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THE IMPACT OF THE MARKETING MIX COST
LEADERSHIP STRATEGY ON THE MARKET SHARE OF
BAGHDAD SOFT DRINKS COMPANY

*Dr. Nawras Sahib Khalil Al-Hussaini, *Dr.Saad Musa Mahmeed Al-Ogaili,

*Ali Abdulmunem Mahdi Alrikabi, **BENAHCENE Ahcene Salaheddine

* Faculty of Management and Economics ,Waist University, Iraq

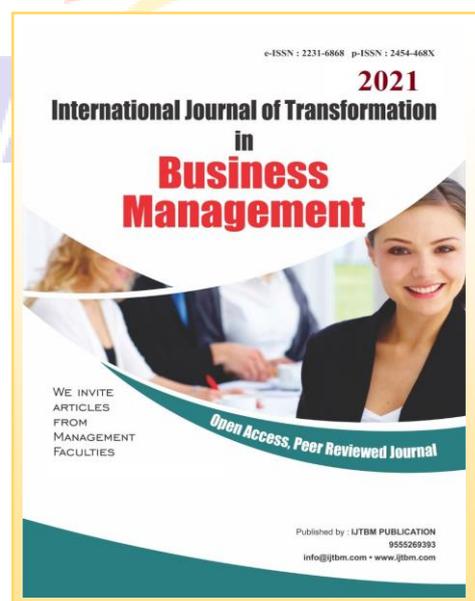
** Bordj Bou Arreridj University, Economic studies laboratory on Industrial
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ABSTRACT

The Research concluded that the marketing mix cost leadership strategy by soft drinks company is appropriate positive and achieve its objectives toward gaining market share, but with varying degrees and different levels of each element of the four mixes (product design, pricing, promotion, distribution) so that the process of reducing the cost of the marketing mix has become the goal of seeking a mechanism for most of the companies, to achieve the objectives of the Research, a questionnaire has been adopted as an indicator or as standard help the company sample Research of knowledge and increase market share the sample included (50) identification. Following the purpose of the Research, one major hypothesis was formulated using a combination of statistical tools (SPSS, vr.26). The Research came out with a series of conclusions and recommendations consistent Research concluded that there is a statistically significant relationship between the marketing mix market share out of the Research made several recommendations, the most important of which: promote the interest of the elements of the marketing mix in general as it has a significant impact on the share of the market.

Keywords: *Soft Drinks Company; cost leadership strategy; marketing mix; market share.*

INTRODUCTION

Most of the world's companies face intense competition as well as volatile and rapid changes in the internal and external environment. Therefore, organizations and senior management seek to keep pace with these challenges and changes to achieve success and growth always to rationalize their costs in light of competition within their environment in which they operate. Through manufacturing resources, appropriate pricing, selection of appropriate promotions and distribution methods and outlets for the organization to ensure the maintenance and increase of its market shares and to attract consumer tastes.

RESEARCH METHODOLOGY

Research Problem

The problem of the Research in the weakness of the company's interest in the Research sample, the importance of the role played by the marketing mix cost leadership strategy for their products from the design stage of production of the product to the economies in the promotion and pricing and distribution of the product and the cost of the marketing mix affect the company's sales and adoption as an indicator or as standard help the company from the knowledge and increase market share and periodically, assisted by the policies realizable and financial success and competitive edge of the company and strengthen their survival in the market to

achieve maximum sales and profits and possible.

Research Objectives

The Research seeks to achieve the following objectives

1). The serious contribution in academic and theoretical on one side to present a conceptual framework for dealing with one of the modern concepts in the marketing mix strategy and the basic elements of the mix as that concerned in the business environment in general and the company sample Research in particular.

2) . To clarify the various factors affecting the cost of the marketing mix cost leadership strategy and try to interpret the link and influence among the cost of marketing mix strategy and market share.

Research Importance

The importance of this research lies in assisting the Marketing Department in the Soft Drinks Company to formulate and develop appropriate plans and strategies to reduce costs after identifying the strengths and weaknesses in the marketing mix, to

develop its performance, increase market share, and gain new customers.

This research can be considered as a resource for researchers and scholars who would like to learn more about the reality of marketing in soft drink companies, and this research may constitute a starting point for researchers and those interested to conduct more research in this field.

Research Hypotheses

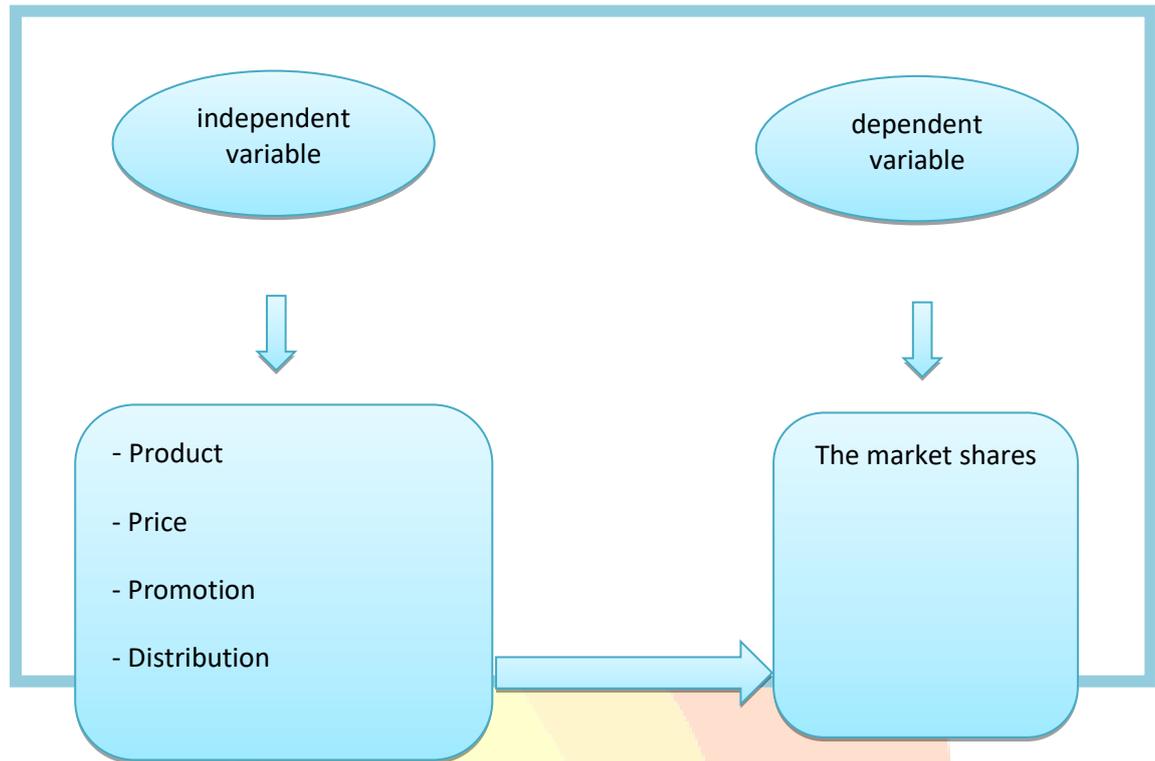
The Research is based on the premise:

- There is significant the impact relationship between the marketing mix cost leadership strategy and the market's share.

The Model of the Research

The model of the Research consists of two major axes: the first includes independent variables, which is divided into four groups: the variables of the cost of the product design and pricing variables, promotion, distribution variable, the main focus of the second was It is represented by the dependent variable that include the market share variables of the studied factory. The following figure illustrates this

Figure 1. (The model of the Research)



Research Procedure

The Research adopted a descriptive approach, such as the logical analysis of the analytical basis of the theoretical side of the Research while the statistical analysis of the evidentiary basis of the applied side of them through a Research of link and the impact between the main variables and variables subsidiary.

The Limits of the Research

1- The spatial borders:

The Research identified the spatial borders as it was the choice of the Baghdad Soft Drinks Company sampled the Research being the closest to achieve the objective of the Research main hypotheses, who is one of the

factories in the private sector industry market soft drinks, enjoys the company of modern buying its equipment and instrumentation, getting the privilege of PepsiCo.

2- Temporal borders:

The extended Research period of temporal borders the beginning of November (2/11/2020) to the end of May (30/05/2021), which included continuous coexistence queried factory, and held meetings with the Department of administrative and financial divisions, productivity and marketing, planning and follow-up, and the many interviews with members of the factory and its surrogates, tracking the stages of the product from the planning stage to its

production process and distribution to the final consumer and dealer.

3- Human border:

The Research on the identification has been designed by relying on models and studies and experiences of several professionals to become more responsive to the requirements of the Research, which included images as well as to form the introduction to explain the importance of the company, and how to answer them, four main axes: The first axis, ensure that the theme of the design of the cost of the product. The second axis included the subject of the pricing of the product. The third contained the theme of product promotion. iv and ensure that the issue of the distribution of the final product to ensure market share. In addition to that, there is an open question that is affiliated with the agent and any observations it deems appropriate in the factory and deserves mention. It has been distributed (60) application form to the director of the factory and heads of administrative and technical sections and units was adopted (50) complete the answer form, measured views, or answers to these samples according to a (Likert) the pentathlon. The final answer for each single computed based on total sample answers to all and every single vocabulary.

4- The sources of information and data:

The information has been collected and the necessary data for the Research based on the following sources and methods:

A) the theoretical side: We have been covered the theoretical side of the Research using a descriptive approach, drawing on the Arab and foreign sources relevant to the subject of the Research.

B) applied side: the information and data relating to the applied aspects, we have adopted a multi-media in the way collected, including:

- 1). Personal interviews with the internal client (affiliated) and the client (the dealer and consumers).
- 2). Personal observations made during frequent visits to the factory.
- 3). The Records and documents of the Factory: were to provide us with data relevant to the Research, and production costs, prices, and sales.
- 4). The statistical methods used:

Many of the statistical methods used to analyze the data and information gathered through the form images, and factory records and documents, has been adopted as a form of identifying key variables of the Research included the cost of the marketing mix

market share based on the five different pillars as indicated below: Likert

Table (1) The scale and measures used.

Paragraph	Strongly disagree	Disagree	Uncertain	Agree	Strongly agree
weights	1	2	3	4	5

To prove the hypotheses of the Research, and the achievement of its objectives. Those methods were the following:

- 1) Occurrences and percentages: to describe the variables of the Research and diagnosis.
- 2) The median: to determine the level of answer for the Research variables.
- 3) The standard deviation: To measure the coefficient of the dispersion of the median.
- 4) Coefficient of variation: To measure the relative homogeneity between variables.
- 5) The multi-link factor: to learn the strength and type of relationship between the variables of the Research.
- 6) Multiple regression: To measure the moral influence of independent variables in the variable authorized dealer.
- 7) Coefficient of determination (R²): to clarify the number of changes in the variable dealer, which can be explained by the independent variable.

8) (F) Test: To test the entire moral model of the gradient.

9) Test (T): To test the moral influence of the independent variable in the variable authorized dealer.

THE THEORETICAL FRAMEWORK OF THE Research

The concept of reducing cost

The cost has become of interest to all business organizations where cost is of great importance in determining the prices of their products because this concept is closely linked to the achievement of the objectives of the Organization in terms of seeking to reduce the cost of the product compared to revenues generated helps achieve profits required for those organizations with the development of business organizations and the evolution of their products and the evolution and expansion of the concept of cost-effective, where a lot of those organizations as cost-known as "supplier sacrificed to achieve the goal or the specific purpose of this cost is measured by the established monetary unit and the duty paid on the purchase of goods and services"[15]

And the company that is aware of the fact that the open market and difficult to obtain the benefits of this opportunity to amend or re-organize special strategies for its eclectic mix catalog according to the terms of the open market, product development, and innovation in accordance with the demands of customers in various markets, the company was forced to take attention on their product and components. their product lines. [11]

Therefore, the process of reducing the cost is one of the basic functions of business organizations which affect mainly the level of the income earned by those organizations. Many scholars have pointed to the concept of reducing the cost of the Banna tariff "real savings and sustained in the unit cost of goods manufactured or the service provided without affecting the appropriateness for the use required." [9]

It must be a cost-reduction process without compromising the quality of the specifications of the commodity produced or sold or service occupations performed, for example, the use of poor-quality materials being less cost in the manufacture of a product is not a reduction of the cost of raw materials used in the manufacture of the merchandise. [9]

said (Lockey) that the existence of competitive advantage in prices,

the company can increase its share in the market and become a leader in the market. Monitoring and reduction of costs of the methods used in making other competitions mean possible. It cannot be overemphasized the importance of a cost reduction scheme within the company, especially when the company is struggling to maintain profitability. There is a need for institutions that confiscates the money to intensify profits or increase the need to reduce expenditure to succeed. That could help the frequent re-examination of the Organization's costs to reduce excessive costs and thus get rid of costs. The importance of cost control and reduction in the firm is both good or bad. [20]

Asaolu and Nassar cost reduction that term used planned and positive approach for improvement of efficiency. It can be seen in many ways, such as increasing productivity and eliminating waste. [10]

The importance of reducing the cost can be summarized as follows: [8]

- 1). reflected the importance of reducing the cost of the relationship between the cost and the level of profit and prices of products or services provided by the Organization.
- 2). The process of cost reduction will help to strengthen the competitive position of the organization that provides products at moderate prices would enable the

Organization to compete with other products in the market and this depends on the efficiency of production and the extent of the reflection to reduce costs.

3). The reduction of costs to the economy and the careful use of the elements of production because it is the right way to achieve efficiency and productivity.

4). The process of reducing costs will help the organization to increase profits and strengthen its capital, which can expansion of productive activity.

5). The financial success of companies depends on the success of the marketing, the marketing director to take major decisions such as the design of the new product, and the price to be submitted, and how many advertising and selling methods it needs. [19]

Therefore, the process of reducing the cost is the responsibility of all staff and personnel in the organization, and the cost-reduction process is influenced by a range of interrelated factors with each other, whether the factors of administrative, regulatory, or technical, or environmental factors.

The Concept of The Marketing Mix Strategy

The marketing mix strategy is the essence of the marketing process, before turning to the concept of the marketing mix must be to the concept of marketing as the word which

means the market so the beginning of the emergence of marketing back to Market is a word derived from the term Hispanic Historic Old Marketing returns to know the rights trade. One of the most important definitions of the concept of marketing is the definition of the American Marketing Association *marketing, which is known as* "the process of planning and implementation of policies for creating and pricing and promotion and distribution of ideas, goods, and services to achieve the exchanges, which would serve the objectives of the individual and the Organization." [3]

The marketing mix varied views and opinions of the researchers in the tariff, the following are the most important definitions of the term where known marketing mix as "group of marketing variables and control it, which are used by organizations to achieve its objectives in the target market." [18]

While Abdali and others the marketing mix are known as "a mixture of main activities from which to Research the product commensurate with the wishes and needs of the customer Then Research and determine the appropriate price and compete for allegiance and then promote it and then distribute it and deliver it to the appropriate place and time in order to satisfy the needs and desires of customers at the highest possible level and achieve the appropriate

profit or achieve the goals of the existence of the organization". [1]

He knew the **marketing mix** as (components or structures or set of variables that are under the control of the Organization (either (product price. Promotion - Distribution), which can be used to influence the demand and improve the competitive position of the Organization." [27]

Elements of the marketing mix

1.The marketing mix consists of four main components

The Main Elements of Marketing Mix The MM has many elements, these elements can be specified according to the main goal of the organization, the main elements of MM refer to the 4 'P's (product, price, distribution, and promotion).[25]

A- Product: The product is one of the most important components of the critical component between the elements of the marketing mix and the rest of the other elements of the marketing mix and reflects the needs and desires of the customers, it also includes the identification of the product and brand name, which must be accepted and easy to remember, since the success of the product depends on the client should take into account the relevant product specifications, quality acceptable to the consumer, and to ensure good in a monochrome and desirable

size and form of good, and the many resolutions that should be given attention. All decisions relating to the commodity components and colors are called (Commodity Mix), The product can also take the shape of a service like a train travel, communication, etc. [22]

Given the importance of the product to the level of the marketing mix, many researchers and writers have referred to several acquaintances of this concept, the most important definition of the *product has known as* "Anything that can be offered in the market to attract possession, acquisition, use or consumption, which can satisfy a desire or need". [17]. *The product has known as* is a mixture of tangible and intangible characteristics and contained a variety of qualities that distinguish the product from others and the services provided by the seller and which as a whole creates saturation and satisfaction to the buyer." [4]

And the product is known as "anything Submit to the market to attract the attention and the possession or use either or use which meets the needs and desires of the customer," [23].

And also know that a harmonized set of macroeconomic policy decisions product, price, distribution, and communication of a product or mark.[14]

While he knew the *product* in broad understood " Everything tangible or intangible material received by the individual through the exchange process in this framework, the product may be in the form of a commodity or service, or idea, or a combination of them." [2]

The importance of the product can be identified for either the seller or the buyer mutual: [13]

- 1). The product is a key link in the communication process between the buyer and the seller.
- 2). The attention to the main loop (product) by the producer or seller will undoubtedly increase the status and location of the organization in the market, increase the level of profits.
- 3). Contribute to the product to a great extent in creating a state of social evolution of individuals.

B- Price: that all organizations, both for-profit or non-profit organizations for the development of the prices of their products, pricing is the most difficult marketing decision taken by the Organization because of the direct association with the product and the consumer.

The price can be defined it was "the amount of sacrifice the material and moral responsibility of the individual for the commodity or service". [16]

Therefore, the *price* is considered one of the most prominent elements of the marketing mix in the Organization for the following reasons [18]:

- 1). The one element from the other elements in the marketing mix of being a generator of income and profits.
- 2). being more elements in the marketing mix, flexible and responsive to change depending on any emergency in the environment surrounding the organization.
- 3). price competitive rates were ranked first in terms of the difficult problems faced by marketing managers in the organization, as they have a significant influence on the sustainability and continuity of the organization and realization of profit or the contrary.

It is appropriate to point out that the price is starting is contained the names and synonyms of many meet the views of the breadth dealers or area of work which engaged in which had completely different in terms of content and substance, but it is as a price for that which is dealt with. [13] There are Definitions multiple forms of price, the most important are: known as the *price* "amount of money and other elements that benefit for a product" [18], although this definition corresponds to a large extent with the different dimensions of the meaning of the

price and the multiplicity of trends in the consideration of the mechanism [19].

Pricing and many goals can be summarized as follows:

1). profit 2). The increase in the share of the product in the market 3). Achieve the maximum possible sales. 4). Survival, stability, and growth.

5). Building a good reputation for the product.

Pricing Methods

There are many ways of practice in pricing, such as [19]

- As well as the profit margin on the actual costs.
- The value of the goods or the maximum rate that can be borne by the buyer.
- The commitment to prevailing prices in the market.

C- Promotion: confirms most of the researchers to the importance of the process of communication between the client and the Organization for the operation of an effective role in enhancing the customer relationship and loyalty space for the organization.

Promotion in itself is one of the elements of the marketing mix of the Organization, one of the most important

marketing activities that help to establish the mental image of the product to the customer through continuously being informed of the advantages of different products and prices and availability.

As the *promotion* of the known as " is one of the elements of the marketing mix of the organization which is used to tell the urging and reminding the market including the organization of [21]. products and hopes there will be an impact to the recipient through his feelings and behavior and beliefs." While the *promotion* is knowing " coordination of all efforts of vendors to identify information channels and persuasion for sale of goods and services and promote ideas." [26].

And also known as "marketing activities used in particular during a period and the possibility to encourage consumers and intermediaries Marketing totals for response and to achieve additional benefits"[4].

while Bakri defines the promotion as "defines the promotion of multimodal interactive system among bone, aiming to achieve influential audiences (consumers purchasing goods or services," [19]. the *promotion process* consists of a series of activities are as follows: (Declaration. personal selling. Sales promotion -- Public Relations advertising direct marketing).

Many factors that affect the *promotion process* can be identified, the most important of which is the following: [13].

1). Target Market: Where the department responsible for the promotional activity in the decision is heavily influenced by the market which deals with him in terms of (the geographical range of the market. The population density-the characteristics of the buyer).

2). The nature of the product: The products vary according to nature, whether in terms of characteristics that distinguish them or the purpose of their use, which means different promotional activity authorized dealers of those products.

3). Stage in the life cycle of the product: the product when it is in the stage of progress it requires more promotional effort to install and quality in the market.

4). The financial allocations available: Where financial allocations appropriated promotional activity have a significant impact and importance in the practice of the use of promotional activity.

The *objectives* sought by the company behind the process of promoting it are as follows: [12]

1) Provide information: definition of the public service and the availability of characteristics and that it meets their needs

and wishes and encouragement and purchase.

2) Further motivating students, the basic objective of the promotion is to increase demand and thus increase sales on the product or service.

3) Increase the value of the product: most of the promotional strategies aimed to demonstrate the benefits of the product and which will contribute to increasing the value of the product from the consumer and the Organization would be able to set a high price for the product.

4) Products: Where distinguishes the promotion of the company's products from the products of the competition if the difference is clear.

5) Flat Sales: one of the objectives of the strategies for promotion is to achieve the required stability and reduce volatility in the number of sales resulting from competitive reasons, seasonal or unexpected circumstances.

6) Respond to negative news, transmitted by the competitors to influence current and potential customers through public relations.

7) Support the salesmen selling agents.

8) Building a mental picture of the characteristic of the company [21].

D- The Distribution: distribution is one of the elements of the marketing mix and

includes all the activities undertaken by the administration and the delivery of the goods to the customer to satisfy its needs and wishes through various distribution outlets.

Distribution is defined as "the process in which the transfer of goods or services from the place of production to the place of consumption or use." [24]. also known as "intermediary organizations aimed at making the product or service available for use or consumption." [13]. " Activity which helps the flow of physical and non-physical products from the product to the while consumer knows High efficiency of and in quantity hand the appropriate time on the other side. [19].

The main objective of the distribution function is to make the product available to the buyer any gracious ambiance and accessible in the places that are believed to be appropriate to meet the buyer's request and make the product available includes not only the physical presence of this product but must be available also worthy and should be presented in attractive to the attention of the buyers to the advantages of the product and its characteristics in their minds.

There are several objectives for distribution that can be summarized as follows [21].

1). The provision of goods and services while demand for price and quality is required.

2), Temporal and spatial benefit through consumer processing the required quantities in the appropriate time and place.

3). Create confidence and stability and sustain the relevance of consumer psychological Foundation, by ensuring the continued flow of products.

4). Access to the so-called social adequacy standard in the delivery of products to the largest number of consumers.

4). To maintain market share through the provision of products in all circumstances.

MARKET SHARE

The share of the factory in the market as a factory sale of a product is expressed as a percentage of total sales in the industry as a whole. [8]. market share is a measure or an instrument of discrimination between the blue-chip plants and factories, the losers. Accordingly, Factories can be seen in the race among them to seize the opportunities and access to the largest share of the market, and the race circuit requires additional effort to identify the foreign powers crowds and actors, including opportunities and threats and harmonization that knowledge gained with the strengths and weaknesses of the particular factory, the very selection of opportunities and invested in an attempt to

acquire the market and access to the larger market share [5], which is a very important element, essential for the plant, it is in the factory can achieve high profitability that they could use in its business expansion, which will lead to increased productivity and lower costs and increase profits[7].

THE PRACTICAL SIDE OF THE RESEARCH

Description of the Research

Include this paragraph to give a brief profile of the Research sample, where he completed the selection (The Baghdad Soft Drinks Company) The sample for the Research being the most appropriate and realistic in achieving the objective of the Research and prove the refraction.

The Baghdad Soft Drinks Company was established years 18/7/ 1989 in accordance with the Companies Act No. 36 of 1983 with a capital of 70 million dinars to practice their main activity is the production of carbonated drinks and capital investment into the purchase of the assets of the biggest factories of the company general assembly for drinks. Given the increases in the capital of the company for the years 2007 and 2008 and Iis academic which came in response to the scarcity of liquidity position of the company, in the face of the losses suffered during the two years (2008, 2007) and the difficulty of borrowing from

banks and non-governmental organizations, due to the high interest rates of the loans, the heaviest burden on the company, in the former, the depth of its problems, has moved the company to increase its capital, where the underwriting of shareholders to raise capital in 2007 by 40%, rising to } { 84 billion dinars, and in 2008 the shareholders of subscribed 25 % of capital to reach { 105 billion dinars, while the capitalized part of the accumulated surplus by expansions reserve of the capital with the remaining shareholders for subscription to raise capital { 125 dinars in Iis academic , so the general body decided at its session held on Iis academic 2010 / 6 / 23 capital increase (13,378%) according to article [55 First) of the Companies Act No.21 of 1997 capital to be { 125 billion dinars after adding (5%) according to an article [55/second and third] to the capital of the company, { 105 billion shares, and the amendment of article 5 of the founding The company in accordance with the provisions of article 54, first] of the Companies Act No. 21 of 1997 ratio as follows :

Article 5: The capital of the company {125} billion Iraqi dinars is divided into (125 billion shares, the value of the single share

The company also worked on the establishment of factories or plants for the production of the cans for

the mobilization of carbonated water and mineral production with earplugs, glass bottles. And that the company is interested in and the quality of their products is the quality control section of the effective sections the task in the company and is committed to the application of all quality programs to provide the best products to customers.

The company sale centers directly to clients as well as it has six marketing complexes, namely:

- 1) Al-Rusafa Marketing Complex. 2) Al-Zafaraniya Marketing Complex. 3) Municipalities Marketing Complex.
- 4) People's Marketing Complex. 5) Police Tunnel Marketing Complex. 6) Karkh Marketing Complex.

The company acquired without arrangement or planning touched on the testimony of objectivity and professionalism of Plimsol Foundation based in the United Kingdom (England) that the Baghdad Soft Drinks Company has been classified as a going strong in a new report issued by the corporation (Plimsol, and private sectors to analyse the positions of more than { 500 } manufacturing company to soft drinks in the world, using the latest available data, analyse the financial performance of each company separately as an ideal way to demonstrate the challenges facing the

company in the market, and access to the { 205 } total powerful companies in the world .

Description and Diagnosis of The Variables of The Research

This paragraph deals with the presentation of the data demonstrated by the questionnaire forms and analysis concerning the cost of the marketing mix market share a sample of the Research, the researcher was used for this purpose measure of *Fifth Likert Scale* is distributed among the five highest weight with paragraph (fully agreed given 1 degree), to the lowest weight with paragraph) do not entirely agree," and given 5 degrees), and between them, the three other weights are given 2 degrees (agreed, it was agreed to give 3 degrees, do not agree given 4 degrees) to represent the fields of other answers after that, the work of the agenda iterative distributions Research variables, the adoption of this type of tables for the process of statistical analysis for the weighted arithmetic circles, standard deviations, and Adopted The researcher also" on this recognizes the Median (3) as a criterion for measuring and evaluating the degree obtained concerning the variables of the Research. After processing procedure and statistical analysis and the researcher got the weighted arithmetic circles standard deviations of responses of the envoys were as follows:

1. A description of the variables of the cost of the marketing mix and diagnosis and analysis of the results

strategy, as the above table below the calculation of standard deviations and relative importance.

table refers to the statistical analysis of responses of the sample Research on the dimensions of the marketing mix cost

Table (2) Main indicators of the independent variable

Variables		Scale responses					Statistical Significance			
Sub-variables		Strongly disagree	Disagree	Uncertain	Agree	Strongly agree	Mean	SD	St. error of the mean	
Q1	X1	No.	-	12	9	20	9	3.52	1.054	0.149
		%	-	24	18	40	18			
	X2	No.	10	-	10	13	17	3.54	1.474	0.208
		%	20	-	20	26	34			
	X3	No.	-	11	9	10	20	3.78	1.200	0.170
		%	-	22	18	20	40			
	X4	No.	5	8	12	15	10	3.34	1.255	0.178
		%	10	16	24	30	20			
	X5	No.	20	9	20	1	-	2.04	0.947	0.134
		%	40	18	40	2	-			
	The computed mean of Q1(Product)							3.24	1.145	0.161
	Q2	X6	No.	6	17	17	10	-	2.62	0.945
%			12.0	34.0	34.0	20.0	-			
X7		No.	31	-	9	10	-	1.96	1.277	0.181
		%	62.0	-	18.0	20.0	-			
X8		No.	41	-	-	9	-	1.54	1.164	0.165

		%	82.0	-	-	18.0	-				
	X9	No.	46	-	-	4	-	1.24	0.822	0.116	
		%	92.0	-	-	8.0	-				
	X10	No.	15	15	16	4	-	2.18	0.962	0.136	
		%	30.0	30.0	32.0	8.0	-				
Computed mean of Q2(Promotion)								1.90	0.895	0.126	
Q3	X11	No.	7	10	9	20	4	3.08	1.226	0.173	
		%	14.0	20.0	18.0	40.0	8.0				
	X12	No.	17	4	9	20	-	2.64	1.321	0.374	
		%	34.0	8.0	18.0	40.0	-				
	X13	No.	12	4	20	7	7	2.86	1.325	0.187	
		%	24.0	8.0	40.0	14.0	14.0				
	X14	No.	25	-	6	7	12	2.62	1.737	0.246	
		%	50.0	-	12.0	14.0	24.0				
	X15	No.	7	10	4	4	25	3.60	1.591	0.225	
		%	14.0	20.0	8.0	8.0	50.0				
	The computed mean of Q3(Price)								2.96	1.371	0.193
	Q4	X16	No.	-	16	7	12	15	3.52	1.233	0.174
%			-	32.0	14.0	24.0	30.0				
X17		No.	19	6	16	9	-	2.30	1.165	0.165	
		%	38.0	12.0	32.0	18.0	-				
X18		No.	13	13	4	20	-	2.62	1.260	0.178	
		%	26.0	26.0	8.0	40.0	-				
X19		No.	-	4	8	9	29	4.26	1.006	0.142	
		%	-	8.0	16.0	18.0	0.58				

X20	No.	-	3	10	17	20	4.08	0.922	0.130
	%	-	6.0	20.0	34.0	40.0			
The computed mean of Q4(Distribution)							3.35	1.064	0.150

Analysis of the impact of factors related to the cost of the marketing mix in determining the market share, it is clear from the results contained in the table (1):

1) It is clear that the median variable cost of the design and production of the product reached (3.24) standard deviation amounted to (1.145), and indicates that the median more test (i.e. the median this recognizes)(3), this means that this variable variable is clear" to members of the Research sample, which reflected the views of the sample confirms that all variables of the cost of the design and production of the product impact in determining the market share, and the most influential variables in the market share, are variables (X4,X3,X2,X1), where the answers with strong influence and impact is (30,30, 29, 25), and achieved a rise" in the median (3.34, 3.78, 3.54, 3.52) It is clear that it is the largest of the test (the median this recognizes)(3) and the results showed that the transactions of the standard deviations of the paragraphs Above (:1.382 , 1.474 ,1.200,1.255 (this is due to the strength of the possession of the members of the Research sample, a perception about the importance of the variable cost of the design

and production of the product in the community Research, which means adopting a society Research this variable.

As for the paragraph(X5), it was the median (2.04), the normative, and Skewing (0.546), this demonstrates the weakness of the Research society adopted this variable.

2) It is clear that the median variable cost of product promotion reached (1.90) standard deviation amounted to (0.895), and indicates that the median is less than the standard testing (i.e., the median this recognizes) (3), this means the weakness of the changing adopted by the community of the Research, the detailed results of this variable indicate that the paragraphs all dimension (x6, x7, x8, x9, x10), has achieved a reduction in the median, which reached respectively. (2.62, 1.96, 1.54, 1.24, 2.18) (a standard test of (3), the standard deviations of the paragraphs above transactions (0.962,0.822, 1.164, 1.277, 0.945) the bills averaged percent, the results confirm that members of the sample Research agree on the weakness of the adoption of a community Research of the paragraphs above which is reflected in their answers.

3) The results indicate that the median price reached variable (2.96) standard deviation amounted (1.371), and indicates that the median is less than the median this recognizes, (3), this means that the Variable" is not clear," the members of the Research sample from their point of view, this is due to the low level of awareness of the Research sample, the importance of the variable at the level of the work of the Research, due to the weakness of the adoption by the community variables dimension of the Research.

The detailed results indicate that this variable that paragraphs (x11, x15) achieved a rise in their midst calculation (3.08, 3.60), the standard deviation of (1.226, 1.591), this demonstrates the power of building a Research of these paragraphs. The paragraphs (x12, x13, x14) has posted a lower" in their midst the weighted arithmetic (2.64, 2.86, 2.62) With a standard deviation, respectively (1.737, 1.325, 1.321), and the results above demonstrate the vulnerability to build a society of the Research of the paragraphs above.

4) The results indicate that the median variable cost of product distribution, reached (3.35) standard deviation amounted (1.064), and found that the centre-weighted arithmetic means greater

than the median this recognizes, (3), this means that the variable is clear" to members of the sample Research, due to the high level of awareness of the Research sample, the importance of the variable at the level of the work of the Research, this is due to the adoption of the variables of the dimension of the Research by the community.

The detailed results indicate that this variable that paragraphs (x16, x19, x20) achieved a rise in their midst calculation (3.52, 4.26, 4.08) standard deviation (1.233, 1.006, 0.922) an indication of the strength to build a society of the Research of these paragraphs, the paragraphs (x17, x18), it had achieved a reduction in their midst weighted calculations as. (2.30, 2.62) standard deviation, respectively (1.165, 1.260), and the results above demonstrate the vulnerability to build a society of the Research of the paragraphs above.

2. A description of the variables of the market share of diagnosis and analysis of the results:

Table refers to the statistical analysis of responses of the sample Research on the dimensions of the market share, as the above table below the calculation of standard deviations and relative importance.

Table (3) The main indicators of the dependent variable

Variables		Scale responses					Statistical Significance			
Sub-variables		Strongly disagree	Disagree	Uncertain	Agree	Strongly agree	Mean	SD card	St. error of the mean	
DV	The Y1	No.	2	3	10	20	15	3.86	1,050	0.148
		%	4.0	6.0	20.0	40.0	30.0			
	Y2	No.	-	2	3	10	35	4.56	0.787	0.111
		%	-	4.0	6.0	20.0	70.0			
	Y3	No.	5	5	10	15	15	3.60	1.294	0.183
		%	10.0	10.0	20.0	30.0	30.0			
	Y4	No.	-	2	10	14	24	4.20	0.904	0.128
		%	-	4.0	20.0	28.0	48.0			
	Y5	No.	3	2	5	20	20	4.04	1.106	0.156
		%	6.0	4.0	10.0	40.0	40.0			
	The computed mean of DV (market share)							4.05	0.987	0.139

Analysis of the impact of factors in determining the market share:

It is clear that the median variable determining the market share of (4.05) standard deviation amounted (0.987), and indicates that the median more test (the median this recognizes)(3), this means that this variable is clear" to members of the Research sample, which reflected the views of the sample confirms that all the variables of the market share of the impact, and the

most influential variables are variables (Y5, Y4, Y3, Y2, Y1), where the answers with strong influence and impact is (15,35, 15, 24,20), had achieved a rise" in the median (3.86, 4.56, 3.60, 4.20, 4.04), it is clear that it is the largest of the test (the median this recognizes)(3) and the results showed that the transactions of the standard deviations of the paragraphs above (1.050 ,0.787, 1.294, 0.904, 1.106) (this is due to the strength of the possession of the members of the Research sample, a

perception about the importance of the variable cost of the design and production of the product in the community Research,

which means adopting a society Research this variable.

3. Measuring and analyzing the effect of regression of the independent variables on the dependent variables.

Table (4)Results of simple regression analysis of the marketing mix cost leadership strategy variables in the market share

The independent variable	gradient constant	The regression coefficient B	coefficient of determination R ^{2*}	The calculated value of t	t is sig
Q1	0.706	0.781	0.883	2.963	0.005
Q2	0.706	0.113	0.542	1.084	0.284
Q3	0.706	-0.491	0.822	-1.911	0.062
Q4	0.706	0.739	0.869	1.852	0.071

*Relevant statistical function in the test of the relationship between the independent variable and dependent variable

Estimates contained in the table (3) that the coefficient of determination (R^{2*}) a variable cost of the design and production of the product reached (0.883), the proportion of the contribution of the independent variable (88%) in variable dealer market share, since the value of the regression coefficient B (0.781) when told by testing the t that undue influence and moral support in market share as the value of t (2.963) the level of significance (0.005) is the smallest of the moral level adopted in this Research (0.05).

Also, that the coefficient of determination (R^{2*}) a variable product promotion of (0.54), i.e., that the rate of contribution of the independent variable (54%) in variable dealer market share, since the value of the regression coefficient B (0.113) when told by testing the t that undue influence in market share as the value of t (1.084) the level of significance (0.284) is the smallest of the moral level adopted in this Research (0.05).

The coefficient of determination (R^{2*}) a variable product price reached (0.822),

the proportion of the contribution of the independent variable (28%) in variable dealer market share, since the value of the regression coefficient B (-0.491) upon him through the test t that moral significance and impact of undue market share as the value of t (-1.911) The level of significance (0.062) greater than the moral level adopted in this Research (0.05).

Also that the coefficient of determination (R^{2*}) a variable product distribution amounted to (0.869), the proportion of the contribution of the independent variable (86%) in variable dealer market share, since the value of the regression coefficient B (0.739) when told by testing the t that moral significance and impact of undue market share as the value of t (1.852) the level of significance (0.071) see user's blog Forum posts [Click here](#)) is the smallest of the moral level adopted in this Research (0.05).

THE CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1) indicate that the results of the statistical analysis that the company is working to reduce the cost of the design and production of the product to the least possible, access to raw materials with

less cost and high-quality in the manufacturing process.

2) The company seeks to reduce the reduction of energy consumption and production of the defective process to less than what can be, and the exclusion of unnecessary equipment and others in the production process.

3) The results of the variable cost of product promotion that the company does not have to go to the declaration at least-cost of their products in newspapers and magazines and credible and high speed and reduce the use of the Internet to advertise their products as well as in the traditional means of advertising, and don't care is interested in the results achieved by the advertising campaign amount spent on it.

4) It turns out that the results of the price variable are that the company prices its products in a way that achieves the satisfaction and desires of customers in order to achieve the maximum sales possible.

5) It turns out that the company does not follow distribution strategies aimed at covering the needs of the market intensively, but rather submits continuous reports to the senior management about the distribution areas with low sales, and the selection of intermediaries with experience and high efficiency in distributing its products and

seeks to distribute its products to customers in the quantity and time required.

6)The results of the analysis proved the existence of a statistically significant impact relationship between the variables of the marketing mix cost strategy and market share.

Recommendations

1) The company seeks the Research sample to the polarization of workers and all the necessary equipment and devices in the productive process.

2) The company must use the internet to advertise their products instead of the traditional means of advertising in newspapers and magazines, credible and high speed at least cost, and could measure their effectiveness compared to amounts spent on them.

3) The company seeks to impose a competitive price for its products, including

achieving a competitive advantage and supports the financial and competitive edge compared to similar companies in the market.

4) Continuous contact consumers to learn and identify the level of satisfaction with satisfaction from the products of the factory and stand on their suggestions and opinions about the product and marketing.

5) A comprehensive Research to develop agents in each governorate to the products of the factory, where the number of, and quantities of their purchases, and regularity of their work with the factory, and hours of the sale of products, and whereabouts of all measures, and means to achieve higher sales, and profits.

6)The company's senior management should take advantage of the results of the marketing mix cost strategy as an indicator that can be relied upon in increasing the market share on an ongoing basis.

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