UMZ

Journal of International Marketing Modeling
Volume 6, Issue 1 pp. 65-84, 2026
Journal homepage: *http://jimm.journals.umz.ac.ir*
ISSN 2717-381X

Faculty of Economics & Administrative Sciences

Buzz Marketing and Its Impact on the Marketing Mind: The Mediating Role of Marketing Intelligence

(Study of Sales Representatives of Coca-Cola and Pepsi in Iraq)

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Abstract: The marketing mind is a marketing philosophy whose efforts focus on shifting the company's focus from concentrating on the product to focusing on the needs and wants of customers. However, the marketing mind still needs more investigation, especially the factors that impact it. Thus, this study aims to investigate the effect of buzz marketing on the marketing mind, considering the mediating role of marketing intelligence. Accordingly, this study adopted marketing buzz and marketing intelligence as essential determinants of the marketing mind. To achieve this objective, a study model has been proposed and tested based on data collected using a questionnaire. The study sample consisted of 143 sales representatives of Coca-Cola and Pepsi in the city of Mosul. Testing the study model shows that buzz marketing and marketing intelligence are important determinants of the marketing mind, and marketing intelligence is a mediating construct between marketing buzz and the marketing mind.

Keywords: Buzz Marketing, Marketing Mind, Marketing Intelligence, Coca-Cola, Pepsi Mosul

1. Introduction

In the contemporary world of marketing, the importance of understanding the psychological and social factors that affect consumer behavior is increasing. Among these factors, buzz marketing and the role of marketing intelligence in directing interactions and shaping purchasing decisions stand out (Raouf & Al-Salem 2023). The impact of these factors is pivotal in companies' marketing strategies and is of great importance to excel in a competitive market environment as every brand seeks to interact effectively with its audience and create sustainable and fruitful communication (Gao et al. 2023). So the Marketing Mind is the ability to think strategically and creatively in the field of marketing, with the goal of understanding and analyzing market and consumer needs, and developing effective marketing strategies to achieve the company's or brand's objectives. This type of thinking involves the ability to read market trends, identify opportunities and challenges, guide marketing campaigns intelligently, and find innovative solutions to meet customer needs and enhance the value provided to them. The importance of exploring the concept of buzz marketing and its impact on the marketing mind stems from the city of Mosul as it is one of the most prominent cities in the Middle East. The Mosul market is characterized by its diversity and dynamism, which makes it the focus of attention of international companies to test their marketing strategies and their effectiveness in this vital market. By surveying Coca-Cola and Pepsi sales representatives, we can understand the challenges and opportunities these strategies present in such a pivotal market.

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Received 7 March 2026; Received in revised form 15 April 2026; Accepted 23 June 2026

In this context, the goal of this study is to explore and analyze the impact of buzz marketing and marketing intelligence on the marketing mind of consumers in the city of Mosul. This study aims to provide results-based recommendations to enhance the effectiveness of marketing strategies and achieve the brand's goals in this vital market, thus enhancing its position and influence in the minds and hearts of consumers. Accordingly, the current study deals with several aspects, including: the study methodology (its problem, objectives, importance, hypothesis, approach, technology, and limits); the theoretical framing of the study variables; a description of the study sample and the positions of the respondents, their opinions, and the testing of study hypotheses; and finally, conclusions and proposals.

2. Methodology

In this section, we will delve into the study methodology and the process of choosing the most appropriate methodology for this particular study. This section aims to provide a rationale for selecting the study model and approach, as well as the study method and tools used to gather data. Additionally, we will discuss the study sample and the methods employed to analyze the collected data.

2.1 The Study Problem: Organizations nowadays seek to overcome the challenges posed by rapid technological developments and intense competition by developing innovative marketing strategies. Buzz marketing appears as one of the main tools in this context as it helps build strong relationships with customers and enhance continuous interaction with them (Sherfani & Khaled 2023). By focusing on providing outstanding customer experiences, organizations can achieve positive engagement and increase brand loyalty. Thanks to multiple communication channels, organizations can communicate with customers directly and effectively, which leads to a better understanding of customer needs and providing solutions that better meet those needs. However, success with this approach requires a precise understanding of the marketing mind, which is key to understanding customer behavior and directing marketing efforts effectively. The marketing mind allows organizations to understand the factors that motivate customers and influence their decisions, enabling them to design targeted and effective marketing strategies (Rosenberg 2022). In addition, marketing intelligence is vital in enhancing buzz marketing efforts as it can analyze big data, generate valuable insights into customer behavior, and better target marketing efforts. Therefore, marketing intelligence helps improve organizations' interaction with customers and achieve more positive marketing results (Bag et.al 2021). By using these integrated strategies, organizations can enhance customer experience and build strong relationships with them, contributing to greater success in the current competitive market. In light of this, the study problem is evident through the following questions:

- Is there a correlation between the variables and dimensions of the study?
- Is there a direct and indirect relationship between buzz marketing and the marketing mind through the mediation of marketing intelligence?

2.2 Significance of Study: The importance of the current study is highlighted by raising the motivations of the two organizations under study to pay attention to data collection techniques, one of which is marketing intelligence, to overcome the phenomenon of neglecting this concept because of its little sensitivity to its name or its method of operation, which leads the organization to success in making various marketing decisions (Hasan et.al 2023). The field of buzz marketing and the marketing mind represents two modern fields in the realm of scientific research and marketing management. Therefore, the study will shed light on these two dimensions and their importance for organizations that want to succeed, whether they are international and Arab organizations in general or Iraqi organizations in particular. It is expected that the study will contribute to indicating ways to ensure that the needs and desires of customers are met, whether through the information the organization obtains about their needs and desires or through producing products that meet their aspirations. This confirms that meeting customer needs is the reason for the success of any organization.

2.3 Study objective: Developing clear theoretical frameworks on the dimensions of the study, especially about buzz marketing and the marketing mind, in a way that enables the researcher to present procedural definitions for them. The study also aims to achieve a new intellectual contribution that leads to pointing out the importance of marketing intelligence in the work of organizations. The study also aims to reveal the

contents of the organizations studied, in terms of the extent of their reliance on the outputs of marketing intelligence, and how this information benefits their work when adopting buzz marketing and the marketing mind. Finally, the study will present some proposals based on the theoretical framework and statistical analyses of the relationships between the study dimensions.

2.4 Study contribution: This study seeks to enhance the use of contemporary marketing concepts that resonate in organizations and help them succeed and remain in the labor market, proving successful when applied in global organizations. Therefore, this study contributes to identifying buzz marketing, its importance, and the impact of its application on the success of organizations, as well as highlighting the importance of the marketing mind as one of the most important indicators for evaluating customers. Finally, it identifies marketing intelligence and the importance of the data and information it provides for making successful marketing decisions.

2.5 Study Approach and Model

The study adopted the descriptive analytical method as its main method due to its suitability in describing the study variables. Based on this, it relied on the techniques of this method to obtain appropriate data to complete the study, through books, articles, dissertations, and studies by various writers and researchers, as well as through the International Information Network (Internet),

The hypotheses of this study are determined by the following main and sub-hypotheses:

H.1 There is no correlation between the variables and dimensions of the study.

H.2 There is no significant indirect effect of Buzz marketing on marketing mind through Marketing Intelligence

The systematic treatment of the study problem in light of the theoretical framework and its implications requires the design of a hypothetical diagram represented by Figure (1), which indicates the logical relationship between the study variables. The study diagram can be clarified as follows:

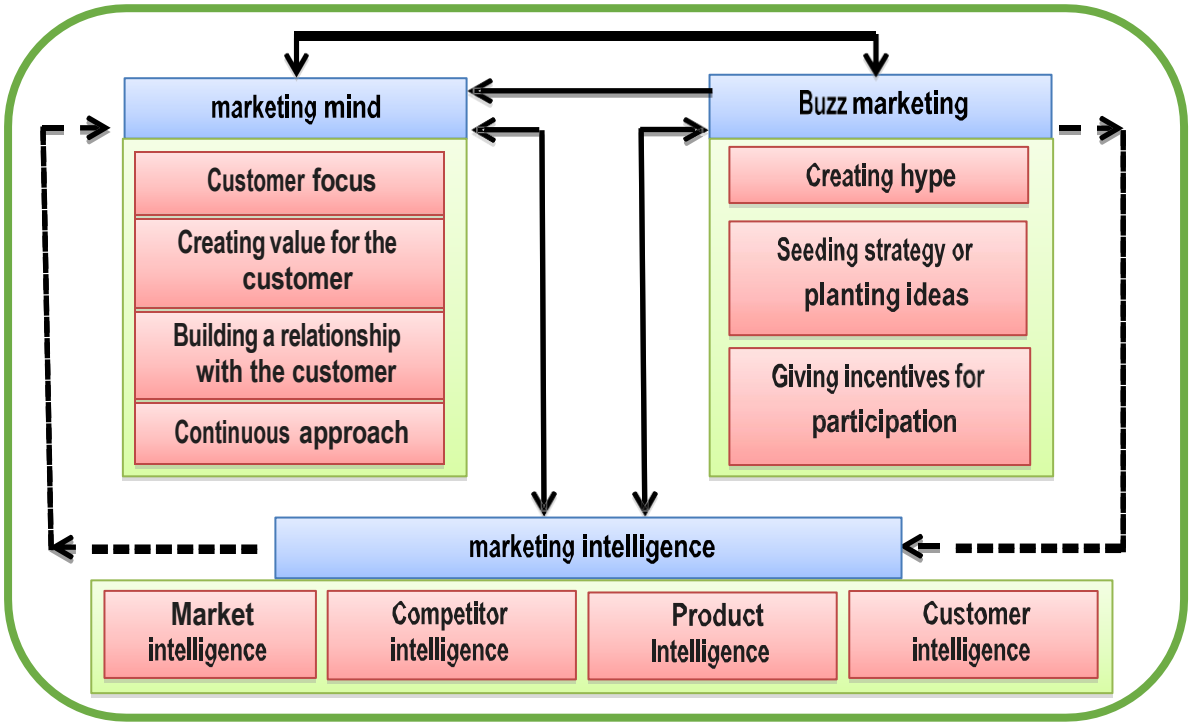

Figure (1): Default search scheme

Source: Prepared by the researcher

The variables and dimensions referred to in the figure above were built based on the previous cognitive efforts of the researchers, as the dimensions of buzz marketing were explained by (Sherfani, Khaled, 2023),

while the dimensions of the marketing mind were defined by (Jin, et. al,2023), and about the dimensions of marketing intelligence, they were defined by (Dondapati, et.al, 2022).

2.6 Research Design and Measurement Instrument

The questionnaire prepared by the researcher was relied upon as the main tool for collecting data and information related to the current study in light of the following sources: (Al-Sharafani, Khaled, 2023) (Nafisa, et al., 2023) (Gao, et al., 2023) (Jin, et al., 2023). (Conley et al., 2017) (Dundabati, et al., 2022), which were concerned with obtaining appropriate data to complete the study, and included (47) indicators, covering the study variables.

The questionnaire form was subjected to validity and reliability tests, and after completing the collection of the questionnaire forms and transcribing the data, the Cronbach coefficient (Gronbach Alpha) was used to determine the degree of stability of the tool. Measurement in this study, and it was found that the percentage of agreement in the answers of the study sample members reached (81.3%) at the overall level, which is a percentage that proves a good degree of stability of the questionnaire compared to (Standard Alpha) of (60%) for humanitarian studies (Afifi, Clark, 1989). 390), Before starting any analytical process, the normal distribution of the data must be verified, because it affects the determination of the appropriate analysis process. If the data is normally distributed along all axes, then the approved method will be for parametric tests, and if the data is not normally distributed, then the trend will be for non-parametric tests. The Kolmogorov-Smirnov test was used to determine how the data was distributed, as shown in the table below

Tabal (1) Normal Distribution of study Variables

Variables	Kol -Smi	Sig.	d.f
Buzz marketing	0.151	0.200	143
marketing mind	0.155	0.201	
marketing intelligence	0.114	0.200	

Source: Prepared by the researcher based on the results of the electronic calculator

From the results of the table above, it was shown that the data included in the analysis follows a normal distribution. This came as a result of the moral value of the tests used reaching higher than (0.05), which indicates that the data included in the analysis is subject to normal distribution tests.

2.7 Analysis Techniques: the ready-made system program (SPSS-24) and (Amos-24) were adopted, through which the arithmetic means and standard deviations of the answers were extracted as they relate to each of the statements that appeared in the questionnaire, as well as some of the tests that the researcher chose as a part of Appropriate tests in studying the relationships between different study variables, The following symbols were used during the statistical analysis process Table (1) :

Table (1) Symbols of Study Variables and Dimensions

Buzz marketing(A)			
Giving incentives for participation(xcc)	Seeding strategy or planting ideas(xbb)		**Creating hype(xaa)**
X11 – X15	X6 – X10		**X1 – X5**
marketing mind (C)			
Continuous approach (ydd)	Building a relationship with the customer(ycc)	Creating value for the customer(ybb)	**Customer focus(yaa)**
Y13 – Y16	Y9 – Y12	Y5 – Y8	**Y1 -Y4**
marketing intelligence(Z)			
Market Intelligence(zdd)	Competitor intelligence(zcc)	Product Intelligence(zbb)	**Customer intelligence(zaa)**
Z13 – Z16	Z9 – Z12	Z5 – Z8	**Z1 – Z4**

Source: Prepared by the researcher based on the questionnaire form

2.8 The study community and its sample: The study population was represented by Coca-Cola and Pepsi companies operating in the city of Mosul. During the researcher's visit to the headquarters of these two companies, accurate information was obtained regarding the number of sales representatives in both companies, totaling 143 representatives. This visit helped verify the data and ensure the accuracy of the sample selected for the study, contributing to a realistic and precise representation of the study population and providing more reliable results and a comprehensive analysis of the data.

3. Literature Review

3.1 Buzz marketing

In our current age, which increasingly relies on the Internet, buzz marketing has become a highly effective marketing strategy (Karimah & Fadillah 2023). Companies can benefit from it to interact with their audiences and build relationships with them more naturally (Narayan & Singh 2023). Buzz marketing is the process of creating links between websites, social media, and other content. These links include text links, images, and videos (Leila & Abderrazak 2013) or the implementation of a planned action to reinforce word-of-mouth promotion (Notarantonio & Quigley 2009). Buzz marketing aims to promote products and services in public places to develop "word of mouth," focusing on a large number of customers. According to (Billon and Tardieu 2002), buzz marketing relies on word of mouth that creates buzz around a product, service, or event (Purwanto 2023). It allows for the rapid spread of collective information that will later be transmitted by consumers (Tarwiyah 2023). Connective marketing is considered a means of initial and interactive communication, attracting the customer's attention and fully engaging potential customers so that they become parties to promote the brand (Zarco & Herzallah 2023). It is a technique or method that aims to promote products and services in public places to develop "word of mouth" among a large number of people (Nafisah et.al 2023). Its importance lies in reaching the largest number of people at a low promotion cost (Elalawi et.al 2023). (Sorokin 2012) indicated that buzz marketing is part of the communication process between the organization and the customer. Therefore, buzz marketing involves specific and conscious marketing activities aimed at reaching customers (recipients of marketing communications messages) directly and indirectly to stimulate positive associations with the brand or product.

A clear development in global media has drawn the attention of organizations and increased their awareness of how to use promotional methods such as television advertisements, flashy websites, and brilliant writings to their advantage to attract customers' attention to their products (Kavitha & Soma 2016). Therefore, it can be noted that the importance of buzz marketing serves as a means of promoting a product or service by creating a "buzz." (Hasan et.al 2023). Word-of-mouth marketing expects that consumers will be impressed and interested in the product offered. Buzz marketing creates a positive attitude through word of mouth and consumers' motivation, which leads to automatic marketing of the product by word of mouth (Hussain & Jassim 2023). Therefore, electronic word-of-mouth marketing has become a means used by corporate electronics brands to market their products online (Sherfani & Khaled 2023).

The primary goal of network marketing is to search for influential people in the market and encourage them to promote a product, service, or idea with friends, family, colleagues, and acquaintances in exchange for a certain reward (Holdford 2004). Whether it is word of mouth or opening positive discussions, it can help in increasing product adoption across the market and thus boosting sales (Takako). Increasing market share and openness to other markets (eil 2004) as well as many other goals such as reaching the largest number of potential customers in the fastest time and at the lowest cost. This goal can be achieved and reached using the spoken word and the speed of its transmission between people or by using social media as a result of the marketer's advantage of low cost or sometimes its absence. This way, it is possible to reach international customers instead of local customers, gain new customers directly by dealing with them face to face or indirectly through friends, colleagues, and acquaintances, thus gaining their satisfaction with the organization's products, whether goods or services. This will be the link to customers' loyalty to the brand or trade name and maintaining their loyalty. Therefore, they will be an effective source and means of promotion for the organization's products, which will increase the audience or popularity of the organization and increase its market share. (Sherfani & Khaled 2023) pointed out the aspects that have become necessary in establishing and encouraging buzz marketing, including

- **The media:** Ensure that the media is used to attract customers' attention and that the media can make valuable products and companies a topic of public conversation. It also ensures that products and companies can attract the attention of the audience in the conversation and that the company's products have high differentiation power and good unbeatable positioning. If the hype spreads (naturally), everyone will talk about it and customers will be happy to evangelize the people around them. The results of buzz marketing will be successful, and then the growth in sales or business transactions will be very fast.
- **Maintenance**: Marketers need to continue to develop the marketing relationship as expected with only one link ready to explode.

When looking at the study efforts of some writers and researchers in the field of buzz marketing such as (Westrin & Peltovuori 2014), (Sharafany & Khaled 2023), (Elalawi et.al 2023), it is noted that there are clear directions through which the main dimensions of buzz marketing are identified that will be relied upon and these dimensions are:

A. **Creating Hype**: Creating advertising hype indicates the possibility of exploiting social networking sites and the Internet to attract the customer's attention and motivate him by using words issued from the mouth that have a role in amplifying and transmitting the message that includes information about those products. Creating hype about products is an effective tool for sparking customer discussions about the brand, interesting or entertaining advertisements, emails, phrases, entertainment, or promotions designed to initiate word-of-mouth activity.
B. **Seeding Strategy or Planting Ideas**: The seeding strategy includes everything related to decisions about the number and types of initial customers with the possibility of seeding the product for the spread of content for buzz marketing to reach the largest number of potential customers. This strategy aims to obtain an initial group of target customers who will be contacted to identify the nature of the products required by the public at an early stage of the marketing process. This strategy requires that marketers correctly select the initial group of customers, which is a crucial decision for many organizations, especially when launching promotional campaigns.
C. **Giving Incentives for Participation**: The organization provides incentives or rewards to individuals to push them to publish information related to its products. These incentives often depend on the nature of the products that the organization is looking to market, as well as taking into account the nature of the markets and customers. In the recent period, social communication via the Internet has become important. Many social networking sites provide marketing content from users, such as videos, sharing illustrative images, flyers, etc. Many organizations working in the field of buzz marketing, such as clothing stores and soft drinks, provide incentives or rewards to individuals to push them to publish information related to their products. These incentives often depend on the nature of the products that the company is looking to market and take into account the nature of the markets and customers it deals with.

3.2 Marketing Mind

The marketing mind is a way of thinking that focuses on understanding the needs and desires of customers and developing products and services that meet those needs (Naseem & Yaprak 2023). The marketing mind seeks to create strong relationships with customers by providing value to them and building trust and respect. The marketing mind is an essential approach to success in business and can help companies understand the needs and desires of customers and develop products and services that meet those needs (Beauchemin & Kelly 2009). The marketing mind is a concept used in the world of marketing to indicate the ability to think and analyze strategically and creatively about developing and implementing marketing and advertising strategies (Orava 2000). The marketing mind requires a deep understanding of the market, customers, and competition, and the ability to analyze available data and information and use this data strategically to make informed marketing decisions (Gao et.al 2023). The marketing mind is not a material or formal component in itself but rather a concept linked to the mental and cognitive abilities and skills of individuals in the field of marketing (Maddock 1996). It refers to the ability to think strategically and creatively regarding the design and implementation of marketing strategies and managing marketing campaigns (Zaltman & Zaltman 2008).

In other words, the marketing mind is a trait or set of mental traits and skills that marketers and marketing professionals possess. These individuals can be creative, specialize in data analysis, have a deep

understanding of customer needs, and are ready to develop effective marketing strategies to achieve brand goals. Therefore, there is no formal visual identifier or symbol that can express the marketing mind. It is the skills, thinking, and behavior that marketers and marketing professionals demonstrate in performing their work and achieving success in their field. In the end (Rosenberg 2022), the marketing mind is a combination of skills, experiences, and creativity that helps to successfully achieve marketing goals and achieve brand success. The marketer must be able to adapt to changes in the market and keep up with the latest developments in the field of marketing (Grech 2016). Therefore, the marketing concept can be understood as a marketing philosophy that focuses on shifting the company's focus from the product to the customer. This approach aims to understand customer behaviors and analyze their motivations to develop products and services that meet their needs better than any competitor.

The importance of the marketing mind is that it is a necessary approach to success in business. It can help companies achieve success by increasing sales. The marketing mind can help companies attract potential customers and convert them into customers as well as improve customer loyalty. The marketing mind can help companies build strong relationships with customers, which leads to increased customer loyalty and a positive brand image in the minds of customers (Zaltman 2003).

Eriksson & Hauer (2004) explain that the main skills a person needs to have a successful marketing mind include understanding the market through the ability to carefully study the market, understand the needs and desires of customers, and identify opportunities and challenges in the market. As well as strategic analysis, the ability to estimate and analyze data to extract patterns and trends, and use this information to develop effective marketing strategies. Additionally, creativity and innovation through the ability to develop new and innovative ideas to design distinctive and attractive marketing campaigns for customers, in addition to communication skills, the ability to communicate effectively with the target audience and convey marketing messages clearly and attractively, with the ability to lead the marketing team and directing them towards achieving the specified marketing goals, monitoring and evaluating performance to measure the performance of marketing campaigns and modifying procedures as needed to achieve the desired results. The marketing mind also helps to achieve success in the field of marketing and increase the effectiveness of marketing efforts through strategic thinking and creativity in designing and implementing marketing strategies.

There are some basic requirements for successfully applying the marketing mind, which were explained by Milutinovic & Salom:(2016)

- Commitment by management: Top management must commit to the marketing mind. They must believe in the importance of understanding customers' needs and wants and creating products and services that meet those needs.
- Data and Analytics: Companies must collect sufficient data about the needs and desires of their customers. This can help them understand customer behavior and identify opportunities.
- Creative skills: Companies must be able to create solutions that meet the needs of their customers. This can help them create unique and distinctive products and services.
- Effective communication: Companies must be able to communicate effectively with their customers. This can help them build strong relationships with customers.

Applying the concept of the marketing mind by organizations helps determine the importance of managing social customer relationships in the organization's strategy, as well as paying attention, listening, and learning about what is said about the organization's products, which leads to understanding customers' behavior, actions, and reactions, which works to develop and put forward new and diverse ideas for building effective marketing strategies, measuring and evaluating the efficiency and effectiveness of customer-oriented marketing operations, which leads to establishing and sustaining relationships with customers in the long term (Martinez, 2012).

Moreover, the marketing mind can be divided into four main dimensions, and by developing these four dimensions, companies can build a strong marketing mind. This can help companies achieve success in the market (Jin et al., 2023):

A. Customer Focus: Companies with a marketing mind put the customer first. These companies understand that the needs and desires of customers are the decisive factors in their success (Terblanche et al., 2023), and

these companies seek to understand customers by conducting market research, talking to customers, and analyzing data. Today's organizations have become aware that the reason for their performance of these tasks is for the sake of the customer, and these organizations exist to serve the customer and to fulfill his clear and latent needs. Sadeq (2010) calls the contemporary period the "customer marketing stage," as the managers of the organizations have begun at present to form teams designed to direct all resources of the organization towards achieving customer satisfaction (Hasan et al., 2022), and this depends on the unity of the organization and the unity of work of its parts.

B. Creating Value for the Customer: Developing strategies to create high customer value is essential, as it is the key to attracting the attention of new customers, developing and maintaining a good relationship with them, and gaining their loyalty. This leads to strong possibilities for improving trust, customer satisfaction, and commitment, which leads to high customer loyalty (Javed & Cheema, 2017). Companies with a marketing mind do not just focus on selling their products or services. These companies also focus on creating value for their customers. This value can be through high-quality products and services, competitive pricing, or exceptional customer service (Kumar et al., 2023).

C. Building a Relationship with the Customer: The topic of establishing relationships with the customer and managing them correctly and well is today considered one of the most important topics that the modern view of contemporary marketing addresses, through laying the applied scientific foundations for building a relationship with the customer on a permanent and ongoing basis, especially since managing the relationship with the customer is considered one of the requirements for the success of buzz marketing that is based on understanding and good knowledge of the customer and getting close to him. It requires building special and direct relationships with every customer which the organization aims to maintain (Kumar & Reinartz, 2018). However, embodying customer relationship management within the environment of any organization may require it to adopt a set of information technologies, tools, and programs that will undoubtedly enable the organization to manage the various data and information it needs about its customers to benefit from them and use them if necessary (Raeisi, 2023).

D. Continuous Approach: Understanding customer needs and trends is vital to ensure the continued success of businesses. In this context, companies can enhance their strategies by conducting ongoing research to understand market trends and utilizing data analysis techniques to benefit from patterns and crucial information. Additionally, adopting an effective listening approach to customer feedback and evaluations can contribute to identifying areas that require improvement and enhancement. Considering these shifts, companies can deliver innovative products and services that better meet customer expectations and desires. Promoting the concept of organizational agility becomes particularly important as companies prepare to seize new opportunities and address challenges arising in the business environment. In this way, flexibility and rapid responsiveness to customer needs can be an effective means to achieve competitive excellence.

3.3 Marketing Intelligence

Information is a vital resource in various business organizations for its importance in achieving a competitive advantage. Information should be considered and managed properly in all organizations to keep pace with contemporary developments in the various knowledge sciences and technological changes, especially since we live in the 21st-century challenges of expanding markets and product diversity, the rapid development of information technology, and fierce competition. This requires that the administration should deal with information and management correctly through the application of the system of marketing intelligence to solve all the problems that face the achievement of a competitive position in the market by adopting a strategy of a distinct competitive position (Hussein, 2020).

For organizations to be in conformity with dynamic market conditions and to gain a competitive advantage, there emerges an intense need for marketers to be engaged in marketing intelligence (Lackman, Saban, and Lanasa, 2000). Extending this idea, it is suggested that marketing intelligence is the ability to learn and deal with a vibrant market environment, to acquire information about influential forces in one's surroundings, and to apply that knowledge to manipulate one's environment. Furthermore, information gathered through marketing intelligence is of undue emphasis for strategic marketing planning since decisions are being made based on external and internal information (Ayub et al., 2013).

Kunle et al. (2017) added that many factors have increased the need for more and better marketing intelligence. As companies become national and international in scope, they need more information on larger, more distant markets. As income increases and buyers become more selective, the need for better marketing intelligence becomes paramount. Therefore, marketing intelligence is important since the quality of the marketing information affects the effectiveness of decision making. Basically, "the term marketing intelligence refers to developing insights obtained from data for use in marketing decision-making" (Lies, 2019).

Kotler (2001) believes that marketing intelligence is a group of individuals, procedures, and equipment that are used in legal and ethical ways, allowing the continuous flow of intelligence information related to events or changes that may take place in the marketing environment to make appropriate marketing decisions to confront those events and changes in support of the general goals of the organization. Marketing intelligence represents continued efforts to enhance the business ability to minimize the company's exposure to threats in a turbulent environment (Al-Hashem, 2022). Marketing intelligence can be described as the gathering, processing, analyzing, and publishing of information of high strategic value (Zarafili & Zarafili, 2023).

Raouf & Al-Salem (2023) explained that marketing intelligence is a series of interconnected processes that begin with planning, collecting information, identifying competitors, and the ability to analyze competitors, ending with providing information to marketing decision-makers, taking into account the ethical and legal aspects of these steps.

Marketing intelligence derives its role and importance from the value of the information it provides to decision-makers in light of the intense competition witnessed in the market to seize appropriate marketing opportunities or reduce competitors' risks (Büchner & Mulvenna, 1998). Therefore, the importance of marketing intelligence can be noted as it is the cornerstone of an early warning system or building a regulatory radar that receives warning signals to deliver them to decision-makers to put in place the necessary measures (Dam et al., 2019). It also represents a preventive system that helps provide better knowledge and awareness to its users about the various environmental marketing changes surrounding them (Le Bon & Merunka, 2006). With the ability to collect information about customers, their tastes, and their attitudes towards products (Al-Washah, 2017). Marketing intelligence also constitutes a clear methodology that works as a bridge between large amounts of unorganized information and business strategies by processing this information and transforming it into vital information that can be used (Saura et al., 2021). It also represents one of the basic sources for achieving creativity and innovation in the organization (Bag et al., 2021).

From a resource-based theoretical perspective, organizations must recognize marketing intelligence, along with data mining models and techniques, as critical resources and strategic capabilities for competitive advantage, through a comprehensive review of the literature and classification of marketing intelligence from various studies. According to the insights of these researchers, marketing intelligence, which includes market intelligence, product intelligence, customer intelligence, and competitor intelligence, can effectively address every aspect of the marketing mix. The next section will delve into a detailed discussion of each element within the scope of marketing intelligence. These four parts of marketing intelligence are located in the inner layer of the framework. Meanwhile, the outer layer of the framework includes six data mining prototypes designed to extract various components of marketing intelligence (Dam et al., 2019).

The dimensions shown in the figure above have been agreed upon by many studies, including Mochtar & Arditi (2001), Helm & Schmalfuß (2014), and Dondapati et al.(2022) .

A. Customer Intelligence: Marketing intelligence enhances business organizations' ability to directly monitor customer behavior and analyze their recent opinions about their favorite product brand, in addition to estimating the extent of their satisfaction through using a specific product. These responses are inferred to determine the organization's goals and future marketing strategies. An accurate understanding of purchasing behavior is vital to building positive, long-term relationships with customers. Purchasing behavior is not just a decision made by customers but is also the result of an interaction with multiple factors including product experiences, brand preferences, and customer satisfaction (Cacciolatti & Fearne, 2013).

B. Product Intelligence: The product plays a vital role in guiding the strategic decisions of the organization and its operations due to its influence on determining the type of industry to which the organization may belong, and thus the nature and scope of the markets. The product also provides a tool to meet the needs and

desires of customers and reflects the strategy adopted by the organization in managing its products, which greatly affects its success. The organization's decisions related to the product mix contribute to determining its position in the market and its market share, in addition to satisfying the needs and desires of customers. Determining the type of product, adding a new product, canceling an existing product, or developing it greatly affects the organization's overall strategic decisions (Novicevic, 2004)

C. Competitor Intelligence: Obtaining information about competitors is a vital element in confronting challenges and exploiting opportunities that competitors may have or lack. Competitor intelligence refers to the ability to collect data and information about competitors and analyze their current and future activities and events. This involves analyzing their past behavior to provide a model to predict their future behavior and gain insight into their current and potential product strategies (Fleisher, 2008). Competitor intelligence helps identify and understand competitors' industries, as well as identify their strengths and weaknesses. This allows the collection of intelligence about them and the interpretation of this information to make effective management decisions. It also helps the organization avoid surprises by anticipating competitors' movements and determining strategies (Al-Sayani, 2023).

D. Market Intelligence: The changing nature of markets, imposed by many variables, must be taken into account when developing the marketing strategy. Among the most important of these variables are market growth, market share, market size, and the nature of potential customers. A good understanding of these factors affecting markets helps in shaping the organization's marketing strategy and contributes to dealing with the challenges and dynamics that occur in the surrounding marketing environment (Falahat et al., 2020). To achieve this understanding, the organization must provide valuable intelligence information that reflects a comprehensive analysis of various aspects related to the market and the factors that influence it. This requires continuous collection of data or information related to those markets, to reach a comprehensive understanding of market dynamics and adapt to them (Mehralian & Khazaee, 2022).

4. Describe the Study Variables, diagnose them, and Test their Hypotheses

4.1 Description and Diagnosis of the Buzz Marketing Variable: Table (2) displays the results of the descriptive statistical analysis of the buzz marketing variable for the study sample in terms of statistical parameters, as well as an analysis of the relative importance of the sub-dimensions in terms of their percentage weight, as the buzz marketing variable for the sample studied achieved an overall average of the arithmetic mean of (4.185), with a standard deviation of (0.854), and percentage weight of (0.83%). The high arithmetic mean rate indicates that the sample studied in general has a good awareness and understanding of the concepts of buzz marketing. The low standard deviation indicates that the sample responses were close to the arithmetic mean, which means that there is general agreement among the sample members about the importance of connection marketing. The high percentage weight reflects the importance of the buzz marketing variable in the study, as it is one of the important variables that organizations must take into consideration when developing their marketing strategies. As shown in the table.

Table (2): Respondents' Positions Regarding Connected Buzz Marketing

variable	mean	S.D	P. weight	variable	mean	S.D	P. weight
x1	4.315	0.736	0.86	x9	4.252	0.851	0.85
x2	4.399	0.823	0.88	x10	4.413	0.808	0.88
x3	4.007	0.908	0.80	x11	4.175	0.929	0.83
x4	4.070	0.947	0.81	x12	4.189	0.855	0.84
x5	4.280	0.859	0.86	x13	4.007	0.826	0.80
x6	4.175	0.937	0.83	x14	4.049	0.808	0.81
x7	4.252	0.800	0.85	x15	3.839	0.939	0.77
x8	4.350	0.790	0.87	**General Average**	4.185	0.854	0.83

Source: Prepared by the researcher based on the results of the electronic calculator

These results suggest that Buzz marketing has become a fundamental concept in the business world. The study sample members realize the importance of using this strategy to build strong relationships with customers, achieve their loyalty, and increase their sales.

4.2 Describe and Diagnose the Marketing Mind Variable. The table shows that the average responses of the sample studied for this variable were relatively high, which indicates that the study participants were showing a high level of interaction with the marketing mind variable. Looking at the standard deviation of 0.762, it is clear that there is a certain variation in the sample responses, and this reflects The extent to which these responses differ from the general average. This discrepancy can be explained by the fact that participants tend to have different reactions to different aspects of the marketing mind variable. As for the percentage weight, it indicates the importance of the marketing mind variable in the study conducted. Having a percentile weight means that this variable has a significant and noticeable impact on the overall results of the study, thus making it one of the main factors that must be taken into account when we understand consumer behaviour.

Table (3): Respondents' Positions and Opinions Regarding Indicators of the Marketing Mind

variable	Mean	S.D	P. weight	variable	mean	S.D	P. weight
y1	4.196	0.771	0.84	y9	4.371	0.699	0.87
y2	4.119	0.809	0.82	y10	4.287	0.802	0.86
y3	3.986	0.778	0.80	y11	4.385	0.681	0.88
y4	4.441	0.728	0.89	y12	4.273	0.714	0.85
y5	4.343	0.713	0.87	y13	4.385	0.731	0.88
y6	4.210	0.720	0.84	y14	4.322	0.765	0.86
y7	4.385	0.759	0.88	y15	4.217	0.840	0.84
y8	4.364	0.746	0.87	y16	4.028	0.934	0.81
General Average					**4.269**	**0.762**	**0.85**

Source: Prepared by the researcher based on the results of the electronic calculator

In short, the marketing mind variable had an important and prominent role in the study, as it had a significant impact on the behaviour of the participants, and although there was some variation in responses, this did not reduce its importance as an influential change in the study.

4.3 Describe and Diagnose the Variable of Marketing Intelligence. Analyzing the information provided, the high arithmetic average shows that the studied sample possesses a high degree of awareness and understanding of marketing intelligence concepts. This means that study participants show positive and strong responses to this variable, which indicates that they can internalize it and appreciate its importance in the marketing context. In addition, a low standard deviation indicates that the sample responses were highly convergent around the mean. This is explained by the fact that there is a clear agreement among the sample members regarding the importance of marketing intelligence, as there were no large variations in responses among the participants, and this shows that the concept is equally accepted and understood by everyone. The high percentage weight reflects the importance of the marketing intelligence variable in the study. This percentage weight indicates that the variable had a significant impact on the results of the study, which highlights its importance as an essential element that must be taken into account when developing marketing strategies for companies.

Table (4): Respondents' Positions Regarding Marketing Intelligence Indicators

variable	mean	S.D	P. weight	variable	mean	S.D	P. weight
z1	4.259	0.886	0.85	z9	4.238	0.787	0.85
z2	4.210	0.777	0.84	z10	4.196	0.762	0.84
z3	4.329	0.767	0.87	z11	4.077	0.920	0.82
z4	4.357	0.782	0.87	z12	4.343	0.815	0.87
z5	4.266	0.839	0.85	z13	4.175	0.808	0.83
z6	4.189	0.949	0.84	z14	3.965	0.875	0.79
z7	4.294	0.786	0.86	z15	3.860	0.961	0.77
z8	4.329	0.739	0.87	z16	4.287	0.793	0.86
General Average					**4.211**	**0.828**	**0.842**

Source: Prepared by the researcher based on the results of the electronic calculator

In general, the analysis shows that the marketing intelligence variable is considered important and necessary for companies when planning their marketing strategies, and indicates that the studied sample

generally agrees on the importance of this concept, which highlights its extreme importance in the context of marketing research and application.

4.4 Analyzing Correlations Between Study Variables: The data in Table (5) showed the existence of strong and significant relationships between the variables of buzz marketing, the marketing mind, and marketing intelligence. Let's start with the relationship between correlational marketing and marketing mind, where the high value of the correlation coefficient (0.665) indicates a positive correlation between these two variables. This can be explained by the fact that buzz marketing, which is based on directing efforts towards building strong relationships with customers, can lead to strengthening the marketing mind, which is related to better understanding the needs and desires of customers and meeting them effectively. As for the relationship between buzz marketing and marketing intelligence, the value of the correlation coefficient (0.660) indicates a positive relationship between them. This can be explained by the fact that Buzz marketing, which depends on building relationships and personal interaction with customers, can enhance marketing intelligence, which includes using data and analytics to understand customer behaviour and direct marketing efforts more effectively. As for the relationship between the marketing mind and marketing intelligence, the correlation coefficient value of (0.759) indicates the existence of a strong positive relationship between them. This can be explained by the fact that marketing intelligence, which relates to a deeper understanding of customer needs and interactions, can enhance the use of marketing intelligence, which relies on data analysis and the use of technology to improve marketing strategies and increase their effectiveness. In short, the results of the study show that there is a mutual interaction between the variables of buzz marketing, marketing mind, and marketing intelligence, which indicates the importance of integrating these factors in achieving marketing goals.

Table (5): Correlation Coefficient Between the Study Variables

Correlations	**marketing mind**	**marketing intelligence**
Buzz marketing	0.665**	0.650**
marketing mind	----	0.759**
P-value	0.000	
N	143	

**Significant at level(0.05)

Source: Prepared by the researcher based on the results of the electronic calculator

To support the above results, table (6) shows the values of the correlations between the dimensions of the study variables, as the correlation coefficient between the customer intelligence dimension and the continuous approach dimension reached the highest correlation, as the correlation coefficient value reached (0.688) at a significance level (0.05), while The value of the correlation coefficient between the dimension of creating noise and the dimension of building a relationship with the customer was the least related to the two dimensions of the study, as the value of the correlation coefficient was (0.354) at the same level of significance mentioned, and the rest of the dimensions fell between the values of the correlations above, so the sub-hypothesis is rejected and the alternative hypothesis is accepted.

Table (6) Correlations Between the Study Dimensions

Correlations		**Buzz marketing**			**marketing mind**			
		xaa	xbb	xcc	yaa	ybb	ycc	ydd
marketing mind	yaa	0.565**	0.443**	0.658**	---	---	---	---
	ybb	0.381**	0.356**	0.476**	---	---	---	---
	ycc	0.354**	0.357**	0.471**	---	---	---	---
	ydd	0.449**	0.559**	0.649**	---	---	---	---
marketing intelligence	zaa	0.427**	0.505**	0.609**	0.510**	0.564**	0.602**	0.688**
	zbb	0.335**	0.458**	0.568**	0.412**	0.443**	0.601**	0.571**
	zcc	0.457**	0.501**	0.585**	0.519**	0.490**	0.595**	0.643**
	zdd	0.398**	0.487**	0.583**	0.665**	0.408**	0.511**	0.591**

**Significant at level(0.05)

Source: Prepared by the researcher based on the results of the electronic calculator

4.5 Analyzing Direct and Indirect Influence Relationships Between Study Variables: To test the second main study hypothesis, path analysis and Amos program techniques were used to verify the presence of an impact of buzz marketing on the marketing mind through marketing intelligence in the organizations investigated. Table (7) shows the results of the analysis the path, as the results of the statistical analysis showed a significant effect of buzz marketing on the marketing mind through marketing intelligence, as the calculated value of (Chi2) reached (36.821), which is significant at the level of (0.05), and the value of (Goodness of Fit Index) reached (The GFI, which is the marketing mind fit index, has a value of (0.913), which is close to the value of the correct one (perfect fit). In the same context, the Comparative Fit Index (CFI) reached (0.942), which is close to the value of the correct one, and reached the square root. The Root Mean Square Error of Approximation (RMSEA) (0.000) is equal to zero. This is what reflects the confirmatory analysis of the answers of the study sample members, i.e. complete alignment, while the direct effect of buzz marketing on the marketing mind reached (0.41), which indicates that the marketing mind is affected by buzz marketing, and therefore increasing buzz marketing would generate an effect on the mind. In the same context, the direct effect of buzz marketing on marketing intelligence in the surveyed organizations reached (0.72), and the indirect effect of buzz marketing on the marketing mind in the presence of marketing intelligence in the researched organizations amounted to (0.374), which confirms that marketing intelligence plays an important role in the impact Relationship marketing on the marketing mind.

Table(7) Results of the Path Analysis Test to Verify the Impact of Buzz Marketing on the Marketing Mind in the Presence of Marketing Intelligence in the Investigated Organization

Statement	Chi2 Calculated	Chi2 Tabulation	GFI	CFI	RMSEA	Direct impact		Indirect effect	Sig
Buzz marketing depends on the marketing mind in the presence of marketing intelligence	36.821	3.841	0.913	0.942	0.000	Buzz marketing on the marketing mind	0.41	0.374	0.000
						Buzz marketing on marketing intelligence	0.72		

Source: Prepared by the researcher based on the results of the electronic calculator

In summary, there is a strong and interconnected relationship between Buzz marketing and marketing Mind, as each contributes to enhancing the other. When companies improve their marketing strategies and build strong relationships with their customers, they enhance their ability to understand the market and anticipate customer needs, leading to more effective marketing decisions and sustainable success. Moreover, marketing intelligence plays a pivotal role in enhancing the effectiveness of Buzz marketing by providing accurate and up-to-date information about customer behavior, market trends, and competitors. This information enables the organization to make well-informed strategic decisions, thereby improving marketing Mind. In other words, marketing intelligence is not limited to data collection; it also provides in-depth analyses that contribute to forming a broader and clearer vision of market needs. When marketing intelligence is enhanced, the organization becomes capable of responding quickly and effectively to market changes, identifying new opportunities for customer interaction, and launching innovative marketing campaigns that strengthen relationships with the target audience. For example, the organization can use intelligence information to design tailored marketing strategies for each customer segment, thereby increasing the effectiveness of Buzz marketing and achieving positive results in influencing marketing Mind.

Through the above, you reject the second main hypothesis, which states (that there is no influence relationship between buzz marketing and the marketing mind through the mediation of marketing intelligence) and accept the alternative hypothesis. The results can also be illustrated in the figure (3):

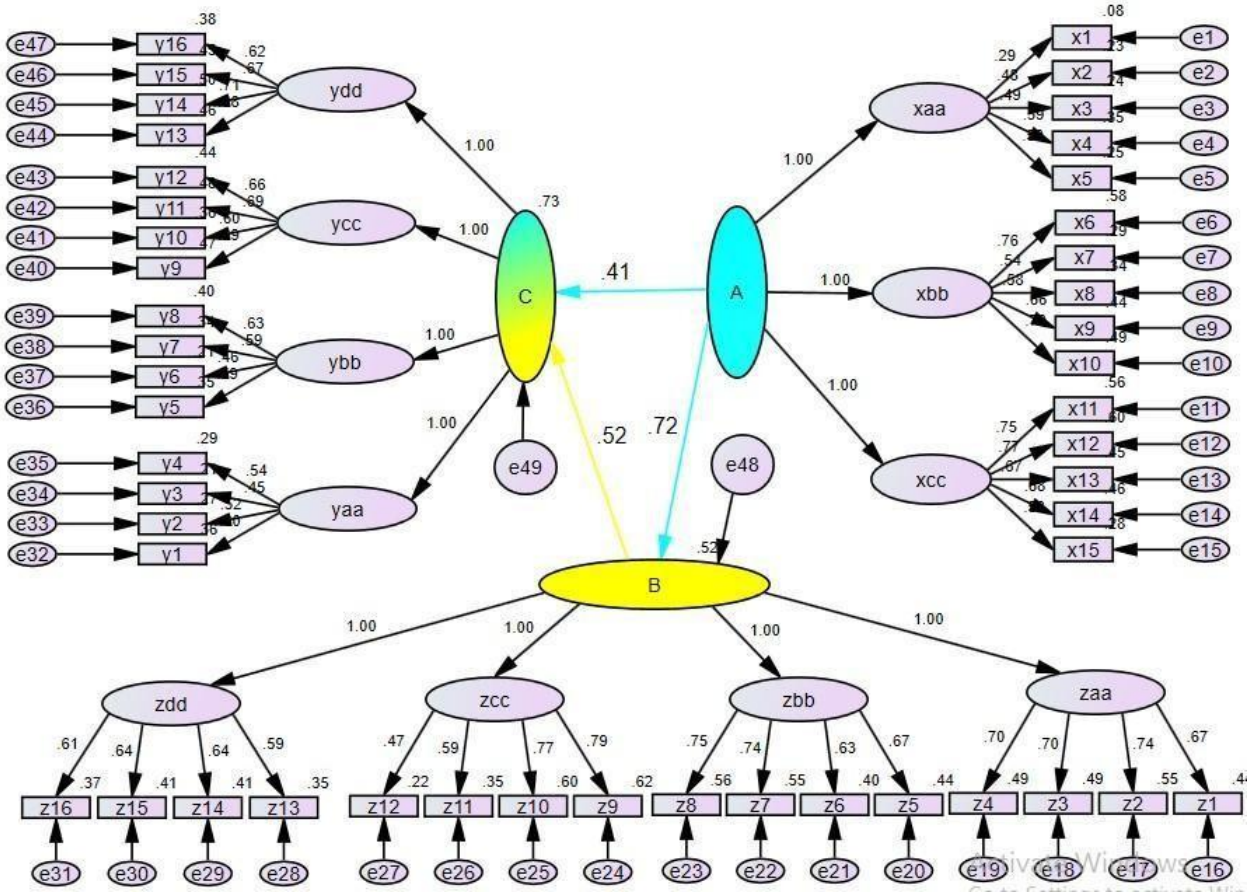

Figure (3): The Relationship Between the Impact of the Buzz Marketing Variable on the Marketing Mind to the Mediation of the Marketing Intelligence Variable

Source: Prepared by the researcher based on the outputs of the AMOS program

4.6 Discussion

Through what was indicated by the results of testing the relationships between the study variables, it was noted that the relationships between the study variables were significant and positive, and this justifies the importance of these variables for organizations, and this was confirmed by the study (Elalawi, et.al, 2023) that the buzz marketing has a vital role whether it is applied with other marketing concepts, and this is what was indicated in the current study. The results of this study also indicated the importance of mind marketing, which is consistent with the study (Naseem, Yaprak, 2023), which emphasized that mind marketing is a successful marketing method that can help organizations provide actual indicators to evaluate their efficiency and improve them for the better, which helps to enhance the satisfaction of their customers with them and have the ability to protect themselves from competitors

5. Conclusions and Suggestions

According to the foregoing results of the study, it was possible to draw the most important conclusions to reach the recommendations that will be presented by the current study within two paragraphs:

5.1 The Conclusions

Buzz marketing leads to changing customer behavior by building strong relationships with customers and providing personalized experiences. Marketing intelligence can also influence customers' purchasing

decisions by affecting their feelings and behavior. Moreover, marketing intelligence helps improve the efficiency of marketing processes through automation and enhances the targeting of messages for the researched organizations. The results indicate that the studied sample has a good awareness and understanding of the study variables, as the high arithmetic mean suggests strong understanding and good awareness in the studied sample, while the low standard deviation indicates great agreement among the sample members about the importance of these variables. Finally, the higher percentage weight shows the importance of these variables in the study and their necessity in marketing strategies. The analysis shows the existence of positive and significant relationships between buzz marketing and marketing intelligence. This can be explained by the fact that efforts made in building relationships with customers contribute to enhancing understanding and interaction with their needs. The analysis also showed the existence of a positive relationship between buzz marketing and marketing intelligence, which means that building strong customer relationships can enhance the use of analytics and data to improve marketing strategies. Path analysis confirms the presence of a positive effect of buzz marketing on the marketing mind through marketing intelligence in the investigated organizations. The direct relationship between buzz marketing, the marketing mind, and marketing intelligence also shows the importance of integrating these variables in achieving marketing goals and increasing the effectiveness of marketing strategies.

From the results of this study, we observe that Buzz marketing is not just a marketing strategy but an effective tool for driving customer behavior changes by building strong relationships and providing personalized experiences. The data also indicates that customers are not only aware of the importance of marketing Mind and marketing intelligence but also show a strong understanding of their effects on their purchasing decisions.

These results contribute to enhancing the existing literature on the relationship between Mind marketing and Buzz marketing, suggesting the importance of integrated marketing strategies that focus on the relationship between companies and their customers. A deep understanding of these dynamics provides a solid foundation for future research that can explore further details on how to improve the effectiveness of marketing campaigns through the integration of different strategies

5.2 Suggestions

Focusing on building strong relationships with customers and understanding their needs and interactions is necessary to achieve success in marketing. Organizations can invest more in developing relationship marketing programs and training employees to understand and apply these strategies effectively. Promoting awareness of the importance of marketing intelligence in employee training and development and including it in marketing strategies is crucial. Connective marketing, the marketing mind, and marketing intelligence are important concepts in today's business world. Organizations seeking success must understand these concepts and use them effectively in their marketing strategies. It is recommended to develop specialized training programs for marketing department employees aimed at enhancing their understanding of the concepts of buzz marketing, the marketing mind, and marketing intelligence. These programs should include hands-on lessons and practical applications that help employees apply these concepts effectively in daily marketing activities. The management of the surveyed organizations must pay attention to hiring employees who have high skills in understanding and analyzing data, understanding customer behavior, and building relationships. It is preferable to hire employees who possess a technical background and strong analytical capabilities to ensure maximum benefit from marketing strategies.

5.3 Future studies

Future studies are an essential part of scientific research, aiming to provide insights and recommendations on areas that may become focal points of interest and development in the future. The following future studies are based on current results and an analysis of existing trends and challenges, focusing on how to develop the studied fields and explore possible opportunities for growth and innovation. In this context, the importance of foresight emerges not only to understand potential developments but also to guide research efforts and public policies toward achieving impactful research goals. Based on the findings of this research, we will present several future studies that can contribute to enriching knowledge and developing practices in this field as follows: First, larger samples will yield more accurate results. Secondly, focusing more on testing the impact of relational marketing on the development of tourism services in a number of tourism

institutions in Iraq can provide us with a shortcut for future marketing studies, as well as the possibility of enhancing the mental image of the organization's products by relying on marketing intelligence.

Acknowledgement :

The author is very grateful to the University of Mosul, College of Administration and Economics, for their provided facilities, which helped to improve the quality of this work

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