

## The role of marketing knowledge in achieving customer satisfaction

### An exploratory study of the opinions of a sample of workers in a group of Iraqi industrial organizations

**Marwan Rashid Hammood**

*Lecturer of College of Administration and Economics*

*Tikrit University*

*e-mail: Marwan.rashid@tu.edu.iq*

**Abstract:** The research aimed to explain the concept, of marketing knowledge and its importance, identify the most important dimensions necessary to apply marketing knowledge, and the extent of interest in supporting and providing those dimensions, and determine the nature, of the relationship, between marketing, knowledge and customer satisfaction. The descriptive analytical approach was used for questionnaire form was used as the main tool study to collect primary data. It was department officials in industrial organizations in Salah al-Din Governorate, numbering (215) individuals, and the recovery rate reached (89.77%). The statistical analysis program Spss26 was used to enter, process and analyze the data. A set of results were reached, including that there is a significant correlation and influence between the role of marketing knowledge, In achieving customer satisfaction, the results confirmed that there is a positive impact of the role of marketing knowledge in achieving customer satisfaction in those industrial organizations. is that attention to measuring opinions and impressions about the quality of products will contribute to improving customer satisfaction, and this will lead to increasing the ability of industrial organizations to Achieving high growth rates.

**Keywords:** Keywords: marketing knowledge, customer satisfaction.

#### Introduction

The current century is witnessing a massive revolution that has changed , course of, human life and created qualitative leaps that human history has never witnessed. This led to the production of a large amount of new knowledge and information that served as a launching pad for a new revolution known as the knowledge revolution. Therefore, successful institutions These are the institutions that can adapt and adapt quickly to these forces in a better way than competitors, so that today's institutions are increasingly interested in knowledge because it is considered an effective basis for creativity and innovation processes on the one hand and the basis of administrative maturity on the other hand in order Marketing knowledge management is linked to multiple dimensions, fields and different aspects,

including those related to smart information technology and networked information systems, Others are related to the origins of knowledge and intellectual capital, in addition to the rapid qualitative change in the business environment and the continuing trend in the knowledge economy. These diverse and multiple dimensions and fields have made marketing knowledge a specialized field of knowledge that goes beyond the limits of connection with a single knowledge and application stream of information technology, no matter how great the influence of this technology and the escalation of its fundamental influence. In all human activity, this is because marketing knowledge is simply based on the urgent need to organize and invest mental and intellectual wealth and employ it in order to gain a sure strategic advantage. On this basis, marketing knowledge is the basis for supporting the organization's orientations, Towards achieving success and progress in the field of competition and ensuring excellence and leadership by improving customer satisfaction (Urbancova, 2013:82). Marketing knowledge represents the effective tool in formulating the marketing plan that will lead to satisfaction and loyalty. Given the great challenges that institutions face the way of their aspirations for, they must protect and support their competitive position knowledge, they possess of both competing customers and market needs. Current and expected developments in order to be able to the developments happening in the market diagnosis and the current reality and highlights the importance of owning, The institution has deep marketing knowledge through the specific cognitive effectiveness it produces that seeks to maximize its outputs compared to its inputs. In its application of marketing knowledge, the institution moves towards focusing on using its dimensions towards improving and developing the marketing decision-making process that contributes to achieving customer satisfaction and gaining his trust, and thus becomes loyal to the institution. and its products, and this may express the success of the marketing process in a competitive environment (Salima, 2022: 1-2).

### **Research methodology**

#### **2-Problem Statement**

Identifying a high,value customer is an advanced cognitive task, is a determining the extent of glimpses, among existing customers. Marketing knowledge can put the information processing power of technology to effective use, Collaborating with customers also requires a strong understanding of implicit knowledge exchange and anticipating or anticipating customer needs. It can be completely presented using statistical methods with the help of technology, and it can be done perfectly when the implicit marketing knowledge exchange dimension and cooperation with the customer are disseminated. Based on this basis, the following, main question can be asked: What is, the extent of the role, of marketing knowledge in achieving, customer satisfaction?

#### **3-Research Significance**

a significance at this study is highlighted as follows:

1. Help in identifying the topic of marketing knowledge as it represents a topic of great interest in modern management studies.
2. The need for marketing knowledge because of its role in achieving customer satisfaction in his work stems from the challenges that organizations face in this era.
3. The need for change behavior that occurs in various competitive, economic and social environments, which requires a great deal of excellence, flexibility and innovation to ensure at least an

appropriate response. The theoretical importance is demonstrated by contributing to the review and framing of literature related to the subject of marketing knowledge.

4. Contributing to identifying the best approaches, requirements, steps and necessary dimensions that can be relied upon to show marketing knowledge, achieving customer, satisfaction. and knowing the best approaches, requirements, steps and necessary dimensions that can be relied upon in this field.

#### 4-Research Objectives

1. Explaining the concept of marketing knowledge and its importance, identifying the most important dimensions necessary for applying marketing knowledge, and the extent of interest in supporting and providing those dimensions.

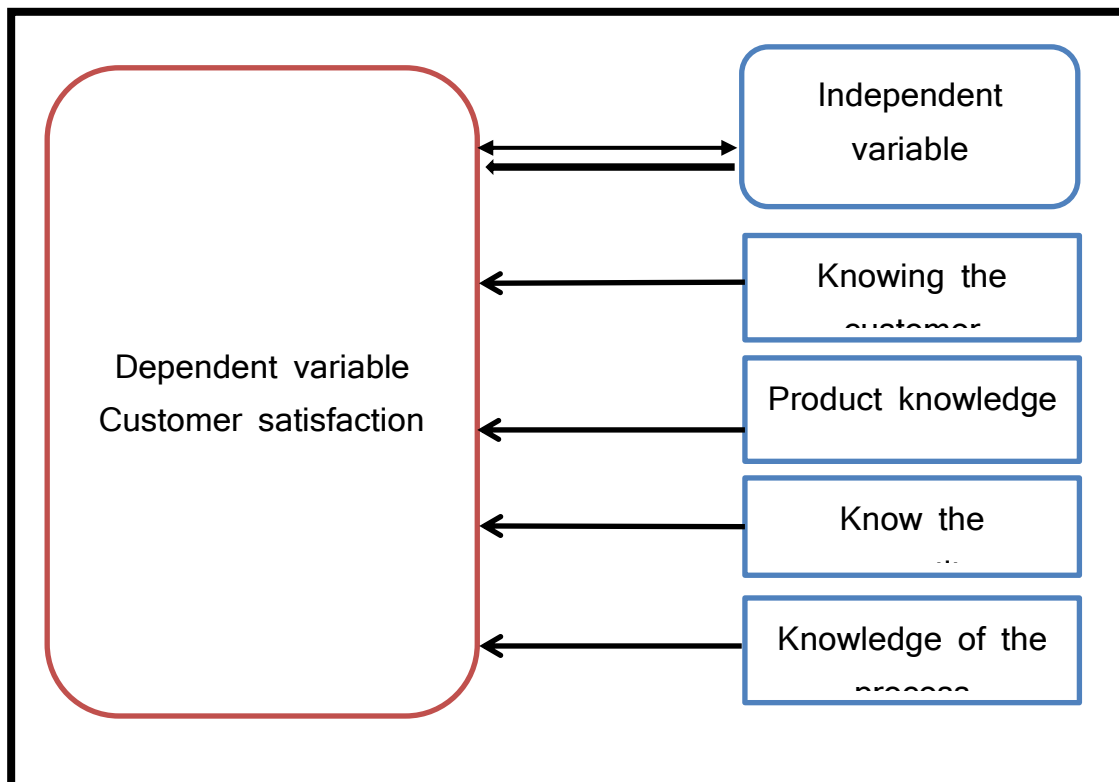
2. Explaining the concept of customer satisfaction, its importance and objectives, identifying its components, and knowing the most important factors that lead to achieving customer satisfaction.

3. the nature of the Determine relationship, between marketing knowledge and customer satisfaction and determine the impact of, marketing knowledge on achieving, customer satisfaction in industrial organizations.

4. Coming up with a number of recommendations that could benefit administrative leaders in industrial organizations, relevant ministries, and those interested in this field.

#### 5-Research Framework

Depending on problem the research its significance and objectives the hypothetical research framework is derived to reflect the nature of the logical relationship, as shown in Figure (1).



**Figure 1: research framework**

*Source: designed by the researcher.*

## 6-Research hypotheses

answer a research questions the following hypotheses are formed:

**The first main hypothesis.** There is a statistically significant relationship between marketing knowledge in its dimensions (knowledge of customers, knowledge of products, knowledge of competitors, knowledge of operations) and achieving customer satisfaction.

**The second main hypothesis:** There is a statistically significant effect of marketing knowledge on achieving customer satisfaction.

The following sub hypotheses emerge from, it

1. There, is a statistically significant, effect, of knowing customers on achieving customer, satisfaction.

2. There, is a statistically significant, effect of product knowledge on achieving customer satisfaction.

3. There is a statistically significant effect of knowing competitors on achieving customer satisfaction.

4. There, is a statistically significant, effect of knowledge of operations in achieving customer satisfaction.

## Theoretical Framework

### 1-The Concept of Marketing knowledge

There is a great deal of controversy surrounding the concept of knowledge. Some have indicated that it is: “the result of the hidden mixture between information, accumulated experience, and the ability to judge, where the individual receives information, represents it in his mind, and begins to deduce and extrapolate from it. Through deduction, he extracts latent tacit knowledge and extrapolation to generate new small knowledge from it.” Knowledge includes human, non-human and inanimate factors such as facts, beliefs, visions, viewpoints, concepts, judgments, expectations, approaches, skills and ingenuity (Miqdadi et al., 2012: 68). Researchers also pointed out that there is some confusion and confusion in the concept of knowledge, data, and information among some, to the point that many consider knowledge, information, and data to be one thing, so it is necessary to distinguish between these terms as follows (Dassi, 2012: 18). The following definition gives the various information and knowledge acquired and accumulated by marketing managers about the marketing environment of the organization we are developing. Marketing knowledge management is defined as marketing knowledge management, (Najm, 2007: 27).

It is clear from these different definitions, which differ in terms of presentation, that we can say that marketing knowledge is all the skills and experiences possessed by individuals that guarantee or contribute to the efficient and effective management (Halmus, 2017: 93-94).

### 2-The Importance, of marketing, knowledge.

1- customer Using the database which in, fact represents current, knowledge towards developing and diversifying products and services in a profitable, integrated and synchronized manner with the marketing strategies established by the organization’s management.

2- Marketing knowledge is an important and essential source for achieving great economic prosperity for the organization.

3. Reducing the intensity of competition in the number of employees in the marketing institution with distinguished knowledge, and this has drawn attention to methods of attracting these competencies or using them as an alternative force.

(Baker, 2000: 246-247).

### **3-Characteristics of marketing knowledge:**

1. One of the most important characteristics that distinguishes marketing knowledge, which can be summarized as follows:
2. The ability to generate knowledge, that is, the ability to find new knowledge through the process of scientific research, carried out by innovative individuals in the organization who are relied upon to generate and sustain knowledge.
3. The possibility of storing knowledge. In the past, knowledge was stored by writing in the form of symbols on walls or silk and leather papers until the paper industry appeared, which provided a better mechanism for storing information data, until the use of information and computer technology came.
4. possibility death a knowledge: That is, knowledge that cannot be transferred first can die with the death of its owner. Knowledge can also die through obsolescence and replacement, as new knowledge takes its place, or people no longer need that knowledge due to certain circumstances.
5. possibility of possessing knowledge, as knowledge can be acquired through learning, and transformed into practical methods, patents, or trade secrets.
6. The possibility of classifying knowledge according to multiple areas, implicit, apparent, procedural, etc.
7. Knowledge is not consumed by use: it is not subject to the law of scarcity or the contradiction of returns. On the contrary, the more it is consumed, the more it increases and enables the generation of new knowledge. (Hassan, 2008: 29).

In this regard, it can be pointed out what is known as the gap, which expresses the wide knowledge differences between developed countries and developing countries in the field of knowledge production, which requires multiple capabilities and means in addition to thinkers and modern technology, and that this gap is reinforced by the dominance of large, multinational institutions in the field of knowledge. And its unwillingness to transfer it to developing countries. This is to preserve their progress on the one hand and keep developing countries dependent on them on the other hand. Despite the efforts of the latter to buy them or convert them into production machines, they Very far from the ranks of developed countries, especially since this knowledge has in turn become a source of competition and a source for institutions to gain strong competitive advantages. The giant institutions were not satisfied with monopolizing knowledge, but even sought to exhaust the scientific expertise available in developing countries, and this in turn deepens this gap and makes it wider (Al-Malkawi , 2007: 27).

### **4-The Dimensions, of marketing, knowledge**

1. Customer knowledge: a viewpoints by customers about an organization's products in order to build strong relationships with them. Organizations need an information technology base and other customer knowledge to address the customer's needs. In general, customer knowledge helps enhance competitive advantage. For organizations, by allowing them to explore opportunities



arising from customer requests and needs and meet them as quickly as possible, which in turn is reflected in the organizations' marketing performance. Price: The price refers to the costs incurred by the worker in return for obtaining the necessary training and qualification to purchase (occupy) the commodity (job) in order to achieve the objectives of the institution. The workers make great efforts to increase rewards. Higgins argued that there is a gap between cost and effort, because if the effort is greater than the cost, it will negatively affect the future performance of the worker. It is necessary to distinguish between four dimensions of customer knowledge management, which play an important role in the interaction between the organization and customers, which are (Fechet, 2013: 161). This dimension is represented by the organization collecting all information and data related to the customer, (Matahn, 2010: 20-21): starting from personal data to knowing preferences and directions, thus obtaining a comprehensive view of its customers. As for knowledge from customers, it differs from knowledge of the customer, as it serves as feedback for the organization, with its knowledge of the knowledge that its customers possess about it, and the outcome of their experiences and dealings with it, and what they can contribute to the development of its activity and innovations. It is noted that this knowledge is what ensures auditing and measuring the organization's activity with its customers. In addition, it has a strategic nature in terms of directing the institution's future activity (Fashett, 2013: 163).

2. Knowledge of competitors: In the target market, information about competitors is necessary. During the analysis of marketing strategies for current and potential competitors, organizations realize their strength and weakness, and there are two types of competitors.-

3. Process knowledge: Knowledge is transferred, by the organization, to the customer or transferred to him to help him make the decision. It is also transferred to the employees in addition to transferring it between the employees themselves and from the employees to the organization in the form of procedures, policies and rules.. The organization also seeks to transfer the knowledge of suppliers to the organization and vice versa in the field of operations conducted within the organization. There are stages that should be, employed to enhance the marketing knowledge it possesses, and the most prominent of these stages is (Raouf, 2010: 88).

- Determining knowledge objectives by diagnosing the organization's knowledge core and employing its future knowledge needs.

- Cognitive excellence in the marketing aspect of the organization compared to competitors.
- Sustainability of marketing knowledge. Dissemination of marketing knowledge.
- Using marketing knowledge.

4. Product knowledge: The product is defined by the technical performance and specifications of the products and services. Knowledge of the, product's exclusive ,specifications and characteristics means any false claims. Products include clear characteristics that customers may have and the outcomes that the organization, wants to provide until the beginning of meeting the customer and market. (Al-Bakri and Suleiman, 2006: 10).

1. A detailed description of the organizations, product from the customers point of view The organization works to develop ,information about the specific advantages of its products, and it also needs to understand the ability of its products to meet the needs of customers, or the advantages that it

enjoys that competing products do not provide, or the stage that the product is going through, i.e. At the idea or design stage, etc.).

2. Information related to the product life cycle: The organization must ensure that information is provided about the status of the organization's product in its life cycle in addition to any other factors that may affect its life cycle in the future.

3. Research and development activities Research and development activities include any internal processes or future activities related to developing new products. Rapid technical development imposes on institutions the necessity of introducing many new products. In this field, the knowledge formed by the institution about the products available to it as well as those offered in the market plays a role. It is important as it determines the extent of market acceptance of these products.

### **Customer satisfaction**

#### **First: Definition of customer, satisfaction.**

Marketing can be defined in accordance with the human psychology at work, or the extent of the ability necessary to work at the highest levels. compatible with the job or the ability necessary to work at the highest level (Al-Zahra, 2011: 182). Abu Faza defines it as the customer's internal feeling that results from the benefit he obtains from his experience with the organization's products (Abu Faza, 2015: 19).

#### **Secend: Customer satisfaction elements**

In order for the company to be able to satisfy customers, it must provide a series of elements to win the largest possible number of customers. The most prominent of these elements are the human and financial resources that increase the market share of customer satisfaction. Requirements The Kano model divides the service that affects the achievement of high customer satisfaction as follows: (Ibrahim, 2020: 182):

1. Main needs: The needs in the services provided to the customer are expected. Therefore, if these needs are met, the customer will not be satisfied with the service provided to him.

2. Performance desires: These desires are one-way, meaning that the level of customer satisfaction is directly proportional to the degree of availability of those desires. The higher they are, the higher the level of satisfaction and vice versa.

3. Attractiveness needs: These needs have a high degree of impact on customers, and according to the nature of these requirements, they are not expressed by the customer and cannot be predicted.

#### **Third: The importance of knowing customer satisfaction**

The importance of customer, satisfaction is embodied in a group of elements, which can be summarized as follows. (Al-Shuwaili, 2013: 102):

1. Customer satisfaction for the organization attracts new customers  
2. Whenever the customer reaches the level of satisfaction with the product provided to him, his decision to return to the organization will be quick

3. Customer satisfaction with the product provided to him will reduce the possibility of the customer moving to another competing organization

4. Customer satisfaction is considered a feedback to the organization regarding the product provided, which makes the organization develop the products offered to its customers and enables the organization that seeks to measure customer satisfaction to determine its market share.

#### Fourth: Steps to achieve customer satisfaction

1- Customer satisfaction is an internal feeling that cannot be realized because this satisfaction is affected by any negative changes that may occur during the process of providing the service. It also requires the service provider to have a clear vision about the service provided and the reactions to it, so it requires following up on the steps of customer satisfaction (Hassan, 2015: 59). According to the following stages:

1. Understanding the customer's needs: Marketers must have constant contact with customers, whether current or potential customers, so that they can know the elements that determine their purchasing behavior, as understanding the customer and being familiar with his needs and desires is an important matter for the organization.

Customer feedback: This step represents the methods and methods that marketers use to know the opinions of customers.

Customers know about the organization and the extent to which it meets their expectations, as this can be achieved through the type of response.

3. Continuous measurement: This step comes through the organization establishing special programs to measure customer satisfaction and follow up on customer satisfaction at all times. Customers have been divided into:

- a. Completely satisfied customer.
- B. A customer who supports purchasing products on an ongoing basis.
- C. A customer loyal to the organization.

#### The fifth section: the practical and field aspect

First: The research population, and sample:

- 1- Research community: The research, community consists employees working for industrial organizations (aluminum and home furniture industries) in Salah al-Din Governorate.

- 2- Research sample: The research sample was limited to workers in industrial organizations in Salah al-Din Governorate, where a random sample of 215 individuals was selected.

- 3- Response rate: In order to ensure the credibility of the sample in its accurate representation of society, 215 questionnaires were distributed to employees of industrial organizations in Salah al-Din Governorate in the Republic of Iraq. 196 questionnaire lists were retrieved, and it was found that the questionnaires number of suitable, for statistical analysis reached (193), response rate of 89.77%:

#### Second: Reliability and honesty factor:

The reliability coefficient shows the relative stability of the results in the responses of the sample members if the questionnaire was repeated or repeated to them again under the same conditions and during a specific period. It turns out that the degree of the reliability coefficient for all dimensions of the questionnaire ranges between (0.874 - 0.919), and the reliability coefficient For all items of the questionnaire, it was (0.926), and this means that the value of the reliability coefficient for all dimensions is high, and thus to reach the acceptable level of reliability (0.50). Thus, the degree of reliability for all areas of the questionnaire is considered acceptable, and the value of the reliability coefficient for the dimensions of the questionnaire can be clarified. In the following table:

**Table No. (1) Reliability and validity of the questionnaire list**

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Paragraphs		Honesty,	Constancy	Dimensional
5		0.935	0.874	Know your customers
5		0.959	0.919	Product knowledge
5		0.942	0.888	Know your competitors
5		0.944	0.891	Knowledge of the process
5		0.953	0.908	Customer satisfaction
<b>25</b>		<b>0.962</b>	<b>0.926</b>	All paragraphs of the questionnaire as a whole

The validity coefficient indicates the suitability, of the research tool (questionnaire) for the purpose for which it was used. It is clear from the previous table that all the validity coefficients for all dimensions of the questionnaire axes range between (0.935 - 0.959), and the validity coefficient for all items of the questionnaire reached (0.962). This means that the value of the honesty coefficients for all dimensions of the questionnaire is high, and is therefore higher than the minimum level required to reach the acceptable level of honesty (0.60). Thus, all areas of the questionnaire are considered true to what they were designed for.

Third: Descriptive statistics of the results of the field study

a. Descriptive analysis of the marketing knowledge variable.

**Table No. (2): Arithmetic mean, standard deviation, and relative importance of the customer knowledge items**

Ranking	Relative importance	Standard, deviation	Arithmetic, mean	variable	ت
<b>4</b>	<b>64.35%</b>	<b>0.771</b>	<b>3.22</b>	Know your customers	<b>1.</b>
<b>3</b>	<b>64.97%</b>	<b>0.747</b>	<b>3.25</b>	Product knowledge	<b>2.</b>
<b>1</b>	<b>66.84%</b>	<b>0.787</b>	<b>3.34</b>	Know your competitors	<b>3.</b>
<b>2</b>	<b>65.39%</b>	<b>0.731</b>	<b>3.27</b>	Knowledge of operations	<b>4.</b>

It is clear from the previous table that:

1- The dimension of knowledge of competitors ranked first in terms of relative importance at (66.84%), with an arithmetic mean of (3.34) and a standard deviation of (0.787). Adding a paragraph to the questionnaire form, especially after knowing the competitors

2- The process knowledge dimension came second in terms of relative importance with a value of (65.39%), an arithmetic mean of (3.27) and a standard deviation of (0.731).

3- The knowledge of products dimension ranked third with a relative importance of (64.97%), an arithmetic mean of (3.25) and a standard deviation of (0.747).

4- The last one came after knowing the customers, with a relative importance of (64.35), an arithmetic mean of (3.22) and a standard deviation of (0.771).

Descriptive analysis of the customer satisfaction dimension

**Table No. (3): Arithmetic mean, standard deviation, and relative importance of customer satisfaction items**

Relative importance	Standard Deviation	Arithmetic mean	Paragraph
63.83%	0.835	3.19	Average dimension

The total score of the sample members' answers to the items related to the customer satisfaction dimension was average, with an arithmetic mean of (3.19) and a standard deviation of (0.835), with a relative importance of (63.83%).

#### **Fourth: Tests of research hypotheses:**

**The first main hypothesis:** There is a statistically significant relationship between marketing knowledge and customer, satisfaction.

**Table No. (4): Correlation coefficients between the study variables.**

Knowledge of the process	Know your competitors	Product knowledge	Knowledge of customers	Variables	
0.655	0.756	0.783	0.821	Factories	Customer satisfaction
0.000	0.000	0.000	0.000	Moral	

Based on the data shown in the preceding table, it is evident that a statistically significant correlation of 82.1% exists, with a significance level of 0.05, between customers' knowledge and their contentment. A statistically significant association of 78.3% at a significance level of 0.05 has been observed between product knowledge and customer satisfaction. A statistically significant connection of 75.6% has been seen at a significance level of 0.05 between knowledge of rivals and customer happiness. A statistically significant correlation of 65.5% has been observed at a significance level of 0.05, indicating a relationship between understanding of the process and customer happiness. Based on the aforementioned evidence, it is evident that the initial primary premise holds true, namely: there exists a statistically significant correlation between marketing knowledge and customer happiness.

**The second main hypothesis:** There is a statistically significant effect of marketing knowledge on customer satisfaction.

From this hypothesis emerges a set of sub-hypotheses, which were tested as follows:

1. **The first sub hypothesis:** There is a statistically significant effect of the customer knowledge dimension, on customer satisfaction.

a. The coefficient of determination:

**Table, No. (5): Coefficient, of determination, for the first hypothesis**

Customer satisfaction					Variables
Non-standardized beta	Moral	T	Debugger R <sup>2</sup>	R <sup>2</sup>	
0.89	0.000	19.855	0.672	0.674	Know your customers

The aforementioned table presents the coefficient of determination, denoted as R<sup>2</sup>, with a value of 0.674. This indicates that customer knowledge accounts for approximately 67.4% of the variation in customer satisfaction, while the remaining portion is attributed to other variables not incorporated in the regression model, as well as random errors stemming from factors such as the sampling method and measurement accuracy.

The table presented above demonstrates that the t-test values for the customer knowledge variable exhibit statistical significance at a significance level of 0.05. This observation demonstrates the robustness of the regression association between customer knowledge and customer pleasure.

B. ANOVAi Test.

**Table (6): Analysis, of variance for the first hypothesis**

Moral	F	Mean, squares	Degrees of freedom	Sum of, squares	Statement
0.000	394.23	90.091	1	90.091	Regression
		0.229	191	43.648	The, rest
			192	133.74	the total

A positive and statistically significant correlation has been observed between customer knowledge and customer satisfaction. This is evidenced by the significant "F" value at a significance level of 0.05, which confirms the validity and importance of the relationship between these two variables. Furthermore, it suggests that the framework used to analyze the data is of high quality and reliable, as it produces accurate results without any errors.

**2. The second sub hypothesis** There is a statistically significant effect of product knowledge on customer satisfaction.

a. The coefficient of determination:

**Table No. (7): Coefficient of, determination for the second hypothesis**

Customer satisfaction
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Non-standardized beta	Moral	T	Debugger R <sup>2</sup>	R <sup>2</sup>	Variables
0.875	0.000	17.387	0.611	0.613	Product knowledge

The aforementioned table displays a coefficient of determination, denoted as R<sup>2</sup>, equal to 0.613. This value indicates that 61.3% of the variance in customer satisfaction can be accounted for by product knowledge. The remaining percentage is attributed to other variables not considered in the regression analysis, as well as random errors arising from factors such as the sampling method and measurement accuracy.

The preceding table displays the t-test values for all statements pertaining to the product knowledge variable, which are found to be statistically significant at a significance level of 0.05. This finding demonstrates the robustness of the regression association between product knowledge and customer pleasure.

• From the above the hypothesis can be accepted, meaning that: There is a statistically significant effect of product knowledge on customer satisfaction.

B. ANOVA Test:

**Table No. (8): Analysis of variance for the second hypothesis**

Moral	(F)	Mean squares	Degrees of freedom	Sum of squares	Statement
0.000	302.31	81.958	1	81.958	Regression
		0.271	191	51.781	The rest
			192	133.74	the total

A noteworthy and statistically significant association exists between the level of product knowledge and the degree of customer pleasure. The statistical significance of the "F" value, observed at a significance level of 0.05, demonstrates the validity and fundamental nature of the link between the two variables. It also confirms the reliability of the framework and the accuracy of depending on its outcomes without encountering errors.

3. The third sub hypothesis: There is a statistically significant effect of knowing competitors on customer satisfaction.

a. The coefficient of determination:

**Table No. (9): Coefficient of determination for the third hypothesis**

Customer satisfaction					Variables
Non-standardized beta	Moral	T	Debugger R <sup>2</sup>	R <sup>2</sup>	

0.802	0.000	15.972	0.570	0.572	Know your competitors
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The preceding table displays a coefficient of determination,  $R^2$ , equal to 0.572. This indicates that 57.2% of the variation in customer satisfaction can be attributed to knowledge of competitors. The remaining percentage is accounted for by unaccounted variables and random errors arising from factors such as the sampling method and measurement accuracy.

The previous table shows that the t-test values for the competitor knowledge variable are significant at a significance level of 0.05. This shows the strength of the regression relationship between competitor knowledge and satisfaction customer.

From the above, the hypothesis can be accepted, that is, there is a statistically significant effect of knowing competitors on customer satisfaction.

B. ANOVA Test:

**Table No. (10): Analysis of variance for the third hypothesis**

Moral	(F)	Mean squares	Degrees of freedom	Sum of squares	Statement
0.000	255.11	76.479	1	76.479	Regression
		0.3	191	57.26	The rest
			192	133.74	the total

It is clear from the previous table that there is a positive, significant correlation between knowledge of competitors and customer satisfaction, and this appears through the “F” value, which is statistically significant at a significance level of 0.05 and indicates the validity and essence of the relationship between the two variables and the of the framework quality and the correctness of relying on its results without errors.

4. The fourth sub hypothesis: There is a statistically significant effect of process knowledge on customer satisfaction.

a. The determination of coefficient:

**Table No. (11): Coefficient of determination, for the fourth hypothesis**

Customer satisfaction					Variables
Non-standardized beta	Moral	T	Debugger $R^2$	$R^2$	
0.748	.0000	11.964	0.425	0.428	Know your competitors



The aforementioned table displays an R2 value of 0.428, indicating that 42.8% of the variance in customer satisfaction can be accounted for by knowledge of the process. The remaining percentage is attributable to unaccounted variables not included in the regression model, as well as random errors arising from factors such as the sampling method and measurement accuracy.

• From the above the hypothesis can be accepted, meaning that: There is a significant statistically effect of knowledge of the process on customer satisfaction.

Through all of the above, it becomes clear that the second main hypothesis is correct, that is: there is a significant statistically effect of marketing knowledge on customer satisfaction.

B. ANOVA Test:

**Table No. (12): Analysis of variance for the fourth hypothesis**

Moral	(F)	Mean squares	Degrees of freedom	Sum of squares	Statement
0.000	143.15	57.294	1	57.294	Regression
		0.4	191	76.446	The rest
			192	133.74	the total

It is clear from the previous table that there is a positive, significant correlation between knowledge of the process and customer satisfaction, and this appears through the “F” value which is significant statistically at a significance level of 0.05 and indicates validity and essence of the relationship between the two variables and the quality framework correctness of relying on its results without errors.

#### **The fifth section**

#### **Conclusions and recommendations**

#### **First: conclusions**

1. The relationship between marketing knowledge and relationship customer management results in very important activities as it provides employees with the information required to know customers, understand their needs, and effectively build marketing relationships between the organization and customers. However, effective management of customer knowledge is the essence of successful implementation of customer relationship management, and we find that An organization that has appropriate marketing knowledge and adopts a strategic customer relationship management approach has the potential to reap several advantages.

2. It was found that there is a between relationship the role of knowledge marketing and achieving customer satisfaction, and the results confirmed that there is a positive impact of the role of marketing knowledge in achieving customer satisfaction in those industrial organizations.

3. The results of the research showed that industrial organizations do not provide facilities related to clarifying the nature of their products and methods of obtaining them, in addition to weak work on developing precisely defined programs and plans that could contribute to achieving efficiency in managing these facilities.

4. Weak interest in the areas of developing production methods, as the basic components necessary for the use of materials and physical components that contribute to the continuous improvement and development of products are not provided.

5. Weak interest in changing the methods of presenting and offering products as a basis for achieving production excellence due to the low study of measuring reactions and the forms and behaviors that competitors follow when dealing with them, identifying the causes of defects and deviations, and developing proposed solutions to treat errors and deviations in the level of production efficiency.

6. Weak interest in following objective and appropriate models that focus on the quality of products in all circumstances, as there is less interest in areas of creativity and innovation or adopting new ideas in production processes.

7. Industrial organizations do not care about continuous development and improvement in the quality of their products in order to achieve customer satisfaction, as no work is being done to manufacture modern products that are compatible with changes in customer desires.

8. Interest in measuring opinions and impressions about the quality of products contributes to improving customer satisfaction, and this will increase the ability of industrial organizations to achieve high growth rates.

#### **Second: Recommendations**

1. The necessity of increasing attention to enhancing marketing knowledge need to pay attention to drawing a clear vision of the importance of the role of marketing knowledge that makes the organization able to compete and achieve its goals of survival and growth in the markets.

2. The necessity of understanding the needs and desires of customers through constant contact with current and potential customers and working to gain their satisfaction.

3. The need to pay attention to building a culture of customer focus so that customer satisfaction becomes a slogan echoed in the organization. This is done through holding development and training programs and seminars with the support of the organization's senior management.

5. Industrial organizations should provide facilities related to clarifying the nature of their products and methods of obtaining them, in addition to the necessity of working to develop precisely defined programs and plans that can contribute to achieving efficiency in managing these facilities.

6-Paying attention to the areas of developing production methods so that the basic components necessary for the use of materials and physical components that contribute to continuous improvement and development of products are provided with the aim of achieving excellence in products on an ongoing basis.

7. Paying attention to changing the methods of presenting and offering products as a basis for achieving production excellence, through studying and measuring reactions and the forms and behaviors that competitors follow when dealing with them, identifying the causes of defects and deviations, and developing proposed solutions to treat errors and deviations in the level of production efficiency.

8. The need to pay attention to following objective and appropriate models that focus on the quality of products in all circumstances, as well as the need to pay attention to increasing areas of creativity and innovation and adopting new ideas in the field of production processes.

9. Industrial organizations should be concerned with continuous development and improvement in the quality of their products in order to achieve customer satisfaction, so that work is done to manufacture modern products that are compatible with changes in customers' desires.

10. Paying attention to measuring opinions and impressions about the extent of customers' satisfaction with the quality of products, in a way that leads to them benefiting from increasing that quality and thus increasing the ability of industrial organizations to achieve high growth rates.

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