

# **MARKETING INTELLIGENCE AND ITS ROLE IN CUSTOMER HAPPINESS WITHIN PROJECTS EVALUATION CRITERIA-ANALYTICAL STUDY OF THE OPINIONS OF A SAMPLE OF THE ASIA CELL COMPANY EMPLOYEES-HOLY KARBALA BRANCH**

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## **Abstract**

The study aims to know and measure the relationship between the marketing intelligence system in customer happiness, As part of the criteria for evaluating existing investment projects, as it is the main basis for obtaining marketing information that provides organizations in formulating the appropriate marketing strategy for them. . The study adopted the analytical approach as a methodology for the study, and this study was applied to a sample of employees of Asia Cell Company - Holy Karbala Branch, who were randomly selected by submitting a questionnaire prepared for this purpose, and 70 individuals participated in this questionnaire. The most prominent statistical tools used are confirmatory factor analysis, correlation coefficient, simple and multiple regression coefficient, and path analysis. The main and sub-hypotheses were tested by using the ready-made statistical program (SPSS.V.20 and Amos.v.20) to process the data. The study reached a number of results that Asiaticell uses an integrated system of marketing intelligence to support its orientation in customer happiness in order to achieve competitive advantages among Between them, it was found that there is a significant effect of marketing intelligence on customer happiness. The study recommends increasing the interest of the management of the Asiaticell company under study in all factors that lead to customer happiness.

**Keywords:** marketing intelligence, customer happiness.

## **Introduction**

Nowadays the telecommunication companies in Iraq face competition challenges and a set of variables at the local and international levels, including (technological progress, trade liberalization, openness policy, and removal of restrictions to investment), Which means that they must keep pace with developments, using modern management systems, and research towards survival and continuity in the work environment. Therefore, managers of various departments, always seek continuous evaluation, especially marketing managers, seek to collect and analyze data to obtain information that assist them in making decisions.

Marketing managers often seek to collect information about customers, competitors, distributors and the market so that they can make appropriate marketing decisions, and for this reason this research carried out, which aims to identify the role of marketing intelligence in customer happiness by the Asiaticell company in Karbala.

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**First / The first topic: Research Methodology**

**1. The research problem:**

Focusing on the customer and achieving his satisfaction is the cornerstone of any organization, and this is what most researchers see today. Organizations were originally found in order to meet the customer's needs, as the quality of service is the main factor in the customer's choice of the organization. Therefore, it is one of the most important factors that must be taken into account in Evaluation and providing service. It is how the customer judges the good service from the bad, as it is the most important part of any organization and is the starting and ending point for various activities. This means that he is interested in this product, which is reflected in increased sales and increased profits. The research problem lies in the following main question:

(Do individuals in the researched company realize the importance of marketing intelligence in achieving customer happiness in a rapidly changing competitive environment?), and the research seeks to answer the following questions:

A. Is marketing intelligence used in the researched company's sample in a way that contributes to achieving customer happiness as a criterion for evaluation?

B. Is there a correlation and influence between each of the marketing intelligence in achieving customer happiness in the researched company?

**2- The importance of the research:**

The importance of research stems from the following points:

A. Giving the customer a sense of happiness when presenting the company's products or marketing activities.

B. Highlighting both marketing intelligence and customer happiness in acquiring investment opportunities to achieve success.

C. Focusing on the innovation of modernity in motivating the customer for the company's products in question.

D. Identifying the capabilities and capacities of the researched company at the financial, material and human levels in the fields of research variables and the extent of their actual application within the researched company.

E. Evaluation and Identifying how the company in question competes, as well as the results that have been obtained, which determine the nature of the relationship and the effect between marketing intelligence and customer happiness, and the extent to which companies benefit from these results, their future plans and strategies.

**The Research Objectives:**

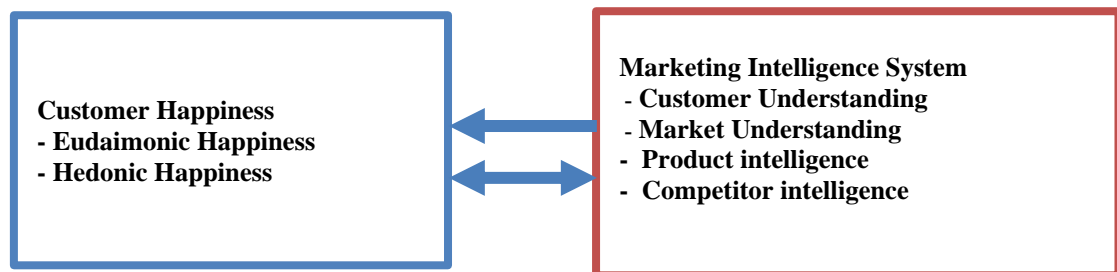
In light of the research problem and its importance, the main objective of this research is to know the role of marketing intelligence in customer happiness in the research sample, and the extent to which companies rely on the use of marketing intelligence in their various business, through the following sub-objectives:

- A. Evaluation and Identifying the level of using the marketing intelligence in the researched company.
- B. Determining the level of achievement of the company's products for the development of marketing intelligence due to the characteristics and advantages it allows.
- C. Analyzing the nature of the relationship between marketing intelligence and customer happiness in the researched company.
- D. Evaluation the role of marketing intelligence and the extent of its contribution for achieving customer happiness in the researched company, while providing the required recommendations in this field.

### Hypothetical Research Scheme

In light of the research problem and its objectives, a hypothesis was built for the research, which shows the role of marketing intelligence in achieving customer happiness, which was determined by reviewing the administrative literature related to the topic of research, and this chart includes the following variables:

- A. The first independent variable: It is represented by the marketing intelligence and its dimensions represented in (customer understanding, market understanding, product intelligence, competitor intelligence) (Crowley, 2004:1).
- B. The dependent variable: is represented by the customer happiness in its dimensions represented in (sustainable happiness, happiness of fun) (Waterman, 1993:680), (Al-Hamami, 2017: 178). and as in Figure (1).



Source: Prepared by researchers Figure No. (1) The hypothetical research scheme

## 2. Research hypotheses:-

### The first main hypothesis:

There is a positive significant correlation between the marketing intelligence system and the achievement of customer happiness, and the following sub-hypotheses were branched from this main hypothesis:

1. There is a positive significant correlation between customer understanding and customer happiness.
2. There is a positive significant correlation between market understanding and customer happiness.
3. There is a positive significant correlation between product intelligence and customer happiness.

4. There is a positive significant correlation between competitor intelligence and customer happiness.

The second main hypothesis:

There is a positive significant effect relationship of the marketing intelligence system in achievement of customer happiness, and the following sub-hypotheses were branched from this main hypothesis:

1. There is a positive significant effect relationship of customer understanding on customer happiness.
2. There is a positive and significant effect relationship of market understanding on customer happiness.
3. There is a positive, significant effect relationship of product intelligence on customer happiness.
4. There is a positive, significant effect relationship of competitor intelligence on customer happiness.

### 3. Scope of research: The scope of the current research is divided into:

**1. Intellectual scope:** The research included theoretical and intellectual frameworks for the variables of marketing intelligence and its dimensions of (customer understanding, market understanding, product intelligence, competitor intelligence), and customer happiness with its dimensions of (Eudaimonic Happiness & Hedonic Happiness).

**2. Applied scope:** (Asia Cell - Holy Karbala Branch) represented the applied scope of the current research.

**3. Time scope:** The time scope of the current research extended from 22/11/2021 to 20/12/2021, during which the process of distributing the questionnaire and analyzing the data was completed.

1. research scale: Table (1) shows the current research scale

Table (1) Current research scale

Variable	Dimension	Items No.	Source
Marketing Intelligence	customer understanding	5	Crowley,2004:1
	market understanding	5	
	product intelligence	5	
	competitor intelligence	5	
Customer Happiness	Eudaimonic Happiness	6	Waterman, 1993:680
	Hedonic Happiness	6	

**Source: prepared by the two researchers.**

### **Eighth: The research tool:**

It is the questionnaire prepared by the researchers based on a number of criteria shown in Table (1), and it is the main tool for collecting data to answer questions and achieve current objectives. They were distributed to a number of employees in the company for the period from 22/02/2021 to 20/03/2021, and included two axes:

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**The first axis:** It consists of a number of demographic factors specific to the respondents, namely: human gender, marital status, age, education level, and years of experience.

**The second axis:** It consists of two parts:

The first part: includes (20) items related to the marketing intelligence system.

The second part: includes (12) items related to customer happiness.

**Ninth: Research Community and Sample:**

The employees of (Asiacell - Holy Karbala Branch) represent a community for the current research. As for the research sample, the questionnaire was distributed to a number of employees randomly, 80 questionnaires were distributed to a number of employees and 77 questionnaires were retrieved from them, and the valid ones for statistical analysis were 70 questionnaires.

**Second / The second topic: The theoretical aspect**

**1. The concept of the marketing intelligence system:**

Today, marketing companies live in a turbulent environment with intertwined, complex and accelerating variables, and in the forefront of these variables (the intense competition among them). Therefore, the previous traditional concept of marketing research is quickly outdated, as it does not suffice for focusing on historical data instead of paying attention to the present and shedding light on the future, besides focusing on studying the small parts of the problem rather than the problem as a whole. Despite the attempts that have been made by writers, researchers and businessmen, with the aim of adding new innovations to the ideas for marketing research, it has remained and will continue to be unable to provide the information required by management (Al-Arajmah and Al-Tai, 2002: 71).

Kotler believes that the marketing intelligence system is a set of procedures and resources that managers use to obtain daily information related to developments in the marketing environment" (Al-Janabi, 2006: 30). It is the process that uses ethical means to detect, develop and deliver the intelligence information required by the decision maker in a timely manner. It is appropriate to make their organization more competitive from the point of view of customers and support the strategic decisions (Crowley, 2004: 2). It is noticeable from these definitions that they focus on the ethical and legal aspect of the marketing intelligence system, as distinguished from some unethical espionage operations that may be used to collect information about the competitors. Also it is the ability for the deep understanding, analysis and evaluation of the internal and external environment that relates to the organization's customers, competitors, markets and industries to enhance the tactical and strategic decision-making process" (Huster, 2005:6-13).

It is the process through which information can be obtained that has a clear effect on decisions and the marketing strategy management process" (Wright, 2005, 5). In recent definitions, I focused on the role of the marketing intelligence system in making decisions and meeting the needs of strategic decision makers.

**Ninth: The dimensions of marketing intelligence**

The existence of a competition state among organizations today calls for exploring the Iraqi environment through good information systems. As the marketing intelligence system consists



of five dimensions (customer understanding, market understanding, product intelligence, competitor intelligence) (Crowley, 2004: 1), and these systems integrate with each other to collect data about the marketing environment with the aim of converting them to information and then interpreting them scientifically and accurately, then presenting them to marketing managers in organizations to make decisions efficiently and effectively (Abdul-Razzaq, 2016: 36); (Crowley, 2004:1), the dimensions of marketing intelligence are as follows:

#### **1. Customer Understanding**

The customer is the starting point in contemporary marketing activity. In modern organizations, the principle of (know-your-customer) is the most important source of revenue for the organization, as the customer represents the center of the game and the essence of the marketing work.

It is customer who determines his/her needs and desires first, and then the organization does what must be done to satisfy these needs. Therefore, excellence according to the new rules of the game depends on the competition among the organizations on the basis of who can better meet these needs and desires (Kotler, 2003: 53).

Stafyla believes that the more the organization is able to collect realistic data and information about the customer and his purchasing motives, the more this enables it to retain the customer by providing what he really wants and fulfilling his satisfaction, which gives the organization an important gain because the cost of attracting new customers is approximately five times the cost of maintaining existing customers (Al-Janabi, 2006: 30).

#### **2. Market understanding**

Today, the quest of organization to understand the market assists it to put in place the appropriate mechanism to meet the requirements of competition, because the degree of uncertainty can decrease with the organization's ability to draw and determine the ways of working in the market, when it enters the market, it may be burdened with a number of factors that are characterized by uncertainty, such as market share, the best mix of products, the nature of buyers and how to reach them (Wright, 2005: 3-15). Accordingly, it can be said that the most important variables that must be considered in understanding the market are (market growth, market share, market size, the nature of potential customers (Crowley, 2004:7). It can be said that the most difficult thing in this field is the search for motivation, that is, revealing the motives that can be used either in market segmentation, or in expanding the scope of efforts made in the current market (Al-Arajma and Al-Ta'i, 2002: 116). This means that the most important thing in understanding the market is evaluating the extent of market coverage or the extent of market penetration is in the form that indicates the current position of the organization in the market, and the organization can identify the market and its size by processing that information, as the market size is measured by the number of buyers, and the purchase quantity average of a particular product during a specific period of time (David, 2000:100).

The summarization of the foregoing is that the market knowledge plays a major role in determining the organization's strategy that drives it to improve its performance level and adapt to market conditions in order to achieve a competitive advantage by increasing market share and sales growth rate (Moalla 3:1997).

### 3. Product Intelligence

The strategy that the organization follows in managing its products has an effect on the success of the organization, as the organization's decisions regarding the product mixture contribute to determining the organization's position in the market and its market share in addition to satisfying the needs and desires of the customer, because determining the type of product or adding a new product or canceling or developing an existing product, all are considered as decisions that affect the general strategic decisions of the organization (David, 1996: 137).

Johnson points out that the marketing intelligence plays a key role in making product mixture decisions by providing intelligence information about the possibility of the organization facing the obsolescence of existing products or about the nature of competition, especially non-price one, technical developments, recent innovations and other intelligence information related to the product mixture (Al-Janabi, 2006: 30).

Product intelligence should be developed to meet the specific needs of the customer, and for all products, as well as providing the best products that meet the customer's requirements, the marketing intelligence system must be responsive to the customer, and complaints are prevented by the presence of a communication system (Metscher & Gilbride, 2005: 32).

Johnson added to the marketing intelligence system that provides intelligence information about competitors' products to determine the highest performance standards and this process is called Bench Marking, as it provides some information about competitors' products in relation to the value chain (Al-Janabi, 2006: 59).

### 4. Competitor Intelligence

The competitor intelligence system allows receiving valuable intelligence information about competitors and presenting them to the beneficiaries using a variety of methods (telephone calls, e-mails, periodicals, newspapers and reports). As managers can contact the system and request intelligence information when it is necessary to explain some of the competitors' movements in addition to the possibility of knowing the weakness points of competitors (Kotler, 2003: 157). It means collecting information related to the current activities of competitors and working on analyzing the behavior of competitors in order to identify their future steps and what their current and future strategies are (Qashawi and Khalfawi, 2012: 776).

In view of the increasing intensity of competition in the markets, it is imperative for the organization to observe the actions of competitors in the markets to determine a marketing approach that matches the prevailing situation (Kotler, 2003: 153). Yoshi believes that the organization will not have the ability to anticipate the reactions of the enemy or its strategic and tactical intentions, and therefore it will not be able to withstand in the competitive arena, so it will lose its ability to survive and lead to death (Al-Janabi, 2006: 60). Hall stresses the managers need for having the ability to face the increasing competitive threats and having the competitive ability that helps them to closely follow what the current and potential competitors are doing and their competitive position in the local markets (Hall & Bensoussan, 2007: 68).

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**Third: The concept of customer happiness:**

Customer happiness is one of the matters that have been focused on by psychologists over the past four decades because it is the final driver of all human behaviors (Belanche et al., 2013: 82), and it has been focused on in research on the marketing of services and products (Keyser & Lariviere, 2014: 32). Happiness represents an internal state linked to a philosophical concept of the customer and at the same time expresses two directions, in many cases it expresses a short transient period or may continue to become a distinctive characteristic, as it becomes clear when the individual is happy, that indicates his/her display of emotions in a positive form, so the psychology categorizes it as positive and affirms that positive emotions express a set of elements (satisfaction, hope, optimism and love) (Schmitt & Zutphen, 2012: 979), and awareness and both satisfaction and attitudes precedes happiness, as emotional happiness is managed through measuring the perception of satisfaction (Gharb & Ltifi. , 2015: 1350). The culture of individuals plays a great role in the happiness as well, and there are other elements such as hesitation and degree of positivity in the individual and avoidance of negative feelings such as depression and anxiety and constant thinking about things that provoke fear, as well as among those things is the level of satisfaction during a specific period of time (Belanche et al., 2013: 82) ). Happiness always refers to the success of positivity over negativity and affects life satisfaction as a whole, and thus involves both emotional and cognitive aspects. In the past ten years, considerable interest has been called for through researches in the fields of psychology, economics, and sociology with a focus on individual happiness and well-being. (Keyser & Lariviere, 2014: 32). There are some researchers who have used the term individual happiness and well-being interchangeably, that is, they have proven that there is a strong correlation between them and that happiness is psychologically and physiologically closely related to well-being. Although well-being needs several things to be achieved, it includes components of emotion and knowledge, while happiness explains most of the differences in the individuality and the composition of well-being (Nicolao et al., 2009: 189). In addition to the above, the concept of customer happiness is one of the new concepts in the field of marketing, and researchers have found it difficult to determine what can be used to make customers happy. Therefore, the concept of happiness is an important matter for marketers, because it depends on the basis of the relationship with their customers, and the organization must consider creating a sense of happiness and forming a successful and sustainable relationship with them. However, from 21 years ago to the present day, customers are not happy despite the electronic revolution of innovations and brands, which have been created over the years and a lot of money is spent in order to satisfy them (Ltifi & Gharb, 2015: 1348-1349). Therefore, organizations must provide solutions to the market, which increase the positive feelings of customers and their direction towards happiness, when an organization decides to produce lasting happiness, it must innovate continuously and for long periods of time and focus on the brand to generate lasting loyalty (Khan & Hussain, 2012: 12). Organizations and marketers must discover effective solutions that increase the sense of objective achievement (Ltifi & Gharb, 2015: 1350). The feeling of happiness is one of the most important challenges, which organizations have not been able to face ideally. This challenge must be addressed by changing the way of thinking in design rather than focusing on the customer satisfaction. The rising in production levels for more than 21 years has not



been compared to the magnitude of happiness levels, despite the fact that there are millions of researches and survey questions about customer satisfaction and millions of dollars spent on them (Norton et al., 2010: 7). Nowadays, happiness is generally the term referring to the customer's pleasure. It is a subjective experience that includes his/her belief that he/she has obtained important things and has a pleasant effect, which usually goes along with the belief (Qiu-ying & Xiu-cheng, 2011: 570). The customer happiness is the customer's appreciation in general about the service provided and that it is good, worthy of attention and meets his/her needs (Hellén & Sääksjärvi, 2011: 935). It is also the satisfaction with all the various tendencies or it is the maximum enjoyment of customers and the impact on their satisfaction in general, it occurs when gaining complete satisfaction and achieving all individual desires (Ltifi & Gharb, 2015: 1350).

### **Ninth: Measurements & Dimensions of Customers Happiness**

Happiness is the ultimate goal that all human beings constantly pursue, but this happiness is understood differently by each individual, and by its very nature, each individual has different goals. Therefore, the first perceptions of achieving happiness began with the psychologists distinguishing the difference between Eudaimonic Happiness and Hedonic Happiness (Waterman et al., 2008: 42). The ancient and contemporary philosophers emphasized the existence of two opposite types of happiness and there are differences between the two positive happiness and their impact on understanding the intrinsic motives of the customer (Sotgiu, 2016:3). These two types of happiness have been applied in a number of different disciplines, and their success has been proven (Crespo & Mesurado, 2015: 931). Each of these dimensions has a number of dilemmas and issues that marketers that marketers seek to recognize and address, The following is an explanation of the dimensions of customer happiness, which were chosen in this study to measure in this survey:

#### **A- Eudaimonic Happiness**

Eudaimonic Happiness is often considered as the opposite of Hedonic Happiness, as it represents the individual's endeavor to achieve one of the potentials lies in the pursuit of multiple and meaningful objectives (both for the individual and for the community), and all of this leads to happiness (Henderson et al., 2014: 1088).

The position of Eudaimonic happiness was first explained by Aristotle. However, prominent philosophers such as Plato & Zeno of Citium have been linked to this as well, and since then this aspect has been focused on by contemporary philosophers of psychology (Mason, 2015: 120). And Eudaimonic happiness is defined as the happiness that calls individuals to live according to self-fulfilment (Ryan & Deci, 2001: 164).

#### **B. Hedonic Happiness:**

The studies, after referring to the most famous philosophers in this field, namely Aristippus, Epicurus, Bentham, Locke, & Hobbes, emphasized that happiness is the positive emotional states that come with satisfaction and the fulfillment of desire. By maximizing both satisfaction and fulfillment of one's desires, so the path to happiness is prepared (Henderson et al., 2014: 1088).

The Greek philosopher Aristippus in the fourth century BC indicated that the goal of life is happiness, which is through the largest number of experiences resulting from the individual's set of fun moments (Mason, 2015: 120). Likewise, Bentham said that individuals try to maximize fun and self-interest in order to achieve happiness for themselves and overall for the benefit of the society (Ryan & Deci, 2001: 144).

There are many points of view about fun, also expressed in multiple forms and vary according to the focus on the specifics of the physiological factors of the individual as well as the broad focus on desires and self-interests. Psychologists consider fun as a basis for happiness because it includes details, preferences, and desires that vary from physical desires to thought preferences (mental). Happiness cannot be reduced to this thrill of fun only because it cannot be extracted to achieve goals or valuable results in various fields (Morgan et al. , 2015: 5). The fun focuses on the positivity, which affects or accompanies the acquisition of material things, employment opportunities, or the desire to own or experience something (Waterman et al., 2008: 42).

### **Third / The third topic: the analytical aspect of the research hypotheses**

The research shows the knowledge of the level of paragraphs and the removal of variables using the statistical description and the assertion of data as it is a natural distribution, and the internal consistency test Alfronbach for dimensions and the cu as the assertive factor analysis of all the paragraphs of the questionnaire, and analyzes the amount and nature of the relationships of the link and influence between the main and subsidiary variables of research (broad marketing intelligence) . as follows:

**First: The statistical description and the testing of the association relations hypotheses of the main and subsidiary variables of the research:** This part presents the test and analysis of the links between the variables (marketing intelligence wide The schedule shows the level of marketing intelligence and the removal of the happiness of the customer at the sample of the statistical description that includes the mathematical medium and the standard deviation. Here is the level of marketing intelligence widely, the customer in the authorized organization according to the hypothesis medium is (3), meaning acceptable, table (1) shows the variable (marketing intelligence). Noticeable due to the dimensions of marketing intelligence achieved great values to some extent and that after (understanding the customer) achieved the largest in my account followed after (understanding the market) and then after (product intelligence) and finally after (competitors intelligence), all (skwnes) is heading towards the left side with rates that decrease On (1+) and the largest of (1-), this indicates that the twisting is within the level of natural distribution, and that the value of (kurtosis) is positive, which is a condition that must be achieved in the natural distribution tests, and the level of moral for the values of (jarque-bar) is higher than (5 %) This indicates that dimensional data falls within the natural distribution.

**Table (2) Statistical description of the marketing intelligence level**

	Understanding the customer	Understanding the market	product intelligence	competitor intelligence	Marketing intelligence
Mean	3.84	3.69	3.30	3.27	3.52
Median	4.00	4.00	3.40	3.40	3.75
Maximum	5.00	4.60	4.80	4.40	4.50
Minimum	1.80	2.40	1.40	1.00	2.20
Std. Dev.	0.94	0.84	0.81	0.94	0.78
Skewness	-0.26	-0.55	-0.36	-0.96	-0.48
Kurtosis	1.11	1.72	1.14	1.44	1.84
Jarque-Bera	1.29	2.95	2.42	1.59	2.15
Probability	0.451	0.392	0.30	0.407	0.237

**Source:** The researcher depend on the results of the (Eviews) program.

It is noted in schedule (3) that the variable (Asaad Al -Zaboun) achieved the midst of my account (3.44) by more than (60%) indicates that the customer's happiness at a remarkable level because the dimensions of the happiness of the customer have achieved great values to some extent, then after (the happiness of the fun) He achieved the largest in my account, followed by (sustainable happiness) and that all (skwnes) is heading towards the left side at rates less than (1+) and greater than (1-) means that twisting within the level of natural distribution, and that the value of (kurtosis) is required and it is a condition that must It is achieved in the natural distribution tests, and the moral level of the values of (Jarque-Bera) higher than (5%) means that the dimensional data falls within the natural distribution.

**Table (3) Statistical description of the customer happiness level**

	Eudaimonic Happiness	Hedonic Happiness	customer happiness
Mean	3.43	3.45	3.44
Median	3.17	3.50	3.33
Maximum	4.67	4.67	4.58
Minimum	2.33	2.17	2.25
Std. Dev.	0.71	0.75	0.68
Skewness	-0.11	-0.31	0.05
Kurtosis	1.82	1.98	1.04
Jarque-Bera	4.44	4.37	3.18
Probability	0.106	0.118	0.124

**Source:** The researcher depend on the results of the (Eveiws) program.

Research hypotheses have been tested links between marketing intelligence, the customer The table (4) shows the hypothesis test.

**Table (4) Statistical description and matrix of correlation relationships for main and sub-variables**

		X1	X2	X3	X4	Y1	Y2	X	Y
X1	Pearson Correlation	1	.776**	.466**	.561**	.804**	.548**	.686**	.668**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
X2	Pearson Correlation		1	.740**	.783**	.935**	.408**	.766**	.638**
	Sig. (2-tailed)			.000	.000	.000	.000	.000	.000
X3	Pearson Correlation			1	.888**	.870**	.578**	.821**	.758**
	Sig. (2-tailed)				.000	.000	.000	.000	.000
X4	Pearson Correlation				1	.915**	.378**	.799**	.641**
	Sig. (2-tailed)					.000	.000	.000	.000
Y1	Pearson Correlation					1	.541**	.871**	.766**
	Sig. (2-tailed)						.000	.000	.000
Y2	Pearson Correlation						1	.717**	.923**
	Sig. (2-tailed)							.000	.000
X	Pearson Correlation							1	.930**
	Sig. (2-tailed)								.000
Y	Pearson Correlation								1
**. Correlation is significant at the 0.01 level (2-tailed).									

Source: the researcher depend on the results of the program (SmartPLS)

Table (4) shows the assertion of the main hypothesis and sub -hypotheses and agencies:

First- The first main hypothesis: There is a significantly indicative relationship between marketing intelligence, which is widely increased by the customer at the total level. From Table (4) it shows the existence of a high -level relationship (0.93), and the level of morale (0,000), that is, less than the level of morale specified by the researcher (0.05), on which the hypothesis is accepted at the research level.

2- The first sub-hypothesis: There is a relationship of significant significance between the customer's understanding of the customer at the total level. From Table (4), it shows the existence of a positive relationship (0.668), and the level of morale (0,000), that is, less than the level of morale specified by the researcher (0.05), on which this hypothesis is accepted at the research level.3 - The second sub-hypothesis: There is a relationship of significant significance between the market understanding of the market at the total level. From Table (4) it shows the existence of a positive relationship (0.638), that is, the level of morale (0,000), it is smaller than the level of morale specified by the researcher (0.05), on which this hypothesis is accepted at the research level.

4- The third sub-hypothesis: There is a significant significant relationship between the intelligence of the product, which is widely increased by the customer. From Table (4) it shows the existence of a high and positive relationship (0.758), that is, the level of morale (0,000), it

is greater than the level of morale specified by the researcher (0.05), on which this hypothesis is accepted at the research level.

5.The fourth sub-hypothesis: There is a moral relationship between the intelligence of competitors, widely, at the total level. From Table (4) it shows the existence of a high -level relationship (0.641), that is, the level of morale (0,000), it is greater than the level of morale specified by the researcher (0.05), on which this hypothesis is accepted at the research level.

Second: The internal consistency test: Use the alpha kronbach test and the empirical factor analysis, the assertive factor analysis test confirms the extent of consistency in the answers of the respondents, and the use of the statistical program (Smartpls) to extract the results of the empirical factor analysis and (Alfunbach) laboratories, extracted saturation and moral levels. Each paragraph has dimensions and appears on the connected shares between the dimension and the paragraph, and if the paragraph records a significant moral level less than (0.05) accepts the content of the saturation and its opposite is to delete the paragraph from the next analysis, and that the stability of dimensions and variables were tested with the (Alpha Kronbach) laboratories and the high standard (0.68 ) If the values of (Alpha Kronbach) are greater than the norm, it means that there is stability for dimensions and variables, and the scale may be redistributed to the same sample, and the results themselves will be almost in a certain period that does not exceed two weeks.

In Figure (2) the values of the alpha colorbach are shown to the right of the shape are greater than (68%) for all the dimensions of the variables (marketing intelligence wide Its dimensions are lower moral levels of (0.05) and this means that the arrest paragraphs are consistent with the answers of the sample.

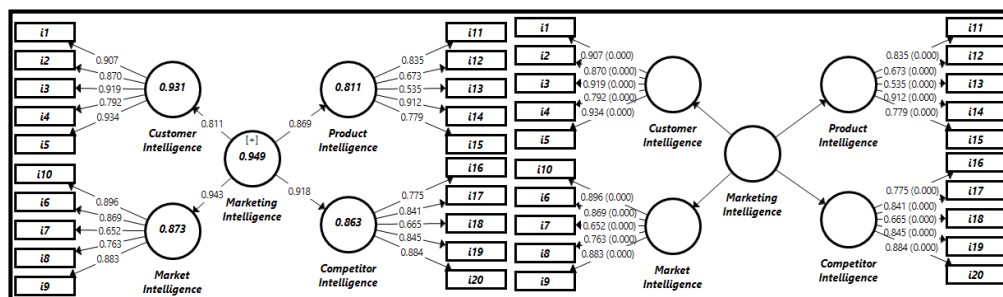


Figure 2: Cronbach's alpha values and the confirmatory factor analysis factor, marketing intelligence

Source: The researcher's dependence on the results of the (SmartPls) program.

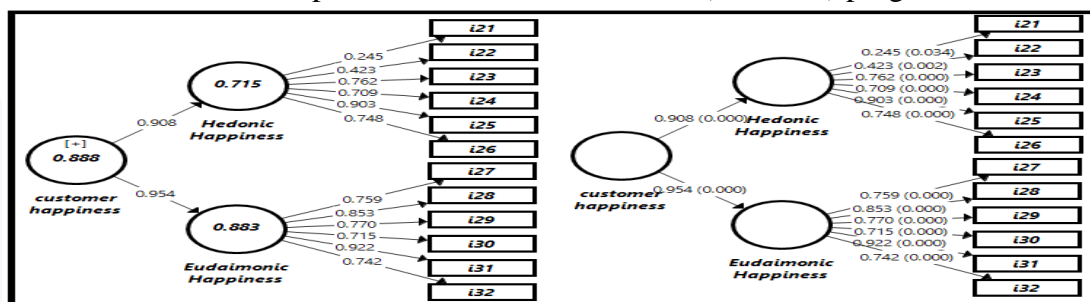


Figure (3) Cronbach's alpha values and the confirmatory factor analysis coefficient of customer happiness

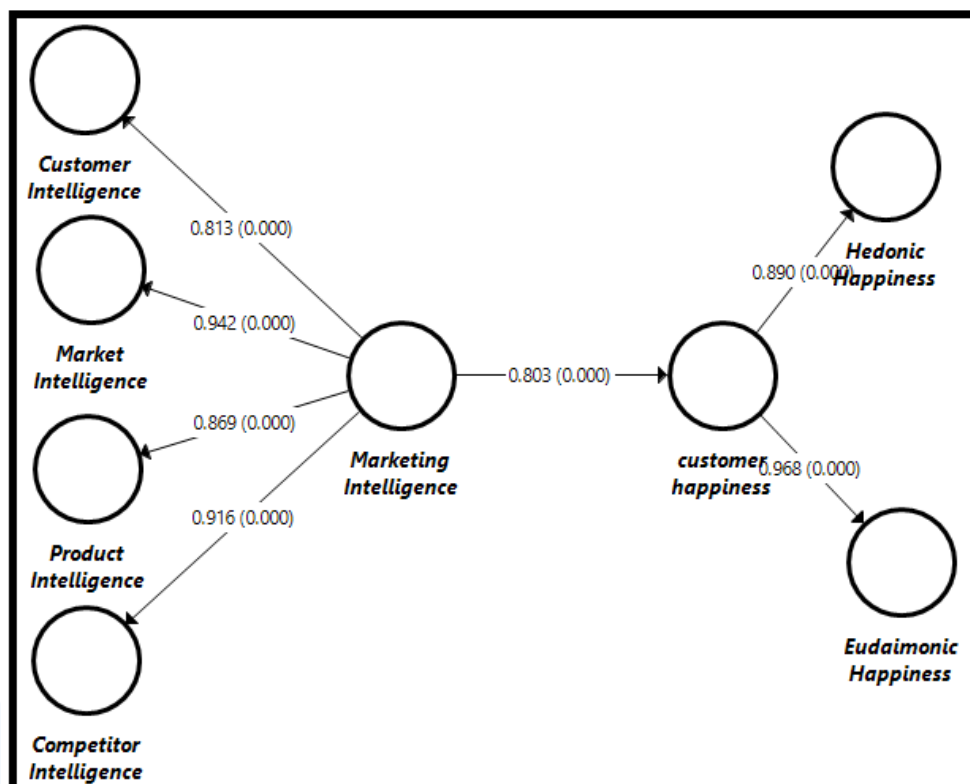
Source: The researcher's dependence on the results of the (SmartPls) program.



Third: Testing and analyzing the influence relationships of the research variables

Simple Regression Analysis was used in private tests and identifying the effect of (marketing intelligence) on (the customer happiness), and the (Beta) laboratories were approved to know the expected change in the (the customer happiness) due to the change in one unit of the independent variable (marketing intelligence), And relying on the identification factor ( $R^2$ ) to identify the ability of the model to explain the relationship between independent variables and the dependent variable, and the comparison between the power of the effect of each variable of independent variables through (T-Test) Which refers to the morale of the results, and the research was based on a moral level (0.05) (to judge the extent of the influence of the effect, and compare the level of morale calculated with the approved moral level (0.05) and the effects of moral significance are if the level of morale calculated is smaller than the approved morale level and vice versa. A single -head hypothesis, which stipulated the existence of a significant significance of marketing intelligence in the happiness of the customer. This hypothesis (3) was established by sub -hypotheses.

First: The main hypothesis: This hypothesis is informed of the existence of a relationship of statistical significance that is positive for marketing intelligence in making the customer happy at the total level. Table (5) shows the results of the marketing intelligence relations test in the happiness of the customer.



**Figure (4) The influence coefficient of marketing intelligence on customer happiness**

**Source: The researcher's dependence on the results of the (SmartPIs) program.**

**Table (5) Results of analyzing the effect of marketing intelligence on customer happiness**

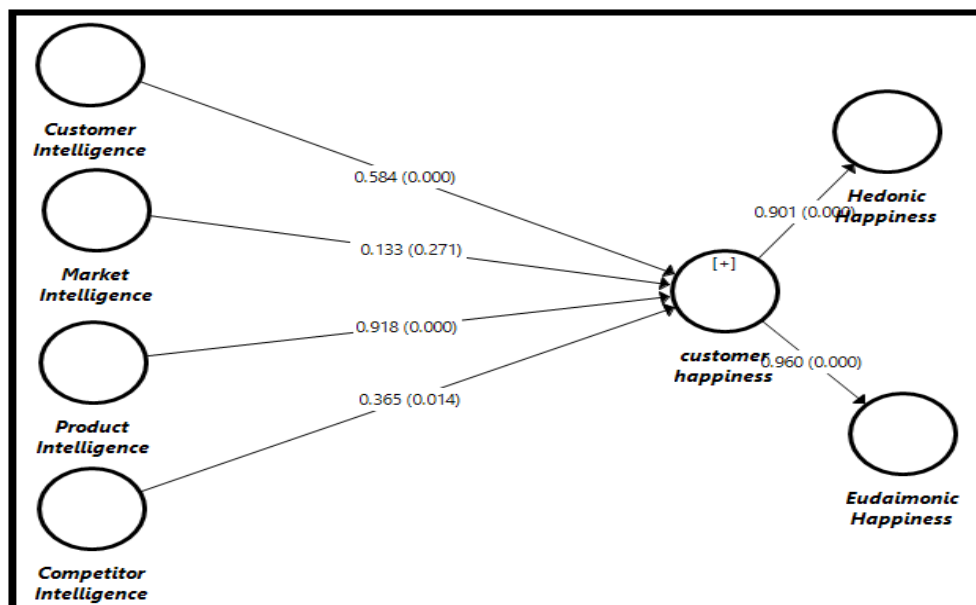
	Beta	R <sup>2</sup>	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Value s
Marketing Intelligence -> customer happiness	0.803	0.65	0.028	29.084	0.000

Source: The researcher's dependence on the results of the (SmartPls) program.

Table (5) (Adjusted R<sup>2</sup>) indicates the percentage of explanation for marketing intelligence in the happiness of the customer (65%), which is a very strong percentage indicating that (65%) of the total differences in the happiness of the customer are determined by marketing intelligence and the remaining percentage ((% 35) The percentage of the contribution of the non-involved variables in the research model as random variables is irreplaceable. The value of the decline factor (Beta) between them amounted to (0.803) and its morals were tested through the (T) test, as it reached the calculated value (29.084), which is moral at the level (0.05).

Accordingly, the result confirms the health and acceptance of the main hypothesis, which states there is an effect of significant statistical statistical and due to marketing intelligence in the happiness of the customer.

Second: Sub-hypotheses: The existence of a relationship of influence with a positive statistical significance of marketing intelligence (understanding the customer, understanding the market, product intelligence, competitors intelligence) in the happiness of the customer at the total level. From Table (5) it shows the results of the influence relations test for marketing intelligence in the happiness of the customer.

**Figure (5) Impact factor for the dimensions of marketing intelligence on customer happiness**

Source: The researcher depends on the results of the (SmartPls) program.

**Table (6) Results of analyzing the impact of marketing intelligence dimensions on customer happiness**

	Beta	R <sup>2</sup>	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Customer Intelligence -> customer happiness	0.584		0.095	6.172	0.000
Market Intelligence -> customer happiness	0.133	0.76	0.121	1.102	0.271
Product Intelligence -> customer happiness	0.918		0.137	6.695	0.000
Competitor Intelligence -> customer happiness	0.365		0.148	2.473	0.014

According to the schedule (6) the amended determination (Adjusted R<sup>2</sup>) is indicated that the percentage of interpretation for the dimensions of marketing intelligence in the happiness of the customer amounted to (76%), which is a very strong percentage indicating that (76%) of the total differences in the happiness of the customer are determined by the removal of marketing intelligence. The remaining percentage (24%) represents the percentage of the contribution of the non-inserted variables in the research model or random variables that cannot be controlled. And the test of sub-hypotheses according to the effects of influence and the level of moral after persistence.

Below is a test of the sub-hypotheses according to the effect ratios and the level of morale after it is proven that the model explains the differences between the research variables, which are as follows:

1-The first sub-hypothesis: There is an effect of understanding the customer in the happiness of the customer at the total level. According to the results of the table (6), the moral value (to understand the customer) and according to the (T) test (T) is calculated at the level of the research sample (6.172) was greater than its tabular value (1.645).

The value of the border inclination to influence the level of the research sample reached (B1 = 0.584) and accompanying (understanding the customer), as it indicates that a change of its amount (1) in understanding the customer leads to a positive change in the happiness of the customer, on which the results accept this hypothesis.

2-The second sub-hypothesis: There is an effect of understanding the market in the happiness of the customer at the total level. According to the results of schedule (6), the moral value is shown according to the (T) test, the value of (T) calculated at the level of the research sample (1.102), which is less than its tabular value (1.645).

The value of the border inclination to understand the market at the level of the research sample has reached (B2 = 0.13), as it indicates that a change of (1) in understanding the market leads to a positive change in the happiness of the customer, on which the results reject this hypothesis.

3-The third sub-hypothesis: There is an effect of the productive intelligence in the happiness of the client at the total level. According to the results of schedule (6), the moral value is shown according to the (T) test (T) calculated at the level of the research sample (6.695), which is greater than its tabular value (1.645).

And the value of the border inclination of the intelligence produced at the level of the research sample, it reached (B3 = 0.918), it indicates that a change of (1) in the productive intelligence leads to a positive change in the happiness of the customer, on which the results accept this hypothesis.

4-The fourth sub-hypothesis: There is an impact of the competitors' intelligence in the happiness of the client at the total level. According to the results of the table (6), the moral value is shown according to the (T) test (T) calculated at the level of the research sample (2.473), which is greater than its schedule value (1.645).

The value of the border inclination of competitors at the level of the research sample has reached ( $B_4 = 0.365$ ), it indicates that a change of (1) in competitors intelligence leads to a positive change in the happiness of the customer, on which the results accept this hypothesis.

#### **Fourth: Conclusions and Recommendations**

The competitor intelligence system allows receiving valuable intelligence information about competitors and presenting it to the beneficiaries using a variety of methods (telephone calls, e-mails, periodicals, newspapers and reports). The managers can access the system and request intelligence information whenever it is necessary to interpret some of competitors movements in addition to the ability of recognising the weaknesses of the competitors (Kotler, 2003: 157). It means collecting information related to the current activities of competitors and working on analyzing the behavior of competitors in order to identify their future steps and what their current and future strategies are (Qashawi and Khalfawi, 2012: 776).

In view of the intensification of competition in the markets, it is imperative for the organization to observe the actions of competitors in the markets to determine a marketing approach that matches the prevailing situation (Kotler, 2003: 153). Yoshi believes that the organization will not have the ability to anticipate the reactions of the enemy or its strategic and tactical intentions, and therefore It will not be able to withstand in the competitive arena, so it will lose its ability to survive and lead to death (Al-Janabi, 2006: 60). Hall stresses the need for managers to have the ability to face the increasing competitive threats and to have the competitive ability that helps them to closely follow what the current and potential competitors are doing and their competitive position in the local markets (Hall & Bensoussan, 2007: 68).

#### **The Conclusions**

1. The research found that understanding the customer's needs is very important in the marketing activity, as the superiority among today's organizations has become according to the new rules of the game and on the basis of who can satisfy the needs and desires better than others in order to achieve customer happiness.
2. We conclude that understanding the market is one of the very important factors in achieving customer happiness as a variable for evaluation, and the organization can identify the market and its size by processing the required information, as the market size is measured by the number of buyers, the rate of purchase quantity for a particular product during a specific period of time, and adapting to market conditions in order to achieve a competitive advantage.
3. The research found that product intelligence has an effective role in providing the best products that meet customer requirements, as it provides some information about competitors' products to determine the highest performance standards, and this process is called benchmarking in order to work on providing the best products to the customer with the aim of making him happy.

4. the researcher has found that the competitors' intelligence is an important factor in customer happiness. The organization should be able to face the increasing competitive threats that it faces, and it must observe the actions of competitors in the markets to determine a marketing approach that matches the prevailing situation.

### **The Recommendations**

1. It is necessary to work for satisfying the customer first and not to gain profits, where individuals believe in them so that the customer's satisfaction becomes an important slogan in the company, and the concept is that the customer is always first.
2. Focusing on understanding the market by making use of intelligence information on the nature of the customers.
3. Promoting the continuation of gathering intelligence information on the nature of current or potential competitors, and working to increase the budget for research and development in order to conduct continuous research to develop the company's current products and invent new products by conducting continuous research inside and outside the company.
4. The competitors intelligence index should be used for its great importance in providing intelligence information related to competitors, as it gives warning signals about competitors' strategies and tactics, and work to develop the necessary plans to confront them, such as reading periodicals and publications issued by competitors, as well as involving specialized cadres to collect intelligence information and monitor competitors in the market for material or moral incentives.

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