

The role of marketing information in enhancing market share: A study on a sample of service institutions in the city of Baghdad

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Abstract: The research problem is summarized by measuring the availability of marketing information and its role in enhancing the market share of service institutions, with an indication of the most important information that can be adopted to enhance market share in service institutions. The descriptive analytical approach has been adopted in the research, and the questionnaire was distributed to 130 managers in the market share of service establishments. The analysis of the questionnaire results relied on the SPSS program. The statistics have proven significant effects of knowledge in various fields on market share. Market share knowledge accounts for 23.4% variance ($R^2 = 0.234$), and it has a regression coefficient of 0.484 with a t-value of 4.972. Customer knowledge accounts for 29.5% of the variance, while environmental knowledge covers 36.5%. Supplier and service knowledge also explained the variance, with service knowledge accounting for 39.8%. Thus, the arguments proposed above articulate the importance of knowledge in explaining market share dynamics and highlight that the concept of knowledge is strategically important for market success.

Keywords: Competitors, Customers, Market Share, Marketing Information, Workers.

1. Introduction

In a rapidly changing and multifaceted environment, the future presents both opportunities and risks. Managers must make decisions to avoid future risks while focusing on opportunities. For decision efficiency, future managers rely heavily on trustworthy and reliable information, which serves as a foundation for timely decision-making. Information acts as a beacon that reduces risks and is the lifeline of the marketing process. No decision can be made in the absence of information, and marketing information is crucial for making informed marketing decisions. All organizations aim to understand and expand their market share through marketing information, which is the key to successful marketing decisions. Organizations require information at every stage, whether at their inception or when facing marketing challenges. Information is needed to understand the nature of problems and to select solutions from among alternatives that help address these challenges. Marketing information is essential for administrative decisions and significantly influences decision-making processes. Marketing managers often turn to marketing information systems when confronted with specific problems or opportunities that require decisions. They gather data and information relevant to the issues or topics they face, highlighting the importance of marketing information in supporting decision-makers. The study by Lata'i and Al-Janabi [1] aimed to examine the role of marketing information systems planning in assisting decision-makers in making appropriate decisions. The statistical results indicated a significant correlation and impact between marketing information system planning and electronic banking marketing, both in general and in detail. The study recommended a gradual shift away from bureaucratic structures and traditional marketing methods in banks, advocating for the development of

flexible electronic marketing structures and networks. This transition would enhance the effectiveness of marketing information systems and facilitate information exchange. Moreover, the study by Al-Yousifi and Ibrahim [2] aimed to identify the role of marketing information systems through its dimensions (hardware, software, communication networks, and knowledge workers) in achieving sustainable competitive advantage, examined through its dimensions (flexibility, efficiency, and cost), within a ready-made garment factory in Mohammad and Ali [3]. The study concluded that marketing information systems contribute to providing information about all levels and activities of the organization, facilitating its storage and retrieval when needed. Additionally, these systems enhance decision-making accuracy and speed, thereby reducing potential errors. Furthermore, the study by Abbas, et al. [4] aimed to examine the contribution of customer value in enhancing and increasing market share. One of the key findings of the research is that hospitals adopt customer value by providing high-quality services, respecting customers, and fulfilling their demands. Additionally, the study highlights that hospitals consider market share as a variable by analyzing the pricing strategies of competing hospitals. In addition, the study by Saleh, et al. [5] examined the impact of marketing vigilance on companies' market share by applying it to managers and employees at Türk Telekom in Ankara, Turkey. The findings indicated a positive and statistically significant relationship between marketing vigilance and the market share of Türk Telekom. Effective communication between the various administrative levels is crucial to accomplishing the organization's goal, according to Talib, et al. [6]. In a similar vein, the study highlights the significance of creating thorough lists and distinct duties for the Directorate's work. The most notable findings of the study by Almsary, et al. [7] were that there was a statistical relationship between customer satisfaction and the marketing mix of services, with the strongest effect being pricing, service, and promotion. This section addresses the research methodology, which represents the fieldwork approach and the scientific method for defining the research problem and determining the means of addressing it. It ensures an objective selection of research hypotheses and the achievement of its objectives. The study emphasized the importance of prioritizing marketing information systems across all levels of the company, as they play a vital role in improving performance and fostering development.

2. Research Methodology

2.1. The Problem of the Study

Despite the significant role that marketing information plays as an integral and crucial part in achieving organizational success and its role in activating activities and participating in marketing-related decision-making with senior management, there is still a lack of sufficient awareness among employees in service organizations about using marketing information as a tool to expand market share. This indicates a clear misunderstanding of the efficiency of marketing information in performance, which has negatively impacted market share and led to a significant increase in marketing costs for the organization. This study will focus on identifying the shortcomings of marketing information by examining its dimensions, including customers, employees, suppliers, competitors, environment, service, and operations, and their impact on the organization's marketing performance, particularly regarding the marketing plans that the organization follows to achieve its long-term goals and increase market share.

The research problem lies in attempting to answer the following question: To what extent does marketing information affect the market share of service organizations in Baghdad?

The research problem is further elaborated through the following sub-questions:

- a. Do service organizations have a clear understanding of what constitutes marketing information?
- b. What is the nature of the relationship and impact between the dimensions of marketing information and market share?
- c. Can market share be improved through the utilization of marketing information?
- d. What is the current level of market share for the surveyed organizations?

e. Has marketing information contributed to an increase in market share for the surveyed organizations?

2.2. The Importance of Research

2.2.1. Scientific Importance

This study provides a theoretical and empirical academic framework that offers valuable information for libraries and students. It establishes a connection between the components of marketing information systems and market share.

2.2.2. Practical Importance

The significance of this research stems from the increasing importance of information as a valuable resource with market value. It plays a crucial role in enhancing the market share of institutions. This research can be utilized to identify the role of marketing information in improving the market share of service institutions. Marketing information aids top management in making marketing decisions and in formulating strategic plans.

2.3. Research Objectives

- 1) To identify the role of marketing information in service institutions.
- 2) To examine the impact of marketing information on service institutions and its effect on market share.
- 3) To analyze marketing information and market share in service institutions.
- 4) To illustrate the relationship between marketing information and its impact on market share in service institutions.
- 5) To provide findings and recommendations addressing the shortcomings of marketing information in institutions, proposing necessary solutions and treatments, given its importance as a key element in the institution.
- 6) To supply top management with information regarding the marketing information system within the institution and the role of market share in achieving the institution's overall objectives.

2.4. The Research Models

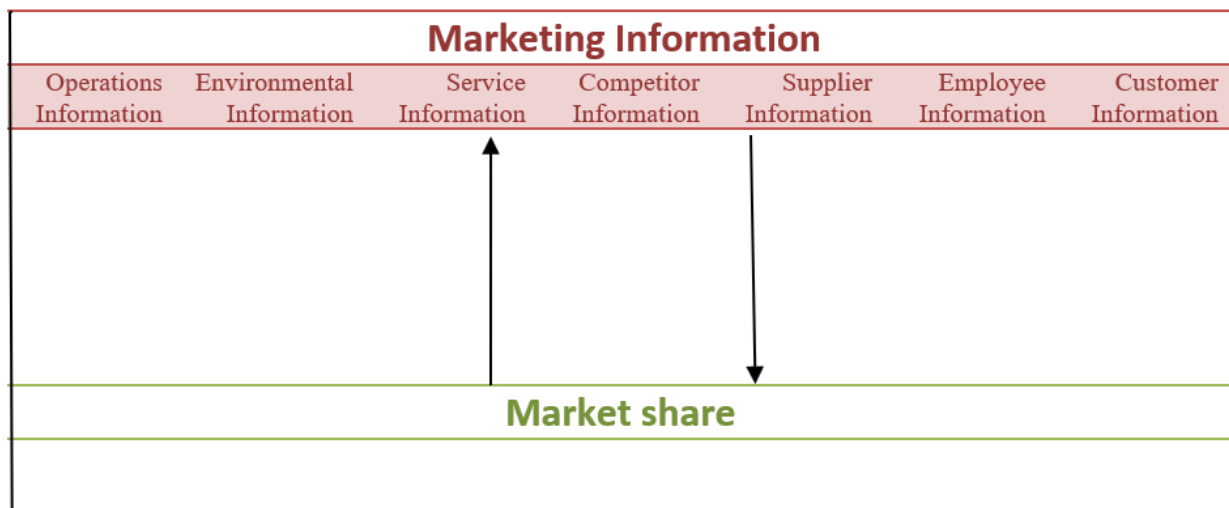


Figure 1.
Illustrate Research Objectives in the originations.

2.5. Research Hypotheses

Based on the hypothetical model of the research, two fundamental hypotheses were formulated as follows:

- Main Hypothesis 1: There is a significant correlation between marketing information, considering its dimensions, and market share. This main hypothesis branches into the following sub-hypotheses:
 - 1) There is a significant correlation between customer knowledge and market share.
 - 2) There is a significant correlation between employee knowledge and market share.
 - 3) There is a significant correlation between supplier knowledge and market share.
 - 4) There is a significant correlation between competitor knowledge and market share.
 - 5) There is a significant correlation between service knowledge and market share.
 - 6) There is a significant correlation between environmental knowledge and market share.
 - 7) There is a significant correlation between process knowledge and market share.
 - The second main hypothesis: There exists a statistically significant relationship between marketing information, in terms of its dimensions, and market share. From this, the following sub-hypotheses emerge:
 - 1) There is a statistically significant relationship between customer knowledge and market share.
 - 2) There is a statistically significant relationship between employee knowledge and market share.
 - 3) There is a statistically significant relationship between supplier knowledge and market share.
 - 4) There is a statistically significant relationship between competitor knowledge and market share.
 - 5) There is a statistically significant relationship between service knowledge and market share.
 - 6) There is a statistically significant relationship between environmental knowledge and market share.
 - 7) There is a statistically significant relationship between operational knowledge and market share.

2.5. Data Collection Methods

In alignment with the necessary information to describe and diagnose the research variables, and to analyze and interpret the relationships and impacts among these variables, we utilized a variety of available scientific sources. These sources included Arabic and foreign journals, studies, books, and research papers, as well as information from the Internet. Additionally, a questionnaire served as the primary source for collecting data and information pertinent to the fieldwork aspect of the study. The descriptive-analytical method was employed to analyze the data using the statistical software SPSS.

3. Theoretical Aspect

3.1. Marketing Information

3.1.1. Concept of Marketing Information

Each organization should organize how marketing information flows to marketing managers and assess the information needs of its managers. This is because marketing information plays a crucial and vital role in providing the necessary information for planning, implementing, and monitoring various marketing strategies, as well as guiding managerial decisions. Its primary role also includes achieving interconnection, communication, and integration among itself and other subsystems of information. In order to achieve maximum benefit from marketing information systems within different institutions. Bashir [8] defined marketing information as the information collected from internal and external data sources, stored, processed, retrieved, and sent to decision-making centers to be utilized in planning and monitoring marketing operations. Such information is sought by marketers in making decisions, aiding marketing management in making sound decisions.

Kotler defines it as information collected by all employees of the institution, analyzed, classified, published, especially information specialized for decision-making processes related to planning,

implementation, marketing control, and improvement. The aim is to provide management with important, up-to-date, and accurate information to assist in decision-making, thereby reducing risk and uncertainty [9].

According to Ali and Abood [10] the most important information provided by marketing information includes:

- 1) Information related to prices, consumer behavior, needs, and expected desires of individuals.
- 2) Information related to quantities, types entering the market, and their sources for different periods.
- 3) Information related to market competition, products they produce, and services.

Secondly, the importance of marketing information is highlighted through the following points [11]:

- 1) Intense competition, especially in the field of marketing, necessitates accurate market information.
- 2) Emergence of the phenomenon of consumer markets, indicating increased need for organizations to understand consumer tastes and preferences in order to make informed decisions that achieve desired outcomes.
- 3) Emergence of large markets, indicating market expansion and thus widening the gap between the organization and the end consumer.
- 4) Increased importance of economic influences that significantly contribute to the success of marketing management, especially concerning supply and demand dynamics. Marketing management must therefore possess information about these influences.
- 5) Complexity of marketing activities characterized by change, wherein marketing information serves as an effective tool to confront and adapt to these changes, ensuring the management's success in achieving its objectives.
- 6) Scientific and cultural developments, referring to inventions and innovations in the marketing environment, necessitating that management has information about them.

Additionally, Sara [12] outlined several functions:

- 1) Providing a database of information that helps enhance marketing performance, characterized by its integration.
- 2) Providing accurate information in the required quantity and at the right time, in a manner that makes it effective and impactful in improving marketing performance.
- 3) Dependence by organizations, particularly marketing management, on targeting markets, identifying unexplored opportunities, and discovering new markets.
- 4) Ensuring continuity of communication with the external and internal environments of the organization.
- 5) Encouraging departments to utilize computer technology to leverage its capabilities.
- 6) Achieving optimal investment of data and information.
- 7) Storing information and facilitating its retrieval, thereby speeding up decision-making processes.
- 8) Prompt response and adaptation to changes in the external environment.

3.1.2. Features of Marketing Information

Marketing information possesses the following characteristics [13]:

- 1) Confirmation of organized reports and recent studies covering all aspects of marketing activities.
- 2) Establishment of a data system ensuring direct linkage between past and present, extracting trends and necessary implications for decision-making.
- 3) Utilization of complex mathematical and statistical models suitable for the intricate nature of marketing influences, providing different managerial levels with understandable implications conducive to marketing decision-making.

Hashim [14] outlined several characteristics of marketing information:

- 1) Type of marketing information: Marketing activities are closely related to behavioral science research, often involving behavioral aspects such as purchase motivations. This makes much of the marketing information difficult to transform into quantifiable, measurable data, which has been a fundamental reason for the delayed application of computers in marketing compared to other fields.
- 2) Sources of marketing data: Marketing activities rely on both internal and external sources to obtain necessary data. Internal data, when properly managed and coordinated among different systems, are specific and accessible. External data pose a major challenge to management, requiring handling of the unorganized external environment.
- 3) Collection of marketing information: Marketing information is characterized by its vast volume, posing a hurdle for marketers in the process of collecting and analyzing this data.

3.1.3. Objectives of Marketing Information

The primary objective of marketing information is to generate a continuous stream of necessary data to use as a foundation for various marketing decisions. Additionally, marketing information aims to construct the organizational marketing strategy, enabling control over strengths and weaknesses concerning competition, exploiting strengths, segmenting and precisely defining target markets, and continuously fostering a positive consumer perception of the service and product offered [15].

3.1.4. Components of Marketing Information

3.1.4.1. Internal Database

Many institutions establish robust databases through electronic methods to collect environmental data, enabling the identification of marketing opportunities and issues, program planning, performance evaluation, especially market share assessment, obtainable from diverse sources such as accounting departments.

3.1.4.2. Marketing Research

Functions to create a linkage between consumers, the public, and marketing personnel through the information it provides.

3.1.5. Dimensions of Marketing Information

3.1.5.1. Customer Information

This is the most critical link in markets, where customer information serves as a renewable source for understanding the need to develop services. The more capable an institution is of interacting with the environment and customers, the faster the response and the more developed its knowledge, understanding, and future direction [16]. Marketing success requires directing efforts to identify customer needs and desires, and providing services that customers require, thereby enhancing their mental image of the institution and its services. Analyzing behavioral patterns of market individuals is required [17].

3.1.5.2. Competitor Information

This information represents the source of the ability to confront competitors. Although competitors seek to make their institutional information difficult to access, their actions, products, and services provide opportunities to gather information by analyzing their strengths and weaknesses [18]. Service Information, Environmental Information, and Process Information.

3.2. Market Share

3.2.1. Concept of Market Share

Market share refers to the portion of total sales in that market that belongs to the organization. It can be measured based on the number of customers or the cash value generated from the organization's

sales per product or service, relative to the total cash value of sales in the market [19]. Market share indicates the organization's ability to penetrate and expand within the relevant market. Typically, organizations set sales growth targets by maintaining relationships with customers in the broad market or a segment thereof, thereby aiming to increase their market share, which positively impacts achieved profits [20]. Analyzing enterprise sales, whether through horizontal analysis (comparing current year sales with previous years' sales and identifying developments) or through regional, product, or customer analyses compared with each other and with previous year indicators, provides essential indicators but is insufficient for assessing enterprise performance. Sales may increase due to growth, economic improvements affecting the organization, or rapid market expansion rates. Therefore, measuring market share is crucial, allowing assessment of enterprise performance compared to competitors through information provided by marketing intelligence systems in both short and long terms [9]. Four specific measures can be distinguished as follows [21]:

- i. Total Market Share: This measures the company's total market share by dividing its sales by industry sales.
- ii. Served Market Share: This measures the company's share of the server market by comparing its sales with industry sales in that served market sector.
- iii. Relative Market Share: This measure relative market share by comparing the company's sales with the sales of the top third of companies in the industry or field in which the company operates, compared to its competitors.
- iv. Relative Market Share (Comparison with Leader): Some companies compare their share as a percentage of the leading company's sales in the industry and field.

Increasing market share is one of the primary goals of businesses and a key advantage of using market share metrics is to measure corporate performance. The share of organization sales in the market is considered a good indicator for assessing its competitiveness and the extent to which it achieves growth and sustainability goals, as affirmed by numerous studies. All organizations strive to gain a specific share of market sales in which they operate, which is suitable if the market is growing and there are future opportunities to seize. The organization's market share is generally influenced by its current production capacity and the ease or difficulty of competitors entering the market. A company may be profitable and hold a significant portion of the domestic market without being competitive internationally due to local market protection from international trade barriers. When there is a balanced state of maximizing benefits within a homogeneous production sector, the lower the marginal cost for the organization relative to competitive costs, the greater its market share and profitability, assuming other factors are equal. Therefore, market share translates advantages into productivity or production cost factors, while explaining the organization's profitability weakness in a heterogeneous production sector for the aforementioned reasons, in addition to another reason being the lesser attractiveness of the organization's products compared to competitors' products assuming that other factors are equal.

3.2.2. *The Importance of Market Shar*

The dimensions of the independent variable, including:

3.2.2.1. Knowledge Workers

Table 1.

Practices to enhance the knowledge workers in the organization.

1.	The organization enables all employees to share knowledge through seminars, meetings, and books.					
2.	Employees within the organization possess knowledge about customers and suppliers.					
3.	Employees within the organization strive to understand the volume and type of demand for services.					
4.	The organization works to create motivation among employees to adhere to work rules and systems, and encourages them to enhance performance levels.					
5.	Computer skills are considered a key factor for rewards and promotions.					
6.	Employees within the organization have knowledge about the institution's goals.					

3.2.2.2. Customer Knowledge

Table 2.

Knowledge of customers in the organization.

1.	The organization possesses a comprehensive customer database.				
2.	The institution has knowledge about the characteristics of services requested by customers.				
3.	The institution specializes in training courses for employees on how to extract knowledge from customers.				
4.	The institution has knowledge about service usages.				
5.	The institution has knowledge about the quality of services provided.				
6.	The institution has knowledge about customer preferences.				

3.2.2.3. Knowledge About Competitors

Table 3.

Knowledge of competitors in the organization.

1	The organization has knowledge of the services offered by competitors.	disagree strongly	neutral disagree	agree	strongly agree	The statement
2	The organization has knowledge of the competitors' understanding of customers.					
3	The organization has knowledge of competitors' awareness about their rivals.					
4	The organization continuously collects information about its competitors.					
5	The organization monitors the strengths and weaknesses of its competitors.					
6	The organization has knowledge of competitors' market insights.					

3.2.2.4. Knowledge of the Environment

Table 4.

Knowledge of the environment in the organization.

1.	The organization possesses knowledge about other institutions.
2.	The organization possesses knowledge about competitive factors.
3.	The organization possesses knowledge about economic factors.
4.	The organization possesses knowledge about enterprise services in terms of demand volume.
5.	The organization possesses knowledge about market responsiveness to enterprise services.
6.	The organization fosters a good and encouraging internal work environment

3.2.2.5. Knowledge of Suppliers

Table 5.

Knowledge of the suppliers in the organization

1.	The institution has knowledge of the suppliers' behaviors.
2.	The institution has knowledge of the suppliers' awareness of the institution's services.
3.	The institution has knowledge of the suppliers' awareness of other suppliers
4.	The institution's management relies on a competitive approach in selecting the supplier.
5.	The institution's management is keen on achieving flexibility and openness in negotiation contracts with suppliers.
6.	The institution's management relies on multiple suppliers due to the inability of a single supplier to meet its needs in terms of quality, quantity, and timely delivery

3.2.2.6. Knowing the Service

Table 6.

Knowledge of the Service in the organization.

1.	The organization possesses knowledge about the characteristics of the services it offers to customers.
2.	The organization has accurate information about the competitive landscape in the market.
3.	The organization is aware of the advantages of its service that are not provided by competing services.
4.	The organization has knowledge about the specific characteristics of services as per customer demand.
5.	The organization has knowledge about the characteristics of services offered by competitors.
6.	The organization understands that the service provided to the customer equals the monetary value paid by them

3.2.2.7. Understanding Operations

Table 7.

Knowledge of the operations in the organization.

1.	There is a continuous increase in the productivity of the organization resulting from improving the performance of the employees and thereby the overall performance of the organization
2.	There is a continuous increase in service delivery rates to customers
3.	Continuous improvement processes are carried out to eliminate routine administrations to save time and effort.
4.	There is a continuous decrease in the waste percentage of materials.
5.	Employees always provide proposals to develop and update work
6.	There is continuous improvement in service quality.

3.2.2.8. *Dependent Variable: Market Share*

Table 8.

Knowledge of the Market Share in the organization.

1.	The management of the organization views market share as a significant influence on institutional operations.
2.	The organization works on implementing necessary changes to maintain its market share compared to its competitors.
3.	A high market share signifies high-quality services that meet customer needs.
4.	The organization is concerned with increasing its market share as a tool for distinguishing itself among winning institutions.
5.	The organization holds a large market share compared to its competitors in the market.
6.	A large market share contributes to reducing prices and increasing sales.

3.2.3. *Validity of the Study Tool*

The questionnaire was presented to some experts, including faculty members specialized in the field, in order to benefit from their expertise. This process enhanced the accuracy and objectivity of the scale, incorporating their feedback. Some statements were reformulated and others deleted, and precise adjustments were made to ensure the questionnaire's construct validity.

3.2.4. *Reliability Testing of the Study Tool*

Reliability coefficient: This refers to the stability of the scale and its consistency. It means that the scale yields consistent results when applied to the same sample. To assess the reliability of the questionnaire items, the researcher used Cronbach's alpha coefficient, which ranges from zero to one. A coefficient value of zero indicates no reliability in the data, whereas a coefficient value of one indicates perfect reliability. Generally, a coefficient less than 0.60 is considered weak, around 0.70 is acceptable, and 0.80 or higher is considered good.

3.2.5. *Validity coefficient*

This refers to whether the scale measures what it is intended to measure and equals the square root of the reliability coefficient. This translation preserves the academic style and key terminology while ensuring clarity and accuracy in conveying the original text's meaning.

Table 9.

Reliability and Validity Coefficients for the Questionnaire Sections

Axes	Number of Paragraphs	Cronbach's Alpha Coefficient	Construct Validity
Questionnaire Axes	48	0.933	0.97

The researcher employed Cronbach's alpha coefficient to measure the questionnaire's reliability following the deletion of any items. The Cronbach's alpha coefficient for the study's questionnaire items was 0.864, indicating good reliability of the questionnaire items. This was reflected in the internal consistency reliability coefficient, which was 0.93. Table (9) illustrates the reliability and internal consistency coefficients for the questionnaire dimensions. The standard deviation and variables indicate significant insights into performance [22].

From Table 9, the researcher noted that the reliability and internal consistency coefficients, using Cronbach's alpha formula for all questionnaire items, were very high. This provides a strong indication of the questionnaire's robustness, the reliability of understanding its statements by the respondents, and subsequently, its suitability for testing the study hypotheses. To understand the responses given by the respondents regarding the independent variable of marketing information and to present and analyze the data related to these responses, Table (10) shows the arithmetic means and standard deviations. The mean score was 4.08, which is higher than the hypothetical mean, indicating a strong response from the respondents regarding their knowledge of the factors involved.

Table 10.
Arithmetic means and standard deviations.

Indicator	Questions	Mean	Standard Deviation
X1	The institution enables all employees to share knowledge through seminars, meetings, and books.	4.04	.833
X2	Employees within the institution have knowledge about customers and suppliers.	4.02	.780
X3	Employees within the institution strive to understand the volume and type of demand for the service.	4.02	.811
X4	The institution works to create motivation among employees to adhere to work rules and regulations and encourages them to improve performance levels.	4.27	.717
X5	Computer skills are considered a key factor for rewards and promotions.	4.17	1.010
X6	Employees within the institution have knowledge about the institution's goals.	3.98	.869
	Average	4.08	

3.2.5.1. Regarding customer knowledge

To investigate the responses of individuals regarding the independent variable of customer knowledge, and to present and analyze the data obtained, Table (11) displays the arithmetic means and standard deviations of these responses. The arithmetic mean was 3.97, which is higher than the hypothetical mean. This indicates that respondents' response with customer knowledge was substantial.

Table 11.
Means (arithmetic means) and standard deviations.

Indicator	Questions	Mean	Standard Deviation
X1	The institution has a comprehensive database of customer information.	3.98	1.070
X2	The institution has knowledge about the characteristics of the services requested by the customer.	4.04	.833
X3	The institution provides training courses for employees on how to extract knowledge from customers.	3.70	1.101
X4	The institution has knowledge about the usage of the service.	3.98	.765
X5	The institution has knowledge about the quality of the service provided.	4.16	.653
X6	The institution has knowledge about customer preferences.	4.00	.883
	Average	3.97	

3.2.5.2. Competitor Knowledge

The Table 12 refers to the arithmetic means and standard deviations of those responses, with an average arithmetic mean of 3.84, which is higher than the hypothetical mean. This indicates that respondents' response with competitor knowledge was significant.

Table 12.
Means (arithmetic means) and standard deviations.

Indicator	Questions	Mean	Standard Deviation
X1	The organization has knowledge of the services offered by competitors.	4.19	.772
X2	The organization has knowledge of competitors' knowledge about customers.	3.71	1.054
X3	The organization has knowledge of competitors' knowledge about their rivals.	3.66	.966
X4	The organization continuously gathers information about its competitors.	3.78	1.037
X5	The organization monitors the strengths and weaknesses of its competitors.	3.84	1.018
X6	The organization has knowledge of competitors' knowledge about the market.	3.86	1.002
	Average	3.84	

3.2.5.3. Knowledge of the Environment

The table (13) refers to the arithmetic means and standard deviations of those responses, where the arithmetic mean was (4.05), higher than the hypothetical mean. This indicates that the respondents' responses were significant given their knowledge of the environment.

Table 13.
Means (arithmetic means) and standard deviations.

X1	The organization possesses knowledge about other organizations.	4.07	.908
X2	The organization possesses knowledge about competitive factors.	3.95	.810
X3	The organization possesses knowledge about economic factors.	4.02	.883
X4	The organization possesses knowledge about its services in terms of demand volume.	4.07	.852
X5	The organization possesses knowledge about market response to its services.	4.01	.848
X6	The organization has a good and supportive internal working environment.	4.20	.823
	Average	4.05	

3.2.5.4. Knowledge of the Equipment

The table (14) indicates the arithmetic means and standard deviations of those responses, where the arithmetic mean was (3.85), higher than the hypothetical mean. This means that the respondents' responses were significant given their familiarity with the equipment.

Table 14.
Means (arithmetic means) and standard deviations.

Indicator	Questions	Mean	Standard Deviation
X1	The organization possesses knowledge about the behaviors of suppliers.	3.94	.902
X2	The organization possesses knowledge about suppliers' familiarity with the organization's services.	3.82	.814
X3	The organization possesses knowledge about suppliers' familiarity with other suppliers.	3.66	.914
X4	Develop the organization's understanding of the suppliers' behavior in the procurement process.	3.84	.917
X5	Enhance the organization's understanding of the procurement and innovation processes in the suppliers' context.	4.00	.870
X6	Develop the organization's understanding of suppliers' capabilities to meet their needs in terms of quality, cost, and delivery."	3.84	1.018
	Average	3.85	

3.2.5.5. Knowledge of the Service

The table (15) indicates the arithmetic means and standard deviations of those responses, where the arithmetic mean was (4.02), higher than the hypothetical mean. This means that the respondents' responses were significant given their knowledge of the service.

Table 15.
Means (arithmetic means) and standard deviations.

Indicator	Questions	Mean	Standard Deviation
X1	The organization has knowledge about the characteristics of the services it provides to customers.	4.07	0.777
X2	The organization has accurate information about the competitive market situation.	4.08	0.784
X3	The organization has knowledge about the advantages of its service compared to those of competitors.	4.08	0.768
X4	The organization has knowledge about the characteristics of services according to customer demand.	3.84	0.819
X5	The organization has knowledge about the characteristics of services provided by competitors.	3.95	0.825
X6	The organization is aware that the service provided to the customer equals the cash value paid by him	4.11	0.911
Average		4.02	

3.2.5.6. Knowledge of Operations

Table (16) refers to the arithmetic means and standard deviations of those responses, with the mean averaging (4.06), which is higher than the hypothetical mean. This indicates that participants' responses with knowledge of operations were significant.

Table 16.
Means (arithmetic means) and standard deviations.

Indicator	Questions	Mean	Standard Deviation
X1	There is a continuous increase in the organization's productivity resulting from improving employee performance and consequently the organization as a whole.	4.24	1.007
X2	There is a continuous increase in service delivery rates to customers.	4.13	0.777
X3	Continuous improvement processes are carried out to eliminate routine administrations for time and effort savings.	4.22	0.884
X4	There is a continuous decrease in material wastage rates.	3.51	1.075
X5	Employees always provide suggestions for improving and updating work.	4.07	0.88
X6	There is continuous improvement in service quality.	4.17	0.824
Average		4.06	

3.2.5.7. Market share:

Table (17) indicates the arithmetic means and standard deviations of those responses, where the arithmetic mean was (3.97), higher than the hypothetical mean. This means that participants' responses regarding market share were significant.

Table 17.

Means (arithmetic means) and standard deviations.

Indicator	Questions	Mean	Standard Deviation
X1	The management of the organization views market share as a powerful influence on organizational performance.	4.01	0.834
X2	The organization works to implement necessary changes to maintain its market share compared to its competitors.	3.96	0.756
X3	High market share implies high quality services that meet customer needs.	3.92	0.648
X4	The organization is focused on increasing its market share as a tool for distinguishing itself among winning enterprises.	4.04	0.706
X5	The organization holds a large market share compared to its competitors in the market.	3.78	1.025
X6	A large market share contributes to reducing prices and increasing sales.	3.89	1
Average		3.93	

Primary Hypothesis: There exists a significant relationship between marketing information, in terms of its dimensions, and market share. From this, the following sub-hypotheses emerge:

- 1) There is a significant relationship between customer knowledge and market share.
- 2) There is a significant relationship between employee knowledge and market share.
- 3) There is a significant relationship between supplier knowledge and market share.
- 4) There is a significant relationship between competitor knowledge and market share.
- 5) There is a significant relationship between service knowledge and market share.
- 6) There is a significant relationship between environmental knowledge and market share.
- 7) There is a significant relationship between operations knowledge and market share.

Table 18.

shows the test results for the validity of the primary hypothesis, indicating a significant relationship between marketing information and its dimensions with market share.

Dependent variable	Market share	
Independent variable		
Marketing information		
Knowledge of employees	0.484	Overall indicator 0.715
Knowledge of customers	0.543	
Knowledge of competitors	0.442	
Knowledge of environment	0.604	
Knowledge of suppliers	0.573	
Knowledge of service	0.631	
Knowledge of operations	0.55	

Table 18 shows the test results for the validity of the primary hypothesis, indicating a significant relationship between marketing information and its dimensions with market share. The table also presents the results measuring the correlation of the sub-hypotheses derived from the primary hypothesis as follows: The table reveals a statistically significant relationship between the dimensions of marketing information and market share, with a correlation coefficient of (0.715). This coefficient demonstrates the strength of the relationship between the variables, confirming findings highlighted in the theoretical aspect of the research. This suggests that as marketing information increases, market share also increases. Therefore, the primary hypothesis is accepted. Additionally, the results measuring the correlation from the validity of the sub-hypotheses derived from the primary hypothesis indicate that all correlation relationships were positive. Service knowledge showed the strongest relationship among them. Hence, all sub-hypotheses derived from the primary hypothesis are accepted.

Table 19.

Shows Dependent variable & Independent variable in Marketing information.

The dependent variable	Market share			
The independent variable	B	T	F	R ²
Marketing information	0.778	9.199	84.617	0.511

At an overall level, the table (20) provides an idea of the results obtained from estimating the regression equation between the dependent variable (market share) and the independent variable (marketing information). It appears that there is a significant effect of marketing information on market share, supported by the regression coefficient value (0.778), which is significant at the 0.05 significance level. This indicates that an increase of one unit in marketing information leads to a 0.778 increase in market share, a statistically significant effect as evidenced by the t-value (9.199), which exceeds the critical value (1.64) at a significance level of 0.05 with 82 degrees of freedom. Furthermore, the F-value (84.617) is greater than the critical value (1.53), indicating a significant overall model. The marketing information explains 51.1% of the variance in market share, as indicated by the coefficient of determination ($R^2=0.511$). The remaining variance is attributed to random variables or factors not included in the regression model, thus supporting the second hypothesis.

Table 20.

Shows of the results obtained from estimating the regression equation between the dependent variable (market share) and the independent variable marketing information.

The dependent Variable/	Market share			
The independent variable	R ²	F	T	B
Knowledge of employees	0.484	4.972	24.716	0.234
Knowledge of customers	0.453	5.827	33.957	0.295
Knowledge of competitors	0.302	4.438	19.699	0.196
Knowledge of environment	0.527	6.821	46.521	0.365
Knowledge of suppliers	0.444	6.296	39.64	0.329
Knowledge of service	0.548	7.323	53.62	0.398
Knowledge of operations	0.463	5.92	35.044	0.302

In partial level analysis, there is a statistically significant relationship indicating the impact of knowledge of market share on the market share itself. The results indicate a significant effect of market share knowledge, supported by a regression coefficient of 0.484. This means that an increase of one unit in market share knowledge leads to a 0.484 increase in market share. This effect is statistically significant, with a t-value of 4.972, exceeding the critical value (1.64) at a significance level of 0.05, with 82 degrees of freedom. Additionally, the F-value of 36.09 is greater than the critical value (1.53), indicating significance. Market share knowledge explains 23.4% of the variance in market share ($R^2 = 0.234$), implying that the remaining variance is attributable to uncontrollable random variables or those not included in the regression model, thus supporting the second hypothesis.

Similarly, at the partial level, there is a statistically significant relationship for customer knowledge impacting market share, with a regression coefficient of 0.453. This suggests that a one-unit increase in customer knowledge increases market share by 0.453, which is statistically significant with a t-value of 5.827 (greater than the critical value of 1.64 at a 0.05 significance level), and an F-value of 33.957 (greater than the critical value of 1.53). Customer knowledge explains 29.5% of the variance in market share ($R^2 = 0.295$), affirming the second hypothesis. Furthermore, there is a statistically significant relationship at the partial level for competitor knowledge impacting market share, with a regression coefficient of 0.302. This indicates that a one-unit increase in competitor knowledge increases market share by 0.302, supported by a t-value of 4.438 (exceeding the critical value of 1.64 at a 0.05 significance level) and an F-value of 19.699 (exceeding the critical value of 1.53). Competitor knowledge explains 19.6% of the variance in market share ($R^2 = 0.196$), reinforcing the second hypothesis. Similarly, there is a statistically significant relationship at the partial level for environmental knowledge impacting market

share, with a regression coefficient of 0.527. This suggests that a one-unit increase in environmental knowledge increases market share by 0.527, supported by a t-value of 6.821 (exceeding the critical value of 1.64 at a 0.05 significance level) and an F-value of 46.521 (exceeding the critical value of 1.53). Environmental knowledge explains 36.5% of the variance in market share ($R^2 = 0.365$), thereby confirming the second hypothesis. Additionally, there is a statistically significant relationship at the partial level for supplier knowledge impacting market share, with a regression coefficient of 0.444. This indicates that a one-unit increase in supplier knowledge increases market share by 0.444, supported by a t-value of 6.296 (exceeding the critical value of 1.64 at a 0.05 significance level) and an F-value of 39.640 (exceeding the critical value of 1.53). Supplier knowledge explains 32.9% of the variance in market share ($R^2 = 0.329$), supporting the second hypothesis. Lastly, there is a statistically significant relationship at the partial level for service knowledge impacting market share, with a regression coefficient of 0.548. This suggests that a one-unit increase in service knowledge increases market share by 0.548, supported by a t-value of 7.323 (exceeding the critical value of 1.64 at a 0.05 significance level) and an F-value of 53.620 (exceeding the critical value of 1.53). Service knowledge explains 39.8% of the variance in market share ($R^2 = 0.398$), thus confirming the second hypothesis. In summary, at the partial level, there are statistically significant relationships indicating that knowledge of market share, customer, competitor, environmental, supplier, and service factors all influence market share, with each type of knowledge explaining a significant portion of the variance in market share. These findings support the second hypothesis that knowledge factors contribute meaningfully to explaining market share dynamics

4. Conclusions and Recommendations

4.1. Conclusions

The results of statistical analysis of marketing information indicate that the surveyed service institutions heavily relied on the dimensions adopted in the study. The statistical analysis of market share showed that the surveyed service institutions heavily relied on the variable adopted in the study. The statistical analysis results indicated that the surveyed institutions heavily relied on knowledge of employees, environmental knowledge, and operational service knowledge as dimensions of knowledge. Conversely, knowledge of customers, suppliers, and competitors received less attention from the surveyed institutions. The conclusions drawn from the statistical analysis of the measurement tool data indicated that achieving marketing information significantly correlates with market share. This suggests that the more the surveyed institutions focused on using knowledge (employees, customers, service, environmental competitiveness, suppliers, operations) as defined in this study, the more it contributed to increasing market share. All correlation relationships were positive, with environmental knowledge and service knowledge having the greatest share in the relationship. The estimation of the regression equation for service differentiation strategies in knowledge showed a significant influence of information on market share. This is evidenced by the regression coefficient value. Marketing information has explained a significant part of its impact on market share and the amount of determination coefficient. The results of measuring the level of knowledge show an adaptive capacity that aligns with the market share requirements of institutions striving for excellence. Thus, the researched institutions possess marketing information that enables them to enhance their operations despite intense competition. There is no single pattern of marketing information types that encompasses the surveyed sample; rather, their patterns vary with changing opinions, ideas, and suggestions of managers.

4.2. Recommendations

Increase the focus of the management of the researched institutions on marketing information, especially understanding the customer as the central focus of contemporary literature, considering them the most important source for market share. This can be achieved through holding regular workshops to monitor the application of competitive advantage dimensions. It is essential for Iraqi service institutions to pay attention to studying and analyzing the environment and the changes occurring

within it, and to respond and adapt to the data of that environment. This requires these institutions to use marketing information enabling them to increase market share by providing competitive services that meet the needs and desires of customers, thus strengthening the institution's competitive position in the market. Conduct periodic studies of the environment surrounding service institutions and their markets, and understand all its variables so they can be incorporated within the framework of marketing information. It is necessary for service institutions to recognize the importance of marketing, especially service marketing, due to the significant global expansion witnessed by service marketing sectors. This necessitates the establishment of service marketing departments within institutions, activating these departments instead of their mere formal existence. Service institution managements must benefit from senior management support in enhancing marketing information at the overall level and activating their role across its dimensions, as well as the necessity of making further changes in marketing information. Deepen awareness among managers and employees in the researched institutions regarding the relationship between marketing information dimensions on one hand, and market share on the other, focusing on relationships of correlation and influence. Researched institution managements should increase their focus on the concept and types of marketing information, in addition to emphasizing the market share variable, as this contributes to enhancing the survival and growth of institutions in highly competitive markets. Review the organizational and administrative structure in service institutions and place the right people in the right positions.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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