable on the dependent variable.

These methods enabled accurate measurement of the relationship between holistic marketing and customer awareness, and identification of strengths and weaknesses in the practices of the company under study.

Fourth: Data Analysis and Discussion of Results**1. Analysis of the Sample's Demographic Characteristics****Table (1): Distribution of Sample Members by Gender**

Gender	Frequency	Percentage (%)
Male	68	56.7

Gender	Frequency	Percentage (%)
Female	52	43.3
Total	120	100.0

The above table indicates a relative balance between genders with a slight predominance of males (56.7%), reflecting a higher tendency among males to interact with telecommunications services and participate in survey studies. This balance helps reduce the possibility of result bias and provides a comprehensive understanding of customer attitudes toward holistic marketing, as it also enhances the scientific objectivity of the research by representing both genders.

Table (2): Distribution of Sample Members by Age Group

Age Group	Frequency	Percentage (%)
Less than 18	10	8.3
18 – 30 years	46	38.3
31 – 50 years	42	35.0
More than 50	22	18.4
Total	120	100.0

The results show that the majority of sample members are concentrated in the two age groups (18–30 years) and (31–50 years), totaling (73.3%). These groups are the most frequent users of telecommunications services and the most interactive with digital marketing activities, which increases the accuracy and reliability of their assessment. In contrast, the low percentage of the under-18 age group (8.3%) is explained by their dependence on parents in purchasing decisions, indicating the importance of directing holistic marketing strategies toward the most influential market segments capable of comparison and independent decision-making.

2. Analysis of Holistic Marketing Practices (Independent Variable)

First: Internal Marketing

Table (3): Arithmetic Means and Standard Deviations of Internal Marketing Practices

Item	Arithmetic Mean	Standard Deviation
Employee satisfaction	4.25	0.79

Item	Arithmetic Mean	Standard Deviation
Training quality	4.12	0.88
Level of job commitment	3.95	0.92
Employee representation of the company externally	3.80	1.01
Overall average of internal marketing	4.03	—

It is observed from the table that the item "Employee satisfaction" received the highest arithmetic mean (4.25) and the lowest standard deviation (0.79), indicating significant agreement among sample members that employee satisfaction positively reflects on the quality of service provided. In contrast, the item "Employee representation of the company externally" received the lowest mean (3.80) and the highest standard deviation (1.01), reflecting variation in customers' opinions about employees' ability to convey a positive image of the company to society. The overall average (4.03) indicates the company's attention to the internal aspect, which is an indicator of the success of internal marketing strategies in enhancing customer satisfaction.

Second: Integrated Marketing

Table (4): Arithmetic Means and Standard Deviations of Integrated Marketing

Item	Arithmetic Mean	Standard Deviation
Alignment of performance with marketing promises	4.18	0.80
Coordination of marketing activities	3.90	0.85
Clarity of marketing messages	3.90	0.95
Coherence of communication channels	3.85	0.97
Overall average of integrated marketing	4.01	—

The table shows that the item "Alignment of performance with promises" received the highest

mean (4.18), reflecting the company's credibility in fulfilling its marketing commitments. Meanwhile, the relatively lower values for "Coherence of channels" (3.85) and the high standard deviations (0.97) indicate gaps in coordination among different marketing channels, which may cause confusion in some customers' perception and necessitate improved integration among those channels to enhance message clarity.

Third: Relationship Marketing

Table (5): Arithmetic Means and Standard Deviations of Relationship Marketing

Item	Arithmetic Mean	Standard Deviation
Building strong relationships with customers	4.30	0.75
Customer satisfaction with communication	4.20	0.82
Quality of ongoing support	4.05	0.88
Speed of response to customer problems	3.95	0.90
Overall average of relationship marketing	4.12	—

The results show the company's distinction in building strong relationships with customers (mean 4.30, standard deviation 0.75), reflecting customers' awareness of this effort. In contrast, the item "Speed of response to problems" received the lowest mean (3.95) and the highest standard deviation (0.90), indicating variation in customers' experiences in this aspect, and recommends enhancing the speed and efficiency of response to improve satisfaction levels.

Fourth: Socially Responsible Marketing

Table (6): Arithmetic Means and Standard Deviations of Social Responsibility

Item	Arithmetic Mean	Standard Deviation
Community initiatives	4.22	0.81
Ethical commitment	4.10	0.87
Environmental protection	3.88	0.94
Support for vulnerable groups	3.75	1.00

Item	Arithmetic Mean	Standard Deviation
Overall average of social responsibility	3.98	—

The table indicates that the company achieves a good level of social responsibility (overall average 3.98). "Community initiatives" received the highest mean (4.22), indicating customers' awareness of the company's efforts in this area. In contrast, the item "Support for vulnerable groups" received the lowest mean (3.75) and the highest standard deviation (1.00), reflecting variation in perceiving the impact of these initiatives and suggesting the need for the company to enhance its community presence more clearly and effectively.

3. Analysis of Customer Brand Awareness (Dependent Variable)

First: Recognition and Recall

Table (7): Arithmetic Means and Standard Deviations of Brand Recognition and Recall

Item	Arithmetic Mean	Standard Deviation
Ease of brand recognition	4.35	0.70
Ease of brand recall	4.28	0.76
Clarity of company logo	4.10	0.85
Strength of market presence	4.05	0.90
Overall average of recognition and recall	4.19	—

The results indicate that the Zain brand has a strong and firmly established presence in customers' minds, as "Ease of brand recognition" received the highest mean (4.35) and the lowest standard deviation (0.70), reflecting the success of marketing strategies in building a distinctive visual presence. "Strength of market presence" received a relatively lower mean (4.05) with a high standard deviation (0.90), indicating variation in customers' perception of the company's reach.

Second: Knowledge and Mental Associations

Table (8): Arithmetic Means and Standard Deviations of Brand Knowledge and Mental Associations

Item	Arithmetic Mean	Standard Deviation
Trust in service quality	4.22	0.80
Knowledge of available services	4.18	0.82
Perceived value for price	4.05	0.85
Positive brand image	4.00	0.88
Overall average of knowledge and associations	4.11	—

The table shows strong mental associations with the brand, as "Trust in service quality" received the highest mean (4.22), confirming the role of trust in enhancing customer loyalty. In contrast, "Positive brand image" received the lowest mean (4.00) and the highest standard deviation (0.88), indicating differences in customer experiences and recommending work on improving the mental image and enhancing elements of distinction and trust.

Third: Brand Preference

Table (9): Arithmetic Means and Standard Deviations of Brand Preference

Item	Arithmetic Mean	Standard Deviation
Frequency of dealing with the company	4.20	0.79
Recommending the brand to other customers	4.15	0.84
Brand preference compared to competitors	4.08	0.86
Overall average of brand preference	4.14	—

The results indicate a high level of brand preference, representing an indicator of loyalty and continuity of dealing. The item "Brand preference compared to competitors" received the lowest mean (4.08) with a standard deviation (0.86), reflecting room for improving competitive advantage elements and variation in customers' opinions regarding the degree of brand preference over competitors.

4. Hypothesis Testing**First: Correlation Coefficient (Testing Correlational Relationship)****Table (10): Pearson Correlation Coefficient between Holistic Marketing and Customer Brand Awareness**

Variables	Correlation Coefficient (r)	Significance Level (Sig.)
Holistic Marketing × Brand Awareness	0.76	0.000

The results indicate a positive, strong, and statistically significant correlational relationship at the (0.01) significance level between holistic marketing practices and customer brand awareness. This means that any increase in the level of application of holistic marketing practices is associated with an increase in the level of customer awareness, confirming the validity of the study's correlational hypotheses.

Second: Linear Regression Analysis (Testing the Effect of the Independent Variable)**Table (11): Results of Simple Regression Analysis of the Effect of Holistic Marketing on Customer Brand Awareness**

Independent Variable	Regression (Beta)	Coefficient	T-value	Significance (Sig.)	Level
Holistic Marketing	0.72		9.85	0.000	

The table shows that holistic marketing has a significant and strong impact on customer brand awareness, with a regression coefficient (Beta = 0.72), meaning that holistic marketing explains a large portion of the variance in customer awareness. The high T-value (9.85) and significance level (0.000) indicate that this effect is not random but rather a real and statistically significant effect, supporting the acceptance of the sixth main hypothesis of the study.

Summary of the Chapter

The results of the statistical analysis showed that Zain Telecommunications Company – Iraq practices holistic marketing at a high level, especially in the dimensions of relationship marketing and integrated marketing, with opportunities for improvement in the dimensions of internal marketing (employee representation) and social responsibility (support for vulnerable groups). The results also showed that customers enjoy a high level of brand awareness, particularly in ease of recognition and trust in quality. Correlation and regression tests confirmed a significant positive relationship and a strong direct impact of holistic marketing on customer awareness, thus proving the validity of the study's main and sub-hypotheses.

5. CONCLUSIONS AND RECOMMENDATIONS

First: Conclusions

1. The study showed that Zain Iraq applies the dimensions of holistic marketing at a good to high level, as the dimensions (internal marketing, integrated marketing, relationship marketing, and social responsibility) recorded high arithmetic means, reflecting the company's interest in adopting this modern orientation.
2. It was found that relationship marketing is the most influential among the dimensions of holistic marketing, achieving the highest mean, indicating the importance of building long-term relationships with customers in enhancing their brand awareness.
3. The results revealed some gaps in integrated marketing, especially in the clarity of messages and coherence of marketing channels, which may lead to a kind of marketing clutter among customers.
4. The study showed that internal marketing plays an important role in improving the customer experience, through the impact of employee satisfaction and training quality on the level of perceived service.
5. It was found that the company's social responsibility contributes to building a positive mental image, but its impact is still uneven in terms of customer perception, especially regarding support for vulnerable groups.
6. The results of brand awareness analysis showed that Zain customers possess a high level of awareness, particularly in the dimensions of recognition and recall, indicating the strong presence of the brand in the market.
7. The results revealed a strong correlation between trust in service quality and mental association with the brand, which enhances customer preference and continued dealing with the company.
8. The study showed that the age group (18–50 years) is the most interactive with holistic marketing practices, indicating the importance of directing marketing strategies toward this segment.

Second: Recommendations

1. The need to enhance integration among different marketing channels to ensure clear and consistent messages are delivered, thereby reducing marketing clutter and enhancing customer understanding of the brand.
2. Work on developing internal marketing programs through increased training and motivation, contributing to improved employee performance and positively reflecting on the customer experience.
3. Focus more on improving the speed of response to customer complaints, given its important role in enhancing trust and building long-term relationships.
4. Enhance relationship marketing strategies by using advanced digital tools for continuous communication with customers and customizing services according to their needs.
5. Strengthen social responsibility activities more clearly and effectively, especially in supporting vulnerable groups, to improve the company's mental image.
6. Develop marketing strategies targeting young groups as they are the most interactive with digital services and integrated marketing.
7. Work on enhancing the brand's mental image by improving service quality and ensuring consistency between marketing promises and actual performance.

8. Invest the study's results in designing innovative marketing campaigns focused on consolidating the brand in the customer's mind and increasing its recall level.
9. Continue to measure customer awareness levels periodically using scientific tools to monitor changes in their perception and improve marketing strategies.
10. Encourage researchers to conduct future studies in different sectors to test the impact of holistic marketing on other variables such as loyalty, satisfaction, and trust.

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