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The contribution of market knowledge to the application of prospect marketing strategies/ An analytical study in Korek Communications Company in Mosul City

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Abstract: The current research aims to demonstrate the role of market knowledge in its dimensions (market research, customer knowledge, and competitor knowledge) in applying probabilistic marketing strategies represented by Porter's competitive strategy, which includes three dimensions (cost leadership strategy, focus strategy, and differentiation strategy). The descriptive analytical approach was used, and the practical framework data was collected through a questionnaire distributed to a sample of individuals working in Korek National Telecommunications Company in the city of Mosul, amounting to (42) individuals. The research reached a number of conclusions, the most important of which were: The company under study should conduct a market study and collect information about customers and competitors, which will provide strategic options for the company to confront the market and competitors. Based on the research conclusions, a number of proposals were formulated, including: Organizations must choose the appropriate strategy and adapt to it according to the considerations of the external environment, especially in the field of communications and advanced technologies that serve their market sector.

Keywords: Marketing Knowledge, Porter's Competitive Strategy, Korek National Telecommunications Company.

اسهام المعرفة السوقية في تطبيق استراتيجيات التسويق الاحتمالي / دراسة تحليلية في شركة كورك للاتصالات في مدينة الموصل

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المستخلص: يهدف البحث الحالي إلى بيان دور المعرفة السوقية بأبعادها (بحوث السوق، والمعرفة بالزبائن، والمعرفة بالمنافسين) في تطبيق استراتيجيات التسويق الاحتمالي المتمثلة باستراتيجية بورتر التنافسية، والمتضمنة ثلاث أبعاد هي (استراتيجية قيادة الكلفة، واستراتيجية التركيز، واستراتيجية التمايز)، وتم استخدام المنهج الوصفي التحليلي، وتم جمع بيانات الإطار العملي عبر استمارة الاستبانة وزعت التي على عينة من الأفراد العاملين في شركة كورك للاتصالات الوطنية في مدينة الموصل وبواقع (٤٢) فرد. وتوصل البحث إلى عدد من الاستنتاجات

كان أهمها: أن قيام الشركة المبحوثة بدراسة السوق وجمع المعلومات عن الزبائن والمنافسين من شأنه أن يوفر خيارات استراتيجية أمام الشركة لمواجهة السوق والمنافسين. واستناداً لاستنتاجات البحث، تم صياغة جملة من المقترحات منها: المنظمات عليها أن تختار الاستراتيجية الملائمة وتتكيف معها وفق اعتبارات البيئة الخارجية لاسيما في مجال الاتصالات والتقانات المتطورة التي تخدم قطاعها السوقي.

الكلمات المفتاحية: المعرفة التسويقية، استراتيجية بورتر التنافسية، شركة كورك للاتصالات الوطنية.

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Introduction

The current research deals with a vital topic that is important for organizations in general, and service marketing organizations in particular, as the availability of market knowledge in service organizations would enhance the strategic options available to them, and the abundance of knowledge and market research would determine what is the appropriate strategy to use in the current market, and the possibility of modifying it when starting to enter new markets after the availability of the necessary capabilities and capacities to penetrate markets and confront competitors. Porter's triad strategy is used by many organizations to determine their correct path, and they choose one or more of them according to their material and moral capabilities.

axis I: The Methodological Framework

1. The Research Problem

The study of marketing strategies has become one of the necessary topics that companies in general, and telecommunications and Internet companies in particular, are supposed to pay attention to, because these strategies are characterized by flexibility in dealing with the reality of the Iraqi market environment. Companies are responsible for choosing the appropriate strategy that is suitable for the environment in which they operate. In Porter's strategy, we notice that there are three options for companies to choose from in the labor market, and this depends on market knowledge and customer requirements and desires, and working to meet them. The main research problem lies in which of the three strategic options can the company's researched individuals meet the needs and desires of their customers and provide what exceeds customer expectations in light of the existing competition with other companies operating in Iraq, represented by telecommunications and Internet companies (Asia Cell, Zain Iraq, and Atheer)?

The following two questions branch out from the main problem:

- Is there a significant correlation between market knowledge and the application of probabilistic marketing strategies?
- Is there a significant effect of market knowledge on the application of probabilistic marketing strategies?

2. The Importance of Research

The researcher finds importance in the topics of market knowledge and Prospect marketing strategies, represented by Porter's competitive strategy alike, as market knowledge represents a basic pillar in determining the strategic options followed by companies operating in all fields. Providing information about customers and current and prospective markets would enhance competitive advantages. By selecting the appropriate strategic option, there is a possibility of applying one or more of Porter's strategies that will be taken into account in the current research to achieve the desired results that achieve the objectives of the researched company and its future aspirations in light of the competition in the Iraqi telecommunications and Internet market in the environment of the city of Mosul in particular.

3. Research Objectives

The current research aims to achieve a set of the following objectives:

- Identifying both the concepts of market knowledge and the concepts of Porter's three strategies through the theoretical framework of the research.
- Identifying the correlation relationships between market knowledge in its dimensions and the application of probabilistic marketing strategies in its dimensions.
- Reaching knowledge of the impact of market knowledge on the application of probabilistic marketing strategies.

4. Data Collection Method

The research data, both theoretical and applied, were collected through the following:

- Data and information for the theoretical aspect were collected through marketing sources and references available from books, marketing studies, and through websites.
- As for the applied aspect of the research, reliance was placed on the formulation of a questionnaire prepared by the researcher, which includes descriptive variables for the sample members, and the components of the independent (Market Knowledge) and dependent variables (probabilistic marketing strategies represented by Porter's three-way strategy) and through the use of a five-point Likert scale. (Completely agree - agree - neutral - disagree - completely disagree), as SPSS VER. 28.0 statistical programming will be used.

In analyzing the data of the questionnaire's contents and extracting the values of the coefficient of determination R^2 and the F value and comparing them to their tabular value, and the T and B values to show the correlation and impact relationships between the independent and dependent variables.

5. The research community and its sample

The current research community represents the telecommunications and Internet market in the city of Mosul, which is represented by the telecommunications and Internet companies spread in the city of Mosul, all of which seek to meet the needs and desires of customers. The research sample was represented by individuals working in the Korek National Telecommunications Company, as (42) individuals were chosen to represent the applied side of Research by distributing the questionnaire form and answering its contents.

6. Hypothetical research plan

Figure (1) shows the two main research variables represented by the independent variable with its dimensions (market knowledge) and the dependent variable with its dimensions (probable marketing strategies). Based on the research questions, it was assumed that there is a correlation between each of the variables, illustrated by the two-way connected arrow, as well as the effect of the independent variable on the dependent variable, represented by the one-way arrow.

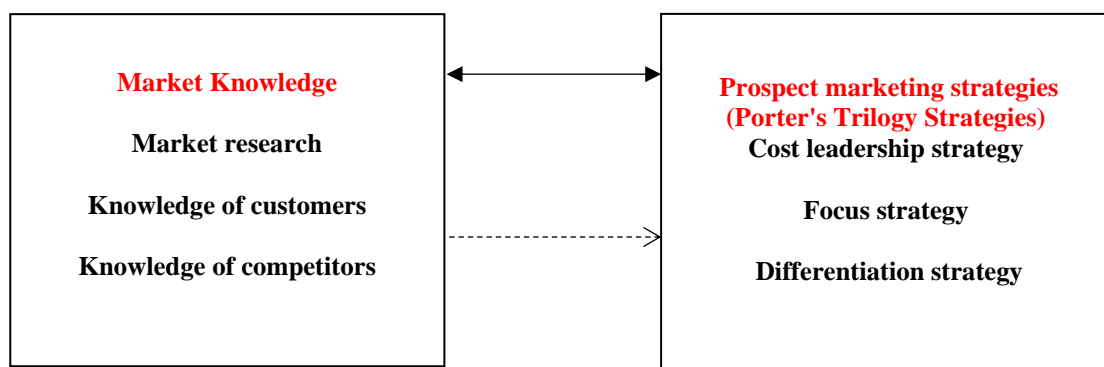


Figure (1): Hypothetical research plan

7. Research hypotheses

In light of the hypothetical research plan, two basic hypotheses were formulated for the current research as follows:

- a. There is a significant correlation between market knowledge and the application of probabilistic marketing strategies. The following hypothesis branches out:
 - There is a significant correlation between each dimension of market knowledge and probabilistic marketing strategies
- b. There is a significant impact of market knowledge on the application of probabilistic marketing strategies. The following hypothesis branches out from it:
 - There is a significant impact of market knowledge dimensions on the application of probabilistic marketing strategies.

8. Limits of Research

- a. Human limits: represented by individuals working in the Korek National Telecommunications Company.
- b. Time limits: the period from 1/1/2024 to 2/28/2024.
- c. Spatial boundaries: Korek Company's headquarters and its branches are in the city of Mosul.
- d. Cognitive boundaries: represented by the methodological and theoretical framework of the research.

Axis II: The Theoretical framework

The research was represented by highlighting the following topics:

1. The Concept of Market Knowledge

The process of collecting data from target markets and analyzing it to determine the size of the organization's expected market share to meet needs and desires is called market knowledge. It also falls within forecasting growth rates for the markets in which the organization operates, and indicating the nature and strength of competition therein (Kotler & Keller, 2015, 421).

(McKelvie & Wikland, 2010, 263) point out that market knowledge is a means of discovering opportunities in the technological environment. Acquiring market knowledge and working to adopt adaptation and harmony strategies in accordance with this knowledge is important for the success of discovering and investing in opportunities. As it is known, markets are characterized by a degree of complexity, as a result of the diversity of products and brands, which calls for the need to study and analyze the market, and take into account the purchasing power of customers, in order for the organization to be able to determine the requirements of that market and the nature of the existing competition in it, in order to achieve competitive advantage (Al-Rubaiewi, et al., 2014, 36).

It is no secret that achieving marketing success for any organization lies in identifying customers' needs and desires by providing what they actually need, which would achieve their satisfaction and loyalty and improve the mental standing of the product provided and the organization alike (Jawad, 2003, 79).

Market knowledge is defined as "the information that the organization possesses, as it is the starting point for any marketing process or activity" (Hair, et al, 2012, 5). It is also defined as "a set of organized and structured information about a market as a result of the systematic process, in contrast to random, non-profit information." structured" (Du Luca & Gima, 2007, 101).

Market knowledge has positive effects for many reasons, including: (Renko, 2008, 41)

- a. Paying attention to customer problems as a source of generating Prospect opportunities.
- b. The strength of communication and communication between the organization and the customer as a result of tacit knowledge of the new technology.

2. The importance of market knowledge

Market knowledge is of great importance to researchers and organizations, as it contributes to improving and developing the organization's marketing activities in a way that is commensurate with the surrounding competitive environment by collecting and analyzing market data and identifying customer needs, as well as identifying competitors' future aspirations. Thus, the importance of market knowledge lies in the following: (Bao, et al, 2012, 313) and (Castillo & Pe'rez, 2013, 3).

- a. Integrating market knowledge with modern technologies to provide new products to customers.
- b. Identifying customers' actual needs.
- c. Identify competitors and their trends in the market.
- d. Facilitating the work mechanisms and activities followed in the organization.

As for (Qater, 2017, 261), they consider that the importance of market knowledge is represented in the following:

- The flow and spread of external knowledge, which improves the organization's performance level.
- Responding to changes in the surrounding environment, especially technology and competition.
- Supporting the organization's economy as a measurement tool that allows the organization to evaluate its cognitive performance.
- Identifying the organization's capabilities in providing innovative products and creativity in marketing methods.

3. Market Knowledge Activities

The most important market knowledge activities can be stated through the following: (Al-Kubaisi, 2014, 99).

- a. Acquiring knowledge: This is represented by identifying the capabilities of working individuals and their ability to identify the market knowledge available in the organization's internal environment that would contribute to carrying out the activities and tasks assigned to them.
- b. Dissemination of knowledge: It refers to the ability of working individuals to analyze data and work to interpret and understand it in order to transform it into market information that can be used in marketing activities.
- c. Knowledge transfer: It is represented by the efficiency of individuals working to identify newly acquired market knowledge and employ it in investing in available opportunities, especially new ones.
- d. Investing in knowledge: It means the ability of working individuals to use market knowledge in marketing and service projects, and this would enable them to cooperate, acquire and disseminate knowledge in the market, and contribute to the performance of their activities and functions to provide new products, improve the organization's current products, or improve the performance of individual's staff.

4. Dimensions of market knowledge

Number of researchers, including (Kotler & Keller, 2015), (Pride, 2016), (Baker, 2012) and others, agreed that the dimensions of market knowledge include the following:

A. Market research

Market research topics are among the main topics in studying the market, identifying customers' actual needs and desires, and working to achieve their future aspirations. They are among the important elements in understanding market requirements, and they are also the process that links the organization to the market by providing data and converting them into accurate information that helps in making decisions. Sound marketing decision (Baker, 2012, 97).

Market research is a tool through which the organization can identify the extent of customers' consumption of products, the levels of market supply and demand for products, and the intensity of

existing competition, as well as the possibility of determining profit rates and percentages of change in them during certain periods of time (Nishant, 2015, 89). With regard to employing market research activities in organizations, it is noted that their use in large organizations is greater than in small organizations, as they are information activities through which information is discovered that can be used in making marketing decisions in an effective and efficient manner (Elliott, et al., 2017, 75).

It is also seen as the market research goes through seven important stages, and many researchers and writers in the marketing field have agreed upon them, including (Kotler, 2018), (Alghamdi, 2016), (Al-Bakri, 2020), and (Al-Damour, 2016), The stages are:

- (1) Identify the problem.
- (2) Identify alternatives or strategic options.
- (3) Developing a research plan.
- (4) Implementing the research plan.
- (5) Interpretation and access to research results.
- (6) Evaluation of results.

B. Knowledge of customers

Knowledge of customers refers to the set of behavioral activities that make the customer a source of communication by meeting his needs and desires (Li & Cavusgil, 1999, 277), Knowing the customer generates knowledge that gives the organization the opportunity to search for creativity and innovation, and meet the needs of the market (Lovelock, 2007, 133). Likewise, knowledge of customers contributes to reducing the risks faced by the organization as a result of not meeting market and customer requirements (Jokipii & Kuusinen, 2013, 370).

In the same context, we see that organizations that constantly seek to know the aspirations of their customers use that knowledge to improve and develop their products, and thus are able to achieve their goals of growth and profits (Blois, 2019, 109).

There is no doubt that the customer's experience with the organization and his relationship with its products is the experience that carries high costs for the customer to achieve, represented by the cost of purchases that he pays every time (Al-Rubaiewi and Al-Douri, 2020, 207).

C. Knowledge of competitors

Knowledge of competitors is represented by a set of behavioral activities that keep the customer in touch with the organization and its products by developing appropriate plans and strategies (Owusu, 2010, 242). Knowledge of competitors is a necessary source for achieving competitive advantage through the organization's interest in its external environment, especially competitors and customers (Abdel Wahed, et al., 2018, 227).

The organization's ability to quickly respond to market requirements and know competitors' activities contributes to strengthening its competitive position, which reflects positively towards developing its position and increasing its market share. Likewise, working to collect reliable information about competitors has a major role in identifying the surrounding competitive environment, and working to analyze that information, Interpreting them and integrating similar ones (Alghamdi, 2016, 143).

Knowledge of competitors requires the organization to have knowledge and knowledge of technology-based promotional strategies to compete, marketing strategy to compete, and new product strategies of competitors, as it thus includes all activities that are related to knowledge of competitors and the strategies they follow (Armstrong, 2014, 279). This means defining the internal environment by identifying its strengths and weaknesses, as knowing the internal environment by enhancing its strength and addressing its weakness enables the organization to choose the appropriate strategy to confront the external environment (Bao, et al., 2012, 667).

5. Benefiting from Porter's strategy as one of the prospect marketing strategies

Organizations generally keep pace with the changes taking place in their external environment, especially those organizations that want to achieve the goals of survival, growth, and continuity in the labor market. These organizations have the responsibility of choosing the appropriate strategies to achieve those goals. Among these strategies are Porter's competitive strategy, Ansoff's strategy, and Hoover's strategy. And other marketing strategies that would reflect positive results if they are well planned and used in the face of competitors, as well as the possibility of these strategies in meeting the needs of the market represented by customers' needs, desires and future aspirations.

In studying this research, Porter's competitive strategy was chosen as a concept and analysis that is compatible with by nature with the researched company. Sixth: The concept of Porter's competitive strategy and its dimensions Porter's general competitive strategy dates back to the American researcher (Michael Porter), who presented it in the year 1980 AD, and called it competitive strategies, as it is applied at the levels of business units in organizations, and represents a major source of competitive advantage through which organizations are able to confront competitors (Porter, 1985, 4).

It is also seen as a competitive advantage of organizations in the industry structure is determined by the competitive scope that includes the breadth of the organization's target market or the level of business units, and before using one or more general competitive strategies, the organization must study the possibilities and the competitive environmental situation surrounding it, and this means choosing the combination of products that It will produce and present it to the market, the distribution channels it employs, identify the types of consumer customers it serves, and the geographical areas in which they are spread, as well as study the trends of competitors in the target market (Al-Kurdi, 2016, 77).

Porter's generic strategies are a set of basic business strategies that organizations can adopt to gain a competitive advantage in their markets. These strategies focus on achieving cost leadership (cost reduction), differentiation, or a niche market position (focus), that is, they provide multiple possibilities for organizations to make strategic choices based on their competitive priorities and the target market segments in which they operate. These strategies are as follows:

A. Cost leadership strategy

It is the strategy that works to direct the organization's efforts towards the main goal, which lies in reducing the organization's total costs, such as production, distribution, promotion, and other marketing costs. (Kotler and Keller, 2018, 389) This strategy is a basic strategic option that the organization can adopt if it wants to provide products similar to competitors' products, as the option of reducing production costs becomes the only option before it. It is also observed through the application of this strategy that the more the organization compresses its costs, the higher its profit margin is achieved compared to competitors (Al-Kurdi, 2016, 79).

B. Differentiation strategy

We notice through this strategy that organizations choose to differentiate their products from what competitors offer, and this depends on the organizations' ability to provide products that have unique characteristics of value to customers through which we satisfy their needs and desires, and provide what exceeds their Expectations, especially those customers who are looking for... About quality and excellence and they care about it more than its price. In order to achieve excellence in displaying products, it is necessary to take into account that the products offered are not imitable, or at least difficult to imitate by competitors, and that the customer must be appreciative of the value of these differences an (Kotler and Keller, 2018, 391) the degree of uniqueness, given the multiplicity of needs and desires, through offering products, ease of obtaining them, and speed. Receiving it at the specified time and place is nothing but a kind of distinction in its products that the organization offers in the face of competitors (Al-Kurdi, 2016, 79).

C. Focus strategy

In this strategy, it is the responsibility of organizations to focus on a specific portion of customers within the market sector by offering a combination of products to these customers through which it works to satisfy their needs and desires. This strategy is suitable for those organizations that are unable to cover the market sector. Completely, that is, limiting it to part of the sector and working to meet its requirements. Here, Porter identified two basic categories for this strategy: (Kotler and Keller, 2018, 392)

- a. Focusing on the basis of low cost: In this case, the organization aims to achieve a competitive advantage by providing products at the lowest cost to a portion of the targeted market sector.
- b. Focusing on the basis of excellence in providing products: In this case, the Organization works to provide distinct and unique products that are difficult for competitors to imitate for part of the targeted market sector.

Axis III: Practical Framework

The current axis deals with describing and diagnosing the research variables by providing a brief overview of Korek Telecommunications Company as the researched organization under investigation, and testing the research hypotheses developed according to the hypothetical research model to verify its adoption after reaching the statistical results by stating the values of the correlation coefficients between the independent and dependent research variables, as well as Explaining the extent to which the independent variable (market knowledge) affects the dependent variable (prospect marketing strategies represented by Porter's competitive strategies).

1. An overview of Korek Communications Company in the Iraqi environment and a description of its sample members Korek

Communications Company was established in 2000 AD in Iraq, and its headquarters are in Erbil Governorate/Iraqi Kurdistan. It is an Iraqi mobile communications company (GSM mobile operator) and is owned in partnership by the Barzani family with its French partner, France. It is one of three companies that holds a business license. In the field of mobile phones in Iraq, alongside Asia Cell and Zain Iraq, in 2007, the company obtained a national operating license for the mobile phone network throughout Iraq by providing its services in communications and the Internet. Today, the company offers fourth generation (4G) service.) for its subscribers, and its information and Internet systems cover all Iraqi governorates. The company also aims to become the largest and most extensive network in providing telecommunications services in Iraq.

Since 2009 until now, we have noticed that the company has been expanding the coverage area of its network. It now has more than six million subscribers.

The company also worked on an electronic documentation project, which involves documenting the data of new subscribers to the company's services electronically (<https://ar.wikipedia.org/wiki>). The following is a description of the individuals in the research sample by stating the frequencies and percentages of the descriptive variables represented by (gender, age groups, educational qualification, and years of experience) as follows:

Table (1): Description of the research sample members

Sex					
	Std.	Mean	%	Frequency	Sum
Male	0.725	3.18	64%	27	42
Female			36%	15	
Age					
	Std.	Mean	%	Frequency	Sum
(25-30) year	0.912	3.82	4.7%	2	42
(31-36)year			16.6%	7	
(37-42) year			38%	16	
(more than 42) year			40.7%	17	
Education					

	Std.	Mean	%	frequency	Sum
Diploma	0.885	3.802	19%	8	42
B.Sc.			76%	32	
M.Sc.			5%	2	
Experience / year (s)					
	Std.	Mean	%	frequency	Sum
(1-5) Years	0.837	3.505	16.6%	7	42
(6-11) Years			42.7	18	
More than (11) Years			40.7%	17	

Source: Based on the results of the statistical program SPSS. VER 28.0

Table (1) shows that the percentage of male sample members was the highest, reaching 64%) compared to the percentage of females, which was (36%), indicating that the percentage of male individuals was the highest within the research sample, given their experience, knowledge, and ability to answer the questionnaire paragraphs and interpret their contents. The arithmetic mean for the gender variable was (3.18) with a standard deviation of (0.725). Thus, the rest of the variables came in terms of frequency and percentages, as shown in Table (1).

2. Testing the research hypotheses

After identifying Korek Company as the organization investigated for the current research, the researcher comes to measure the correlation and impact relationships between the two independent research variables (market knowledge) and the dependent variable (prospect marketing strategies) as follows: Second:

A. Testing correlation hypotheses

After testing the first main hypothesis, which states that “there is a significant correlation between market knowledge and probabilistic marketing strategies at the macro level,” and testing the derived sub-hypothesis, which states that “there is a significant correlation between the dimensions of market knowledge and probabilistic marketing strategies at the micro level,” the following was found:

Table (2): the correlation between Marketing Knowledge and Prospect Marketing Strategies test

Marketing Knowledge	0.79
Prospect Marketing Strategies	
P ≤ 0.05	n=42

Source: Based on the results of the statistical program SPSS. VER 28.0

The results of Table (2) show that there is a significant correlation between the independent variable (market knowledge in its dimensions) and Prospect marketing strategies in its dimensions, which amounted to (79%), and it is a positive relationship in light of the variables of the external environment in which the researched company operates, as this relationship came Moral through the researched company studying the market, customers and competitors through the organization conducting market research and collecting information that would enhance its service activities in the communications and Internet sector and confront competing companies, and This means accepting the first main hypothesis which states: “There is a significant correlation between market knowledge and potential marketing strategies.”

Table (3): the Correlation between Marketing Knowledge Dimensions and Prospect Marketing Strategies test

Independent Variables (Marketing Knowledge)	Dependent Variable (Prospect Marketing Strategies)
Market Research	0.71
Knowledge of Customers	0.77
Knowledge of Competitors	0.67
P ≤ 0.05	n=42

Source: Based on the results of the statistical program SPSS. VER 28.0

The results of Table (3) show that there is a significant correlation between each dimension of market knowledge and probabilistic marketing strategies at the micro level for the first main hypothesis, as the value of the correlation coefficient between the market research dimension and probabilistic marketing strategies (Porter's competitive strategy) was calculated at (71%).

This is a good indicator that market research contributes to strengthening the strategy taken by the company under study, as it is very necessary. It was also shown that there is a significant correlation (77%) between knowledge of customers and Prospect marketing strategies (Porter's competitive strategy), and this also gives a good indicator.

Through the researched company's knowledge of the needs and desires of customers and meeting them by choosing the appropriate strategy to do so, it was also found that there is a significant correlation between knowledge of competitors and Prospect marketing strategies (Porter's competitive strategy), at a rate of (67%), an indication that the researched company is working hard to provide What distinguishes its services from competitors, and working to adapt to the external environment according to Its available capabilities and abilities, is collecting information about competitors and learning about their markets, customers, and capabilities is a positive indicator for achieving its desired goals represented by retaining its current customers, attracting prospective ones, and expanding its market share, and this means accepting the sub-hypothesis of the first main hypothesis, which states: "There is a significant correlation between the dimensions of market knowledge and potential marketing strategies."

B. Testing impact relationships

The research reached the results of testing the second main hypothesis, which states: "There is a significant effect of market knowledge on the application of probabilistic marketing strategies at the macro level." The derived sub-hypothesis, which states: "There is a significant effect of market knowledge dimensions on the application of probabilistic marketing strategies at the micro level," was also tested, as follows:

Table (4): the effect of the Marketing Knowledge in Prospect Marketing Strategies test

Marketing Knowledge				Independent Variable	
B	F		D.F	R ²	Dependent Variable
	Scheduled	Calculated			
8.825 (7.110)	4.01	71.225	1 41	0.61	Prospect Marketing Strategies
n=42			DF (44,1)		t (7.110)

Source: Based on the results of the statistical program SPSS. VER 28.0

The results of Table (4) indicate an analysis of the effect of market knowledge on probabilistic marketing strategies (Porter's competitive strategy), as the calculated (F) value reached (71.225), which is greater than the tabulated (F) value of (4.01) at two degrees of freedom (1.41). While the value of the coefficient of determination (R²) was (0.61), which indicates that the percentage of the explained difference in the Prospect marketing strategies in the researched company due to the influence of market knowledge in its dimensions is no less than (61%), and the remaining percentage (39%) represents a contribution percentage The non-researched variables, as indicated by their (β) value, showed that the effect of market knowledge on probabilistic marketing strategies was (8.825) and in terms of the calculated (T) value (7.110), which had a significant value and was greater than its tabulated value of (1.684), which reflects the nature of Respondents' answers about their ability to explain the impact of market knowledge on prospect marketing strategies (Porter's competitive strategy).

Accordingly, and in light of the previous data, it was found that there is an impact of market knowledge in all its dimensions on Prospect marketing strategies (Porter's competitive strategy), so the second main hypothesis was accepted, which states: "There is an impact of market knowledge in its dimensions on the application of probability marketing strategies."

Table (5): the effect of Magnetic Marketing Dimensions in Marketing Efficiency test

Dependent Variable Independent Variable	Marketing Knowledge			
	F	T	R ²	B
	Calculated	Schedul ed	Calculated	
Marketing Research	32.225	4.01	7.610 (1.684)	0.39
Knowledge Customer	39.650		8.270 (1.684)	0.41
Knowledge Competitor	28.710		6.985 (1.684)	0.27
n=42		DF (39,3)		

Source: Based on the results of the statistical program SPSS. VER 28.0

Regarding the micro level, the results of Table (5) indicate an analysis of the impact of the dimensions of the independent variable (market knowledge) on the dependent variable (prospect marketing strategies), as follows:

a. It was found that there is a significant effect of market research on probabilistic marketing strategies (Porter's competitive strategy), in terms of the calculated (F) value (32.225), which is greater than the tabulated (F) value of (4.01) at two degrees of freedom (39.3) and a significance level (0.05) and the significance of the value of the coefficient of determination (R2) is (0.39), which indicates that the percentage of explained variation in the probabilistic marketing strategies in the researched company due to the influence of market research is no less than (39%), and the remaining percentage (61%) represents the percentage of contribution of non-variable variables. The research subject, and as inferred from the value of (β), that there is an effect of market knowledge on Prospect marketing strategies, was (6.537) and in terms of the calculated (t) value (7.610), which came with a significant value and greater than its tabulated value of (1.684), which reflects the nature of the respondents' answers to Their ability to explain the impact of market knowledge on prospect marketing strategies.

b. It was found that there is a significant effect of knowledge of customers on probabilistic marketing strategies (Porter's competitive strategy), in terms of the calculated (F) value (39.650), which is greater than the tabulated (F) value of (4.01) at two degrees of freedom (39.3) and a significance level (0.05) and the significance of the value of the coefficient of determination (R2) is (0.41), which indicates that the percentage of explained variation in the probabilistic marketing strategies in the researched company due to the influence of knowledge of customers is no less than (33%), and the remaining percentage of (59%) represents the percentage of contribution of the variables. Not researched, and as indicated by its (β) value, the effect of customer knowledge on probabilistic marketing strategies was (7.550) and in terms of the calculated (t) value (8.270), which had a significant value and was greater than its tabulated value of (1.684), which reflects the nature of the respondents' answers. On their ability to explain the effect of customer knowledge on prospect marketing strategies.

c. It was found that there is a significant effect of knowledge of competitors on Prospect marketing strategies (Porter's competitive strategy), in terms of the calculated (F) value (28.710), which is greater than the tabulated (F) value of (4.01) at two degrees of freedom (39.3) and a significance level (0.05) and the significance of the value of the coefficient of determination (R2) is (0.27), which indicates that the percentage of the explained difference in the probabilistic marketing strategies in the researched company due to the influence of knowledge of competitors is no less than (27%), and the remaining percentage, amounting to (73%), represents the percentage of the variables' contribution. Not researched, and as indicated by its (β) value, the effect of knowledge of competitors on Prospect marketing strategies was (5.612) and in terms of the calculated (t) value (6.985), which came with a significant value and greater than its tabulated value of (1.684), which

reflects the nature of the respondents' answers. On their ability to explain the effect of knowledge of competitors on prospect marketing strategies.

Accordingly, and in light of the previous data, the sub-hypothesis of the second main hypothesis was accepted, which states: "There is a significant effect of the dimensions of market knowledge on the application of probabilistic marketing strategies."

Axis IV: Conclusions and Recommendations

1- Conclusions

a- The adoption by the researched company of the concepts of market knowledge in all its dimensions would enhance its marketing performance in meeting the needs and desires of beneficiary customers and improving its services provided.

b- The researched company's study of the market and gathering information about customers and competitors would provide strategic options for the company to confront the market and competitors.

c- Porter's strategy is one of the most important measures that organizations rely on to achieve their goals, including maintaining their competitive position and growth and working to expand their markets.

d- It became clear through statistical analysis that there is a significant correlation between market knowledge in its dimensions and Prospect marketing strategies, indicating that market research and identifying customers' needs and desires by collecting information about them, as well as identifying competitors' trends by collecting information have a role in determining strategic options Porter Competitiveness that would enhance the effectiveness of the marketing activities carried out by the company under study, especially the focus strategy, which combines the cost leadership strategy with the focus strategy, retaining existing customers and attracting new customers.

e- It turns out that there is a significant effect of market knowledge and its dimensions on Prospect marketing strategies represented by Porter's competitive strategy. This indicates that each dimension of market knowledge has a degree of influence in choosing the appropriate strategy to carry out marketing and service activities in the company under investigation, and the strength of the influence varies. From one company to another according to its capabilities and material and intangible resources, as well as the strength of its brand, its competitive position in the market, and the diversity of its services provided to current customer subscribers.

2- Recommendations

a. Organizations in general should conduct market research by collecting, analyzing and interpreting data to reach accurate information that serves their market sector and achieves their goals of survival, growth and continuity.

b. Organizations must understand market requirements by providing all the products that the customer needs, especially services that would enhance the organization's position in the market and confront competitors.

c. Organizations must choose the appropriate strategy and adapt to it according to the considerations of the external environment, especially in the field of communications and advanced technologies that destroy their market sector.

d. Organizations must change their traditional strategies and search for strategies that are compatible with the nature of the existing competition in the market, as they must work to reorganize their internal environment in a way that allows them to confront the external environment and its variables.

e. Organizations must take into account that market knowledge and Porter's competitive strategies play a major role in choosing the right path to perform activities and businesses, as they are effective concepts in achieving their goals, especially gaining and retaining customers as a source of achieving profitability and growth.

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