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THE ROLE OF CUSTOMER EXPERIENCE IN ACHIEVING MARKETING BRILLIANCE: AN APPLIED RESEARCH IN THE COMMUNICATION COMPANIES ASIACELL AND ZAIN IRAQ

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ABSTRACT

The aim of the research is to identify the impact of customer experience on marketing brilliance, as the research adopted the descriptive analytical approach by deriving hypotheses and testing them through a questionnaire distributed to (126) senior management and marketing department employees in Zain Iraq and Asiacell. Through the statistical programs)SPSS), (AMOS 23(.

The results showed the validity of all the main hypothesis of the research, and based on that a set of conclusions were formulated that recommend the necessity of Zain Iraq and Asiacell to increase focus on marketers gaining a broad understanding of the market through accurate information and data in order to provide distinguished services that meet the needs and desires of customers renewed.

Keywords: *customer experience, marketing brilliance.*

INTRODUCTION

Successful customer experiences help organizations identify customer behaviors as well as factors that can affect their purchasing decisions, and help identify weaknesses and negative aspects in customer experiences and take the necessary measures to improve them. In addition, the customer experience provides a deep knowledge of customers' tastes, determines their purchasing standards, and personalizes the products and services provided to them, in a way that ensures customer satisfaction and repeat purchase. In addition, the significant contribution of successful customer experiences in enhancing the quality of products and generating value for the customer and the organization, the picture is integrated in highlighting the role of the customer experience in achieving the marketing

brilliance of the two companies, Zain Iraq and Asiacell, the research sample.

There is a heated intellectual debate about the research variables because of its recentness, which is represented in “the customer experience and its impact on achieving marketing brilliance.” Here lies the main problem of the research, as different views differ about what can be achieved by providing a distinct experience to the customer, but most researchers and specialists agree on the role Critical to customer experience as one of the critical success factors through which organizations can achieve superiority over competitors and marketing brilliance.

In light of this, the research problem stems from the following axes:

- Successful customer experiences provide an increasingly important value to both the customer and the organization, as they contribute to the provision of appropriate

products consistent with the needs and preferences of customers and ensure that the organization maintains its customers and earns their loyalty.

- The focus of organizations on the distinctive experiences of customers, which pushes them to repeat purchase and with the least time, effort and cost, is reflected in the marketing brilliance of the organizations.

- There is a gap between the practical and theoretical focus on the role of the customer experience in achieving the marketing brilliance of organizations.

Therefore, the following questions emerged to define the general framework of the research problem:

- What does customer experience mean? What is the intellectual debate surrounding it as one of the contemporary concepts in marketing management? What is the nature of the practices related to the customer experience, which can be measured in the two companies, Zain Iraq and Asiacell?

- What is the relationship between customer experience and marketing brilliance? What is its moral strength?

LITERATURE REVIEW

1- Customer experience

Researchers differ in defining the customer experience according to the approaches through which they view the concept

(Schmitt, 1999:7) takes a multidimensional view of the concept and identifies five types of customer experiences: emotional (sensory), emotional (feeling), cognitive (thinking), physical (action), and social (connected) identity. While (De Keyser et al., 2015:23) described customer experience as “consisting of the cognitive, emotional, physical, sensory, spiritual, and social elements that characterize a customer’s direct or indirect interaction with (one of) other market actors”—in essence, data Primary contained in all direct or indirect interactions that come together as an overall experience. According to (Bellou & Victoria, 2007: 513)customer experiences help achieve both individual and organizational goals, through the customer's awareness of the current benefit achieved from purchasing the product on the one hand, and the organization's awareness of effective methods of attracting and retaining customers on the other hand. (Hsieh et al, 2013, 66) believes that the previous experiences of customers contribute to designing offers that are more compatible and in harmony with their expectations and contribute to identifying the psychological response and feelings of customers towards the organization's products, as well as benefiting from them in providing new products that exceed their expectations. The customer experience aims to provide

information of great importance from two sides, first, from the customer side, as it contributes to identifying customers' attitudes and behaviors, as well as the degree of their satisfaction, because the more satisfied customers are with their experiences, the greater the motivation to purchase the organization's products and repeat purchase. As for the organization, it contributes to providing information that affects its main decisions, such as improving and developing goods and services, changing the approved strategies, changing electronic commerce methods, and changing marketing activities (Puccinell, 2009: 16).

2 - Marketing brilliance

The first step to obtaining brilliant marketing or achieving what some call marketing brilliance is to understand what marketing is and what is not marketing. This can be difficult because the standard definition of marketing is rather complex. The American Marketing Association defines "marketing" as "the activity and set of institutions and processes for creating, communicating, delivering, and exchanging offers that have value to customers, customers, partners, and society as a whole (Kotler et al., 2012:27) In other words, "marketing" (at least as it is defined by the American Marketing Association) from

everything that every company does in every place and in every situation.

Marketing brilliance highlights the strengths of the company and enhances its work by using the best that it has to offer, as it takes the essence of the organization's identity, the services it provides and the products it sells, and puts all your eggs in one basket "the brilliance basket" (Rocks, 2003:20).

And since brilliance needs to shine from within all of the company's divisions, the company should be scrutinized and the critical systems in place that make it take off. For example, you might have systems in categories such as: (product development, production, distribution, customer acquisition, customer management and retention, employee management and retention, accounting and finance).

Through the foregoing, it is clear that marketing brilliance is a description of the marketing plan that achieves the goals of the customer and the organization alike by removing all purchase obstacles while ensuring the possible speed and the least cost and effort.

According to the studies of (Naser & Al Shobaki, 2017:12), (Borghini, 2005:19), (Spoelstra, 2009: 380), (Sharma & Patterson, 2000: 470) marketing brilliance includes three dimensions: brilliance in marketing leadership, brilliance in

marketing knowledge, brilliance in service quality.

METHODOLOGY

The research adopted the descriptive analytical approach in order to know the effect of the independent variable (customer experience) on the dependent variable (marketing brilliance) as shown in the study model in (Fig. 1). The questionnaire was used as a tool to obtain data,

and the sample included (126) senior management and marketing department employees in the two companies, Zain Iraq and Asiacell.

The main hypothesis of the study:

The customer experience has a statistically significant effect on the marketing brilliance variable.

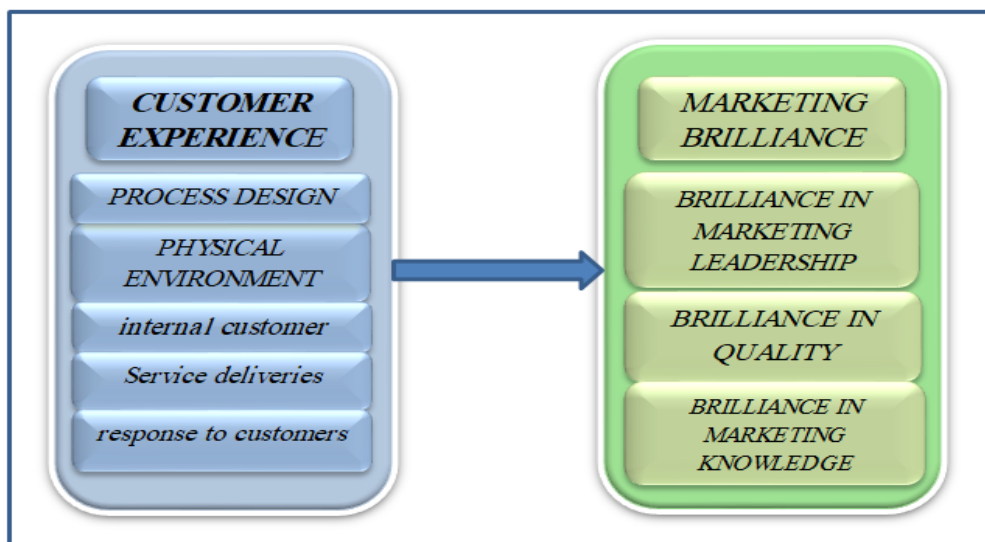


Figure 1. The study model

RESULTS AND DISCUSSION

Correlation test

From Table 1, the result is significant correlations between the dimensions of the study variables, and at the same time the absence of high correlation values (Exceeds 0.7) between the dimensions of the three variables (no problem multicollinearity).

Table 1. Matrix of correlation between the dimensions of the study variables

		process design	physical environment	internal customer	Service deliveries	response to customers
process design	Pearson Correlation	1	.660**	.629**	.660**	.623**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
physical environment	Pearson Correlation	.660**	1	.623**	.580**	.633**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
internal customer	Pearson Correlation	.629**	.623**	1	.632**	.694**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
Service deliveries	Pearson Correlation	.660**	.580**	.632**	1	.679**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
response to customers	Pearson Correlation	.623**	.633**	.694**	.679**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	

Normal distribution test

It should be ascertained before starting to test hypotheses, whether the data on the research dimensions are normally distributed or not, the results of which are shown in Table 2, known as (the Kolmogorov-Smirnov test).

Table 2. results of the normal distribution test

Kolmogorov-Smirnov		Type of test	
Sig.	Statistic	Variables and their dimensions	
0.072	0.076	PROCESS DESIGN	CUSTOMER EXPERIENCE
0.082	0.075	PHYSICAL ENVIRONMENT	
0.069	0.076	internal customer	
0.090	0.074	Service deliveries	
0.076	0.075	response to customers	
0.065	0.077	BRILLIANCE IN MARKETING LEADERSHIP	MARKETING BRILLIANCE
0.052	0.079	BRILLIANCE IN QUALITY	
0.079	0.075	BRILLIANCE IN MARKETING KNOWLEDGE	

Source: Output SPSS 24

Hypothesis Testing

The results of testing the main hypothesis of the research, which is presented in Table (3), show the significance of the effect of all dimensions of the customer experience variable on the marketing brilliance variable, whose results were, respectively, The effect coefficient for the process design dimension in terms of beta coefficient was (.18, $P=0.012=\beta$). And after the physical environment has the strongest effect in terms of beta coefficient (.23, $P = 0.002 = \beta$), and the internal customer dimension with the effect (.20, $P=0.012=\beta$), After service delivery (.21, $P=0.001=\beta$), and after responding to the customer (.23, $P=0.018=\beta$). While the explanatory power of the model as a whole

according to the value of the coefficient of determination ($R^2 = .68$) with its full statistical significance was ($P = 0.000$), and this reflects that the variance (68%) explained by the customer experience variable across its dimensions from the variance of the marketing brilliance variable under study in the context of Achieving a future vision for the organization under consideration aimed at improving its marketing capabilities in front of its customers, as for the rest of the coefficient of variation (32%), it is certainly subject to influence factors that fall outside the scope of the current research interests.

Table 3. the results of the hypothesis test

β	t	Sig.	R2	F	P	Statistical indicators Regression paths
.20	2.540	.012	.68	51.626	.000	PROCESS DESIGN → MARKETING BRILLIANCE
.23	3.163	.002				PHYSICAL ENVIRONMENT → MARKETING BRILLIANCE
.20	2.541	.012				internal customer → MARKETING BRILLIANCE
.21	3.298	.001				Service deliveries → MARKETING BRILLIANCE
.18	2.306	.023				response to customers → MARKETING BRILLIANCE

Source: Output AMOS 24

CONCLUSION

The senior management and marketing specialists in the two companies under study are fully aware of the importance of the customer experience, so they seek to

provide their services to customers as accurately and quickly as possible, and to modify and change the services and offers provided to suit the desires and tastes of customers. Cooling and cleanliness of the

building inside the company's headquarters, as well as the ease of access for customers to service providers, and the emphasis on the appropriate appearance of the employees and style, in a manner that reflects a positive image in the minds of customers dealing with the company. The two companies also work on conducting evaluations on an ongoing basis with customers to ensure their level of satisfaction and guarantee their loyalty, with flexibility in dealing with customers and providing services and offers that suit their needs and from the first time without errors.

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