



## RESEARCH ARTICLE - MANAGEMENT

### The Impact of Smart Marketing on Achieving Marketing Superiority: An Applied Study in Iraqi Telecommunication Companies

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Article Info.	Abstract
<p><i>Article history:</i></p> <p>Received 05 September 2022</p> <p>Accepted 02 November 2022</p> <p>Publishing 31 December 2022</p>	<p>This research aimed to know the impact of smart marketing on achieving marketing Superiority for a sample of administrative leaders in Iraqi telecommunication companies, to achieve this objective, a hypothetical model has been formulated consisting of two main variables. The independent variable is represented by smart marketing through three dimensions: (Digital Cooperative Marketing, Human Capital Empowerment, and Social Capital Cooperation) whereas, the dependent variable is marketing superiority that which consists of three dimensions, namely (Customer Value, Satisfaction Customer, and Loyalty Customer). This research adopted the descriptive analytical approach, and a questionnaire as a tool for collecting research data as (150) valid questionnaires, it is analyzed after has been distributed among the administrative leaders in the Iraqi telecommunication companies. In addition to conducting personal interviews to clarify the topic and the paragraphs of the questionnaire. The data were analyzed and the hypothesis was tested by using appropriate statistical tools through the use of a statistical analysis program (SPSS V. 26). The research reached a set of conclusions and the most important one was that the employment of smart marketing in Iraqi telecommunication companies greatly contributed to the influence of marketing Superiority, which means that the dimensions of smart marketing have an impact on achieving marketing Superiority.</p>

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## 1. Introduction

The rapid changes in the environment and technological and digital development have led to an increase in the intensity of competition between companies in various sectors, which is reflected in how to compete and innovative ways of providing services to customers, which in turn led to changes in how services are marketed and promotion methods. Therefore, it has become necessary for companies to devise new ways that lead to the marketing of their services innovatively and smartly that exceed their competitors, and this means that they must use the smart marketing method, and plan smartly to provide their services to their customers in the required manner. As a result of the great changes in the customers' tastes and their fluctuations, which requires the company strives to achieve more than their satisfaction, i.e., to achieve the maximum types of customer satisfaction and reach the extent of their happiness and surprise, and achieve marketing Superiority this will eventually lead to repeat customers' requests and enhance their loyalty to the company's brand.

## 2. Literature Review

### 2.1. Smart Marketing

#### 2.1.1. Concept of Smart Marketing

Smart marketing is one of the modern concepts in the field of marketing, which appeared recently as a result of the great changes in the field of marketing and technology, the desires and needs of customers, and the intensity of competition between organizations [1]. It shaped the processes that contribute to the introduction and support of new products offered by the organization [2]. It is a process by which information is collected, assimilated, and re-published on distribution outlets [3]. It is used to discover the appropriateness of marketing decisions taken to satisfy the needs of customers [4]. It represents a framework for preparing marketing programs, and activities and programming them intelligently for the company [5]. Through smart marketing, the advantages of the product are transferred to customers and arouse their interest to satisfy their needs through the product [6]. While smart marketing has been described as the attractiveness of the brand that expresses the name of the product and its characteristics, the customer takes a preconception about the brand and what it represents by providing distinct and desirable products for him [7]. It provides the appropriate information to customers related to the services provided by the company and it provides personal. It allows customers to find answers for themselves and not through marketers [8].

### 2.1.2. Dimensions of Smart Marketing

The dimensions of smart marketing will be clarified depending on the (Stettler, 2016) [9] scale, as it identified three dimensions to measure the smart marketing variable, which are (Digital Cooperative Marketing, Human Capital Empowerment, and Social Capital Cooperation) and the following is an explanation of these dimensions.

#### 2.1.2.1. Digital Cooperative Marketing

It means that marketing companies cooperate through digital platforms to meet social, economic, and cultural needs, in a manner that enhances the pursuit of digital innovation and enters the process of digital standardization [10]. Digital cooperative marketing includes a set of digital marketing activities that work to meet the needs and desires of customers and companies in exchange for rewards [11].

#### 2.1.2.2. Human Capital Empowerment

Empowerment refers to the idea of transferring the authority and responsibility for making decisions to frontline workers to control and improve service quality and customer satisfaction during service provision [12]. The success of companies depends largely on empowering human capital by jointly shaping the organizational culture and enhancing decision-making [13].

#### 2.1.2.3. Social Capital Cooperation

Social capital cooperation represents the basis for the company's continuity and success because it works on building a set of shared values, beliefs, and cultures [14]. The cooperation of social capital between the members of the company affects the exchange of benefits, costs, and total production [15].

### 2.2. Marketing Superiority

#### 2.2.1. Concept of Marketing Superiority

The concept of marketing Superiority has gained great importance in the contemporary literature due to the fundamental changes that the business environment has witnessed as a result of the information and communication technology revolution and focus on the customer. It is a way to transform competitive advantages into superiority. This interest is due to the issue of marketing excellence, as it is a factor of success for any company, and the process of defining marketing excellence and directing the company towards that goal is a very big challenge in the field of services. Precisely because excellence includes focusing on customers' aspirations, needs, and opinions [16]. Marketing Superiority is defined as defining the needs of customers and satisfying these needs in a way that generates profit for the company and matches its resources through a goal that it seeks to achieve [17]. It is also defined as creating superior customer value that fits the changing needs of consumers in the market and developing new solutions for current and future customers [18]. And that marketing excellence is a customer-focused business strategy through the integration of marketing with sales and customer care service effectively to create value for both the company and its customers [19].

#### 2.2.2. Dimensions of Marketing Superiority

The dimensions of the marketing superiority variable will be clarified depending on the scale (Deif, 2020) [20]. As he identified three dimensions to measure the marketing superiority variable, which are (Customer Value, Satisfaction Customer, and Loyalty Customer). The following is an explanation of these dimensions.

##### 2.2.2.1. Customer Value

The beginning of the term "customer value" dates back to the period of transition from the customer's logo to employing science in determining his actual desires and the amount of that while adding value to the customer, and this is due to the development of the quality of products, especially the standards of customer satisfaction. The value of the customer reflects the customer's perception and balance between the gains and losses resulting from the use of the product [21]. Customer value represents a set of advantages obtained by comparing the benefit achieved from consuming the product and the cost [22].

##### 2.2.2.2. Satisfaction Customer

Customer satisfaction depends on the perceived performance of the product about the customer's expectations. Customer satisfaction is the process of customers evaluating the quality of the product after completing the purchase process in light of their expectations, and customer satisfaction is related to the extent of using the product and its frequency [23]. Satisfaction is related to the self-evaluation of emotions, which occurs as a function of proving the output relative to the input. It is the final result towards a positive or negative feeling of fulfillment, and therefore satisfaction can be counted as the customer's evaluation of the received commodity and service [24].

##### 2.2.2.3. Loyalty Customer

Many companies focused on customer loyalty because it is the key to improving the company's position and increasing the volume of its activity within the market, and market research always confirms that customer loyalty translates into customer retention for a long time. The customer is the main driver of the company's profitability, so their loyalty can be used to achieve profits [25]. Customer loyalty is characterized by making the cost of serving loyal customers less than new customers, which leads to the old customers will pay the cost of the highest set of services. Just as customer loyalty should improve dramatically when customer satisfaction exceeds a certain level, the prevailing suggestion is that satisfaction is one of the necessary and essential parts of achieving customer loyalty.

### 3. Research Methodology

#### 3.1. Research Problem

Due to the continuous changes in the tastes, and desires of customers and the intensity of competition between companies, required to present innovative marketing ideas that lead to exceeding customer satisfaction and reaching the stage of happiness. Several sub-questions arise:

1. Do Iraqi telecommunications companies understand the concept and importance of smart marketing and marketing superiority?
2. What is the level of smart marketing used by Iraqi telecom companies?
3. Do Iraqi telecommunication companies seek to achieve marketing superiority?

3.2. Research Objectives

This research seeks to achieve the following objectives:

1. Recognize the relationship between smart marketing and marketing superiority, and how to invest it in winning customers.
2. Motivating the administrative leaders in Iraqi telecommunications companies to use smart marketing to achieve marketing superiority.
3. Work on finding smart, innovative marketing methods to win the largest number of customers for the company and enhance their loyalty.

3.3. Research Importance

The importance of this research can be reflected in the following:

1. Providing a conceptual framework for the basic research variables, which are smart marketing and marketing superiority.
2. Knowing smart marketing techniques and using them to provide superior services over competitors.
3. Knowing the marketing superiority and working to achieve it to win customers and enhance their loyalty to the company's brand.

3.4. Research Hypotheses

The Main Hypothesis: There is a statistically significant effect of smart marketing on marketing superiority at the level of the researched Iraqi telecommunication companies.

3.5. Research Model

The research model was designed according to what came from the intellectual outputs of the scientific literature related to the main research variables, as it is shown in Fig. 1.

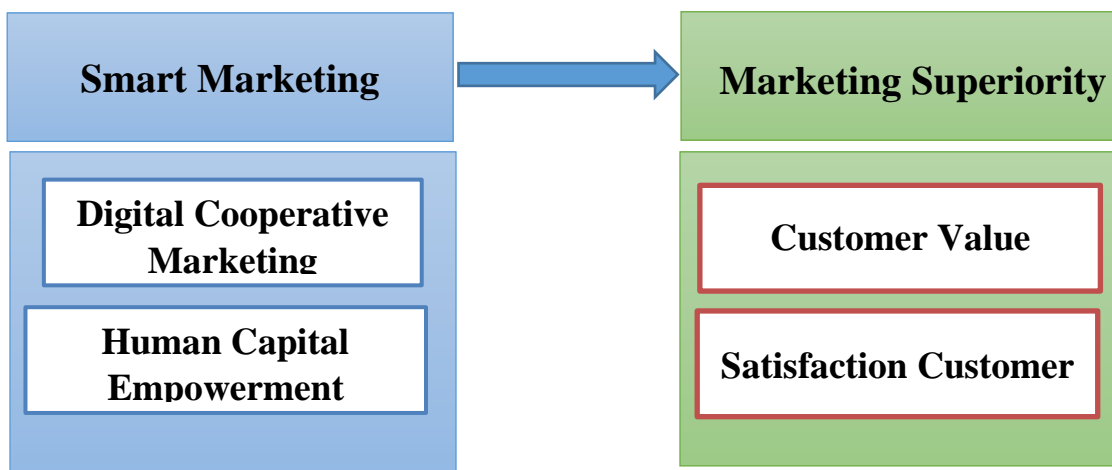


Fig. 1. A conceptual model for research

4. Results and Discussions

4.1. Descriptive Analysis of Research Variables

4.1.1. Description and diagnosis of Smart Marketing

The independent variable (Smart Marketing) was measured through three dimensions (Digital Cooperative Marketing, Social Capital Cooperation, and Human Capital Empowerment). And across (150) samples of workers in Iraqi telecommunications companies. The independent variable (Smart Marketing) obtained a mean of (3.747), a standard deviation (0.613), and a relative coefficient of difference (18,076). While at the dimensional level, they were arranged according to the relative coefficient of variation. It obtained the dimension (Digital Cooperative Marketing) first. So the dimension obtained an arithmetic mean of (3.825), a standard deviation (0.637), and a relative coefficient difference (16,246) to get the first rank among the three dimensions of smart marketing. Then (Social Capital Cooperation) appeared second, which was a mean (3.769), a standard deviation (0.682), and a relative coefficient difference (18.064) to get the second rank among the three dimensions of smart marketing. Whereas, the Human Capital Empowerment dimension ranked third in terms of Smart Marketing dimensions with a mean (3.646), a standard deviation (0.765), and a relative coefficient of variation (19.917), as shown in Table 1.

Table 1. Ranking of importance according to the coefficient of variation for the dimensions of Smart Marketing

Dimensions of Smart Marketing	Arithmetic Mean	Standard Deviation	Variation Coefficient	Relative Importance
Digital Cooperative Marketing	3.825	0.637	16.246	First

Human Capital Empowerment	3.646	0.765	19.917	Third
Social Capital Cooperation	3.769	0.682	18.064	Second
Smart Marketing	3.747	0.613	18.074	

#### 4.1.2. Description and diagnosis of Marketing Superiority

The dependent variable (Marketing Superiority) is measured through three dimensions (Customer Value, Satisfaction Loyalty, and Customer Customer), and across (150) samples of workers in Iraqi telecommunications companies. As the dependent variable (Marketing Superiority) got a mean of (3.570), and a deviation that was standardized (0.814), and with a relative coefficient of variation (24.613), while at the level of dimensions, it was arranged according to the relative coefficient of variation. It obtained the dimension (Customer Value) first, so the dimension obtained an a (3.653), a standard deviation (0.843), and a relative coefficient difference (23.804) to obtain the first rank among the three dimensions of marketing excellence. Then (Loyalty Customers) appeared secondly, to get a mean (3.587), a standard deviation (0.836), and a relative coefficient difference (24.057) to get the second rank among the three dimensions of marketing excellence. While the dimension of (Satisfaction Customer) ranked third in terms of Marketing Superiority dimensions with a mean (3.469), a standard deviation (0.922), and a relative coefficient difference (25.975), as shown in Table 2.

Table 2. Ranking of importance according to the coefficient of variation for the dimensions of Marketing Superiority

Dimensions of Marketing Superiority	Arithmetic Mean	Standard Deviation	Variation Coefficient	Relative Importance
Customer Value	3.653	0.843	23.804	First
Satisfaction Customer	3.469	0.922	25.975	Third
Loyalty Customer	3.587	0.836	24.057	Second
Marketing Superiority	3.570	0.814	24.613	

#### 4.2. Test and Analyze of Research Hypothesis

This test aims to know the type of influence between the two research variables (Smart Marketing) as an independent variable, and (Marketing Superiority) as a dependent variable, through the researcher's investigation of the opinions of (150) samples of workers in Iraqi telecom companies. The main research hypothesis states that (there is a statistically significant effect of smart marketing on marketing excellence, and for the researcher to verify the validity of the hypothesis or not, a simple linear regression model was implemented. as shown in Table 3.

Table 3. Analyzes the impact of Smart Marketing dimensions on Marketing Superiority

Dimensions of Smart Marketing	Dependent Variable	Constant Limit Value ( $\alpha$ )	the marginal slope coefficient ( $\beta$ )	The coefficient of determination (R <sup>2</sup> )	computed value (F)	computed value (t)
Digital Cooperative Marketing		1.096	0.635	0.293	61.991	7.938
Human Capital Empowerment	Marketing Superiority	1.024	0.633	0.292	62.534	7.905
Social Capital Cooperation		0.795	0.804	0.327	74.916	8.659
Smart Marketing		0.637	0.835	0.380	88.996	9.489
Tabular (F) value= 3.88						
Tabular (t) value = 1.660						
Sample volume =150						
Sig = 0.000						

The results of Table 3 showed that there is a dimension effect of (Smart Marketing) in (Marketing Superiority), as computed value (F) (88.996), computed value (t) (9.489). The coefficient of determination (R<sup>2</sup>) (0.380), the marginal slope coefficient ( $\beta$ ) (0.835), and the Constant Limit Value ( $\alpha$ ) (0.637). These results lead to the acceptance of the research hypothesis, which states: (There is a statistically significant effect of smart marketing on marketing superiority at the level of the researched Iraqi telecom companies).

## 5. Conclusion

1. Smart marketing is one of the modern strategies of the contemporary marketing philosophy, which is concerned with marketing strategies that are responsive and attractive to the growing demands and needs of customers. And it constantly seeks to provide a wide network of services to them and update its promotional mix.
2. Smart marketing can be applied by companies operating in markets with a complex and dynamic environment, diverse in individual customer needs and desires.
3. Adopting smart marketing by companies helps to improve performance and develop capabilities, by providing services according to the customer's requests by directing his behavior towards the service he wants to obtain according to his specifications.

4. Smart marketing adopts methods related to attracting customers through a set of offers presented to customers at the level of communication services or Internet services.
5. Marketing superiority is an indicator of the company's uniqueness and distinction in providing its activities compared to competitors to achieve a distinguished position in the market. As well as the trend towards maintaining existing customers, acquiring new customers, and enhancing their value by providing the best services that meet their needs and desires.
6. Attention to marketing superiority through the company's policy by providing services that meet the individual needs and desires of the customer, which leads to strengthening the relationship between the customer and the company in the long run.

## 6. Recommendation

1. Working on investing in the interrelationship between smart marketing and marketing superiority, which contributes to enhancing the current performance and growth of Iraqi telecommunication companies, giving the impact that smart marketing has across its dimensions in achieving marketing superiority.
2. The necessity of practicing smart marketing operations at the level of Iraqi telecommunication companies to allow the renewal of their accumulated knowledge, which ensures the enhancement of skills and steps elements of the marketing mix. It supports the marketing orientation to explore and invest in available and future opportunities, and develop modern and advanced training programs.
3. The necessity of performing smart marketing operations guarantees Iraqi telecommunication companies. The accumulation of knowledge and experience by attracting consumers and retaining their loyalty, to achieve success and stay in management, and the company's ownership of managers who are distinguished by intelligence, acumen, creativity, and renewable talents, and this enhances the chances of success and excellence in the telecommunications sector.
4. Deepening the interest of Iraqi telecommunication companies in marketing excellence, as it represents a basic step for the development and success of Iraqi telecommunications companies and the achievement of their strategic goals through the dimensions of smart marketing.

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