

**EFFECTIVENESS OF MARKETING ABILITY ON CONSUMER PROTECTION
AND THE ROLE OF MAKING DECISION AS A MEDIATOR**

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Abstract

Marketing Ability (MA) is considered essential by determining its impact on Consumer Protection (CP), and this works to develop the performance of institutions, as well as focusing on the role of Making Decision (MD) by employees in the company, and this variable is considered a mediator. In this study, Marketing Ability (MA) is considered a dependent factor, and one of the basics that the researcher concluded in this study is that the productivity of organizations must be improved and their entry into the world of competition among themselves. The dependent factor, which is Consumer Protection (CP), is considered a dependent factor that emphasizes the provision of basic services to consumers, including working employees. The researcher also emphasized the Making Decision (MD) process by employees in organizations, and this is considered as a mediator factor. These results were obtained by the researcher after great efforts through follow-up and using the questionnaire form and distributing it to the employees of the Maysan Oil Company/Iraq. Was obtained positive results that helped support this study. The questionnaire form (140), the number of incorrect forms (5), the statistical analysis of data and information that the researcher used SPSS & SmartPLS 4, the Likert scale (7) and the number of theories (3) were positive.

Keywords: Marketing ability, Consumer protection, Making decision, Employee, Organization.

Introduction

Companies work to export oil abroad and some of it internally, and these institutions rely on modern technology to extract oil from the ground and market it to countries abroad. As well as adopting modern meters to extract oil before selling and marketing it (Kadhim & Ahmad, 2019). The process of extracting oil was suffering from a number of problems, namely: the difficulty of extracting oil from the ground, the weakness of discovering oil wells, lack of use of modern technology, and lack of government support for oil extraction in Maysan Company / Iraq (Azizah et al., 2022). There are many natural materials within the lands of Iraqi cities that need to be invested and marketed abroad (Hartanto et al., 2022). The study does not end in the previously mentioned field, but rather the researcher emphasized the effect of Marketing Ability (MA) on Consumer Protection (CP), by providing the services he needs to the consumer, to be satisfied with the institution and to have high quality production (Ilias et al., 2021). Therefore, the impact was great on the marketing companies through the profits that these companies achieved, as well

as the constant emphasis on improving their performance (Farronato et al., 2020). The researcher also focused in this study on Making Decision (MD) for the work of institutions through the efforts made by employees (Bag et al., 2021). Providing incentives to employees to encourage them to provide the best performance and develop the organization's work, as well as compete with other organizations in their performance (Sanny et al., 2020). The researcher in this study encourages the necessity of gaining employee satisfaction by achieving their life demands, because employees are the ones who make the successful decisions that support the organization while communicating with the organization's senior leadership (Kadhim & Ahmad, 2021). The researcher also stressed the necessity of competition between production companies and choosing the best and most suitable, whether in the case of buying or selling (Falahat et al., 2020). Making the right decision by employees is considered the basis for the success of the work of organizations, through its transmission through the employees of the companies (Herhausen et al., 2020). Therefore, making decision by senior management must involve all departments of the organization as a work team to obtain high production efficiency. In this study, the researcher points out the benefit and importance that is obtained, which helps extract natural resources and market them to other countries of the world and thus reap high production profits. The researcher also encourages employees to fill out the questionnaire accurately and correctly (Kalaiganam et al., 2021).

1. Literature review

Literature reviews are basic, which show us the way researchers discuss specific parts of the research problem. We notice that some Literature reviews address the same independent variable, then the same dependent variable, and some to the same mediator. Some studies combine two variables from the study carried out by the researcher. Each study has a Literature review that solves the problem for the sample chosen by the researcher, finds the results, and Literature reviews the remaining sections of the Literature reviews. The researcher Syaifullah et al (2021)) focused on the competitiveness of organizations and encouraging the best methods. Also emphasizing the marketing power of companies in increasing their production and entering the world of competition between institution (De Bruyn et al., 2020). Developing organizations is considered one of the priorities of previous studies in developing marketing power, which were carried out by both Olson et al (2021) and Gotteland et al (2020) to support the performance of organizations. No less important is the study conducted by Gotteland et al (2020) on the marketing ability to increase the production of organizations. A number of researchers also focused on the marketing ability of companies through the use of modern technology and continuing to improve production (Крыжановский et al., 2021). Continuous emphasis on protecting the consumer by providing the services he needs to fulfill his desires and live a decent life (Pansara, 2023). While the researcher Ioannidis (2020) focused on the importance of satisfying the employees working in the organization and gaining their satisfaction, and this will make them perform their work in a high manner and achieve the required profits. The literature reviews conducted by Rezende et al (2023) are considered among the best literature reviews on consumer protection. Most scholars in previous studies that preceded this study emphasized the necessity of providing goods and services to employees in order to protect the consumer (Belur

et al., 2021). There are also previous studies that supported consumer protection in production institutions to increase the marketing of goods (Villalba et al., 2021). The date of the study that encouraged the protection of the consumer by providing his needs from the studies that took the path of success in their application (Villalba et al., 2021). Another study was conducted by the researcher Zhang et al (2020) on the importance of providing services to workers in organizations to gain their satisfaction and provide the required efforts to raise the efficiency of their performance. Supporting the researcher Grote & Berens (2020) in making the decision after studying it properly and participating in its development upon implementation, so that it does not depend on one point of view, but rather it is a collective decision that is successful in implementation. Encourage the researcher Parnell (2011) to make the decision through which the company will obtain the best performance. Making the right and correct decision is the basis for the success of the work of institutions and helps in facing difficult circumstances (Suryono et al., 2021).

3. Theoretical framework

3.1 Marketing ability

It is the organization's ability to understand the changing needs of customers and follow them. Explain their expectations using tangible and intangible assets. It is expressed procedurally as a set of behaviors expressed by Rather, the employee during the performance of his job duties in terms of commitment to the rules (Kadhim & Ahmad, 2022). In management and the level of effort expended. Marketing capabilities and employing them in the best way is one of the reasons why the organization outperforms its competitors in the markets and obtains a larger market share, while the proactive approach represents the process of seizing opportunities to provide modern methods for producing and innovating new products (Buresh, 2021). Therefore, the research problem centers on a fundamental question: What is the role of the dimensions of marketing capabilities in achieving the proactive orientation? The importance of the research lies in the importance of the role that marketing capabilities play in the proactive orientation, which is reflected in the organization's market performance compared to competitors. The research aims to provide practical results that clarify the role of marketing capabilities in proactive orientation. Data for the research was collected through a questionnaire that was designed based on a number of Arab and foreign studies, which was distributed to a number of workers at the Maysan Oil Company/Iraq. The data obtained was analyzed using the SPSS & SmartPLS 4 program, extracting the arithmetic mean, standard deviation and correlation coefficient to determine the relationship between the two research variables (Aler et al., 2020). Coefficients (R^2) and (F^2) were also extracted to determine the significance of the effect between the two variables. The research reached a set of conclusions, including that an organization's possession of marketing capabilities is a positive indicator of its ability to achieve a proactive orientation over its competitors in the market, and the existence of a positive correlation and influence between marketing capabilities and a proactive orientation in the companies studied. While the research recommended the necessity of the surveyed companies to continuously monitor the changes occurring in their external environment in order to search for new opportunities in the

markets and work to exploit them in a way that achieves the largest market share for them (Kadhim & Hani, 2024).

3.2 Consumer protection

Consumer protection is a set of laws and regulations designed to guarantee consumer rights and ensure fair trade, competition and accurate information in the marketplace. These laws are designed to prevent acts of fraud or unfair practices to gain advantages over other competitors. It also provides additional protection for the most vulnerable groups in society. The concept of consumer protection is considered one of the important societal concepts, and is defined as all the laws and judicial rulings that aim to provide protection to consumers from exposure to any of the scams and fraud that they may encounter by some merchants. It is also known as the set of social and ethical controls that are imposed on all Workers in commercial sectors, obligating them to respect all categories of consumers and provide goods and services to them in a correct and appropriate manner (Kadhim & Jassmy, 2024). The term consumer protection appeared for the first time in 1873 A.D. as a type of law imposed by the United States of America as a means of granting commercial transactions a legal status. Then the amendment and development of this law began to depend on developments that occurred in societies and affected the commercial field, and helped. The existence of a group of associations that were concerned with consumer protection by applying all the special legal texts in this law, and which worked to provide all means that contribute to defending consumer rights. Therefore, consumer protection was considered one of the important components in human societies. Providing sanitary conditions is the principle that relies on directing factories that manufacture food of all kinds, such as canned food and frozen food, to provide sanitary conditions related to maintaining cleanliness and protecting the food from exposure to any substances that may lead to contamination, and transforming it into a substance that causes Poisoning to consumers, food must be produced under appropriate sanitary conditions. Quality of goods is the principle that encourages commitment to providing good goods to consumers, which do not contain any manufacturing defects, whether in the boxes, bags in which they are stored, or any other means of preservation, and both the production and expiry dates must appear on them to ensure their manufacturing quality (Kadhim & Atiyah, 2024), and it is fit for consumption by the consumer. The right to obtain information is the right that guarantees every consumer that he obtains all complete information about the goods he wants to buy, and omitting any information about the consumer exposes the manufacturer to applying the legal provisions to it, which stipulate that the consumer is granted all his rights (Kadhim & Habeeb, 2024). The right to hear an opinion is the right that guarantees consumers that their opinion will be heard by manufacturers about the nature of their products (Kadhim & Mahmoud, 2042). The opinions expressed must be taken into consideration as long as they contribute to improving the quality of the product being manufactured. All companies and commercial institutions provide this right to consumers by allocating a telephone number for communication. To those in charge of production or managers so that consumers can express their opinions about the goods that are provided to them (Ahmad et al., 2020).

3.3 Making decision

It is the conclusion reached by the decision maker after collecting information, analyzing it, and finding alternatives and solutions. The decision-making process is choosing the optimal solution among a group of possible decisions (alternatives) and working on implementation, which is a product of the decision-making process. From another perspective, some see decision-making as a dynamic, interactive process that goes through several stages, starting with identifying the problem and ending with arriving at the right decision or alternative that is commensurate with the desired goals (Albadry et al., 2020). Decision making is a complex organizational process in which multiple factors interact. Psychological, economic, social, unexpected circumstances...etc. Here it sometimes seems to us that the choice between alternatives is the ultimate goal in making decisions, but the concept of decision is not limited only to the final choice, but it also refers to what leads to the implementation of that choice (Shaddiq & Handayani, 2021). Although this information is clear to some, we sometimes do not give this stage its due, and we make wrong decisions. It becomes clear to us that the decision-making process in most cases is a process of choosing an alternative from a number of alternatives or possibilities. To achieve certain goals. In our previous example of buying a new car, your choice of one type of car and your purchase of it is the decision-making step. At the level of large companies and establishments, the matter is not much different, except that the decision maker is the person who determines the decision according to certain conditions that he sets and should not be exceeded. As for the decision maker, he is the one who chooses the appropriate decision for him in light of the conditions set in advance, and implements this decision without exceeding these conditions. Each of us makes many decisions in our daily lives, but most of these decisions may not go through the decision-making process; Either because it is one of the routine decisions that we make automatically, or that we made in a hasty manner without studying. Therefore, the decision is divided into two different processes: decision-making and decision-making. Naturally, when solving any problem, the first steps are to identify the problem and its dimensions, collect information about it, analyze it, and find alternatives to it. These steps are called decision-making and preparation. Then comes the final stage, which is implementation and follow-up, and it is called the actual decision-making stage. Thus, it becomes clear to us that decision-making precedes decision-making. They complement each other and one cannot be complete without the other (Tariq et al., 2022).

4. Hypotheses development

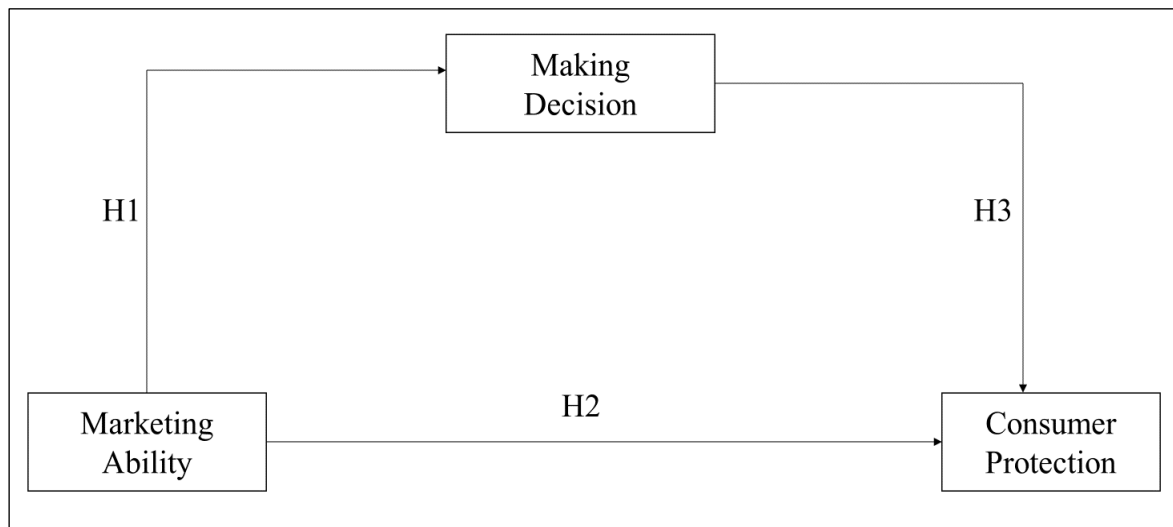
Hypotheses (3), the researcher emphasized the impact of marketing ability on consumer protection, and the importance of decision-making as a mediator. In this study, the researcher relied on the existence of hypotheses (3) to obtain results from using SPSS & SmartPLS 4, shown in Figure 1.

H1: Relationship between Marketing Ability (MA) and Consumer Protection (CP).

H1: Relationship between Marketing Ability (MA) and Making Decision (MD).

H1: Relationship between Making Decision (MD) and Consumer Protection (CP).

Figure 1: Framework



5. Method study

The researcher in this study focused on the importance of marketing ability and its impact on consumer protection, and highlighted the importance of employees in making decision as a mediator. Institutions encourage and explain the importance of implementing competitiveness to protect consumers (Azizah et al., 2022). Organizations focus on the importance of competitive advantage as a key independent factor in this study. Competitiveness focuses on developing and expanding the performance of companies, and here the researcher emphasized the role of competitiveness in increasing the production of enterprises. Use statistical analysis SPSS & SmartPLS 4, and use Likert (7) was also used in the questionnaire form, and the target sample was Maysan Oil Company/Iraq (Hartanto et al., 2022).

6. Analysis results

At this stage of the research, and through the statistical analysis SPSS & SmartPLS 4, used by the researcher, the results exceeded 0.780. The research was also able to achieve positive results through hypotheses (3). Shown Table 1.

Table 1: Reliability validity

Variables	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
CP	0.839	0.889	0.625
MA	0.812	0.871	0.587
MD	0.780	0.850	0.538

7. Descriptive Statistics

Table 2, shows the mean and standard deviation obtained by the researcher in this study for the target sample (140).

Table 2: Mean and std. Deviation

Variables	Mean	Standard deviation	p-values	t-values
MA -> MD	0.635	0.089	0.640	7.176
MA -> CP	0.905	0.017	0.904	52.128
CP -> MD	0.290	0.094	0.284	3.025

Table 3, shown variables contenting from simple number, mean, standard deviation, rank and level.

Table 3: Rank and level for variables

Variables	No.	Mean	Standard dimension	Rank	Level
MA -> MD	140	0.635	0.089	2	Moderate
MA -> CP	140	0.905	0.017	3	Moderate
CP -> MD	140	0.290	0.094	1	Moderate

Spearman's correlation was used in this study to collect the necessary data, which showed the effect of marketing power on consumer protection, shown Table 4.

Table 4: Spearman correlation analysis between variables

Variables	MA	MD	CP
MA			
Pearson Correlation	1	1.000**	.559**
Sig. (2-tailed)		.000	.000
Sum of Squares and Cross-products	191.463	191.463	130.688
Covariance	1.377	1.377	.940
N	140	140	140
MD			
Pearson Correlation	1.000**	1	.559**
Sig. (2-tailed)	.000		.000
Sum of Squares and Cross-products	191.463	191.463	130.688

Table 4: Spearman correlation analysis between variables(Continued)

Variables	MA	MD	CP
Covariance	1.377	1.377	.940
N	140	140	140
CP			
Pearson Correlation	.559**	.559**	1
Sig. (2-tailed)	.000	.000	
Sum of Squares and Cross-products	130.688	130.688	285.348
Covariance	.940	.940	2.053
N	140	140	140

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5: Discriminant validity, the results are high, higher than the rest of the variables present.

Variables	CP	MA	MD
CP			
MA	0.965		
MD	0.021	0.868	

The results of Hypotheses (3) are supportive (Ahmad et al., 2020), and it is shown in Figure 2, that (MA) has a positive effect on (CP), at 0.640, the relationship between (MA) and (MD) was positive at 0.904 The relationship between (MD) and (CP) is positive and significant at 0.284.

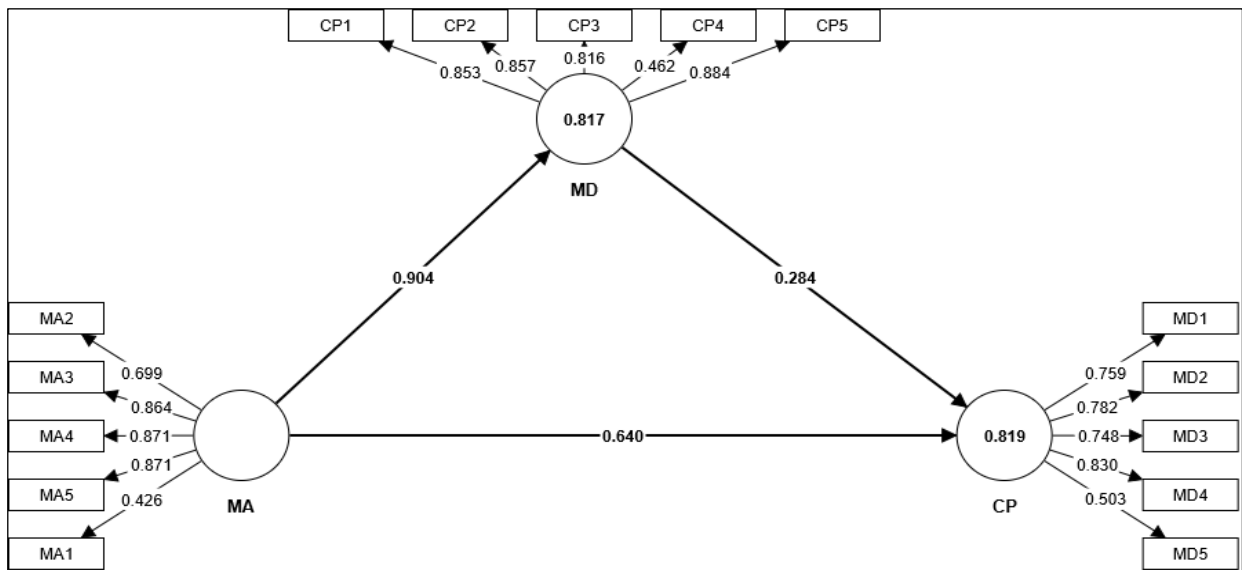


Figure 2: p-value (Measurement model)

Marketing Ability (MA) has a relationship with Consumer Protection (CP) is 7.176, the relationship between (MA) and (MD) is 52.128, and the relationship between (MD) and (CP) is 3.025, shown Figure 3.

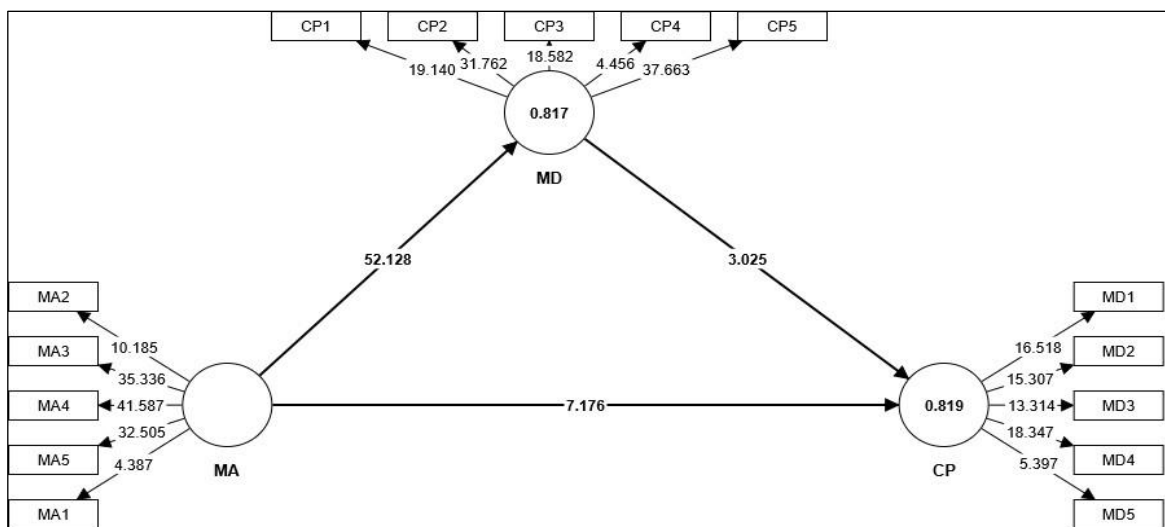


Figure 3: t-value (Structural model)

Table 6, the results among variables in hypothesis (3), and get results for p-values and t-values.

Table 6: Relationship between variables

Hypothesis	Relationship	p-value	t-value	Results
H1	MA → CP	0.640	7.176	Accepted
H2	MA → MD	0.904	52.128	Accepted
H3	MD → CP	0.284	3.025	Accepted

8. R-square (R²)

The researcher, through the results he obtained, determined the value of (R²), where criteria (R²), were obtained, the researcher used SPSS & SmartPLS 4 statistical analysis of the data, shown Table 7. In this Table results dependent and making decision.

Table 7: R-squared (R2)

Items	R-square	R-square adjusted
CP	0.817	0.815
MA	0.819	0.817

**Not: 0.19-0.33, slow, 0.33-0.67, is medium, and 0.67, and above is high (Ahmed et al., (2020)

9. F-square (F²)

In this study, the researcher, through the results he obtained, determined the value of (R2), where criteria (R2), were obtained, the researcher used SPSS & SmartPLS 4 statistical analysis of the data, shown Table 8, in this Table results dependent and making decision.

Table 8: F-square (F2)

ITEMS	MD	MA	CP
MD			0.082
MA	4.457		0.416
CP			

**Not: 0.19-0.33, slow, 0.33-0.67, is medium, and 0.67, and above is high (Ahmed et al., (2020)

10. Conclusions

1. The researcher was encouraged to adopt the relationship between marketing ability and consumer protection.

2. The researcher demonstrated the importance of a relationship between marketing ability and making decision.
3. The data collected by the researcher on the targeted sample demonstrated the effect of marketing ability on consumer protection.
4. The importance of the results in this study encouraged the importance of the effectiveness of marketing ability in raising the efficiency of institutions.
5. This study proved, through the results obtained, that marketing ability is needed by all organizations in order to achieve the desired goals.
6. The researcher encouraged employees to apply marketing ability in the best way to provide services and gain employee satisfaction.

11. Recommendations

1. It is necessary to apply marketing ability due to the positive aspects it carries in protecting the consumer.
2. Adopting advertisements and propaganda to spread the importance of marketing ability and influence making decision.
3. The researcher emphasized the role of teamwork and cooperation between employees, which provides productive capacity and abundant profits for the company.
4. In this study, the researcher was able to draw up a successful marketing policy whose purpose is to benefit all organizations and achieve employee satisfaction.

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