

EMPLOYING SENSORY MARKETING TO ENHANCE THE ENTREPRENEURIAL ORIENTATION OF COMPANIES: AN ACCOUNTING AND FINANCIAL APPLIED STUDY OF THE OPINIONS OF A SAMPLE OF EMPLOYEES OF THE GENERAL COMPANY FOR TEXTILE AND LEATHER INDUSTRIES – BAGHDAD

Saad Abdulwahid Khaleel, University of Mashreq

ABSTRACT

This research aims to analyze the dimensions of sensory marketing and its role in achieving the entrepreneurial orientation of companies, researcher chose the General Company for Textile and Leather Industries in Baghdad as one of the successful and pioneering companies in the industrial sector. The research started from a problem expressed by the main intellectual and practical question: (What is the role of sensory marketing in achieving the pioneering orientation of the General Company for Textile and Leather Industries? The required information was obtained through the questionnaire prepared for this purpose. The opinions of (261) employees representing (Senior Management, Department Heads, Unit Officials, and a large group of technicians and administrators) were surveyed. It is still vague for administrators in general and marketers in particular, with an indication of the role of the five senses in marketing in attracting customers, which is positively reflected on the pioneering orientation of the organization, the main objective of the research is to identify the reality of the application of sensory marketing and pioneering orientation and the extent of its adoption by the company under study.

Keywords: Sensory Marketing, Accounting, Finance, Entrepreneurial Orientation, The Five Senses, Audio Marketing, Visual Marketing, Olfactory Marketing, Tactile Marketing, Taste Marketing.

INTRODUCTION

We have to motivate customers for the purpose of purchasing by adopting unconventional methods related to the use of modern and advanced technologies that address the senses and affect them by focusing on a specific sense or several senses combined together. This approach and these techniques are called sensory marketing and the extent to which it can be applied in the industrial sector that has a pioneering orientation .

Research to address a problem that the company under study suffers from, represented in the role of sensory marketing in achieving its pioneering orientation, which in turn brings us to questions about the extent to which sensory marketing is adopted and the pioneering orientation in the mentioned company? What is the type and nature of the relationship between them and the impact that sensory marketing can have on the entrepreneurial trend? Therefore, this research was presented to test this role by selecting a random sample that included (300) employees who constitute several different job levels (senior management, department heads, unit officials, and a large group of technicians and administrators). (300) questionnaires were distributed to them and (261) of them were

returned, that was valid for analysis, and was formulated to address the research problem, a number of hypotheses represented the existence of a correlation and impact between the dimensions of sensory marketing and the dimensions of the company's entrepreneurial orientation using a number of appropriate statistical tools.

This research aims to identify and build a theoretical scheme that describes the relationship and influence between the research variables and to identify the reality of the application of sensory marketing and entrepreneurial orientation and the extent of their adoption by the company, and the application of sensory marketing techniques to influence customer preferences and encourage investors in the industrial sector to use sensory marketing techniques as a method to increase the entrepreneurial orientation in their companies.

First; the Research Methodology

Research Problem

The problem of the research is that intense competition between companies leads to the adoption of new methods and ways of marketing that are able to influence the conscious and subconscious mind of customers and attract them towards loyalty to the company through the ability of this new functional approach (Sensory Marketing) to motivate companies towards creativity and adoption of risk and other characteristics, Which increases its pioneering orientation, and the research problem can be determined by the following main question: What is the role of sensory marketing in achieving the entrepreneurial orientation of the General Company for Textile and Leather Industries? Which is divided into the following sub-questions:

1. The extent to which sensory marketing is adopted for the General Company for Textile and Leather Industries?
2. The extent of adopting the pioneering orientation of the General Company for Textile and Leather Industries?
3. What is the type and nature of the relationship between sensory marketing and entrepreneurial orientation of the General Company for Textile and Leather Industries?

The Importance of Research

1. This research is important to define the concept and nature of sensory marketing, which is still vague for most administrators in general and marketers in particular.
2. Demonstrating the role of the five senses in attracting customers and taking them into consideration when developing marketing plans.
3. Knowing and determining the extent of the impact of sensory marketing in its dimensions on the pioneering orientation of the company in its dimensions in the research community.

Research Objectives

1. Defining and constructing a theoretical diagram describing the relationship and influence between the research variables.
2. Identifying the reality of the application of sensory marketing, and the extent of its adoption by the General Company for Textile and Leather Industries.
3. Identifying the extent to which the General Company for Textile and Leather Industries has applied and approved the pioneering approach.

The Hypothesis of the Research

The hypothetical scheme was designed based on the intellectual frameworks of the research variables, sensory marketing and the company’s pioneering orientation, as it embodies the logical relationship between the two main variables and the trends of their impact, as shown in the following figure 1.



Figure 1
THE RESEARCH MODEL

The Hypotheses of the Research

In order to achieve its objectives, the researcher relied on formulating the following hypothese:

1. The first main hypothesis: There is no statistically significant correlation between sensory marketing in its dimensions and the pioneering orientation of the company in its dimensions.
2. The second main hypothesis: There is a significant influence relationship of sensory marketing with its dimensions on the company's pioneering orientation with its dimensions.

Community and Sample Research

Due to the increasing importance of the industrial sector in Iraq, the General Company for Textile and Leather Industries in Baghdad was chosen as a field of research, as the research sample included (300) employees from officials and group of affiliates in the researched company in all its joints, and in order to ensure the accuracy of the results, (300) questionnaires were distributed, of which (269) were retrieved and (8) questionnaires were excluded from them only because they were not suitable for analysis, and they were kept (261) is valid for analysis, as the response rate has become about (87%), and as shown in Table 1.

Table 1 DISTRIBUTED AND FORMS FOR THE STUDY SAMPLE						
Study Community	Study Sample	Forms				
		Distributed	Retrieved	Valid	Invalid	Response Rate

General Company for Textile and Leather Industries	300	300	269	8	261	87%
Total		300	269	8	261	87%

Source: prepared by the researcher based on the results of the questionnaire.

The Statistical used Methods

The researcher used a number of statistical methods with the help of the statistical program SPSS Var.25, represented by the following:

1. Weighted arithmetic means - determining the level of answers of the sample members.
2. Standard deviation - to indicate the dispersion in the answers of the study sample.
3. Cronbach's alpha coefficient - to determine the extent of internal consistency in the answers of the study sample.
4. Simple correlation coefficient (spearman) - to measure the strength of the correlation between variables.
5. Multiple regression analysis - to predict one dependent variable from several independent variables.

H. Data Collection Methods

Theoretical side: The current research has been enriched and filled by foreign and Arabic books, periodicals, magazines, letters, theses, research literature and scientific studies.

Field side: In his field side, the researcher relied on the questionnaire distributed to the research sample working in the General Company for Textile and Leather Industries to obtain information and data.

Second: Previous Studies

A-Arabic Studies	
1. Study: (Al-Hadrawy, 2016)	
Study Title	The effect of sensory marketing strategies on attracting customers through tourism investment intelligence, in the hotel sector of Najaf Governorate
Objectives of the study	The extent to which sensory marketing strategies can be applied and how to deal with them by decision makers and hotel workers in order to attract local and international customers.
Study type	Master Thesis
Study style	applied
study population and sample	(648) divided into two types: service providers and customers / hotel sector - Najaf / equally
research results	Optimizing the use of sensory marketing tools leads to increase investment, by providing the amenities that the customer wants to obtain
Differences with research	There are three main variables to use
Similarities with Research	Adoption of sensory marketing as an independent variable
Extent of benefit from the study	Strengthening the methodological and theoretical aspect of the study
2. Study: (Boatros, 2017)	
Study Title	Sensory marketing is a tool to renew the point of sale
Objectives of the study	Explain the contributions of sensory marketing in making the customer lives a sensory experience through his use of products while he is inside the shops
Study type	Research

Study style	Applied
study population and sample	(140) customers in a shopping center (Retaj Mall) in Algeria
research results	Sensory marketing plays a key role in attracting the customer's attention by targeting the cognitive and emotional side, its effect on his subconscious mind, and arousing his previous emotions.
Differences with the study	The research was applied to stores that deal in consumer products and focused on the customer, while the current research was applied to companies that deal with industrial products and focused on managing the company in them.
Similarities with the study	Both studies used sensory marketing as an independent variable
Extent of benefit from the study	Strengthening the theoretical side of the study

B-Foreign Studies

1. Study: (Valenti & Riviere, 2008)	
Study Title	The concept of Sensory Marketing
Objectives of the study	Determine the current characteristics of the promotional strategy used by restaurants in Halmstad.
Study type	PhD thesis
Study style	analytical
Study population and sample	Five restaurants in Sweden using the method of observation and interviews with managers, marketers and customers
Research results	Knowledge of sensory marketing traditionally among executives - Creating and developing a differentiated environment atmosphere for differentiation between restaurants, without realizing that this is sensory marketing
Differences with the study	- It was applied to restaurants that deal with consumer physical products, while the current research was applied to organizations that deal with industrial products -Application in a foreign environment
Similarities with the study	Using the two studies with the same dimensions (visual, auditory, olfactory, gustatory, and tactile)
Extent of benefit from the study	Strengthening the theoretical aspect of the research as well as reviewing the research methodology, its conclusions and recommendations.
2. Study: (Manenti, 2013)	
Study Title	An analysis of the sensorial marketing methods in the fashion retail sector
Objectives of the study	Determining the retail sector's fashion use of sensory marketing in attracting customers.
Study type	Master Thesis
Study style	Analytical
Study population and sample	87 customers of (the Abercrombie) in the style of interview and questionnaire via Facebook.
Research results	Sensory marketing tactics are effective and important to the success of a fashion brand (and product).
Differences with the study	-The application is in a foreign sector, while the current research is applied in an Iraqi sector.
Similarities with the study	Both studies used sensory marketing to influence the customer
Extent of benefit from the study	Strengthening the methodological and theoretical aspect of the study, as well as accessing the statistical methods of the study.

The Theoretical Side

First: Sensory Marketing

The concept of sensory marketing

Sensory Marketing is not a recent topic, as it existed in ancient times, specifically during the Phoenician state in the city of Tyre (Lebanon), which is famous for the purple color, as this color was extracted by the people from the dye of sea snails, which became described as a commercial semi-mark, until the city was called the Purple Empire in its time, and this city monopolized the dye for many years until it earned a great fortune. In our time, it started in the thirties of the last century, when research confirmed at that time that women agreed that perfumed socks are the softest, while the second stage extended from 1970-1989, as it focused on finding ways that would increase the customer's desire to buy, and perhaps the most important research is what came by (Kotler, 1973).

Who dealt with sensory marketing in an article in which he explained the impact of the physical environment of the places of sale on the behavior of the customer's desire. As for the last contemporary stage, the producers sought to impart symbolism and produce products with a sensory dimension, that is, to win over customers by influencing his five senses, instead of focus on other factors such as price and quality (Krishna, 2013:8-9).

The Importance of Sensory Marketing

It is difficult to take a comprehensive look at sensory marketing without referring to some of its important implications, as it has developed a lot on the field and intellectual levels, especially in the last decade. It is considered a new field of marketing research, as its importance lies in increasing population awareness and achieving a link between sensory experience, customer behavior and expected commercial performance, and proving the importance of the sensory quality of the human being as a basis for purchasing, and it leaves the door open for future researchers to contribute and seek to follow its path through experiments, discussions and the application of new methods to study this concept as it is a new field as well as the increasing recognition that the customer's desire is the main driver of economic value, and this marketing has great importance in how to achieve excellence in the optimal investment for some organizations that market targeting the senses, which makes these organizations of all kinds work on applying it, which means an increase in the demand for their products as a result of targeting the senses through the actual and field application of this marketing (Krishna & Routledge, 2011:832).

The Principles of Sensory Marketing

1. Customers are usually emotional and their decisions are more emotional than rational.
2. Customers' feelings are usually responsible for the purchase decision, which is positive or negative for the product.
3. The need to understand the emotions, beliefs, feelings and culture of the customers.
4. The importance of persuasion strategies in the relationship between customers and the brand.

Dimensions of Sensory Marketing

In general, there is no significant difference in the views of researchers regarding the dimensions of sensory marketing because they simply represent the five senses as follows:

Visual Marketing

Sight in language is the eye, that is, the power of sight, It is the dominant and most common sensory system in marketing, as the majority of commercial communications and

shopping take place through a visual feeling that extracts information from the environment and turns it into a nervous symbol with specific details, shapes and colors that lead to perception and affect desire and then analyze information along brain processing streams and its eventual synthesis with the senses, memory and reasoning leads to awareness of the beautiful world around us (Schwartz, 2010:18).

Audio Marketing

Hearing in language gives several meanings, as hearing defines the power in the ear by which it perceives sounds, which is the most complex organ among the senses, which is an indication of its relative importance compared to the sense of sight, The new born learns through hearing more than the sense of sight and the deaf guide since birth, he can never learn language and becomes dumb, while a blind child can learn language easily, and hearing is the first sense that performs its function at birth (Hultén et al., 2009:67-68).

Olfactory Marketing

Perceiving and smelling through the nose is one of the five senses, you can close your eyes, refrain from touching, refuse to taste, and cover your ears, but you cannot avoid smell, it is part of the air that a person breathes, smell is a sense that cannot be stopped, and (75%) of our feelings are generated through this feeling, the surrounding smell has the ability to create a positive mood towards the appropriate product or store, and many products are subject to this feeling and evaluation, the matter Which ultimately results in influencing the customer's desire (Lindstrom, 2005:24).

Taste Marketing

The sense of taste, which is the sense of perceiving taste in the tongue. When we think about taste, most of us initially feel this sensation centered inside his mouth and specifically in his tongue because of the taste buds that carry a variety of taste perceptions, so taste is known as the most difficult type to implement and the least used than the rest of the dimensions Sensory marketing, however, represents a method of excellence as it helps to evaluate and determine the quality of the product through taste, as well as its impact on the behavior and desire of the customer (Gallace & Spence, 2010: 246).

Tactile Marketing

The mention of touch in the intermediate dictionary (Mujam Al Waseet) is one of the five senses, and it represents power in the nerve by which one perceives cold and heat, and so on. In the same context, Al-Jami Al-Mohit mentioned it as a power in the nerve that is in contact with most of the body in the human body. Touch represents the first human senses to appear and develop, and it provides us with the most important means of basic communication with our external world. The skin and the receptors in it are the oldest and largest human sense organs, and thus it is considered one of the specific senses in consumer behavior when purchasing (Boatros, 2017: 167).

Second: The Entrepreneurial Orientation of the Companies

The concept of the pioneering orientation for companies

The concept of leadership occupied a wide field of thinking of administrators, economists and researchers, as this approach, as one of the challenges that accompanied the emergence of the industrial revolution, is one of the administrative basics, and it was confused by successive schools of thought to monitor its dimensions and diagnosis with the aim of studying, analyzing and thinking about the mechanism of dealing with it according to rational assumptions and hypotheses until the end of World War II. However, the nature of fluctuations in the field of science and knowledge witnessed by the business space and its environment after the fifties of the last century and what followed thereafter until the early third millennium, the researchers adopted the approach of intellectual shifts in the concept of entrepreneurship and its impact on creativity, learning and innovation for business organizations, which means linguistic leadership and presidency or but the advantage of leadership is what the company gains being an industry leader to offer a new product or a modern service, and entrepreneurship in developed countries is a competitive way to revitalize stagnant economies, because it provides new job opportunities and a marketing advantage and creating Jobs in it (Ismail, 2010: 70).

The importance of the organization's entrepreneurial orientation

The importance of entrepreneurial orientation in the field of business for companies can be determined as follows (Shah & Bhutta, 2013:79)

1. It reflects the orientation of companies towards entrepreneurship to develop and implement new ideas in it.
2. It is considered one of the most important factors in the field of economic growth and making profits.
3. It is an industrial necessity that challenges the bureaucratic systems in the company.
4. It contributes to laying the foundations of the manufacturing culture, which is a need in the life of companies.
5. It is an essential element in industrial success down to the level of superior performance.

Dimensions of Entrepreneurial Orientation of the Organization

Creative

Creativity reflects the company's willingness to support and encourage new ideas, experiment and creative processes that may lead to new products, services or technological processes, Lumpkin is the first to urge the importance of the concept of creativity as the only dimension that should be used in all entrepreneurial economic works, and if it is not actively and dynamically employed, then there is no entrepreneurial spirit at the business level (Lumpkin & Dess, 1996: 141).

Take Risks

Risk is an adjacent attribute to business and an integral part of the operations of any company, and it contains almost any decision taken by the departments, and it is the most important part of the work of individuals and companies, and is seen as a state of uncertainty about the possibility of avoiding the occurrence of loss or danger, and it also includes the decisions taken by Individuals in their personal or business lives, and risks have been defined as the extent to which there is uncertainty or certainty of achieving potential or frustrating results in the decisions taken, as for risk tolerance, it is defined as the degree to

which business officials desire to make large and risky resource commitments, those that have a reasonable chance of costly failure (Dewett, 2004:258).

Proactive

The term pro-activeness or entrepreneurship refers to the company's efforts to respond to market opportunities seize, as well as track and control changes in the business environment, technology, and consumer and customer tastes, and is characterized as the first driver to ensure access to rare progress resources in the field of knowledge of competitive factors and issues and market share, so it was known proactivity is the search for new opportunities that may or may not be relevant to the company's current line of operations, with the introduction of new products or competing brands by other companies and strategically eliminating their operations that may be in the mature, declining or emerging stages of the life cycle (Lumpkin & Dess, 2001: 429).

Competitive offensive

Competitive offensiveness is a response to threats and entry into its field, and according to this distinction, the company searches for a proactive attractive position, and once established, it seeks to protect its position, i.e., competitive advantage. The concept of competitive offensive refers to the company's tendency to challenge its competitors directly, face-to-face and intensively to gain entry or improve its position and outperform its competitors in the market (Chang et al, 2007: 1000).

Independence

Entrepreneurship flourishes when independent-minded people choose to leave secure jobs and go to promote new ideas or venture into new markets, without allowing to the bosses and organizational processes to stop them, there is also freedom given to individuals and technical teams to exercise their creativity while endorsing the most promising ideas that they need to be pioneered. Therefore, the important motive for the new entrepreneurial activity is the independent spirit that must be reinforced by the higher authorities; therefore, autonomy refers to the independent work carried out by the leaders of the entrepreneurship or teams directed towards achieving a new adventure or risk (Lumpkin & Dess, 1996: 140).

Three: Practical Framework for Research

First: Adjust the scale before applying it

In order for the researcher to make sure that the questionnaire used in collecting data on his research variables is a valid and reliable tool, as he sought to ensure the stability and validity of the adopted scale in the study and as follow:

Stability coefficient

The stability of the scale means its stability and non-contradiction with itself, that is, gives the same results if it is re-applied to the same sample, meaning that stability means the stability and consistency of the scale. Accordingly, the most important scales used in measuring the stability of the questionnaire and the most famous is usually the (Cronbach's Alpha) scale. If the value of the mentioned test is less than (0.6), then it is an indication of the

weakness of the stability of used, scale, while the stability of the scale is acceptable, if it exceeds (0.7), while its stability ratio is good if it reaches (0.8) or more (Sekrana, 2003: 311).

Honesty coefficient

Honesty means that the research scale measures what has been set to be measured, i.e. does the scale measure the phenomenon under investigation and not something else? Note that the questionnaire was subjected to the apparent validity and content validity, which is a judgmental measure that depends on the researcher's precise determination of the research variables. This certainly depends on the amount of available information on the subject of the research, and in order to measure honesty mathematically, it is equal to the square root of the reliability coefficient. Cooper & Schindler, (2014), and, table 2 shows the values of the reliability and validity coefficient for the dimensions of the independent research variables, sensory marketing, and approved entrepreneurial orientation for companies.

S/N	Dimensions	Cornbrash's Alpha. coefficient values	Honesty coefficient
1	Visual marketing	0.71	0.84
2	Audio marketing	0.73	0.85
3	Olfactory marketing	0.80	0.89
4	Taste marketing	0.73	0.85
5	Tactile marketing	0.72	0.85
	Sensory marketing	0.82	0.90
1	Creative	0.65	0.81
2	Take risks	0.75	0.87
3	Proactive	0.77	0.88
4	Offensive competitiveness	0.84	0.92
5	Independence	0.88	0.94
	entrepreneurial orientation	0.87	0.93

Source: Prepared by the researcher based on the results of the statistical program SPSS Var.25.

From the results of Table 2, it is clear that all the values of the coefficients of (Cornbrash's Alpha) for the dimensions of the independent variable of sensory marketing ranged between (0.71, and 0.82), while these values for the dependent variable on the entrepreneurial orientation of companies ranged between (0.65 and 0.88), that is, that the scale that used to measure the items of the two variables has stability, which enables the researcher to adopt the results that will be obtained when making any sound decision, and the validity coefficients exceeded (0.80), which is a good percentage for both variables.

Second: Presentation and analysis of the statistical results of the independent variable (sensory marketing)

This aspect deals with the independent variable by presenting and analyzing the results of its dimensions. As Table 3 shows the values of the weighted arithmetic means and standard deviations, and Table 3 shows the arrangement of the dimensions according to their relative importance as follows:

Table 3

THE ORDER OF RELATIVE IMPORTANCE OF THE DIMENSIONS OF SENSORY MARKETING IN THE COMPANY UNDER RESEARCH			
Dimensions of sensory marketing	weighted arithmetic mean	standard deviation	Relative importance
Visual marketing	4.19	0.67	1
Audio marketing	3.7	0.98	4
Olfactory marketing	3.66	1.03	5
Taste marketing	3.73	0.92	3
Tactile marketing	4	0.81	2

Source: Prepared by the researcher based on the extracted results.

In the above table 3, we note that visual marketing ranked first in terms of the degree of awareness of its availability in relation to the study sample and its relative importance, followed by tactile marketing in the second place, followed by taste marketing, then audio marketing, and olfactory marketing came last.

Figure 2 Ranking the relative importance of sensory marketing dimensions according to weighted arithmetic means and weighted standard deviations.

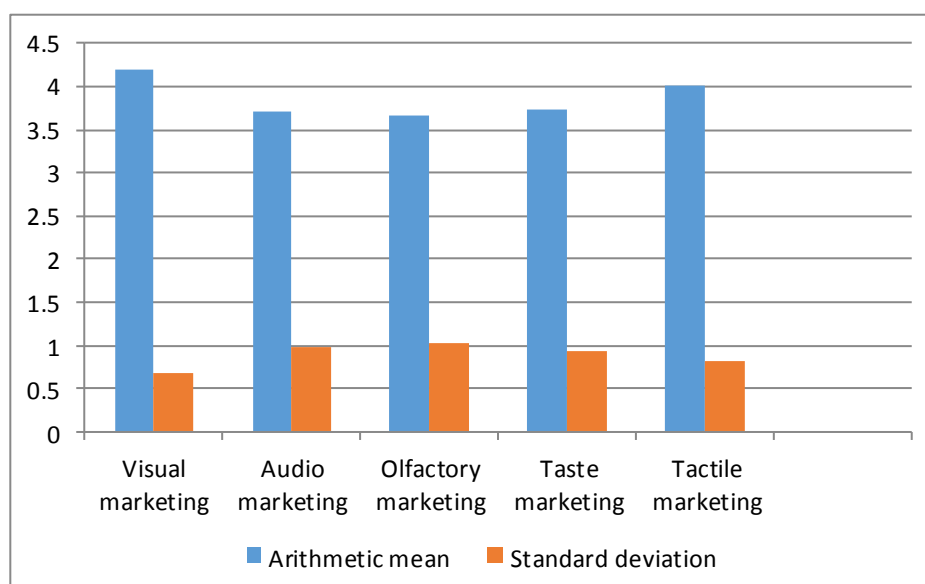


Figure 2
SHOWS A COMPARISON BETWEEN THE AFOREMENTIONED DIMENSIONS

Third: Presentation and analysis of the statistical results of the adopted variable (entrepreneurial orientation)

This aspect deals with the adopted variable by analyzing the results of its dimensions, and as shown in Table 4 the values of the weighted arithmetic means and the values of standard deviations. Table 4 shows the arrangement of the dimensions according to their relative importance as follow:

Table 4 RANKING THE RELATIVE IMPORTANCE OF THE DIMENSIONS OF ENTREPRENEURIAL ORIENTATION IN THE COMPANY UNDER RESEARCH			
Dimensions of entrepreneurial orientation	Weighted arithmetic mean	Standard deviation	Relative importance

Creative	4.14	0.91	1
Take risks	4.01	0.92	4
Proactive	3.58	1.03	3
Offensive competitiveness	3.54	0.92	4
Independence	3.19	0.19	5

Source: Prepared by researcher based on the extracted results.

In the table 4 above, we note that the dimension of creativity ranked first in terms of its availability in the study sample and its relative importance, while the dimension of taking risks comes second, followed by the dimension of proactivity, then after offensive competitiveness, and finally, the dimension of independence comes in the fifth rank. Figure (3) shows a comparison between the aforementioned dimensions.

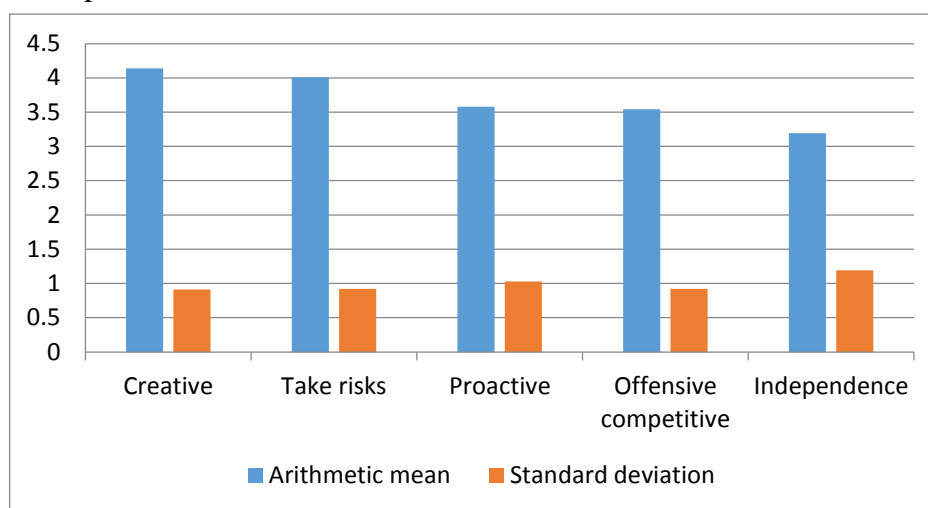


Figure 3
SHOWS A COMPARISON BETWEEN THE AFOREMENTIONED DIMENSIONS

Figure 3 Ranking the relative importance of the dimensions of the entrepreneurial orientation of the organizations according to the weighted arithmetic means and the weighted standard deviations.

Source: Prepared by the researcher based on the results of the statistical program SPSS Var.25.

Fourth: Testing the hypotheses of the study

Relationships Test

The first main hypothesis: states that (there is a statistically significant correlation in the company between sensory marketing with its dimensions and entrepreneurial orientation with its dimensions).

In this aspect, the researcher relied on the simple correlation coefficient to test the first main hypothesis, which is represented by the correlation between the dimensions of sensory marketing, the dimensions of the dependent variable, the entrepreneurial orientation, as well as the researcher's dependency. in order to test the significance of the correlation coefficient at the expense of the value of (Z) since the sample size is greater than (30) (Al-Nuaimi & Tumah, 2008: 198), and in Table 5 the matrix of simple correlation coefficients appears between sensory marketing and the dimensions of entrepreneurial orientation.

Table 5
VALUES OF THE CORRELATION BETWEEN SENSORY MARKETING AND THE DIMENSIONS OF ENTREPRENEURIAL ORIENTATION WITH (Z) VALUES

Adoptive variable (y) Independent variable (x)	Creative	Take risks	proactive	Offensive competitiveness	independence	entrepreneurial orientation	The tabular z-value with a significant level of 1%
Sensory marketing	0.47	0.49	0.61	0.59	0.51	0.66	2.575±
Calculated value of z	7.58	7.90	9.83	9.51	8.22	10.64	
Type of relation	Positive Middle	positive Middle	Positive Strong	positive Strong	positive Strong	positive Strong	

Source: prepared by the researcher based on the results of the statistical program SPSS Var.25, (n=261).

In the above table 5, the correlation matrix shows that there are medium-strength correlations (because its value is greater than 0.30) and positive and significant at the level (1%) between sensory marketing and each of the entrepreneurial orientation with its dimensions (creativity and risk tolerance) as the values of the simple correlation coefficients reached respectively (0.47, 0.49). As for the correlation between sensory marketing and each of (proactiveness, competitive attack and independence), it was strong (because its value is greater than 0.50), as it was positive and significant at the level (1%), as the value of the correlation between them was (0.61, 0.59, 0.51), respectively, and the calculated value of (Z) for all correlations was greater than its tabular value of (2.575±).

In general, the correlation between sensory marketing and entrepreneurial orientation was a strong relationship (because its value is greater than 0.50) and also because it is positive and significant, as its value reached (0.66) at the aforementioned level. At the level of dimensions, the strongest correlation was between sensory marketing and proactivity, as the value of their correlation coefficient was (0.61), while the weakest correlation was between sensory marketing and creativity, as the value of their correlation was (0.47). From all of this, the researcher infers in general the possibility of benefiting from sensory marketing by the General Company for Textile and Leather Industries in the field of providing products at the local and global levels, and thus the possibility of achieving pioneering excellence.

From the above, the null hypothesis (H₀) can be rejected and the existence hypothesis (H₁) accepted, meaning that (there is a statistically significant correlation between sensory marketing and the entrepreneurial orientation in its dimensions).

Impact Relationships Test

The second main hypothesis: There is a significant effect of sensory marketing with its dimensions on the company's entrepreneurial orientation with its dimensions. After testing the first main hypothesis, the researcher will test the second main hypothesis in general, as shown below:

H₀: There is no significant effect of sensory marketing with its dimensions on the company's entrepreneurial orientation with its dimensions.

H1: *There is a significant impact relationship of sensory marketing with its dimensions on the company's entrepreneurial orientation in its dimensions and by observing the results in Table 5. The following becomes clear:*

From table 5 the following appears:

1. In the first model, all dimensions of the independent variable included sensory marketing, from which it is clear that the regression coefficients of all dimensions of sensory marketing were significant at the level of 1% within the limits of the current research, except for visual marketing and tactile marketing .
2. In the second model, tactile marketing was deleted because it was not significant, and thus the dimensions (visual marketing, audio marketing, olfactory marketing, and taste marketing) formed the final multiple regression mode.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.303	.297		1.021	.308
	Visual marketing	.127	.073	.098	1.743	.083
	Audio marketing	.240	.060	.234	3.966	.000
	Olfactory marketing	.197	.058	.218	3.404	.001
	Taste marketing	.303	.066	.281	4.573	.000
	Tactile marketing	.031	.071	.024	.432	.666
2	(Constant)	.356	.270		1.317	.189
	Visual marketing	.131	.073	.101	1.803	.05
	Audio marketing	.243	.060	.238	4.071	.000
	Olfactory marketing	.202	.057	.224	3.560	.000
	Taste marketing	.309	.064	.288	4.813	.000
a. Dependent Variable: entrepreneurial orientation						
$R^2=0.46$						

Source: Prepared by the researcher based on the results of the statistical program SPSS Var.25.

CONCLUSIONS

1. The employees of the General Company for Textile and Leather Industries in the field of research have a high awareness of the dimensions of sensory marketing.
2. The employees of the General Company for Textile and Leather Industries in the field of research have a high awareness of the dimensions of the entrepreneurial orientation.
3. Those in charge of the General Company for Textile and Leather Industries are greatly aware of the interest in visual marketing by paying attention to the appropriate construction, design and lighting quality.
4. The Company's employees use appropriate means of communication to deal and communicate with customers, as well as tact and kindness at the sales center.

Recommendations

1. It requires the company's management to increase attention to its gardens and expand them and take advantage of the available spaces in order to create a green space that reduces pollution resulting from industry.

2. Paying attention to the corridors and ways to attract customers to the company, taking into account the positive impact on them.
3. Enhancing and increasing the ability of workers in dealing with customers and using modern sales methods by introducing them to courses to increase their culture of effective answer etiquette to convince the customer.
4. Workers underestimate the importance of the effect of scents and sterilizers on customers, compared to their health and psychological impact, so the company should pay attention to promoting its use of aromatic scents and sterilization.

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