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The Industrial Marketing Mix in Algerian Economic Institutions

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Abstract---This study aims to investigate the extent to which the elements of the industrial marketing mix are available within the Naftal company in the city of Djelfa, from the perspective of its employees. The study focused on a single variable represented by the elements of the marketing mix (product, pricing policies, distribution techniques, and promotion tools). The questionnaire was used as a data collection tool, targeting a stratified random sample of 56 respondents drawn from a population of 88 employees. The descriptive and analytical methods were employed, while data analysis and hypothesis testing were conducted using the Statistical Package for the Social Sciences (SPSS v.26). The study reached the following results:

- The level of employees' awareness of the marketing mix elements was moderate, with an overall mean score of **2.73**.
- There were no statistically significant differences at the $\alpha \leq 0.05$ significance level in employees' opinions regarding the industrial marketing mix, attributable to personal or functional factors.

Keywords---Industrial marketing, pricing techniques, distribution, promotion, Naftal company.

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1. INTRODUCTION

Industrial marketing and the awareness of its importance constitute the fundamental cornerstone for the success of economic institutions in industrial markets, whether local or international. Achieving competitive advantage is made possible through attaining organizational goals and enabling institutions to meet the needs and desires of customers by providing diverse industrial products and services characterized by efficiency and effectiveness features that distinguish them from what other competitors offer in both domestic and international industrial markets. This, in turn, ensures institutional success and the ability to penetrate new international markets.

Any shortcomings in the performance of the industrial marketing mix, or neglect of any of its components, may lead to significant repercussions on markets and on the availability of products desired by customers. Consequently, this may cause interruptions in production processes within institutions that manufacture final consumer goods, which in turn impacts consumer needs and creates crises in the consumer market. Industrial economic institutions that specialize in supplying and equipping other enterprises often reshape and reproduce other products that differ in characteristics and benefits from the original industrial products supplied.

For this reason, Algerian industrial economic institutions continuously seek research and development to create distinction and leadership in both domestic and international markets, while keeping pace with the rapid changes in customer needs and preferences.

1.1. Research Problem

From this perspective, the main research question was formulated as follows:

To what extent is the industrial marketing mix available within the Algerian industrial company Naftal – Djelfa branch?

To answer this main question, the following sub-questions were posed:

- What is meant by industrial marketing? What is its importance in economic institutions? And what constitutes the industrial marketing mix?
- What is the level of awareness of the industrial marketing mix (product, pricing techniques, distribution techniques, and promotion techniques) within the Naftal company in Djelfa from the perspective of its employees?
- Are there statistically significant differences at the level of significance ($\alpha \geq 0.05$) in the perception of the industrial marketing mix attributable to personal and functional factors among Naftal employees?

1.2. Research Hypotheses

In order to answer these questions, three main hypotheses were formulated as follows:

- **First Hypothesis:** There is an awareness of the industrial marketing mix (product, pricing techniques, distribution techniques, and promotion techniques) within the Naftal company in Djelfa from the perspective of its employees.
- **Second Hypothesis:** There are no statistically significant differences at the level of significance ($\alpha \geq 0.05$) in the perception of the industrial marketing mix attributable to personal and functional factors among Naftal employees in Djelfa.

1.3. Importance of the Study

The importance of this study lies in introducing the concept of industrial marketing and the industrial marketing mix which includes product, pricing techniques, distribution techniques, and promotion techniques within Algerian economic institutions, as well as identifying the level of their presence within the Naftal company in Djelfa as a case study.

1.4. Objectives of the Study

The study aims to:

- Define industrial marketing and its dimensions;
- Highlight the influencing and constraining factors affecting it.

1.5. Research Methodology

To address the research problem and test the validity of the hypotheses, the following methodologies were adopted:

- **Descriptive and Analytical Method:** This method allows for describing the data related to the study variables namely industrial marketing and enables the interpretation and analysis of the phenomenon as well as the identification of relationships among its different dimensions in order to draw conclusions that contribute to improving or developing reality.
- **Case Study Method:** This approach aims to achieve the study's objectives through a questionnaire used as a research tool for data collection.

1.6. Structure of the Study

To address the study topic, it was divided into three main sections as follows:

1. Theoretical framework of industrial marketing.
2. Presentation of the research instrument and field study procedures.
3. Testing the validity of the hypotheses.

2. THE THEORETICAL AND CONCEPTUAL FRAMEWORK OF INDUSTRIAL MARKETING

2.1. Definition of Industrial Marketing

Industrial marketing is an integral part of the broader concept of marketing. It derives its main features and characteristics from general marketing principles. It is often referred to as Business-to-Business (B2B) marketing, which involves the exchange of goods and services between organizations for the purpose of producing other goods and services.

From a marketing perspective, industrial marketing can be defined as: "A direct human activity directed toward satisfying the needs and desires of organizations through the exchange process."

The industrial marketing system is a subsystem within the broader system of industrial enterprises, whether they provide goods or services. When the system is industrial, its outputs are goods; whereas when it is service-oriented, its outputs are services. (Abdallah & Raqiq, 2018, p. 226)

Many scholars and marketing theorists have defined industrial marketing as follows:

- **Philip Kotler** (2003, p. 412): [2]"The process of managing relationships with institutional and corporate customers who purchase products or services for use in producing other goods and services, or to support their operational processes."
- **Håkan Håkansson** (Håkansson & Snehota, 1995, p. 73): "An activity that focuses on developing and improving networks and relationships between suppliers and buyers to achieve long-term benefits for all parties."
- **David Cravens** (Cravens & Piercy, 2009, p. 214): "An activity centered on understanding the needs of industrial markets and designing appropriate strategies to meet those needs through industrial products and services."
- **James Anderson & James Narus** (Anderson & Narus, 1999, pp. 45–46): "A process of building customer value by providing specialized solutions that meet the needs of other companies and organizations, with an emphasis on operational and economic benefits."

2.2. The Importance of Industrial Marketing

Industrial marketing plays a vital role in economic institutions and its importance can be summarized as follows (Nassima, 2018, p. 300):

- It directs various activities and processes to ensure that the needs and desires of the industrial user (the buyer) are met. This activity cannot be sustained unless it effectively satisfies those needs in a manner that achieves user satisfaction and efficiency.
- It helps determine the volume and type of production in line with the capabilities and requirements of industrial buyers through demand planning and forecasting.
- It identifies marketing opportunities by recognizing and seeking to satisfy the needs and desires of industrial buyers.
- It plays a fundamental role in ensuring the flow of industrial goods from production sites to points of use within industrial institutions, accompanied by pre-sale and after-sale services.
- It contributes to innovation and development as a result of direct contact with the industrial market and awareness of institutional trends, which facilitates the creation of new products.
- Economically, it creates new job opportunities and increases employment levels within society.
- It helps protect the national economy from stagnation by stimulating demand for industrial goods and services.
- It contributes to raising the level of national income by opening new channels for marketing industrial products, which leads to increased production rates and, consequently, national income growth.
- Finally, it improves national income by creating additional employment, increasing company profits, establishing new production units, and processing raw materials all of which enhance economic growth rates, improve citizens' living standards, and boost their purchasing power.

2.3. The Marketing Mix

The marketing mix refers to a set of key tools product, price, distribution, and promotion used by organizations to achieve their marketing objectives.

The industrial marketing mix is characterized by its distinctive features compared to consumer goods marketing, given the limited number of buyers and the long-term nature of inter-organizational relationships.

The following section examines the specific techniques related to industrial product, industrial pricing, industrial distribution, and industrial promotion.

2.3.1. The Industrial Product

According to Kotler and Armstrong, the industrial product is defined as: "A product purchased by individuals or organizations for further processing or for use in conducting business operations." (Al-Sumaida'i & Rudeina, 2011, p. 156)

Similarly, Arafah (2013, p. 235) defines it as: "Goods and services purchased for use in the production of other products and services that are sold, leased, or supplied to others."

Based on these definitions, an industrial product can be understood as a good or service used as an input in the production of other goods. In other words, the industrial product represents the type of good upon which an organization relies for its own consumption or for use in its production processes.

2.3.2. Pricing of Industrial Products

Pricing is the second element of the marketing mix and is considered one of its most important and sensitive components. It serves as a tool that enables the organization to cover its costs and generate profits.

Pricing is characterized by flexibility, as the organization can raise or lower prices according to market conditions. It is also a decisive factor in purchasing decisions regarding industrial products. Hence, strategic pricing decisions are essential for ensuring the organization's success and continuity within industrial markets.

Price can be defined as "the art of translating the value of a product at a given time into a monetary value." (Habbash & Massoud, 2021, p. 61)

According to Kotler and Armstrong, "Price is the amount of money charged for a product or service; it represents the sum of all the values that customers exchange for the benefits of having or using the product or service." (Al-Sumaida'i & Rudeina, 2011, p. 205)

2.3.3. Distribution Techniques

Distribution is one of the core elements of the marketing mix, and every industrial organization must design a distribution channel consistent with its capabilities to achieve its objectives.

The International Chamber of Commerce defines distribution as: "The environment that follows the production process, starting from the moment of marketing until the product reaches the final consumer. It includes all activities that ensure the provision of goods and services by facilitating the selection and delivery process to the end user." (Al-Kiswani, 2022, p. 41)

Another definition views distribution as: "The totality of means and processes that make it possible to place goods and services produced by the organization at the disposal of users or final consumers."(Habbash & Massoud, 2021, p. 70)

2.3.4. Promotion Techniques

Promotion is one of the essential and effective tools within the marketing mix upon which industrial organizations rely. It represents a direct communication channel with targeted consumers and contributes to maximizing the organization's profits, whether directly or indirectly.

Promotion is used as a marketing tool by marketers to implement the organization's marketing strategy. In a broader sense, promotion is viewed as a multifaceted element that interacts with other components of the marketing mix. Its goal is to achieve effective communication that conveys the organization's offerings whether goods, services, or ideas in a way that satisfies customers' needs and desires, consistent with their expectations and purchasing capabilities. (Habbash & Massoud, 2021, p. 102)

2.4. Obstacles and Challenges Facing Industrial Marketing

Industrial marketing is not an easy process as some may assume; it faces numerous challenges and difficulties, most of which are associated with the specific nature of industrial goods, which differ fundamentally from consumer goods. The most prominent challenges include: (Nassima Lakhdari, 2018, p. 301)

- **Differences in purchasing motives:** Industrial buyers make decisions with a high degree of rationality, after careful technical evaluation and verification of conformity to specifications and cost-efficiency unlike ordinary consumers, whose purchasing decisions are often influenced by psychological factors.
- **Low purchase frequency:** This results from the nature of industrial goods, which typically have a long life cycle compared to consumer goods with shorter cycles.
- **Market specialization and concentration:** Industrial markets are often concentrated in industrial zones, usually located on city outskirts, requiring suitable transport means. Industrial goods are often bulky and heavy, necessitating specialized lifting equipment and large trucks for transport.
- **Reciprocal transactions:** One of the major challenges of industrial marketing is the tendency of companies to buy from suppliers with whom they already maintain exchange relationships, following the principle of reciprocity. This makes it difficult for competitors to attract new clients, compelling them to offer additional incentives and engage in existing business networks.
- **Leasing practices:** Some companies prefer leasing large or expensive industrial equipment instead of purchasing it, which reduces sales volume and negatively affects production continuity representing a source of frustration for industrial producers seeking to market their products.

3. Presentation of Field Study Procedures and Tools

The application of the theoretical framework of the study topic to reality by examining the extent to which the elements of the industrial marketing mix are available in Algerian economic institutions first requires establishing a clear methodological framework that defines the main foundations and principles upon which the field study will be based. This is achieved through the following steps:

3.1. Study Population and Sample

Identifying the location where the field study will be conducted is of great importance. To test the hypotheses empirically, the researchers chose to apply the theoretical framework of the study to the Naftal company located in the city of Djelfa.

3.1.1. Study Population

For the purposes of this study, the population consists of all employees of the *Naftal* company in Djelfa, totaling **88 employees**, across different organizational levels (top management, middle management, and lower management).

3.1.2. Study Sample

The study sample consisted of **56 employees** from various organizational levels (top management, middle management, and lower management), drawn from the total study population of **88 employees**, representing **63.63%** of the population.

3.2. Statistical Concepts and Methods Used in the Study

In analyzing the study data, several concepts and techniques related to descriptive and inferential statistics were employed. The most important of these are summarized as follows:

- **Kolmogorov–Smirnov Test (K–S):** used to assess the distribution of the sample.
- **Descriptive Statistical Measures:** used to describe the characteristics of the study population.
- **Cronbach's Alpha (α):** used to assess the reliability of the study instrument.
- **T-Test:** used for pairwise comparisons.
- **One-Way ANOVA Test:** used for comparisons among more than two samples.

3.3. Design of the Study Instrument

The questionnaire was used as the main tool for collecting the primary data of the study. To ensure the validity of the instrument, it was reviewed by a group of academic experts and specialists in the fields of marketing, statistics, and research methodology. The researchers incorporated the reviewers' feedback and made the necessary deletions and modifications based on their suggestions and recommendations.
As a result, the final version of the questionnaire was structured into four parts, as follows:

- **Part One:** Dedicated to the introductory and motivational message, through which respondents were informed about the nature and objectives of the study. It emphasized the confidentiality of the collected information and clarified that it would be used solely for scientific research purposes. Respondents were advised **not to write their names, surnames, or department**, and were asked to answer all questions carefully and accurately.
- **Part Two:** Contained **personal and occupational information**, including gender, employee's age, educational level, years of experience, and job title.
- **Part Three:** Focused on **measuring the elements of the industrial marketing mix**, consisting of **20 items** distributed across four elements, as shown in the table below.

Table (01): Description of the Questionnaire Items

Dimension	Number of Items	Items
Product	04	(04-01)
Pricing Techniques	08	(12-05)
Distribution Techniques	02	(14-13)
Promotion Techniques	06	(20-15)
Total of All Items	20	

Source: Prepared by the researchers based on previous studies.

4.3. Measurement Scale

The five-point Likert scale was used to measure the dimensions related to the elements of the industrial marketing mix at the Naftal company located in the city of Djelfa. The respondent selects one answer from among five alternatives. The scale ranges from five points to one point, with the responses distributed as shown in the table below.

Table (02): Weights Assigned to the Response Options in the Questionnaire

Score	05	04	03	02	01
Alternatives	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**

Source: (Al-Fattah, 2008, p. 540)

As for the criterion on which the analysis was based according to the values of the arithmetic mean, that is, the analysis scale criterion (the criterion for judging the degree of perception of the elements of the industrial marketing mix) it is presented in the table below.

Table (03): Weighted Means of the Dimensions and Variables and Their Corresponding Levels

Level	Weighted Mean
Low	(2.33 - 1)
Moderate	(66.3 –2.34)
High	(5 - 3.67)

Source: Prepared by the researchers.

5.3. Reliability of the Study Instrument

5.3.1. Normal Distribution Test

Before presenting and analyzing the results of the field study, it was necessary to verify whether the extracted data follow a normal distribution. Therefore, the Kolmogorov–Smirnov Test (K–S) was conducted, and the summarized results are presented in the table below.

Table (04): Normal Distribution

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Marketing Mix	.094	52	.200*	.983	52	.675
*. This is a lower bound of the true significance.						
a. Lilliefors Significance Correction						

Source: Prepared by the researchers based on SPSS outputs.

Table (04) above shows that the significance value (Sig.) for the elements of the industrial marketing mix was greater than the level of significance ($\alpha \leq 0.05$). Accordingly, it can be stated that the study data follow a normal distribution, and therefore, parametric tests can be used.

5.3.2. Reliability of the Study Instrument

To determine the reliability of the study instrument, Cronbach's Alpha coefficient was used. The coefficient was calculated for the instrument as a whole, as well as for the study dimensions and their respective components. The results are presented in the table below.

Table (05): Reliability Coefficient of the Study Using Cronbach's Alpha Method

Reliability Statistics	
Cronbach's Alpha	N of Items
.885	20

Source: Prepared by the researchers based on SPSS outputs.

It is evident from Table (05) that the overall reliability coefficient of the study reached (0.885), which is a high value indicating an excellent level of reliability. Accordingly, it can be said that the measurement instrument used demonstrates a high degree of internal consistency and convergence among the respondents' answers, reflecting a very strong reliability level. This means that applying the same questionnaire more than once would yield similar results.

4. Diagnosis of the Study Sample and Testing of Hypotheses

4.1. Diagnosis and Analysis of the Personal and Occupational Data of the Study Sample

The results obtained will be presented, analyzed, and interpreted by identifying the personal and occupational characteristics of the study sample, and by analyzing and explaining them accordingly.

4.1.1. Diagnosis and Analysis of the Personal Data of the Study Sample

Table (06): Distribution of the Study Sample According to Personal Data

Personal Data	Statement	Frequency	Percentage
Gender	Male	34	65.4%
	Female	18	34.6%
	Total	52	100%
Employee's Age	Less than 30 years	13	25%
	From 30 to 40 years	32	61.5%
	Between 41 and 50 years	7	13.5%
	More than 50 years	0	00.0%
	Total	52	100%
Educational Level	Secondary or Below	4	7.7%
	University	38	73.1%
	Postgraduate	10	19.2%
	Total	52	%100

Source: Prepared by the researchers based on SPSS outputs.

Table (06) shows that the majority of the study sample are male, representing 65.4%, compared to 34.6% who are female. This distribution is logical, given that certain job positions—particularly those related to reception—are often occupied by females.

It also appears that 75% of the respondents are over 30 years old, while the proportion of those under 30 years old did not exceed 25%.

Regarding the educational level, the results revealed that most respondents hold university degrees or postgraduate qualifications, representing 92.3%, compared to only 7.7% whose education level is secondary or below.

This indicates that most members of the study population possess a high level of awareness and qualification, which enables them to provide objective and transparent responses that accurately reflect the reality of the institution under study.

4.1.2. Diagnosis and Analysis of the Occupational Data of the Study Sample

Table (07): Distribution of the Study Sample According to Occupational Data

Occupational Data	Statement	Frequency	Percentage
Respondent's Years of Experience	Less than 5 years	15	28.8%
	Between 6 and 10 years	25	48.1%
	More than 21 years	12	23.1%
	Total	52	100%
Respondent's Current Position	Director	1	1.9%
	Managerial Staff	6	11.5%
	Head of Department	4	7.8%
	Employee	41	78.8%
	Total	52	100%

Source: Prepared by the researchers based on SPSS outputs.

It is evident from Table (07) that 71.2% of the sample members have between 6 and more than 21 years of experience. It was also observed that the most common job position among the sample members is "employee", representing 78.8%, which is a highly expected proportion for the Naftal company under study, as it requires such types of positions (technicians, administrative staff, workers, etc.).

5. Testing the Study Hypotheses

5.1.Testing the First Main Hypothesis:

"The level of perception of the elements of the industrial marketing mix among employees of Naftal in Djelfa".

Table (08): Arithmetic Means, Standard Deviations, and Agreement Levels of the Industrial Marketing Mix Elements

Industrial Marketing Mix	Arithmetic Mean	Standard Deviation	Rank	Overall Level
Product	2.1394	1.05302	04	Low
Pricing Techniques	2.8341	.733780	02	Moderate
Distribution Techniques	3.6154	1.11854	01	Moderate
Promotion Techniques	2.6731	.933500	03	Moderate
Overall Total	2.7250	.683520	//	Moderate

Source: Prepared by the researchers based on SPSS outputs.

It is clear from Table (08) that the level of perception of the marketing mix elements among the study sample was within the moderate level, as reflected by the overall arithmetic mean of (2.7250) with a standard deviation of (0.68352), indicating a slight variation in respondents' answers regarding this variable. Based on the arithmetic means and standard deviations, the elements of the industrial marketing mix can be ranked in descending order as follows:

- **Distribution Techniques:** Ranked first with a **moderate level**, where the mean reached **(3.6154)** and the standard deviation **(1.11854)**. This indicates that the company does not give this element the necessary attention despite its great importance.
- **Pricing Techniques:** Ranked second, also at a **moderate level**, with an arithmetic mean of **(2.8341)** and a standard deviation of **(0.73378)**. This result can be attributed to the nature of the company's centralized management system, where the Naftal Djelfa branch does not have the authority to control pricing.

- **Promotion Techniques:** Ranked third with a **moderate level**, recording an arithmetic mean of **(2.6731)** and a standard deviation of **(0.93350)**. This reflects the management's weak attention to promotion, despite its importance as one of the main components of the marketing mix. This can be explained by the fact that the company operates without real internal or external competition.
- **Product:** Ranked fourth and last with a **low level**, having an arithmetic mean of **(2.1394)** and a standard deviation of **(1.05302)**.

Based on these results, the first main hypothesis is confirmed, stating that the level of perception of the industrial marketing mix elements from the perspective of Naftal employees in Djelfa falls within the moderate level, as reflected by the overall assessment of the study.

5.2. Testing the Second Main Hypothesis: Differences

5.2.1. Testing the First Sub-Hypothesis of the Second Main Hypothesis

The first sub-hypothesis states that:

"There are no statistically significant differences at the significance level ($\alpha \leq 0.05$) in the opinions of the surveyed employees regarding the elements of the industrial marketing mix attributable to the personal factor (gender) among the employees of Naftal in Djelfa."

To verify the existence of statistically significant differences attributable to the gender variable, the T-Test for pairwise comparisons was used. The results of the T-Test are presented in Table (09) below.

Table (09): T-Test Results According to the Gender Variable

Domain	Gender	Number	Mean	Standard Deviation	T-Test Value	
					T Value	Significance Level
Marketing Mix	**Male**	34	2.8044	0.662220	1.155	0.254
	Female	18	2.5750	0.716870		

Source: Prepared by the researchers based on SPSS outputs.

Table (09) shows that there are no statistically significant differences at the significance level ($\alpha \leq 0.05$) between males and females in their perception of the elements of the industrial marketing mix. The calculated T value was (1.155), which is greater than the tabulated value, and the significance level was (0.2540), which is higher than the assumed significance level ($\alpha \leq 0.05$).

Based on these results, the null hypothesis can be accepted, stating that there are no statistically significant differences at the level of ($\alpha \leq 0.05$) in the opinions of the surveyed employees regarding the elements of the industrial marketing mix attributable to personal factors (gender), among the employees of Naftal in Djelfa.

5.2.2. Testing the Second Sub-Hypothesis of the Second Main Hypothesis

The second sub-hypothesis of the second main hypothesis states that: "There are no statistically significant differences at the significance level ($\alpha \leq 0.05$) in the opinions of the surveyed employees regarding the elements of the industrial marketing mix attributable to personal and occupational factors (age, educational level, years of experience, and current position) among the employees of Naftal in Djelfa."

To verify the validity of this sub-hypothesis, a One-Way ANOVA test was conducted, and the results obtained are presented in the following table.

Table (10): One-Way ANOVA Analysis of Respondents' Attitudes Toward the Marketing Mix According to Personal and Occupational Variables

Variable	Source of Variance	Degrees of Freedom	Sum of Squares	Mean Squares	F Value	Significance Level
Age	Between Groups	2	0.676	0.338	0.775	0.494
	Within Groups	49	23.152	0.472		
Educational Level	Between Groups	2	1.784	0.892	1.983	0.149
	Within Groups	49	22.044	0.450		
Experience	Between Groups	2	2.137	1.068	2.414	0.100
	Within Groups	49	21.691	0.443		
Current Position	Between Groups	3	.806	0.269	0.560	.644
	Within Groups	48	23.022	0.480		

Source: Prepared by the researchers based on SPSS outputs.

Based on the results of Table (10), the variance in respondents' attitudes toward the elements of the industrial marketing mix according to the personal and occupational variables (age, educational level, experience, and current position) can be analyzed as follows: it was found that there are no statistically significant differences at the significance level ($\alpha \leq 0.05$).

The calculated F values for these variables were (0.775, 1.983, 2.414, and 0.560) respectively, all of which are lower than their tabulated values, with degrees of freedom (3, 2, 2, and 2). Furthermore, the significance levels (0.494, 0.149, 0.100, and 0.644) were all greater than the assumed significance level ($\alpha \leq 0.05$).

Accordingly, the second main hypothesis can be accepted, which states that there are no statistically significant differences in the opinions of the surveyed employees regarding the study variable (the industrial marketing mix) attributable to personal and occupational factors among the employees of Naftal in the city of Djelfa.

6. Conclusion

At the end of this study, which examined the extent to which the elements of the industrial marketing mix (product, pricing techniques, distribution techniques, and promotion techniques) are available within the Naftal company in the city of Djelfa, a set of important results were reached, which can be summarized as follows:

- Based on previous literature in the field of industrial marketing, it was found that there are seven fundamental elements of the marketing mix; however, this study focused on four main and commonly agreed-upon elements, namely: product, pricing techniques, distribution techniques, and promotion techniques.

- The results showed that the overall level of awareness of the marketing mix elements within the company was moderate, except for the product element, which showed a lower level of awareness compared to the other elements.
- The findings also confirmed that there were no statistically significant differences in the opinions of the company's employees regarding the industrial marketing mix elements, attributable to personal or functional factors (gender, age, years of experience, educational level, and current position).

Study Recommendations

Based on the results obtained, a set of practical recommendations can be proposed to enhance the effectiveness of industrial marketing within Naftal company:

1. It is necessary to reconsider the marketing function within the company by giving attention to all elements of the marketing mix, as they serve as a means to anticipate the needs and desires of both internal and external customers.
2. To develop distribution methods in line with market requirements, while strengthening training and encouraging a culture of teamwork.
3. To grant greater importance to the marketing department and enable it to optimally utilize available information, allowing the company to achieve distinction and secure a strong competitive position in the market.

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