

Designing a model for the development of interactive marketing with an emphasis on sustainable competitive advantage in line with business development in Asiacell, Zain and Korek mobile phone companies.

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Abstract : This research aims to design an interactive marketing model that is in line with business development for Iraqi mobile phone companies. The research problem was indicated by raising a question: whether or not the new design of the interactive marketing model is compatible with the development of work in the Iraqi mobile phone companies in the research sample. In this research, a qualitative approach was followed, and the classic basic theory approach (Strauss and Corbin) was used. The research community included most of the managers and experts related to the research topic in the surveyed companies: Asiacell, Zain, and Korek in Iraq. Thirty-five interviews were conducted using the method and theory of purposive sampling, which was infused with a number of qualitative interviews. The data was analyzed using the theory of Strauss and Corbin through three stages of open, central, and selective coding and then tested via the Atlas-Ti program to obtain the main dimensions that make up the new interactive marketing design, which are causal conditions, overlapping contextual conditions, information technology, and marketing management. Based on what was mentioned, the results resulting from these factors included value creation leading to the creation of a sustainable competitive advantage, in line with global standards, and avoiding short- and long-term economic consequences.

Keywords: interactive marketing, business, mobile phone companies, Iraq.

INTRODUCTION: In today's world, businesses are not only faced with an expanding economic system and growing markets, as was the case in the past (Taherzadeh Kayfi and Shojaei Baghini, 1401). Rather, in the era of globalization, companies face intense competitive pressures that force them to search for new ways to increase their competitive advantage (Rojikova et al., 2022). From an economic point of view, the intensification of competition in new dimensions has made the customer the pillar and main focus of all the company's marketing activities, but from a competitive point of view, the survival and continuity of organizations depends on identifying and attracting new customers and maintaining existing customers (Gorbani, 2016). On this basis, maintaining and strengthening customer relationships plays a crucial role in creating and maintaining a competitive advantage in the market (Taherzadeh Kefi and Shojaei Baghini, 1401). According to (Kotler & Armstrong, 2018), the meaning of interactive marketing is that the quality of services provided depends largely on the quality of the interaction or mutual relationship between the buyer and the seller (when providing the service). As for marketing products, the quality of the product often has little to do with the way the product is obtained.

But marketing in service companies depends on two factors: the individual providing the service and the quality-of-service provision by its provider. Therefore, service companies cannot be satisfied with having achieved customer satisfaction by providing appropriate services, but they must also have high skills in creating interaction or mutual relationships in order to achieve customer satisfaction (Kotler & Armstrong, 2007). It should be noted that the company's employees are obligated to create value and provide high-quality services to customers. (Pei et al., 2020) Therefore, customer service satisfaction improves their willingness to repeat purchases (Judd, 2003). It is worth noting that in a competitive market, customer orientation, increasing customer satisfaction, and gaining and retaining loyal customers are a trump card for companies that leads to a sustainable competitive advantage (Minta, 2018). In fact, the importance of customer commitment and loyalty lies in repurchasing and using services because it increases the number of permanent customers for the company and other companies, and through repeated purchases and word-of-mouth advertising of the company's products and services, so it is obvious that its sales and market share will increase, which ultimately reflects profitability. (Shuja'i Baghini, Al-Maliki, 1400). Therefore, companies must always monitor and take care of the interaction between them and their customers and provide them with valuable goods and

services by knowing and understanding the needs and values of customers in order to satisfy them and create sustainable interaction with them (Ghorbani, 2016).

In line with what was mentioned, telecommunications companies currently play a vital and important role in all of life, given the complexity of mobile phones and their versatility. The use of mobile phones is not limited only as a means of communication, but their applications have expanded and include the technological, emotional, religious, social, political, educational, and other aspects of life. Also (Hussain et al., 2022).

In the Republic of Iraq, in 2003 after its occupation by the United States, its economy invested in various sectors in addition to oil and gas, and investment in the communications sector became one of the important areas for private sector investors seeking to increase their capital, through the companies Asiacell, Zain, and Korek, which are considered among the companies. The large scale covering the launch of communications in Iraq (Majid et al., 2019; Dusky, 2014). According to the latest statistics of the Central Statistics Agency of the Iraqi Ministry of Planning for the year 2017, the number of mobile phone subscribers to the three major companies, Asiacell, Zain, and Korek, is close to 40 million people (Salem, 2019). In addition, the number of Internet customers increased from about 3 million annually in 2007 to 19 million by the end of the third quarter of 2019. In addition, the number of Internet users who connect to the Internet via mobile phones increased from 10% in 2003 to 70% of the population before the end of the year. 2017. In addition, mobile phone service revenues increased from 8 billion in 2006 to 45.11 billion in 2019 (Iraq Statistics Center, 2019). Statistics indicate that there has been a significant increase in the number of mobile phone users in recent years, which has led to fierce competition between the three mobile phone companies in Iraq. This competition between companies has also recently led to continuous improvement of the quality of service and lowering prices for customers (Salem, 2019). These and other factors have not yet created a sustainable competitive advantage for these companies because each customer has its own value (Karami et al., 2019). Today, customers evaluate the services and products they get by purchasing them, and they usually have different opinions about every aspect of the purchasing process. This is while they may find some services and products attractive and enjoyable and dislike other aspects of them (Kaufman et al., 2019).

Therefore, due to increased competition in telecommunications companies, increased customer awareness, and diversity in providing services to customers, the need has arisen for special attention to interactive marketing for these companies with the aim of obtaining a larger share of the market, by taking steps to create, maintain and improve interactive relationships with their customers and thus Increase the profitability of their sales. Interactive marketing has been researched in various studies, but what will be discussed in this research is designing a model for developing interactive marketing in line with business development in telecommunications companies in Iraq (Asiacell, Zain, Korek). So far, no research has been conducted in this regard, so our current research is a serious attempt to answer an important question about how to design an interactive marketing model that is consistent with the development of the business of three active telecommunications companies in the telecommunications sector in Iraq.

Theoretical Framework

There are different types of marketing strategies, one of them is interactive marketing (Rahimian, 1401). Based on that, marketers face many challenges due to the rapid development of technology, fierce competition, market fragmentation and expansion.

Therefore, the whole organization gives priority to the customer while anticipating his needs and desires (Dashinsen, 2012), this led to the emergence of the concept of interactive marketing, which may be the basis for creating harmonious relationships between internal customers, and interactive marketing encourages customers to become part of the company during their participation. In the process of product development, this is done using Internet technology in various ways such as discussions, conversations, questionnaires via the web, and correspondence via e-mail (Rajagopal, 2020).

The concept of interactive marketing is usually linked to direct marketing, which is one of the elements of integrated marketing communication because communication between the product and the customer takes place directly and without intermediaries to carry out the exchange process, and therefore this type of marketing is very profitable for the companies operating in it (Gentech, 2019). Just as the interactive marketing system consists of or uses some advertising tools to influence the audience and customers, because interactive marketing represents a developed trend in marketing science that relies primarily on repeated dialogue processes and continuous interaction between the customer and the company (Lim et al., 2022). According to the opinion of (Kotler & Armstrong, 2021), the meaning of interactive marketing indicates that the quality of the service provided depends largely on the quality of the interaction or mutual relationship between the buyer and the seller (when providing the service).

In marketing products, the quality of the product often has little to do with the way the product is obtained, but in the marketing of service companies, the quality of service depends on two basic factors: the individual providing the service and the quality-of-service delivery. Therefore, service companies cannot be satisfied with having achieved

customer satisfaction by providing appropriate services, but they must also have high skills in creating interaction or mutual relationships in order to achieve customer satisfaction.

Most authors and researchers agree that the dimensions of interactive marketing are (Kotler et al, 2018; Lamb et al., 2018).

Trust and commitment:

Organizations generally seek to strengthen the relationship between the organization and its customers according to a behavior based on cooperation, interaction, and understanding new concepts and ideas based on the characteristics of mutual trust between the two parties (the organization and the customer) to benefit efficiently and effectively from the effects of that trust and the benefits resulting from it (Gao et al., 2020). Therefore, trust can be defined as the firm belief of the customer who is able to rely on the seller to provide the promised service, which increases the credibility of the organization and thus repeat purchasing behavior by customers (Shahin et al., 2011). Commitment generally means a permanent desire to maintain a valuable relationship by at least one party (Yoon et al., 2021). Commitment is a specific psychological force that links the customer to the organization and has a strong positive impact on the intention to remain in the relationship with the organization and the desire to invest and develop this relationship (Jassim and Reda, 2022).

Communication and interaction:

Communication is the most important aspect of interactive marketing, which is what most authors and researchers agree upon, and it is the basic tool for the interaction process between both parties of the marketing process (Joyce, 2022). Communication and interaction are among the most important guiding elements that participate in the flow of information, instructions, orders and decisions from one person to another or to another group in order to influence or influence change to achieve predetermined goals. Interaction is the essential element in the interactive marketing process, because the process of talking and interacting with customers plays an important role in discovering their stated and unstated needs and desires (Andres and John, 2022).

Quality of service:

Providing high-quality service is the key to success in the service industry. In the era of intense competition, improving the quality of service is very necessary to develop the efficiency and volume of the company's business, and it generally means the general perception of the customer's appreciation for the services provided to him (Jassem and Reda, 2022).

Table () comparison of interactive marketing and traditional marketing

| Traditional marketing | Interactive marketing |
|--|--|
| Focus on sales in order to attract new customers | Focus on selling and attracting existing customers |
| Short term goals | Short- and long-term goals |
| Limited commitment to the customer | High commitment to customers and sales to famous customers |
| Selling to unknown consumers | Selling to well-known customers |
| Sales to production department customers | Selling to all customers, even the seller |
| After-sales service | Services included |

Mobile phone companies in Iraq

Asiacell, Zain, and Korek Telecom are among the largest telecommunications companies active in the telecommunications sector in Iraq, as follows:

Zain is a group of leading companies in the field of mobile communications in the Middle East and North Africa region. This company has a distinct geographical spread due to its presence in 8 countries. Zain believes that despite its commitment to providing mobile communications services on a global level, it is the main partner for the communities in which it provides its services. This company is committed to its duties in the field of social responsibility towards the communities in which it operates. Zain Group ended 2016 with total profits of approximately \$520 million. The "Zain" brand is fully owned by the Kuwait Mobile Telecommunications Company, and the number of subscribers to Zain Iraq is 11 million.

Asiacell is the leading high-capacity mobile communications services company in Iraq with more than 17.1 million customers. This company is considered the first network in Iraq because it is the main source of mobile communications services there. This company has achieved success in covering the entire country because this company provides its services in all governorates, including Baghdad. The Asiacell network covers 99.09% of Iraq, so this company is considered the best provider of telecommunications coverage in Iraq.

Korek Telecom is an Iraqi mobile communications company owned by the Barzani family with a French partner, France Telecom. This company is one of the three companies that has a license to operate in the field of

telecommunications in Iraq, along with Asiacell and Zain. By providing third generation services to its subscribers, Korek covers all eighteen governorates of Iraq. This company has approximately six million subscribers (Hussain et al., 2022).

Research background

The study (Haroun Mohareb Zaalouk, 2023) reviewed interactive marketing methods and their role in improving the quality of health services in hospitals in the Marsa Matrouh Governorate in the State of Egypt. It aimed to measure the role of interactive marketing methods and its dimensions (two-way communication, advanced treatment of the organization's organizations, the website, modernization Continuous content of the organization's website, mobile marketing, and effective control) in improving the quality of health care services along the dimensions of (responsiveness, reliability, tangibility, safety, empathy) through their application in hospitals in Marsa Matrouh Governorate. (348) questionnaires were distributed to the research sample. SPSS V.25 was used to analyze these data. The results of the analysis showed that there is a statistically significant relationship between the dimensions of interactive marketing and the quality of health services. (Husseini et al., 2022) investigated the impact of interactive marketing on the brand based on four dimensions (brand value, brand image, brand love, and brand loyalty) in telecommunications companies in Iraq. The statistical population for the research consisted of customers of mobile phone companies in Iraq (Asiacell, Zain, Korek), and the study sample was selected through a random sample of 395 people. Data was collected through a questionnaire and the data was analyzed using the smart program and the partial least squares method. The results of the study, which were obtained through the results of statistical analysis, indicated that despite the multiplicity of advertising tools and the effects of different media on the customer, interactive marketing still has importance and priority and has a statistically significant and positive effect in promoting the brand. (Saud et al., 2022) studied the impact of interactive marketing on the purchasing behavior of customers at Zain Telecommunications Company in Iraq using a quantitative approach, and data was collected by distributing a questionnaire to 129 customers. The ready-made statistical program (SPSS v22) was used to enter and analyze the research data, and (AMOS V.22) to determine the regression paths of the relationship between the research dimensions. The results indicated that all dimensions of interactive marketing (communication, consumer behavior, and desire to continue shopping), except for the commitment dimension, had an effective and substantial relationship with the customer's purchasing behavior. While the study (Jarallah and Ahmed, 2022) focused on the role of interactive marketing in increasing marketing opportunities, which surveyed the opinions of a sample of 60 individuals working at Fana Furniture Company in Iraq using the quantitative method. The research results showed that there is a positive and significant relationship between interactive marketing and marketing opportunities and suggested that the company create a strong relationship based on trust and commitment between the company and the customer by meeting the customer's needs and requirements. Because the customer is the basis that leads to the continuation and success of the relationship between the two parties. While (Alas Muhammad Abdullah, 2022) conducted a study aimed at identifying the requirements for applying interactive marketing as a means of expanding the base of marketing practice and meeting the requirements and needs of university youth in a way that ensures increased interaction and satisfaction with society and the services provided to them, so that students can learn about their inclinations, needs and desires. In the required activities, because the marketing method used in this plan depends on the dialogue between the service provider and the service recipient with the aim of exploiting the services of youth care groups at Sohag University. The results showed that there is no strategic plan for the gradual transition through modern marketing systems and interactive marketing systems at the Youth Welfare Department at Sohag University. (Marwa Ali, 2019) investigated in her study entitled the impact of interactive marketing on improving the quality of service in Egyptian tourism companies (Category A). 390 questionnaires were distributed to workers in 30 tourism companies in Cairo, and 264 questionnaires were obtained, with a response rate of 67.7%. The results showed that interactive marketing has a positive impact on improving service quality. The study also recommended that tourism companies use the concept of interactive marketing to improve the quality of service by opening communication channels between tourism companies and their customers. As for a study (Pavlik et al., 2021), entitled "The Impact of Emerging Technology on the Effectiveness of Product Development: A Study from an Interactive Marketing Perspective." This search was conducted as a document review and two-stage screening of 713 publications and 42 final studies. The results showed that in order to develop the product through interactive marketing, there is more inclination towards advertising and cognitive behaviors among consumers. From what was presented in previous studies, it can be said that according to the purpose of the current research, designing an interactive marketing model in Iraqi telecommunications companies, various relevant literature and theories were studied. By reviewing the theoretical foundations and backgrounds of previously conducted research, the results showed that interactive marketing increases customer loyalty and commitment and also provides various marketing opportunities for companies.

In addition to the fact that most of this research was conducted quantitatively, the innovation and distinction in this research is that it studied interactive marketing qualitatively.

research importance

This research aims to design an interactive marketing model that is in line with business development in Iraqi mobile phone companies.

The Research problem

The research problem lies in raising two questions:

- 1- Is the new design of the interactive marketing model consistent with the development of business in the Iraqi mobile phone companies that are the research sample?
- 2- Do Iraqi companies rely on the new design of the interactive marketing model?

Research hypothesis

The research is based on a hypothesis that reflects the extent to which the new design of interactive marketing can create an interactive relationship with customers that reflects their satisfaction with the services provided by the companies sampled in the research.

research method

In this research, a qualitative approach was used using the grounded theory method (Strauss and Corbin). The study population included managers and experts in mobile telecommunications companies Asiacell, Zain, and Korak in Iraq. 35 interviews were conducted using the purposeful snowball method, taking the required data by enriching it with this number of interviews, classifying that data, testing it, and constantly comparing it through a regular process in three stages: open, central, and selective coding, and formulating and designing the model in the Atlas-ti program.

research results

In this research, an interactive marketing model was designed that is consistent with the development of business in telecommunications companies in Iraq. The results of the interviews conducted in three telecommunications companies, Asiacell, Zain, and Korek, indicated the identification of the main components of the interactive marketing model, which consisted of the dimensions (trust, commitment, communication and interaction, quality of service). Finally, the results resulting from these dimensions will lead to creating value and owning... Sustainable competitive advantage, synchronization with global standards, and avoiding short- and long-term economic consequences, as listed in Table 2.

Table 2: Open, central, and eclectic codes in the Strauss and Corbin model

| Pivotal symbol | secondary symbol | primary symbol |
|-----------------------|---------------------------|---|
| Causative factors | planning | timing Business infrastructure processes Increase the speed of transactions Planning activities based on today's technology Information sharing Correct pricing Correct management of organizational resources cost management Digitization of the organization |
| | Customers | Identifying customer needs Intimate communication with customers Useful and effective interactions and communications Classification of customers Data mining of customer information and data Creating a customer database |
| | Individual characteristic | The personality of consumers Acceptance of technology Demographic characteristics of customers social position Criticism and accepting the opinions of others Individual participation |
| Background conditions | Information Technology | Fast communication The epidemic of using mobile phones and smart devices Data mining techniques and artificial intelligence Digital transformations The emergence of new media Global use of the Internet Integration of traditional online store |
| | Marketing Management | Direct and indirect communication and interaction with consumers Establishing long-term relationships with the company's |

| | | |
|-------------------------------|--|---|
| | | clients Common interests of customers and companies Determine customer needs Greater empathy with customers Mutual communication |
| Intervening conditions | Economic conditions and policy making | Rapid changes in global markets Lack of necessary standards for online marketing management The emergence of virtual currency and the uncertainty of its future Low internet speed Range of pricing changes No monitoring of online pricing Capital market fluctuations Uncertain tax mechanisms of e-businesses |
| | Social and cultural conditions | Adequate understanding of information security Unstable digital business culture Low level of digital business knowledge Traditional ideas of business managers Perceived risks |
| Strategies | Strategies tools used | Niche story marketing Create a marketing slogan through word-of-mouth marketing Establish competition among consumers Email and interactive messaging Create multi-channel marketing Updating digital marketing tools Continuously perform scans |
| | Create professional marketing | New training Professional ethics of managers and employees with customers Appropriate interaction (neither too much nor too little) with customers Friendly tone and win-win relationship with customers Use of marketing specialists Improving organizational trust based on customer-oriented training Updating the traditional structure of staff management Using new technologies in interactive marketing techniques |
| | Innovation | Company brand management Outsourcing in marketing Flexibility in marketing techniques based on market analysis Mining of marketing knowledge Innovative marketing model Supporting innovation and creativity among employees Improving the organizational strategy based on the indicators of the competitive market Creating a unique marketing practice Creating sustainable and added value |
| consequences | Valuation | Creating sustainable and added value Increase customer retention Achieving local production goals Achieving an economic boom Profitability Creativity development Increase the efficiency of strategic plans Amending laws and regulations to serve the company's competitive position |
| | Sustainable competitive advantage | Competition in the market through technology and brands Promoting the company's reputation through the company's brand Continuous improvement of the company's products and services Increasing competitiveness Creating a sustainable competitive advantage |
| | Synchronization with global standards | Keeping pace with global changes Increase international communications Digital marketing strategies International standards International business model opportunities |

| | | |
|--|---|---|
| | Short-term economic consequences | Business growth and maturity Meet industry and company needs internally and externally Technological innovation New product development Support and encourage industrial innovations Improving the economic situation of workers by increasing wages Improving the economic status of employees Creating employment and eliminating unemployment |
| | Long-term economic benefits | Increasing digital businesses Improving online buying and selling Facilitating entrepreneurial conditions |

Discussion

In general, it can be said that every scientific research is carried out based on specific objectives, keeping these objectives in mind. Based on the results of the statistical analysis, these results should be analyzed, interpreted and discussed by comparing the results of the current research with the results from previous studies, and then proposals will be presented to solve the research problem. In this part of the research, a general summary of the results will be presented.

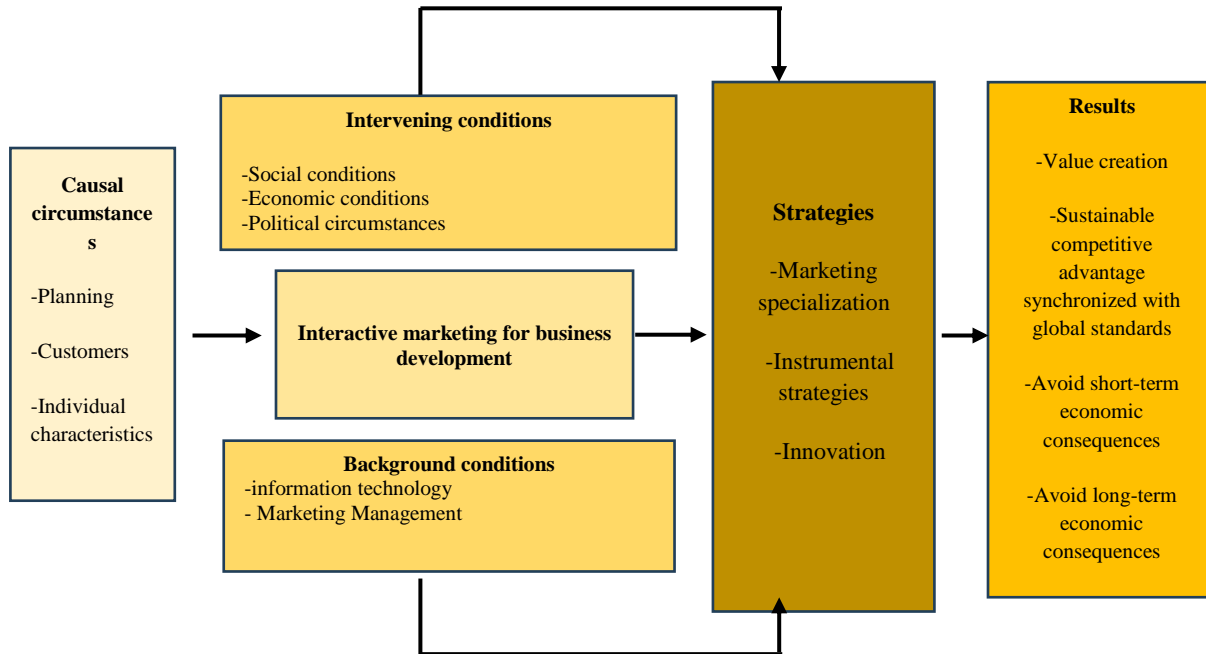
This research with a qualitative approach sought to identify the main components of the interactive marketing model towards business development in mobile phone companies in Iraq. In this model, the causal factors proposed by researchers include three dimensions; Planning factors are (customers and their individual characteristics). One of the main reasons and factors for creating interactive marketing in telecommunications companies is the correct management of organizational resources in the companies in the research sample, including efficient human resources, which leads to choosing the appropriate behavior in communicating with customers in a way that attracts them and makes them loyal to the company. In other words, it can be said that having a sound and appropriate relationship with customers, knowing their preferences and needs, and responding to their requirements correctly and in a timely manner for interactive marketing needs is extremely important.

On the other hand, among the factors for creating interactive marketing in these three telecommunications companies is giving importance and attention to creating a spirit of criticism and criticism in a way that suits and achieves the goals of the companies in the research sample, and this is consistent with some of the results of the study (Haroun Muhareb Zaalouk, 2023); (Hussain et al., 2022); (Saud et al., 2022); (Alas Muhammad Abdullah, 2022); (Jarallah and Ahmed, 2022), and this is in line with the results reached by the researchers, including, in exploring the dimensions of information technology and marketing management, and according to the researchers, what are the circumstances that enabled the companies in the research sample to transform marketing in them, to include changes in communications technology, digitization, Direct and online buying and selling, and the global use of the Internet, which has easily made it possible to establish a relationship with a customer. In addition, the results of a study (Saud et al., 2022); It is consistent to some extent with the overlapping factors raised by researchers through two dimensions: economic and political conditions and cultural and social conditions.

These two dimensions are among the important dimensions that hindered the facilitation of interactive marketing in telecommunications companies in Iraq, in addition to the presence of economic, political, cultural and social conditions that are restricting the Republic of Iraq due to the lack of monitoring pricing via the Internet, the lack of standards, and the low level of commercial knowledge, which... The process of developing an interactive marketing model in these companies is slow or perhaps receives less attention. The researchers also proposed strategic tools aimed at creating interaction and relationships with customers, and in addition to using techniques that help attract and retain customers, communicating through sending messages, training employees and experts, updating the administrative structure, and interacting and communicating with customers, it is very effective in developing a marketing strategy. Interactive.

In reference to all of the above, telecommunications companies must not ignore innovation in the company, create and improve creativity and innovation among employees and outsource marketing to provide the necessary conditions for the success of interactive marketing in the company. From the point of view of the interviewees, increasing customer loyalty and gaining a competitive advantage brings more profits to the company, and the figure below shows the interactive marketing model in Iraqi telecommunications companies

Figure ()
interactive marketing model for business development in Iraqi telecommunication companies



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