Sensory design, perceived value, service quality interactive,innovation(Applied to study in Muthanna Cement Plant, Iraq)

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Abstract

The current research Haims to find out the relationship between design sensory and value - conscious and interactive impact of innovation where researchers distributed(60)questionnaire in cement Muthanna plant as represented research problem in raising the question what is the nature of the relationship between design sensory and create value interactive role for the innovation has indicated the literature to the design my shares in achieving the perceived value to the customer and this was what tried researchers proved by the data obtained by the analysis has research found out that the lead design sensory to achieve value The existence of innovation as larger as the research presents the most important recommendations of the need to conduct further studies to reveal the true role of sensory design perception in creating value for the customer.

Keywords: Innovation, Customer, service quality interactive, Economic, Psychological.

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The first axis: Research methodology

First: the problem of research

behavior, senses ability to influence the customer, they are working to attract attention to the product and service provided By designing the product, form or quality of service provided, all in order to reach the desired goals.

With the development in the world, especially in economic terms, the organizations today seek to reach

The concept of design sensory topics and modern task in the field of design , in the design of sensory one techniques that are used for the purpose of attracting customers through the use of a range of tactics and steps to influence the senses of the customer and his sense of his

represented by design sensory and value perceived for being modern and critical issues in the organizations , as that there is a dearth of foreign studies on current research variables as well as the absence of an Arab study on the variables of current research combined or individually

2.Provide a set of recommendations to the research sample organization in order to make the best use of the current research results.

Third: Research objectives

1.Develop a conceptual framework for sensory design.
2.Develop a conceptual framework on perceived value.
3.Develop a conceptual framework for innovation.

Try to reveal the nature of the relationship
between sensory design.

Fourth :the hypothesis scheme of research

the summit by exploiting the appropriate tools in competition with their counterparts of organizations. Among these tools is the perceived value of quality and in general, the organization is pouring all its efforts in the product or service it offers For the customer to be the quality and image that the organization seeks to deliver to the customer to generate satisfaction and satisfaction in the needs and desires or work to anticipate in order to gain loyalty .From the above it can be summarized in the following research problem to raise the question of **what is the role of design perception in the achievement of the perceived value of the interactive role for the innovation.**

Second: the importance of research

Embodied in a set of points, the most important of which are the following

1.The importance of the search of the importance of the themes

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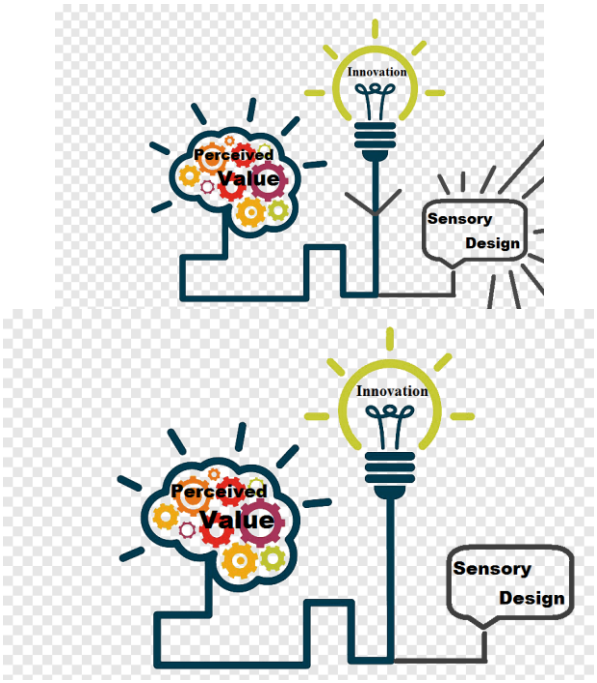

Figure (1) research hypothesis

Fifth: Research hypotheses

The first topic :sensory design
First:
the concept of sensory design

Organizations have been at the forefront in using methods that will employ senses as a key tool to make fundamental changes to their organizations' products and support their brand identity to become also of clear dimensions and create real value for them. These values become clear to create a positive image of the product and choose the appropriate time to express sensory stimuli.

In different design channels at different times (rational and emotional), its benefits can be concentrated depending on the type of products the company needs markets (Hultén et al., 2009: 65) The current evolution of marketing illustrates a new era in design, where the five senses are

The first major hypothesis is that innovation has an impact on the relationship between sensory design and value creation

The second key hypothesis of innovation is an interactive effect on the relationship between sensory design and value creation

Sixth :Time and spatial limits of research

1- **Temporal border :represented border time j of the search duration 10/9/2021 to 20/3/2022**
2. **Spatial boundaries :The spatial boundaries of the research were the Muthanna Cement Factory**

The second axis: the theoretical framework of research

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images that relate to the identity and style of the personal life of the customer .

Sensory design and psychology have witnessed in recent years a wave of interest in the field of design and research on the impact and relationship of the senses in consumer behavior has been Friday under the title of sensory design and is intended to design that shares the senses of customers, and affect their perception and behavior (Krishna, 2013: 223)Psychological researchers have challenged digital technology to process data and information by highlighting mental activity and basing their research on sensory experiences.(Barsalou , 2008: 620).

These experimental results accumulate quickly and often surprisingly difficult to calculate the variables of the model to complicate the human mind that has dominated psychology and customer research since the knowledge revolution1970It is difficult to calculate and document new phenomena by the dominant phenomena on the model of precedence in understanding the details of how the new phenomena work. In line with this system, experiments have become focused on showing the results that one does not expect based on traditional models as the distinction between the approaches within the different embodied theory receives attention. Less(Anderson, 2008: 425) .Exposure to sensory experiences in one area can affect a source when creating organizational strategies in the classical era, where products are marketed as a mass disappear slowly and markets are more fragmented than ever agreed.Kim Et al (.Hultén et al., 2009: 66))However, some organizations attempt to retain the total costs of designed products, especially those that focus on specific experiences and use sensory factors in them to create a unique personality for their brands . (Krishna & Routledge, 2011: 832) The design perception in the field of research design j lies in understanding the sense and perception in the field of design and consumer services for goods and other (Perception - Emotion - Learning - Preference - Choice) and saw that many industries today used design sensuous in their work as in the luxury hotels that apply this The design relied on the distinctive things of the product in terms of form, design and smell, as well as soda companies that used bottles and geometric shapes that harmonize the feelings and perception of the customer. Some organizations used sound as a means of communication; because the private brand is in the tone or in Particular voice and this is something that the customer needs(Schmitt, 2012: 8) consider (Hultén et al., 2009: 68)The design sensory won recognition of both organizations and individuals working in the field of design , especially after sensory experiences where using organizations sensory strategies to cajole ,customers and create brand awareness and composition of brand

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sciences and design , which received intellectual controversy, as researchers differed in finding a unified definition, but everyone agreed on the role of the senses in design.

Schedule(9)Explains the concepts of sensory design according to the opinions of some writers and researchers

choice in another country (Lee&Schwarz, 2014: 95) . There may be benefits to customers 'senses , but it is clear that brands can expand and spread.

Through the above conceptual and theoretical concepts about the sensory aspect will be defined sensory design as the case of the rest of the administrative

No	Researcher	Year	The definition
1	Hultén et al	2009	**-A set of key methods that are controlled by the product or by the distributor to create a stimulating environment for the senses around the product or service.**
2	Vieria	2009	**-The brand is engraved in the minds of customers by stimulating continuous repetition .The experience that will determine involuntary responses in the future is to develop the experience between the brand and the customer.** **-Design that shares the senses of customers and affects their perception and behavior.**
3	Terhi Suhonen	201 8	**-Designed to spread the interaction between the senses in order to stimulate the relationship of customers with the brand.**
4	researcher	2009	**-Sensory design is a set of sensory strategies that can be stimulated through the image, form, smell or tone that creates a sense of sensitivity to the acquisition of a particular product to have clear effects on the perceptions and feelings of the customer.**

Source :Prepared by the researcher

It means the theoretical interest of thinkers and scholars of this design ,which has occupied a wide range of global interest.

It can identify some special points of theimportance of sensory design Ac cording to(Krishna & Routledge, 2011: 833):

1 -Recognize a link between sensory experience and customer behavior according to sensory theories.

Second: the importance of sensory design

Sensory marketing has many important areas, whether intellectual or field level and has become a fertile field to study the tendencies and trends of customers.

The importance of sensory design is divided into:

A - Theoretical significance

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The application of the use of sensory design strategies increase s the demand for the products of this organization and this by its nature will benefit the economic benefit of this organization by increasing profits, and if there is an investment capacity must invest this money to improve this organization and develop where it becomes a strong economic organization, viable, growth and expansion In the service market.

D - Competitive importance

Contributes to design sensory from another aspect of excellence and leadership in providing quality and acceptance of services to the customers , which contributes to attracting the largest possible number of customers ,and this will be a competitive incentive puts the organization among the leading organizations in the competitive field.

Third : Sensory Design Strategies

In this paper, the main strategies of sensory marketing are discussed. These are five basic strategies. These strategies were adopted through the following sources:
(Hultén et al.,2009;Demattè et al.,2006 ; Morrin et
al. ,2011 ; Lindstrom, 2005) :

1. The sense of touch strategy

Touch is a sense of the five senses and the sense of touch can be anywhere on the body and touch with other senses that are located primarily in the same area on the

2 -Sensory design leaves open the way for future researchers to join the quest to study this science which is growing and includes all products.
3 -Sensory design shows that there is room to contribute through discussion and experiments and the application of new methods in its study that are compatible with the sensory variables of customers.
4 -Through advances in neuroscience and sensory design it has been recognized that consumer experience is at the center of the economic value of organizations,which is the future of sensory design of these organizations.

2000

B - Applied importance

Knowing the role of sensory design in achieving excellence by optimizing and optimizing the investment of some products which are sensory shopping. This led organizations of all kinds to work on the application and practice of this design and on the various segments of customers who deal with it, which led to the growing demand for its products as a result of the actual and field application of this design .This facilitated the process of attracting the customer through the programs and products offered by these organizations, especially when they are a service provider, and linked to the service meeting with customers, which must use design strategies in a way that attracts the customer.

C - Economic importance

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The sense of smell has been described by many researchers as one of the chemistry of the senses, where the smell is more related to the emotional reactions of the five senses, the smell is directly related to the feelings of happiness and hunger.Moreover, the smell is related to memory and this brings joy to the customer and makes him repeat purchase cases as a result of the smell There is more than one proof that the smell can influence customers and therefore the design opportunities associated with the smell should be carefully considered by service providers and products .Many researchers have focused their investigations on the impact of smell on customers .It also conducted a study before . (Spangenberg et al., 1996: 71)Many participants expressed their intentions to visit the organization in the future when the smell was still present, and that the calendars of goods depend on the presence of the smell in the room, especially in tourism and hotel business, the intentions of buying vary depending on the circumstances available to examine Products The level of purchase rises if there is a smell of products in the room, the smell can be used to generate more income compared with not used, it has been shown that the smells of various characteristics can affect the perception of customers products and services as well as more in The money spent thus can be concluded that adequate odor manipulation is of paramount importance to design activities (Bosmans, 2006: 34).

anatomical map of the human and design literature
emphasizes that the possibility of investigation through touch contributes to the positive responses of the customer For any: product within an acceptable quality range, where a wide range of studies in the investigation of the subject of how touch affects the behavior of the customer has been shown that individuals differ in their lives in terms of the need to touch there is a belief that through touch inspection, only We may check if the The result is good enough to be bought, the idea of touching an object leads to pleasure, excitement and sensory stimulation and enjoyment and is therefore a primary motivation for pleasure. When customers in the supermarket are encouraged to touch products through a relationship that says (I feel glasses), this leads to high Purchase ratios .It also proved that access to touch is achieved in the faces and may affect the confidence of customers in the evaluation of the product and that the results of the study indicate that managers should allow the customer to verify the products and this step is expected to increase the assessments of goods and increase confidence in their choice(Peck & Childers, 2006: 766) .

2.The sense of smell strategy

In this paragraph, the smell strategy and its role in the choice of the product, whether a commodity or a service, is considered because of the close connection between the smell and the service provided.

recently(Herrington & Capella, 1996: 31) .While studying the effects of music on the money spent in the supermarket and although they did not find any effect to manipulate the rhythm or volume and revealed their analysis on the impact of great music, it has been shown that music through different characteristics may have an impact on the moods of customers and the level of excitement and pleasure and have an impact on the perception of products and services as well as with the passage of time can contribute more money and time, it can be inferred that the manipulation of music enough is important for business and activities design , this study confirmed that some tourist areas used musical activities varied contribute to attracting a In a larger customer.

Sound is of great importance in society. Music is an important source of inspiration and is often used as a means of shaping a person's identity from birth and lactation, so that sound can be achieved through a better understanding of reality and that some realize that sound can be a strategy for enhancing identity and brand image in sound expressions as in songs and performances. Music to create a sound experience These expressions can be used to create an advertisement about a product or brand or to promote the subject of choice of sound, often take music into account in shops and supermarkets where these shops try to create a good atmosphere when used As long as sound technology

3. Hearing strategy

Sense of hearing is one of the most important human senses at all ,the first sense works for the child after leaving the womb of his mother, and when a person enters the sea of sleep, all the senses are in a state of sleep, but the sense of hearing, which remains the link between the body and the outside world.

Sound is a disorder transmitted through a flexible means such as air - ground - water and can be heard by the human ear. Sound can also be found commonly in the context of services and retail ,which is (music), as it is common voice is structured and its purpose is to stimulate the aesthetic response of listeners, Music has been shown to be appropriately regulated on the nervous system, activating the brain and addressing emotional reactions .The choice of sound and orderly sound plays an important role in business success by manipulating music variables (Kellaris, 1994: 393& Kent).It has been proven(Ar eni & Kim, 1993: 338)In their study of the behavior of shopping in stores, it was discovered that classical music leads to a higher level of sales, which drives customers to buy expensive goods .And hammered (Milliman, 1986)In his study of behavior at a restaurant, he discovered that slow music leads customers to stay longer and spend more money on hopes that have contributed more to (%15th)Than in the case of fast music, and more

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In this section, the strategy of taste, which has an important role in stimulating the rest of the senses and attracting them to certain places , is discussed.

Taste is one of the most distinct emotional senses we have and this fact is often expressed in everyday life through concepts such as sweet - sour - and the question of taste ,and man uses taste buds on the tongue to feel tastes, although there are taste buds in the palate and throat, the child has a better ability to The taste of the adults so that some see that the taste of the buds within the faces of children, while adults have about10000A taste bud These buds record and send information to neurons that transmit signals to the brain .Women have more taste buds than men, and women are usually more sensitive to taste, and taste buds look like small volcanoes. They are involved in the detection of four types of taste: (salty - sweet - bitter - sour), which are seen in different ways as Different parts of the tongue, for example, a piece of sugar does not taste sweet under the tongue as in the tongue and the best site to look at the sweetness of the tip of the tongue, but the salty taste is seen on the entire tongue and taste experiences of different types can contribute to the creation of product images or brand, Thus tastes can act as a spice for the brand, in order to give This is a common way of interacting with customers and facilitating their sensory experiences.Ardeby, 2003: 235 .(In general2007A company in Norwich Wing in Sweden placed has a role in achieving balance and sound control to create acceptable acoustics in the service environment and that creating a sound experience can require the elimination of annoying sound can be achieved with this (sound walls) that control sound in different areas (Ardeby, 2003: 227)Music in advertising also influences persuasion, which in turn affects the mood of individuals(.Park & Young, 1986: 18).The sound of the brand's names and music itself can carry both meaning as music can stir emotions at a fast pace (Zhu & Meyers-Levy, 2005: 339) .Surrounding sound, such as music in hotels, retail and supermarkets, all affect the mood of the consumer. It has been shown that music even affects the choice of product for shoppers and some music tones and sounds determine the identity of different countries through national songs, which when you hear the country or country is identified Associated with this music or the national anthem of these countries(North et al., 1999).Classical music comes to enhance fun while pop music comes to increase excitement(Kellaris & Kent, 1993)The presence of quiet music in hotels increases the process of stay(Milliman , 1982: 88). Music has been shown to make the customer feel less time spent shopping than their real time, while if the stores lack a musical atmosphere, the buyer feels the length of time even though the real time is less(Yalch &Spangenberg , 2000).

2003

4. A sense of taste strategy

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and visual elements represent a set of promises that were meant to inspire customers and make them recognize the product and express functions and give Correct performance around product value and capacity also helps .There are many different visual signals that can affect customers 'perception of the product .And that researchers for many years were focused on the two sides are color and light, under which are presented, and the latest studies confirmed that the color has an effect on the position of the product, and there is another important element, which is the light element that has power to stimulate the behavior and opinions of customers, regardless of these Visual function It is recognized that light can be used to determine the mood or impression, it has been shown that the visual characteristics of the institution and the product may have an impact on the behavior of customers within the retail environment, and can be summarized that adequate visual manipulation is important in business) Krishna & Morrin, 2008: 810)

The second topic : First The concept ofthe father Tekkar *strategic Conc ept of Strategic Innovation*

Initially we refer to the definitions associated with the group Father innovation and strategic as followsInnovation that defines:it(S ainaghi and Francesca, 2005, 1)
It is the development and application of new ideas to solve bags containing beverages and bread and delivered by courier goods. The Swedish food retailer was marked because of intense competition and used to attract customers the means of lowering prices and direct design ,advertising or offers. For example, leads to better buying experience, and this has a real impact on sales, because customers come to buy food. When it comes to non-food retailers, shoppers may hesitate because they have not seen a sample of food or drink, and that is not what they are looking for.

2004

5. Sight strategy

The function of the optical system is to convert light patterns into information. People are able to perceive shapes, colors, dimensions, movements and distances between objects .Recent years have shown that the product seems to be not the only factor important for customers .There is a wide range of academicstudies dedicated to discipline in environmental psychology. Which tries to explain how humans feel and how they behave within certain surroundings .There are different roles in the appearance of a performing product. The product path is primarily similar to communication in the total product value.

There are many similar products in price and characteristics, but customers choose the most beautiful product for them, the most important feature of the appearance of the product is its symbolic value

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game (competition) in business organizations.

Some argue that the father innovation strategic is innovation in the business model that led to a new way in the practice game company competition and implement its rules, or it is essentially a different way to compete in the mainstream work in which organizations compete(Markides and Charitou , 2003, 55) .For his part confirms(Schlegelmilch and Kreuz)That the content of the father innovation strategic is to re - form the basis of the concept of the business model and the restructuring of markets by breaking the rules and change the nature of competition in order to achieve dramatic improvement in customer value and leads to high growth organizations(Schlegelmilch and K reuz , 2003, 118).

As for (Govindarajan and Trimble)Viakdan that the Father innovation strategic is the case of leaving Ibb Tkarah important old practices in one of at least three areas, namely: the design value chain from start to finish, and understand the value of the customer, and set or identify prospective customers (potential((Govindarajan and Trimble, 2004, 69) .Or it has created a new and superior value for the customer fundamentally through a new and different way that forms the basis for the performance of the game in the current industry, it also carries in its content deviation from the traditional norms and existing problems, or a new collection of old ideas .

The strategy is an integrated set of actions designed to generate a sustainable competitive advantage(Coyne, et. Al., 2000, 33) .

While you know the ability of the Father innovation as the ability to continuous transfer of knowledge and ideas into systems, processes, and new products for the benefit of the organization and the parties interested existence(Koivisto , 2005, 36). It is from the point of view (Wang and Ahmed) The ability of an organization to develop new products or markets by aligning strategic creative direction with creative processes and behaviors (Wang and Ahmed, 2007, 38).

2005

It is known as the ability of the Father , innovation and strategic as the organization 's ability to create initiatives of innovation and strategic regularly(Berghman , 2006, 33)

With regard to the Father ,innovation and strategic, it will researcher yen display concept ,according to what was made available to him in the literature to inform management strategy , according to the chronology of the receipt of those concepts, as follows:

He introduced him (Markides , 2000, 19)It is defined as cases of fundamental re-understanding and understanding of what the business organization aims, which in turn leads to a different and exciting way in the practice of the rules of the

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The process of discovering and exploiting opportunities in the market leading to the emergence of new markets and provide better value to customers or through competition differently

..

Second .How the Father Tekkar strategically h appens

It happens Father innovation and strategic when it organized the gaps and discrepancies or differences existing determine the outcome of a survey industrial center in which it operates, and strives behind those gaps to form through which large markets can work in which to satisfy the needs of customers, and the lies of those gaps , according to(Markides , 1997, 12) In the following:

1. The existence of new customer segments or existing customer segments has been ignored by other competitors.
2. New customer needs arise or existing needs have not been well served by other competitors.
3. There are new ways of producing, delivering or distributing new products to new customer segments.

And in this direction confirms(Anderson and Markides , 2006, 133)To these gaps stand out as a response to many reasons such as changing consumer tastes, technology change, change government policies, can also be those gaps arise as a result of external changes in the environment or in an interactive assumptions prevailing in the industry, and has the ability to change the rules of the game in the industrial sector, where innovation can be achieved Strategic by redefining the business model, roles and relationships within the industry(Berghman , 2006, 31).

As for (Sniukas , 2017 , 24)It defines the concept of the Father ,innovation and strategic as: a framework for dimensions dependent on each other content, processes and the ocean (the environment), which facilitate the application of creation and innovation in the framework of strategic management processes, it also helps to achieve strategic excellence and competitive advantage, and contributes to the challenge of traditional logic , Redefining the business model of the organization and redrawing its market boundaries and creating new markets and continuous improvements in the value of both customers and the organization.

2006

The concepts associated with the Father , innovation and strategic some refers to innovation strategic Ripper ,which is a new way to perform the game business is based on the dismantling of the current method of performance, which leads to the emergence of conflict with customers, distributors and existing processors, beliefs, values and current systems(Marinus , 2000, 361) .Based on the above, describes the researchers Father innovation str ategic as:

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4. When organizations try to beat each other competitively, they must employ a number of practices that bring cost reduction and quality improvements to the point where experts are unable to achieve further improvements, and then new business strategies need to be put in place.
5. The creative organization can hinder new entrants into the field.
6. Organizations operating in industries with good levels of profitability should invest heavily in R&D as long as they operate in markets that are attractive targets for new entrants.
7. Similar organizations pose a greater threat than new externals because they possess the knowledge that can be applied towards seizing and acquiring opportunities in the industrial sector.
8. Small organizations should be somewhat creative compared to their small size in order to survive and live with large organizations in the field.
9. Organizations strive to innovate not only for future profits but also to avoid being forced out of the industrial sector.

Under that select (Moeller, 2007, 6) A set of reasons why strategic innovation has become a priority for many organizations in recent years are:

- The rapid and nonlinear change that has become the advantage of markets today.

manner within the organization itself.

Third .The need for a father 's innovation and strategic

Confirms (Sniukas , 2017 ,
20) Criticizing traditional strategic methods, tools and methods such as operational efficiency, focusing too much on overcoming competitors and defending an old-fashioned strategic location using available, non-problematic tools will lead to the hypothesis that strategic tools, as practiced by organizations today, 2007
Be prepared to acquire a unique market position that helps the organization build and sustain competitive advantage, ensure the necessary success and generate volumes of returns to ensure the long-term survival of the organization.
Masoudi points out that there are a number of reasons why organizations should embrace the idea of strategic innovation :
)Masoudi, 2007, 32-33:(

1. Continuous change in the external environment, which often requires finding new rules for playing business.
2. Limited business life, which requires organizations to continue to pay attention to efficiency while combining excellence in leadership, and through strategic innovation, ne w business must emerge before the deterioration of existing business.
3. The ability of the organization to make some changes in the surrounding external environment.

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Dimensions of the Father Innovation Strategic

The Strategic Innovation Dimensions

Some ask the researcher yen views in the process of determining the dimensions of the Father ,innovation and strategic, and after informing the researcher yen on the views of those limited, a Rtoy study of these dimensions according to the face of view is characterized by modernity and inclusiveness, as follows:

The dimensions of the Father ,innovation and strategic point of view , according to the(Sniukas , 20 1 7).

shift the focus from traditional to strategic innovation(Sniukas , 2 017 , 26) .As many focus researchers on the importance of identifying logical answers to the group questions associated with identifying the status quo of the organization compared to the rules of the industry and the foundations of the competition as the appropriate starting point for the establishment of a strong and professional strategies to achieve the Organization 's success in the competitive field .As for these questions, we find that the range of ideas put forward by many researchers revolves and corresponds to questions about: (Who? What? How?), Which would answer the framework for the work of these questions and then continue to ask more questions that help managers to Understand and deeper insight and find creative and creative

- Modern digital technologies that have transformed the service sector into a new model.
- Standardization or convergence of the media, communications and information technology sector.
- The globalization of the trading network and infrastructure has transformed some emerging economies such as India and China into a new economic power.
- Customer's strength or validity.

2008

Second .The dimensions of strategic innovation according toperspective(Sniukas , 20 1 7)

In his efforts on the dimensions of strategic innovation, Sniukas, 20 1 7 (Three dimensions reflect the process of innovation and strategic in organizations include the following:

1. The content (s (of strategic innovation The Content of Strategic Innovation
2. Strategic Innovation Environme nt The Context of Strategic Innovation
3. Strategic Innovation Process The Process of Strategic Innovation

a . The content of strategic innovation

It includes a set of sub-dimensions to guide the thinking process by providing appropriate guidance to

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how to create a creative regulatory environment a nd encourage it and work to raise the level of the environment to serve to achieve strategic innovation . It is necessary to include the process environment of innovation and strategic state of compatibility and harmony between the main constituent variables, and can clear those internal environmental variables encouraging the achievement of cases of innovation and strategic in organizations, as cited by(Sniukas , 2007, 91)In the context of the following form:

First: the concept of added value of perceived quality

Quality may be the most important factor behind the long-term success of products and businesses .It is now established that quality itself is not the only one that guides performance, but the added value that the customer perceives from quality is what guides it, thus achieving satisfaction, loyalty , sales and profitability of the organization .Researchers believe that the perception of value added quality for the customer responds to changes in Quality, even if slow, and these changes "become noticeable to customers only in the long run) "Mitra & Golder: 2006,230 .(Finds)Toivonen) The value added of perceived quality is a phenomenon similar to the situation, where the behavior is as a plan for the consumer and his decision to choose a particular product (a good or service) and is based on the evaluation of the set of product answers .Emphasizing(Markides , 2000, 4) In this regard ,effective strategic thinking is an ongoing process of asking questions and thinking about issues and solutions in a creative way.

B . Strategic Innovation Environ ment

Much research suggests that different organizational factors favor not only the creation of creative ideas and creative strategies, but also emphasize the need for their successful implementation .What we will discuss in this section is to look at

Environment Father Innovation S trategic

In clarifying the role that each environment or internal environment plays in achieving the process of strategic innovation in organizations, we will briefly address each.

C .Strategic Innovation Process

Varied views of researchers in determining the processes of innovation and strategic, has been able researchers to gather those views in this regard , as indicated by(Sniukas , 20 1 7, 71)When he expressed the process of strategic innovation in the framework of the following four sub-processes: (strategic vision and imagination, generation of ideas, evaluation of ideas, implementation of ideas .(For the purpose of determining the implications of each sub-process, the research need to present each sub-process

The third topic: the added value of perceived quality

2009

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customer, and hence expectations of the product, and the attributes of the product actually achieved in a specific use case.

Identifies
each of (Erdogmus & Turan : 2012)The added value of quality perceived as consumer judgment about the superiority of a product based on its own perception.

be seen(Nasser. M)And others that the added value of quality is perceived prestige that can organization through their goods and services that meet the requirements of major customers(Alaissaiah) and how to deliver these requirements reliably (reliability.)

(Hashed etc al. : 2012,174)

Mentionsed StojanovIt is the process of perception of a product or product group that is influenced by location ,context, situational factors and the person or personal factors accompanied by a set of characteristics that ultimately lead to the final judgment of the consumer such as cognitive abilities, general preferences, experience and others.

(Stojanov, 2012: 6)

Describe Abdelkader It is the way in which the customer views the brand's shares of the product and the overall superiority compared to the available alternatives and the customer's attitude towards the overall brand experience rather than just the specific characteristics of the product(Abdelkader , 2015: 96)

attributes(Toivonen: 2011,22He knew.Stylidis etc al The added value of quality perceived as the perception of the customers of the total quality or superiority of the good or service with an estimate of its intended purpose, compared to the alternatives .The added value of perceived quality is firstly the perception of quality by customers and is different from other related concepts such as objective quality and the extent to which a product or service is offered for superior performance . P roduct-based quality means the nature and quantity of components, features or implied services .Any matching specification and goal of Zero Defective 2015,166 :(Stylidis etc al .) .The definitions of the researchers about the added value of perceived quality differed and the following is a review of the literature dealing with these concepts (researcher):

2010

Known Bhuian Value added quality perceived as judging the consistency of product specifications or evaluation of product value added.(Bhuian , 1997)

be seen Aaker It is the way in which the distinctive differentiation of a product or service can be demonstrated so that it becomes a selective brand in the mind of customers.

(Aaker , 1991)

Conclude (Schmitt & etc al., 2008)The added value of perceived quality is the result of cognitive and emotional comparison of conscious and unconscious experiences of the

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University has seven perceptions of the value added of commodity quality . The first is the performance, the basic operating characteristics of the commodity .The second is the features ,which are secondary elements in goods that complement the basic performance of the commodity .The third is conformity to the specification (absence of defects .(This is the traditional view of quality-oriented manufacturing .The fourth dimensio n is reliability .Is the consistency of performance from every purchase to another .Japanese manufacturers pay great attention to this dimension of added value of perceived quality , and use it to gain a competitive advantage in the automotive, consumer electronics, semiconductor and photocopying machines .And, for the fifth dimension is durability (a measure of the life of the commodity): how long will it last ?Volvo has put in its car the advantage of durability continuously .Images of 10-year-old Volvo cars are still working well. The sixth dimension is serviceability, reflecting the ability to service and maintain a product, speed, courtesy, and efficiency of maintenance or repair. To emphasize this dimension, a companyCaterpillar TractorIt promised that it would deliver repair or maintenance parts within 48 hours to any place in the world. Mercedes guarantees its services for 24 hours in Arizona and California .Finally, the seventh dimension (appropriate and complete) refers to the appearance or feeling of quality .This Indicates the extent to which it meets the procedure and adds value to its end users .In other words, it aims to assess the extent to which outputs of any action meet or exceed the expectations of direct beneficiaries.

Believes Kenyon &SenIt is how to perform the items required for the tasks for which they are designed ,in addition to the degree to which this performance meets the customer's needs and expectations.Kenyon & Sen, 2015: 152

2011

Confirms Morgado & etc al .Higher It is a key variable in the consumer decision process and is central to design behavior and product sele ction.

(Morgado & etc al., 2016: 3)

From the researchers ' point of view ,it is the customer's sense of conviction when making the decision to acquire the product or receive the service from its sources. This conviction changes to satisfaction and satisfaction that makes it re-purchase from the same source and transforms it from a potential customer to the organization to a loyal customer. For his loyalty to her.

Second the value added dimensions of the quality of the perceived commodity

If the added value of the quality of the perceived good is managed efficiently, it is necessary to consider its dimensions .Regarding product quality, it is suggestedDavid A. GarvinHarvard

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First: Encoding and evaluating the metrics of the current research and describing its variables

1- Coding and evaluation of current research metrics and description of its variables

Through this part of the research, the research scale is evaluated to ensure the reliability of the research and its ability to provide realistic results as well as describe the variables of the research to determine the availability of the sample of respondents and the amount of dispersion in their answers as follows:

1- Honesty test

A series of tests were conducted to reveal the validity and reliability of the current research scale, where the global saturation will be tested ,which should be greater than (0.7) and the values of compound stability and Alfa Kronbach as it should be greater than (0.7) and the values of the average variance extracted, which should be greater than (0.5) The values of these tests were determined based on what was stated (Hair, et al, 2017: 93-95)

2. Describe search variables

The availability of the current research variables in the researched organization as well as the dispersion in the responses of the respondents sample will be revealed through the test (mean and standard deviation)

dimension is important because it enables the customer to judge. The assumption that if the organization can not produce goods (appropriate and complete), this will affect the lack of the most important Qualities in it and is the quality .From the various dimensions of the value added of the quality of the perceived good, it can be concluded that the value added of the quality of the perceived good can be significantly different from the quality of the actual good (manufacturing quality); that is, although the actual quality of the goods is good, it is possible to look at the goods Negatively .Consequently,
all design managers must not lose sight of the value added concept of quality of the perceived commodity and must make consumer perceptions of quality match the actual quality) Vantamay: 2007,7.(

2012

And that these dimensions are integrated can not be dispensed with any of them for the purpose of achieving the full and true image of the commodity that the organization wants to communicate its message to the customer through it and make it distinct among others from other organizations and competing among them researcher

The third axis: the applied side of the research

This axis includes coding and evaluation of the current research metrics and description of its variables as well as testing its hypotheses as follows:

Table4coding and evaluation of the research scale and description of its variables

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standard deviation	Average	Alfa Kronbach	Compound stability	Average contrast obtained	Global Satisfaction	Symbol	Variable)with the of some of d(
1.034	4.323	0.935	0.923	0.835	0.828-0.957	SND	Sensory design
1.204	4.064	0.876	0.930	0.827	0.810-0.925	IN	Innovation
1.340	4.087	0.832	0.894	0.859	0.780-0.895	VC	Creating value

Prepared by researchers based on program outputsSmartPLS v. 3. 7

Based on the results shown in the table, it is found that all tests of validity of the scale are acceptable, as they were greater than the minimum limits set by(Hair, et al 2017: 93-95)As for the description of the search variables, the table shows the availability of the current search variables and in different proportions were available to the sample of respondents to obtain averages higher than the hypothesis average .As shown in tablethat there is a relatively low dispersion in the responses of respondents sample where the values of standard deviation ranged between (0.974-1.340), which is a relatively low deviation.

2013

Second: Test the research hypotheses

So that researchers achieve the goals of research through testing the hypotheses they built the current specimen test the first hypothesis as follows:

1 -Test the first hypothesis, which states that **innovation has an impact on the relationship between sensory design and value creation** .

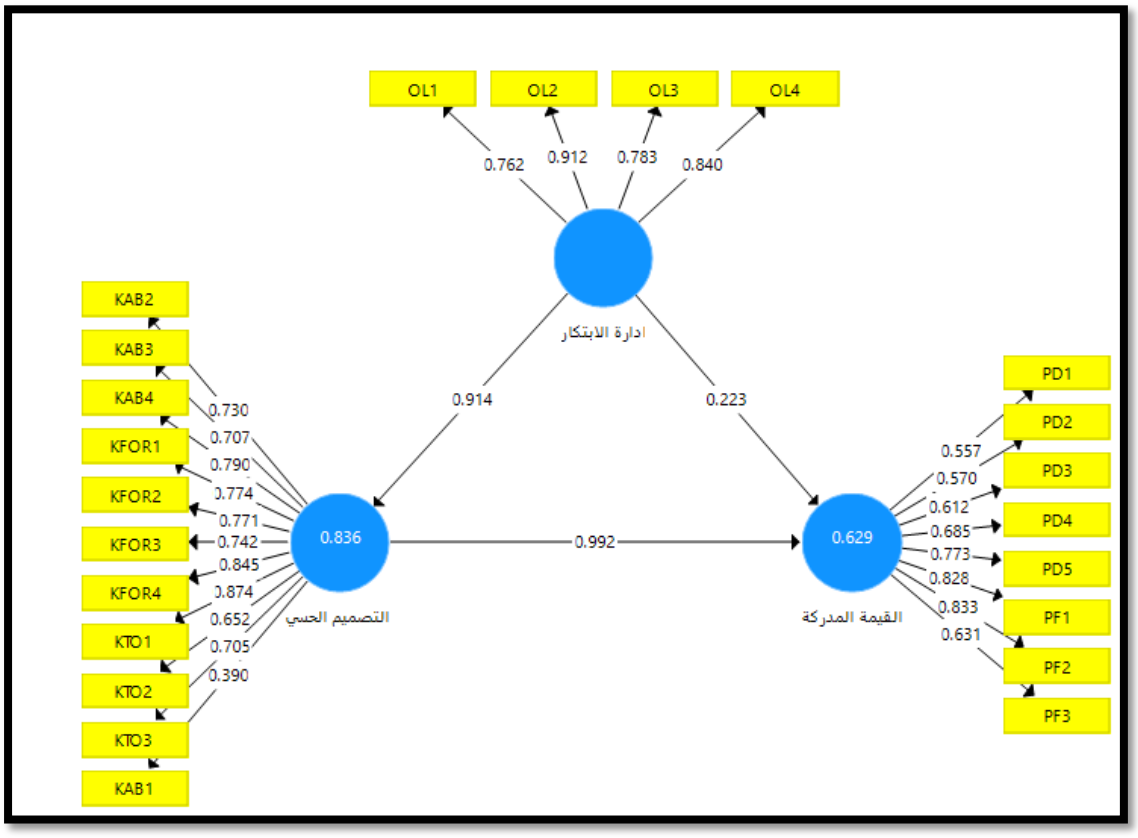

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Figure 2The first hypothesis test

Through Figure 2 innovation has an impact on the relationship between sensory design and value creation as in Table5

Table 5The first hypothesis test results

The result	Values T	Path coefficient	Track
Acceptance	**3.712**	0.914	**Innovation→Sensory design**
Acceptance	**2.534**	**0.322**	**Innovation→ Creating value**
Acceptance	**4.724**	**0.992**	**Sensory design → Creating value**

Prepared by the researcher

In Table (5 ,(innovation shows an interactive effect on the relationship between sensory design and value creation. The path coefficient of these dimensions was (0.914) (0.2230) (**0.992**.(T valueBetween (4.724-2.534), which is higher than the minimum (1.96) The iron coefficient of this model (0.853), ie, the sensory design explains the value (85%) of the value creation and (15%) due to variables not included in the model It should also be noted that the model shown in figure (above) is identical to the quality indicators of conformity) SRMR)0.04 ,(which is less than the maximum acceptability of the model(Hair, et al, 2017 With (0.08) 2014

2. Reaction Impact Testing The second hypothesis test, which provides for **innovation to have an interactive effect on the relationship between sensory design and value creation**.

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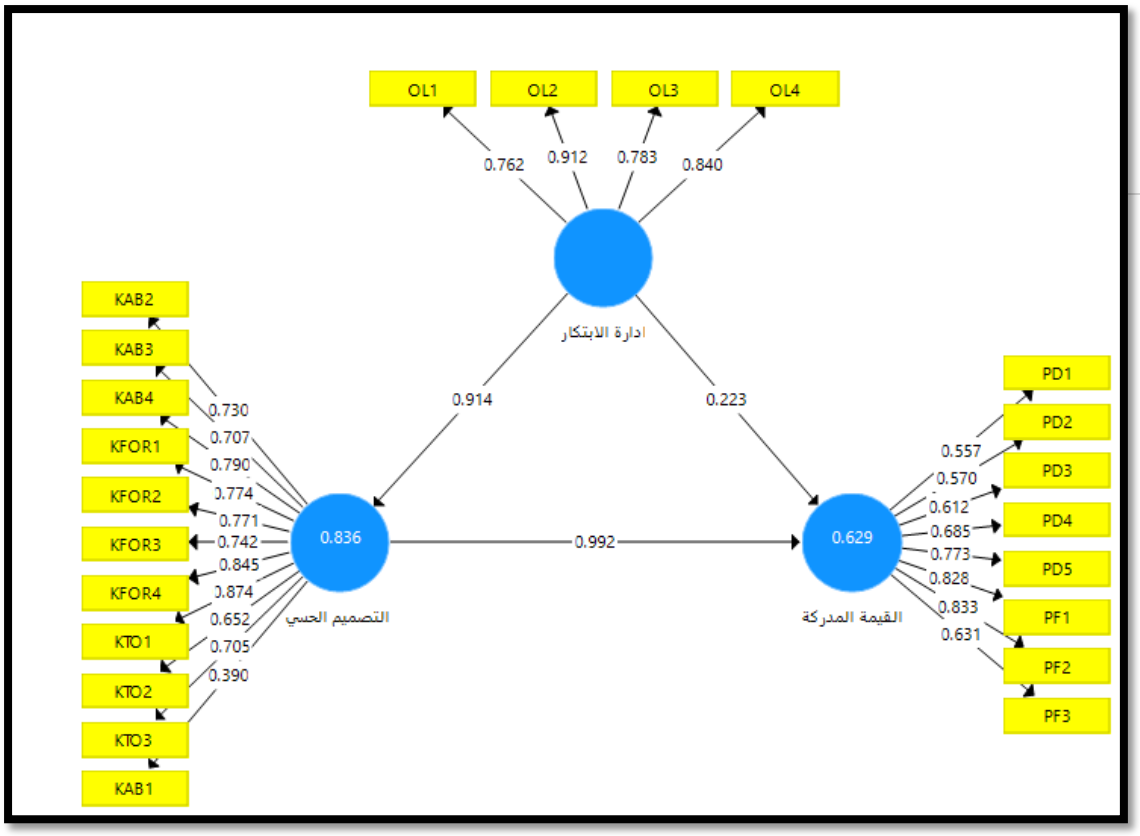

Figure 3Test the second hypothesis

Table6Interactive test results

The result	Values T	Path coefficient	Track
Acceptance	**2.031**	**0.824**	**Sensory design → Creating value**
Acceptance	**3.741**	**0.914**	**Innovation → Sensory design**
Acceptance	**4.734**	**0.268**	**Innovation → Creating value**
Acceptance	**2.812**	**0.609**	**Innovation→The sensory design * create value**

Prepared by the researcher

value of) (2.031) (T valueIt is higher than the minimum (1.96) and there is a significant effect of innovation on the sensory design as the coefficient of the path(0.914)(note that the value of) (3.641) (T valueIt is higher than the minimum (1.96) in addition to the presence of a significant effect

The following table shows that there are two types of relationships as follows:

- Hey. Direct Impact Relationships :There is apositive moral effect of the design in creating value as the coefficient of the path(0.824) (note that the

2015

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variables combined or individually.

2 .There is a relationship between design sensory and value - conscious , which confirms that the design sensory J Q are in the achievement of the perceived value

Second: Recommendations

1 .More research is needed on current research variables

2 .The need for Arab and Iraqi organizations to pay full attention to sensory design strategies in order to achieve perceived value

3 - The need to take advantage of the current research variables in large research projects such as a Master

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of innovation in the creation of value as the coefficient of the path (0.268 (note that the value of) (4.732) (T value Above The Minimum (1.96)

- Hey. Interactive effect relationships: show a significant effect of innovation on the relationship between sensory design and value creation as it reached coefficient path (6.008)Note that the value of) (2.812) (T value Above The Minimum (1.96)
- Hey. The determination coefficient for this model was (8199),ie the design explains the value of (9 8%)of the value creation in the presence of the interactive effect of innovation . It should be noted that the model shown in Figure (3) above is identical to the indicators of conformity quality.SRMR(0.035)which is less than the maximum acceptability of the model(Hair, et al, 2017 With (0.08)

2016

Axis III: Conclusions and recommendations

First: Conclusions

1- There is a dearth of foreign studies on current research variables as well as the absence of an Arab study dealing with current research

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