

Employing Marketing Intelligence Capabilities as a Driving Force for Market Orientation in Developing Brand Awareness Through the Mediating Role of Customer Satisfaction: an Applied Study

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Abstract: The research aims to utilize marketing intelligence capabilities as a driving force for market orientation in reality (customer orientation, competitor orientation, and information processing) in developing brand awareness, represented by (brand recognition, brand recall, brand popularity, and brand dominance), through the mediating role of customer satisfaction among a sample of employees in industrial companies in Karbala Holy and Najaf al-Ashraf governorates. To achieve the research objective that emerged to address the problem raised, which was expressed in the fundamental question (Can marketing intelligence capabilities be utilized as a driving force for market orientation in developing brand awareness through the mediating role of customer satisfaction among a sample of employees in industrial companies in Karbala Holy and Najaf al-Ashraf governorates?), a descriptive analytical approach was adopted by adopting a questionnaire tool to measure the level of availability of research variables among the concerned sample. The research sample included a group of employees in these companies, which consisted of six industrial companies, distributed among three companies in Karbala Holy governorate, namely (Noor Al Kafeel Animal and Food Products, Animal Feed Factory, Seed Purification Factory), and three companies in Najaf al-Ashraf governorate, namely (Al Kafeel Dairy and Juice Factory, Al Kawthar Development and Business Company, Al-Kafil Investment Company), and therefore, (125) preliminary questionnaires were distributed to the selected sample, and (111) questionnaires were retrieved, with (4) defective questionnaires, and (107) valid questionnaires for analysis, and thus the response rate reached (85.6%). To analyze the research results, two analysis programs were adopted: SPSS & AMOS.V.28, for the purpose of analysis and extracting the results that the research aspires to achieve. As a result of interpreting the research findings, the research presented several findings, the most important of which is the existence of a correlation between marketing intelligence capabilities as a driving force for market orientation, and Developing Brand Awareness, and Customer Satisfaction. The results also indicated that Customer Satisfaction plays an important mediating role in improving the relationship between marketing intelligence capabilities as a driving force for market orientation and Developing Brand Awareness, which

in turn contributed to improving the customer experience as part of its strategy to enhance Customer Satisfaction. When customers feel satisfied, this will contribute to strengthening and increasing their loyalty to the brand, which in turn enhances its awareness in the market. The research also presented several recommendations, the most important of which is the need to invest in marketing intelligence, which allows industrial companies to understand market dynamics more accurately and objectively, which in turn requires the establishment of new mechanisms for decision-making Strategic decisions enhance brand awareness.

Keywords: marketing intelligence capabilities as a driving force for market orientation, developing brand awareness, customer satisfaction.



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Introduction

Marketing intelligence capabilities are among the important techniques that contribute to reinforcing market orientation, as they play a significant role in understanding consumer behavior and needs (Abbass & Mehmood, 2023: 22), leading to the development and improvement of brand strategies to increase awareness. These capabilities allow companies to collect, analyze, and interpret data related to customer behavior (Cao et al., 2022: 444), enabling them to identify precise market positions for developing and designing new products and services that better meet customer expectations (Aldaihani et al., 2023: 1763). This, in turn, becomes a pressing necessity for companies to invest in comprehensive market intelligence to enhance their competitive capabilities and respond quickly to changes in consumer preferences, aiming to guide customers toward Developing Brand Awareness (Nawaz et al., 2024: 1305).

As brand awareness is primarily linked to customer satisfaction, since customers with high satisfaction regarding certain services or products represent a positive foundation and support for the company, especially the brand (Hussain et al., 2025:2050), which enhances its expansion and market strength. The more satisfied customers are, the more this encourages them to repeat the purchasing process and recommend the product to colleagues, friends, and family (Onifade et al., 2021:190), thereby contributing to improving the brand's reputation and Brand Popularity in consumers' minds (Al Daabseh et al., 2024:4605). Therefore, understanding the relationship between customer satisfaction and Developing Brand Awareness is of utmost importance, as it represents the mechanism through which companies can achieve success (Abbas et al., 2021:7).

From the other side, the importance of utilizing marketing intelligence capabilities as an influential factor in enhancing brand awareness is highlighted, as these capabilities can play a role in enhancing customer satisfaction, which in turn contributes to achieving Developing Brand Awareness through the mediating role it plays (Ismaeel et al., 2023: 34). By conducting customer opinion surveys and analyzing their data, companies can identify weaknesses they suffer from, work on improving and developing effective strategies to address these points, which contributes to raising the level of customer satisfaction, thereby increasing brand awareness (Adewusi et al., 2024: 419).

When examining the impact of marketing intelligence capabilities on Developing Brand Awareness, it requires focusing on the mechanisms that can be relied upon to gain Customer Satisfaction, which in turn depends on the data derived from market research (Karami & Hossain, 2024:169). Therefore, these strategies are not only effective in targeting the appropriate audience but also work to build long-term relationships with customers, thereby strengthening their loyalty to the brand (Saratian et al., 2024:472). Furthermore, the use of modern techniques in data

collection, analysis, and interpretation will positively contribute to providing accurate insights that help companies make strategic decisions (Anastasios & Maria, 2024:73). From here, the importance of employing marketing intelligence capabilities as a driving force for market orientation in Developing Brand Awareness can be highlighted through the mediating role of Customer Satisfaction among employees in industrial companies in Karbala Holy and Najaf Ashraf.

Part One: Research Methodology

First: Research Problem

Marketing intelligence capabilities are considered important resources that can significantly impact the success of companies in the current competitive business environment (Kazemi et al., 2024:41), yet the question remains on how to effectively utilize and invest in these capabilities to enhance brand awareness without overlooking customer satisfaction as an intermediary role. This is because the knowledge gap between the data and information companies possess about the market and consumer behavior (Yusuf et al., 2024:239), and the effective application of this information to implement marketing strategies (Pour et al., 2023:208), is a real problem that can hinder the growth of Developing Brand Awareness. Despite the abundance of data available, many companies struggle to convert this data into effective marketing strategies (Mahmuda et al., 2023:61), leading to the failure in achieving the goals they aim to achieve through Developing Brand Awareness (Donthu et al., 2021:55).

From the other side, marketers face different challenges, including identifying the factors that affect customer satisfaction and the tools that can be linked to increasing brand awareness. Many companies do not realize that customer satisfaction is not related to product and service quality alone, but extends to include the overall customer experience with the brand (Yusuf et al., 2024: 237). This incomplete understanding can lead to ineffective strategies, which in turn can negatively impact the brand's ability to attract customer attention and build long-term relationships with them (Saratian et al., 2024: 472). Therefore, the need for research on the relationship between customer satisfaction and brand awareness emerges as one of the key challenges (Basu et al., 2023: 2596).

As the lack of clear and data-driven strategies to improve brand awareness is a significant obstacle for companies, when there is no clear vision and strategy regarding how to utilize marketing intelligence capabilities (Grandhi et al., 2023: 383), companies remain stuck in a cycle of traditional models that may not align with different market requirements. This leads to the loss of opportunities to enhance customer experience and increase their loyalty (Mukhsin et al., 2025: 57), which directly or indirectly affects the growth and awareness of the brand in the market (Shita & Sewdass, 2023: 35). **From the above, the research problem can be identified in the fundamental question of whether marketing intelligence capabilities can be utilized as a driving force for market orientation in Developing Brand Awareness through the mediating role of Customer Satisfaction among a sample of employees in industrial companies in Karbala Holy and Najaf Ashraf?** To address the problem raised, it is necessary to determine clear answers to the following questions:

1. Which marketing intelligence capabilities act as a market-oriented tool and have the greatest impact on developing brand awareness?
2. How can the relationship between customer satisfaction and developing brand awareness be effectively measured?
3. What strategies can companies adopt to enhance customer satisfaction and increase brand development?

4. How can companies overcome the challenges associated with employing marketing intelligence capabilities?
5. What role does customer satisfaction play in improving the relationship between market-oriented marketing intelligence capabilities and developing brand awareness?

Second: The Importance of the Research

The importance of research in utilizing marketing intelligence capabilities as a driving force for market orientation in Developing Brand Awareness through the mediating role of Customer Satisfaction is crucial in the current digital information age. Marketers face various challenges in understanding consumer behavior and meeting their dynamic needs and preferences. Additionally, enhancing brand awareness represents one of the key objectives of any successful marketing strategy, making this research a vital cornerstone for exploring the effective use of intelligence capabilities to achieve this goal. By examining the relationship between customer satisfaction and Developing Brand Awareness, the study can provide valuable insights that contribute to guiding and assisting companies in developing data-driven marketing strategies, thereby improving the overall brand performance and increasing its market share.

Furthermore, the research highlights the mediating role of Customer Satisfaction as a key factor in enhancing Developing Brand Awareness, as it is evident that customer satisfaction is not limited to providing high-quality services only, but expands to cover building long-term relationships with customers, which strengthens the process of repeat purchases and brand recommendations. Therefore, studying this relationship enhances companies' understanding of the key strengths through which they can invest in customer satisfaction as a means to increase Developing Brand Awareness, and this understanding can help companies improve their plans to invest in stable relationships with their customers, which leads to positive long-term outcomes.

Third: The Objectives of the Research

The research aims to utilize marketing intelligence capabilities as a driving force for market orientation in reality (customer orientation, competitor orientation, and information processing) in developing brand awareness, represented by (brand recognition, brand recall, brand popularity, and brand dominance), through the mediating role of customer satisfaction among a sample of employees in industrial companies in Karbala Holy and Najaf al-Ashraf. Additionally, the research seeks to understand how companies can benefit from analyzing and interpreting the data and information obtained from market research to improve their marketing strategies, which leads to increased brand awareness. The research also seeks to achieve the following objectives:

1. Identify the marketing intelligence capabilities that act as a market-oriented tool and have the greatest impact on developing brand awareness.
2. Effectively measure the relationship between customer satisfaction and developing brand awareness.
3. Identify strategies that companies can adopt to enhance customer satisfaction and increase brand development.
4. Identify mechanisms by which companies can overcome the challenges associated with employing marketing intelligence capabilities.
5. Explain the role that customer satisfaction plays in improving the relationship between market-oriented marketing intelligence capabilities and developing brand awareness.

Fourth: Hypothetical Plan and Hypothesis Development

The primary purpose of the hypothetical scheme is to determine the theoretical framework upon which the research is based, as it helps organize ideas and concepts in a logical manner, in

addition to this framework contributing to clarifying the relationship between the different variables and helping the researcher understand how they interact. Thus, Figure (1) illustrates the hypothetical scheme of the research in light of the following variables:

Independent Variable: Represented by marketing intelligence capabilities as a driving force for market orientation, measured through three dimensions: (customer orientation, competitor orientation, and information processing).

Mediating Variable: Includes Customer Satisfaction, measured as a single-dimensional variable.

Dependent Variable: Includes Developing Brand Awareness, measured through four dimensions: (brand recognition, brand recall, brand popularity, and brand dominance).

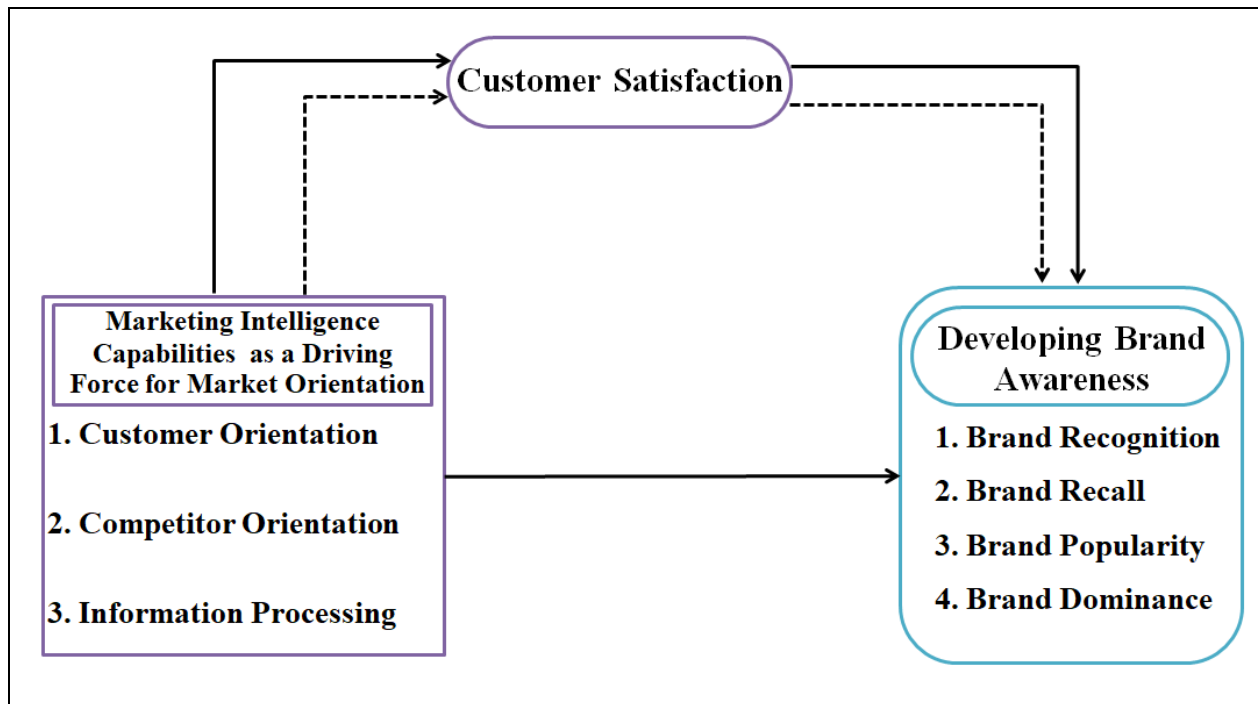


Figure (1) Hypothetical Plan of the Research

Based on Figure (1), the following hypotheses can be developed:

H1: There is a relationship between marketing intelligence capabilities as a driving force for market orientation and Customer Satisfaction, and it extends to:

1. There is a relationship between Customer Orientation and Customer Satisfaction.
2. There is a relationship between Competitor Orientation and Customer Satisfaction.
3. There is a relationship between Information Processing and Customer Satisfaction.

H2: There is a relationship between marketing intelligence capabilities as a driving force for market orientation and Developing Brand Awareness, and it extends to:

1. There is a relationship between Customer Orientation and Developing Brand Awareness in its dimensions.
2. There is a relationship between Competitor Orientation and Developing Brand Awareness in its dimensions.
3. There is a relationship between Information Processing and Developing Brand Awareness in its dimensions.

H3: There is a relationship between Customer Satisfaction and Developing Brand Awareness, and it extends to:

1. There is a relationship between Customer Satisfaction and Brand Recognition.
2. There is a relationship between Customer Satisfaction and Brand Recall.
3. There is a relationship between Customer Satisfaction and Brand Popularity.
4. There is a relationship between Customer Satisfaction and Brand Dominance.

H4: There is an emotional impact of marketing intelligence capabilities as a driving force for market orientation on Customer Satisfaction, and it branches out into:

1. There is an emotional impact of customer orientation on Customer Satisfaction.
2. There is an emotional impact of competitor orientation on Customer Satisfaction.
3. There is an emotional impact of Information Processing on Customer Satisfaction.

H5: There is an emotional impact of Customer Satisfaction on Developing Brand Awareness, and it branches out into:

1. There is an emotional impact of Customer Satisfaction on Brand Recognition.
2. There is an emotional impact of Customer Satisfaction on Brand Recall.
3. There is an emotional effect of Customer Satisfaction on Brand Popularity.
4. There is an emotional effect of Customer Satisfaction on Brand Dominance.

H6: There is an emotional effect of marketing intelligence capabilities as a driving force for market orientation on Developing Brand Awareness through the mediating role of Customer Satisfaction.

Fifth: Research Sample

The research community represents a group of industrial companies in the provinces of (Holy Karbala, and Al-Najaf Al-Ashraf), while the research sample included employees from six companies in this field, distributed among three companies in Holy Karbala province: (Noor Al Kafeel Animal and Food Products, Animal Feed Factory, Seed Purification Factory), and three companies in Al-Najaf Al-Ashraf province: (Al Kafeel Dairy and Juice Factory, Al Kawthar Development and Business Company, Al-Kafil Investment Company). Accordingly, (125) questionnaires were distributed to the selected sample, of which (111) were retrieved, with (4) invalid questionnaires, and (107) valid questionnaires for analysis. Thus, the response rate reached (85.6%).

Part Two: The Theoretical Aspect

First: Marketing Intelligence Capabilities

1. The Concept of Marketing Intelligence

The first iteration of the marketing intelligence system was designed and its applications were approved by Dr. Robert Williams in 1961 at Dalton Company. It is the appropriate means that helps the marketing management maintain continuous and organized communication with what is happening around them in the marketing environment. Intelligence is the search for marketing information, which is a continuous effort to increase the competitiveness of strategic programming processes (Kunle et al., 2017: 52). The development of the concept of intelligence in general and marketing intelligence in particular is the heartbeat of organizational strategy and success in markets. Marketing intelligence is the ability to understand and analyze markets, businesses, and information, and to evaluate data in the organizational environment related to the

organization, customers, competitors, markets, and organizations to improve tactical and strategic decision-making and marketing research (Guarda et al., 2012: 455). Marketing intelligence is used to describe a comprehensive set of internal and external business data, as well as data received from customers and suppliers, technologies, environments, and potential business competitors in business, which are used to make decisions about the viability of the current business market (Mohammed et al., 2018: 147).

With the expansion of global competition, organizations have begun initial initiatives to use marketing intelligence in their operations to assist decision-makers in analysis and setting general strategy. Specialized business units for the marketing intelligence system have started to form in companies, gathering information about competitors and the general marketing environment to manage their commercial conflicts (Carson et al., 2020:798). With the advent of the digital and information revolution, monitoring information and using information technology have become vital and essential for organizations, and the concept of information warfare (Hendar et al., 2020:44) emerged in this phase. Marketing intelligence can be defined as an activity that involves collecting data from all its office and field sources about everything that is of interest to the administrative entity to know and have comprehensive awareness of (Cao 2022:443). It is a fundamental process that no administrative entity can do without, and it is used as one of the diverse tools that are effectively utilized to manage data and maintain its integrity (Brewis et al., 2023:3).

(Mikalef et al., 2023:3) defines the marketing intelligence system as a set of sources and procedures that help the marketing manager obtain daily information related to the development or change he senses in the marketing environment. This subsystem consists of those secret informations that the marketing management collects about the company's competitors in the market (Comai, 2025:3), and under these informations, the company modifies its plans and marketing programs (Tariq et al., 2021:402). The importance of this type of information has evolved with the intensification of competition and the increasing concern of companies to know what competitors are doing, so the marketing intelligence system is primarily concerned with information processing that alerts the manager to new developments in the markets (Bargoni et al., 2024:76).

Based on the above, it can be said that marketing intelligence is a good system for collecting essential information about the market in which the company operates, which generally indicates the economic situation and the business environment.

2. The Importance of Marketing Intelligence

Marketing intelligence represents the right decision that companies make to identify market opportunities, market penetration strategies, and market development methods, particularly the process of collecting and analyzing market-related information to achieve marketing goals. It can be said that marketing intelligence is a skill that creates a competitive advantage for companies (Kunle et al., 2017: 61).

The intense global competition forces organizations to constantly obtain accurate information about their marketing environment in order to make decisions for maintaining their competitive advantage. An organization can be more proactive than its competitors by having a clear vision for market development that works to strengthen its competitive advantage (AL-Hashem, 2020: 690). Marketing intelligence contributes to improving strategic decision-making and helps in monitoring and evaluating competitor activities, attracting the attention of managers to avoid risks or threats and address them early, as well as seizing available opportunities in the market. The primary purpose of marketing intelligence is to help marketing managers make the decisions they face every day in most areas of responsibility, including pricing decisions. Successful organizations realize that the marketing environment continuously offers new opportunities and

threats that cannot be identified, collected, analyzed, or used without gathering marketing information. Organizations should also understand the importance of continuous monitoring and adapting to that environment, as many organizations fail to see change as an opportunity or they ignore or resist changes. Future efforts should aim to measure the needs of dissatisfied customers through their behavior, measure customer response to marketing activities, analyze customer reactions, and allow for the identification of trends in consumer tastes (Başkir & Gözde, 2020: 1496). Marketing intelligence contributes to understanding his needs, expectations, behavior, and the decisions that affect his purchase (Mikalef et al., 2023:3).

As well as marketing intelligence to discover changes in the market before they become clear, such as price changes, consumer preferences, or the entry of new competitors, and to design targeted marketing offers and messages that increase conversion rates and customer satisfaction (Drydakakis, 2022: 1225 ; Hendar et al., 2020: 46).

From the above, it can be said that marketing intelligence represents the result of market research conducted by the organization in order to collect the information necessary to reduce investment risks by evaluating the size of demand, supply capacity, and organizational changes, understanding the strengths and weaknesses of competitors, and identifying available market opportunities.

3. Marketing Intelligence Capabilities as a Driving Force for Market Orientation

Marketing intelligence capabilities as a driving force for market orientation can be measured through several dimensions (Helm et al., 2020):

- a) **Customer Orientation:** The fundamental principles of the modern marketing concept state that customer needs should be the starting point of any successful marketing effort (Helm et al., 2020:25), meaning that the project should be oriented toward satisfying customer needs, from which it originates and to which it returns, adapting its operations accordingly. Consequently, the report on the products to be marketed, which need to be drawn from the market, as well as the identification and modification of those products, are based on a precise determination of customer needs and are variables dependent on them (Brewis et al., 2023:77).
- b) **Competitor Orientation:** The competitor intelligence system works to receive valuable intelligence about competitors for delivery to organizational beneficiaries (Helm et al., 2020:25). Additionally, marketing intelligence systems provide accurate and effective information about the nature of competition in the market, the weaknesses and strengths of competitors, the nature of competitive products in the market, and the nature of substitute products (Brewis et al., 2023:77).
- c) **Information Processing:** The market consists of all current and potential consumers who participate in satisfying a desire or need and have the ability to engage in reciprocal processes to satisfy that desire or need (Brewis et al., 2023: 77). Therefore, market information is the collection of data about target markets by identifying market size and the expected market share capable of being served, as well as forecasting growth rates for the markets served by the organization, enabling it to identify customer needs and desires, the nature of competition, and to determine the appropriate competitive advantage (Helm et al., 2020: 26).

Second: Customer Satisfaction

1. The Concept of Customer Satisfaction

Many organizations today recognize that creating Customer Satisfaction is one of the intangible assets for gaining competitive advantage, and in the context of services, Customer Satisfaction is a set of emotional and cognitive responses of customers to the services they receive as a basis for the organization to establish long-term relationships (Jamali et al., 2017: 118).

Satisfaction is a customer's response to the fulfillment of their needs, which means that a certain form of goods or services, or the goods/services themselves, provide a level of comfort associated with fulfilling the need, including fulfilling the need without expectations or fulfilling the need that exceeds customer expectations (Wahyudi et al., 2018: 81). Customer satisfaction, as one of the performance measures of quality management systems, requires the organization to monitor information related to customer perception to determine if the organization is meeting customer requirements, and to identify methods for obtaining this information and using it (Yala et al., 2018: 188).

But Customer Satisfaction is a marketing term for the results of how an organization provides a product or service according to customer expectations (Riorini&Widayati,2019:56). Electronic Customer Satisfaction is a performance process that should be observed and compared with the expectations that exist in the customer's mind and needs. Therefore, if the performance is better than expected, the customer will be completely satisfied to the extent that they feel happy. If the performance matches their expectations, it will achieve their satisfaction. If it is less than expected, the customers will be in a state of dissatisfaction and disappointment and will leave the organization in the future (Krisnanto,2019:2). As it is a measure that determines the extent of electronic Customer Satisfaction regarding the organization's services and capabilities, customer satisfaction information, including surveys and evaluations, can help the organization identify the best ways to improve or change its services (Hasfar et al., 2020:12). Budiarto et al. (2023:2473) stated that Customer Satisfaction represents the feeling resulting from the organization meeting the needs and preferences of customers in line with expected services, as it focuses on the overall evaluation of the customer's relationship with the organization, reflecting behavior, evaluation, and emotional response that appear after the purchase process (Singh et al., 2023:3458). argued that (Wulandari,2022:27) Customer Satisfaction is one of the main objectives for any company seeking to build long-term relationships, as it represents the highest priority being a reflection of an individual's feeling about the aesthetic performance of the product compared to the expected performance, as loyal customers can attract new customers to the organization.

Customer Satisfaction also refers to the perceived performance compared to expectations, and thus the customer will be satisfied when the perceived performance is achieved (Budur & Poturak, 2021:455).

And from what has been mentioned, it can be said that Customer Satisfaction represents customers' evaluation of the service in terms of whether the service meets their needs and expectations. Failure to meet needs and expectations may lead to dissatisfaction with the service, or it is the customer's general attitude towards the service provider, or an emotional response to the difference between what customers expect and what they receive in terms of fulfilling some need or goal or desire.

2. The Importance of Customer Satisfaction

Customer Satisfaction contributes to gaining customer loyalty, as individuals tend to make rational decisions even in risky situations, which makes them prefer to stay with service providers who have had positive experiences with them (Msosa, 2023: 24). Additionally, satisfaction is considered the fundamental factor that helps maintain the relationship between companies and customers, which is one of the most important issues facing businesses in all sectors, where these companies strive to provide the best services and seek ways to increase and improve customer satisfaction levels (Khan et al., 2022: 11). Accordingly, the importance of Customer Satisfaction is highlighted in the following aspects:

- a) It helps evaluate the current situation of businesses in competition, and accordingly design their future plans.
- b) It helps understand customer behavior, specifically identifying and analyzing customer expectations, needs, and preferences (Lepistö et al., 2024: 78).
- c) Improving customer communications as a whole (Famoti et al., 2024: 1558).
- d) This measurement can be used to test the impact of new procedures, efforts, and programs on company customers.
- e) Customer Satisfaction works to identify the companies' strengths and weaknesses compared to competitors, based on customer perception and judgments (Khasbulloh & Suparna, 2022: 23).
- f) It is a motivator for increasing employee productivity.
- g) Helping companies maintain their competitive advantage (Pérez-Morón et al., 2022: 65).
- h) Contributing to the enhancement of consumption levels by meeting customer needs (Lina, 2022: 21).
- i) Works to improve the attitudes and behaviors of employees in the organization, motivating them to exert greater efforts in serving customers.
- j) Customer Satisfaction leads to customer loyalty, as individuals tend to make rational decisions even in the face of risk (Chigwende & Govender, 2021: 763).

Third: Developing Brand Awareness

1. The Concept of Developing Brand Awareness

The business environment today is witnessing rapid changes due to intense and sharp competition among many institutions that carry well-known and distinctive brands in local and even global markets (Bilgin, 2018: 130). Consequently, consumers find themselves faced with numerous options resulting from the diversity and variety of products offered in the market, which has led institutions to strive for developing their products and improving their services in order to keep pace with these changes (Sasmita & Mohd, 2015: 278). The brand is one of the most important components of the product, as it serves as an identification card for it through the information that explains the origin of this brand, its core activity, and its type. For this reason, it has attracted a significant amount of attention from marketing professionals who are interested in studying its components, whether tangible or intangible, and their importance in terms of the name that forms it, its power, and its ability to influence consumer purchasing behavior (Ghadani et al., 2022: 113).

Brand awareness is one of the fundamental dimensions of brand value that is considered (Rimadiaz et al., 2021:175). It is generally regarded as a basic condition for purchase decisions, and for a long time, generating and maintaining brand awareness has been considered one of the primary objectives of marketing. Additionally, brands are greatly influenced by consumers' awareness of the brand (Manik & Siregar, 2022:695). defined (Agustian et al., 2023:71) brand awareness as the consumer's ability to recognize the brand in different situations. (Sudirjo et al., 2023:28) described it as the potential buyer's ability to recall and distinguish a brand for a specific product category. It enhances individuals' ability to remember the brand or recognize it with sufficient details to facilitate the purchasing process (Zeqiri et al., 2025:29).

Based on the above, it can be said that Developing Brand Awareness represents the sum of tools, skills, and knowledge that an organization or company invests in its operations to guide service providers in gaining customer loyalty and motivating them to repeat the purchasing process.

2. The Importance of Developing Brand Awareness

Considering the process of identifying and remembering brand elements is essential for building brand awareness, the process of creating brand awareness means increasing loyalty and familiarity with the brand through continuous exposure to it. Therefore, continuous exposure to the brand often leads to increased recognition and recall (Bilgin, 2018: 131). Thus, the proper selection of brand elements is crucial for building awareness of the brand, as the way in which the brand name and logos are placed helps to determine the strength of the connections with the brand and thereby defines the level of awareness (Manik & Siregar, 2022: 697). One of the most important criteria for selecting brand elements is that these elements should be easy to remember and meaningful, meaning they should match the product category (Bilgin, 2018: 131). As it should be attractive to capture the consumer's attention and also adaptable to changes and adjustments so that new products and categories can be added to the same product category. Additionally, those names and logos should be strong and capable of facing competition (Sasmita & Mohd, 2015:289). All integrated marketing communication activities, such as advertisements, building relationships between the company and consumers, online marketing, personal sales, as well as word-of-mouth marketing and other activities, are important means that contribute to building and enhancing brand awareness and the mental image of the brand. Therefore, companies should make sufficient effort to manage these activities in a way that allows them to achieve value for their brand (Şahinöz et al., 2023:428).

3. Dimensions of Developing Brand Awareness

Developing Brand Awareness can be measured through several dimensions (Al-Nadouri & Ajwa, 2023):

- a) **Brand Recognition:** Refers to the ability of customers to recognize the brand easily based on the visual, auditory, and mental elements associated with it (Bernardo et al., 2020:413). It is also considered a crucial step in building brand status and facilitating customer decision-making (Tali et al.,2021:5363).
- b) **Brand Recall:** Is the ability of consumers to recall the brand in a purchase situation or without any cues, as it measures the extent to which the audience remembers the brand name or its products when asked a question related to the need itself (Al-Nadouri & Ajwa, 2023:81).
- c) **Brand Popularity:** Is the extent to which the brand is present in the consumer's mind when they are engaged in specific purchase situations or certain product categories, meaning how prominent the brand is and how it is associated with the consumer's memories, and it rises in the moment when a person needs your product or a similar category (Haley& Pittman, 2022:326).
- d) **Brand Dominance:** Refers to the brand's enjoyment of a strong market share and a deep presence in the consumer's mind compared to competitors, so that it becomes almost the first choice in your category when there is a need (Ihemereze et al.,2023:172). This dominance can usually be achieved through a combination of high awareness, strong loyalty, superior value offered, channel integration, and the experience (Bernardo et al., 2020:413).

Part Three: Practical Aspect

First: Coding and Describing Variables

It is best to represent the data with a set of functional symbols before entering and analyzing it, in order to create a clear understanding for the reader about the variables used in the analysis, and to facilitate the understanding of the results reached by the research. Accordingly, Table (1) describes and codes the variables and dimensions of the research relevant to the analysis.

Table (1) Description and Coding of Research Variables and Dimensions

Variables	Dimensions	NO.	The Code		Source
marketing intelligence capabilities as a driving force for market orientation	Customer Orientation	3	MIMO	MOCU	Helm et al.,2020
	Competitor Orientation	2		MOCO	
	Information Processing	5		MOIN	
Customer Satisfaction	One-Dimensional	5	CS		Sah et al.,2025
Developing Brand Awareness	Brand Recognition	10	BWD	BWRE	Al-Nadouri& Ajwa,2023
	Brand Recall	12		BWRC	
	Brand Popularity	12		BWPO	
	Brand Dominance	10		BWDO	

Second: Testing Normal Distribution and Reliability of the Measurement Tool

The results in Table (2) show that the data related to the variables and dimensions used in the analysis are subject to the normal distribution test (Kolmogorov-Smirnov), where the p-value was greater than (0.05). This allows us to answer the fundamental question previously raised, which means that the data are normally distributed. In other words, we can reject the alternative hypothesis that suggests the absence of a distribution, while accepting the null hypothesis that confirms the existence of a normal distribution.

The results in Table (2) show that the measurement instrument, in its final form, has a reliability rate of (0.958). The independent variable, "marketing intelligence capabilities as a driving force for market orientation," contributed a reliability rate of (0.882), while the dependent variable "Developing Brand Awareness" recorded a reliability rate of (0.856), and the mediating variable "Customer Satisfaction" achieved a reliability rate of (0.910). Thus, it can be said that the measurement instrument has high reliability, serving the studied banks and helping them achieve their desired objectives.

Table (2) Normal Distribution and Reliability of the Measurement Tool for Research Dimensions and Variables

Variables	Dimensions	Kolmogorov-Smirnov		Cronbach's Alpha	
MIMO	MOCU	0.118	0.124	0.882	0.775
	MOCO		0.206		0.829
	MOIN		0.108		0.914
CS	One-Dimensional	0.095		0.910	
BWD	BWRE	0.110	0.159	0.856	0.886
	BWRC		0.138		0.899
	BWPO		0.119		0.865
	BWDO		0.158		0.835

0.958

Third: Descriptive Statistics

The results in Table (3) indicate that the average of marketing intelligence capabilities as a driving force for market orientation reached (3.64) with a standard deviation of (0.47), which was due to

the research sample's focus on enhancing the Competitor Orientation MOCO dimension, achieving an average of (3.75) and a standard deviation of (0.66). Meanwhile, the Information Processing MOIN dimension ranked last with an average of (3.54) and a standard deviation of (0.47), indicating that the sample's focus on improving Competitor Orientation is clearer compared to its ability in Information Processing. This suggests that industrial companies are keen on utilizing marketing intelligence to understand and operate market trends and customer needs, which in turn contributes to developing effective marketing strategies that enable companies to achieve brand awareness and gain a competitive advantage.

The results in Table (3) indicate that the overall mean of the Customer Satisfaction variable reached (3.55) with a standard deviation of (0.42), which was due to the research sample's focus on enhancing the first paragraph CS1, achieving a mean score of (3.80) and a standard deviation of (0.60). Meanwhile, the third paragraph CS3 ranked last with a mean score of (3.36) and a standard deviation of (0.81), indicating a difference in Customer Satisfaction levels. This suggests companies' interest in regularly measuring the performance of their marketing campaigns, which improves their understanding of the impact of their strategies on customer satisfaction and brand awareness, helping them improve results.

The results of Table (3) indicate that the mean of the Developing Brand Awareness variable reached (3.45) with a standard deviation of (0.38), which was due to the research sample's focus on enhancing the Brand Popularity BWPO dimension, achieving a mean of (3.56) and a standard deviation of (0.52). Meanwhile, the Brand Recognition BWRE dimension ranked last with a mean of (3.35) and a standard deviation of (0.60). This shows that the impact of Brand Popularity on developing awareness is stronger and clearer compared to Brand Recognition, indicating companies' emphasis on adopting digital marketing strategies as an effective means to reach the largest possible target audience. This, in turn, contributes to enhancing companies' Developing Brand Awareness strategies through social media and paid advertising channels.

Table (3) Statistical Description of Variables

No.	Mean	S.D	No.	Mean	S.D	No.	Mean	S.D
MOCU1	3.57	0.75	BWRE4	3.40	0.76	BWPO3	3.52	0.84
MOCU2	3.46	0.72	BWRE5	3.37	0.75	BWPO4	3.46	0.87
MOCU3	3.74	0.75	BWRE6	3.38	0.76	BWPO5	3.48	0.84
MOCU	3.61	0.55	BWRE7	3.38	0.73	BWPO6	3.48	0.77
MOCO1	3.73	0.74	BWRE8	3.40	0.77	BWPO7	3.41	0.76
MOCO2	3.75	0.71	BWRE9	3.48	0.77	BWPO8	3.55	0.77
MOCO	3.75	0.66	BWRE10	3.44	0.70	BWPO9	3.62	0.78
MOIN1	3.40	0.82	BWRE	3.35	0.60	BWPO10	3.50	0.74
MOIN2	3.39	0.74	BWRC1	3.62	0.78	BWPO11	3.62	0.78
MOIN3	3.51	0.75	BWRC2	3.45	0.76	BWPO12	3.50	0.77
MOIN4	3.43	0.71	BWRC3	3.50	0.83	BWPO	3.56	0.52
MOIN5	3.82	0.57	BWRC4	3.45	0.77	BWDO1	3.48	0.76
MOIN	3.54	0.47	BWRC5	3.48	0.79	BWDO2	3.43	0.72
MIMO	3.64	0.47	BWRC6	3.41	0.83	BWDO3	3.32	0.78
CS1	3.80	0.60	BWRC7	3.49	0.80	BWDO4	3.41	0.62
CS2	3.51	0.83	BWRC8	3.50	0.85	BWDO5	3.39	0.77
CS3	3.36	0.81	BWRC9	3.51	0.81	BWDO6	3.38	0.73
CS4	3.41	0.85	BWRC10	3.42	0.83	BWDO7	3.50	0.71
CS5	3.47	0.75	BWRC11	3.32	0.76	BWDO8	3.42	0.78
CS	3.55	0.42	BWRC12	3.37	0.84	BWDO9	3.58	0.74
BWRE1	3.58	0.71	BWRC	3.47	0.45	BWDO10	3.54	0.74

BWRE2	3.38	0.82	BWPO1	3.63	0.65	BWDO	3.45	0.40
BWRE3	3.30	0.72	BWPO2	3.51	0.77	BWD	3.45	0.38

Sixth: Hypothesis Testing and Path Analysis

H1: There is a correlation between marketing intelligence capabilities as a driving force for market orientation and customer satisfaction.

The results in Table (4) indicate a significant correlation between marketing intelligence capabilities as a driving force for market orientation and Customer Satisfaction (CS), with a strength of (0.761) at a significance level (0.01), meaning that an increase in the variable marketing intelligence capabilities as a driving force for market orientation leads to an increase in Customer Satisfaction by the same magnitude. Additionally, the strength of the correlation between these variables ranged from (0.666) between the dimension Customer Orientation (MOCU) and Customer Satisfaction (CS) to (0.733) between the dimension Measurement of Competitor Orientation (MIMO) and Customer Satisfaction (CS), indicating that companies' focus on collecting and analyzing relevant consumer behavior data. By analyzing this data, companies can understand and interpret the patterns and trends that affect customer satisfaction, which helps them guide their marketing strategies.

H2: There is a correlation between marketing intelligence capabilities as a driving force for market orientation and developing brand awareness.

The results in Table (4) indicate a significant relationship between marketing intelligence capabilities as a driving force for market orientation and Developing Brand Awareness, with a strength of (0.705) at a significance level (0.01), meaning that an increase in the variable marketing intelligence capabilities as a driving force for market orientation leads to an increase in Developing Brand Awareness by the same magnitude. Additionally, the strength of the relationship between these variables ranged from (0.250) between the dimension Customer Orientation MOCU and the dimension Brand Recognition BWRE to (0.791) between the dimension Competitor Orientation MOCO and the dimension Brand Recall BWRC, indicating that companies are keen to invest in modern technologies to enhance their capabilities in collecting and analyzing market data. This allows companies to track customer interactions with the brand more efficiently and effectively, which contributes to improving marketing strategies.

H3: There is a correlation between customer satisfaction and developing brand awareness.

The results of Table (4) indicate a significant relationship between Customer Satisfaction and Developing Brand Awareness, with a value of (0.805) at a significance level (0.01), meaning that an increase in the Customer Satisfaction variable leads to an equal increase in Developing Brand Awareness. Additionally, the strength of the relationship varied between these variables, ranging from (0.666) between Customer Satisfaction (CS) and Brand Recognition (BWRE) to (0.799) between Customer Satisfaction (CS) and Brand Dominance (BWDO), indicating that companies' focus on continuous innovation in their products and services aims to build a strong brand identity, which enhances its awareness in the market.

Table (6) Correlation Matrix

	MOCU	MOCO	MOIN	MIMO	CS	BWRE	BWRC	BWPO	BWDO	BWD
MOCU	1									
MOCO	.717**	1								
MOIN	.898**	.690**	1							
MIMO	.935**	.873**	.920**	1						
CS	.666**	.733**	.680**	.761**	1					
BWRE	.250**	.476**	.254**	.371**	.666**	1				

BWRC	.657**	.791**	.689**	.777**	.754**	.627**	1			
BWPO	.694**	.737**	.700**	.783**	.719**	.518**	.887**	1		
BWDO	.492**	.653**	.512**	.609**	.799**	.874**	.802**	.768**	1	
BWD	.583**	.726**	.603**	.705**	.805**	.838**	.904**	.863**	.941**	1

H4: There is a significant effect of marketing intelligence capabilities as a driving force for market orientation on customer satisfaction.

The results in Table (5) indicate the existence of a meaningful effect of marketing intelligence capabilities as a driving force for market orientation on Customer Satisfaction, which shows that an increase in marketing intelligence capabilities as a driving force for market orientation by a single unit leads to an improvement of (0.909) in Customer Satisfaction, accompanied by achieving a standard error of value (0.060) and a critical value equal to (15.150). This, in turn, contributes to developing the capabilities of the sample workers to enhance their abilities regarding the marketing intelligence capabilities as a driving force for market orientation variable to explain (0.580) of the variance in Customer Satisfaction, which indicates that marketing intelligence capabilities as a driving force for market orientation are a vital element in enhancing Customer Satisfaction.

As it is evident that the effect of marketing intelligence capabilities as a driving force for market orientation on Customer Satisfaction exists, it represents the lowest effect in the second hypothesis with a standardized weight of (0.589), while the highest effect was represented in the first hypothesis with a standardized weight equal to (0.724). This, in turn, contributed to explaining an amount of (0.596) of the variance in Customer Satisfaction, and from here the hypothesis of the fourth can be accepted, which means companies' interest in enhancing communication channels with customers, thereby increasing the chances of discovering new customer feedback, needs, and desires. This, in turn, helps companies improve their products and services according to market needs.

H5: There is a significant effect of customer satisfaction on developing brand awareness.
Table (7) Results of Testing the Fourth and Fifth Hypotheses

The results of Table (5) indicate a significant effect of Customer Satisfaction on Developing Brand Awareness, showing that an increase of one unit in Customer Satisfaction leads to an improvement of (0.772) in Developing Brand Awareness, accompanied by a standard error of (0.056) and a critical value of (13.786). This, in turn, contributes to a good development in the research sample's capabilities to enhance their potential regarding the Customer Satisfaction variable, explaining (0.648) of the variance in Developing Brand Awareness. This indicates that Customer Satisfaction is a crucial element in enhancing Developing Brand Awareness.

It is also evident that there is an effect of Customer Satisfaction on the dimensions of Developing Brand Awareness, with the lowest effect in the first hypothesis, with a standardized weight of (0.567), while the highest effect was observed in the third hypothesis, with a standardized weight of (0.751). This, in turn, contributed to explaining (0.638) of the variance in Developing Brand Awareness, from which the fifth hypothesis can be accepted. This means that companies should focus on the importance of enhancing customer experience in a way that leads to increasing their satisfaction, which in turn requires establishing new mechanisms to strengthen their loyalty to the brand, in order to ensure its awareness in the market.

Table (7) Results of testing the fourth and fifth hypotheses

Hypotheses	Path			Standard Weights	Standard Error	Critical Value	R ²	P
H4	MIMO	--->	CS	0.909	0.060	15.150	0.580	***
H4-1	MOCU	--->	CS	0.724	0.132	5.485	0.596	***
H4-2	MOCO	--->	CS	0.589	0.073	8.068		***
H4-3	MOIN	--->	CS	0.645	0.137	4.708		***
H5	CS	--->	BWD	0.772	0.056	13.786	0.648	***
H5-1	CS	--->	BWRE	0.567	0.085	6.671	0.638	***
H5-2	CS	--->	BWRC	0.720	0.066	10.909		***
H5-3	CS	--->	BWPO	0.751	0.075	10.013		***
H5-4	CS	--->	BWDO	0.678	0.057	11.895		***

Source: SPSS Outputs

H6: There is a significant effect of marketing intelligence capabilities as a driving force for market orientation on developing brand awareness through the mediating role of customer satisfaction

It is evident from Table (6) that there is a partial effect of marketing intelligence capabilities as a driving force for market orientation on Developing Brand Awareness through the mediating role of Customer Satisfaction, which leads to the conclusion that an increase in marketing intelligence capabilities as a driving force for market orientation, with the presence of Customer Satisfaction, contributes to a partial improvement in Developing Brand Awareness by (0.846), with a standard error of (0.061) and a critical value of (13.869), which leads to accepting the previous hypothesis by achieving a high indirect effect compared to the direct effect, resulting in marketing intelligence capabilities as a driving force for market orientation, through the mediating role of Customer Satisfaction, explaining (0.716) of the variance in Developing Brand Awareness. The remaining value falls outside the study's scope, indicating a meaningful causal relationship between marketing intelligence capabilities as a driving force for market orientation and Developing Brand Awareness through Customer Satisfaction, which shows that Customer Satisfaction plays an important mediating role in improving the relationship between marketing intelligence capabilities as a driving force for market orientation and Developing Brand Awareness, which in turn contributes to improving the experience. Customers are part of its strategy to enhance Customer Satisfaction; when customers feel satisfied, this will contribute to strengthening and increasing their loyalty to the brand, which enhances its awareness in the market.

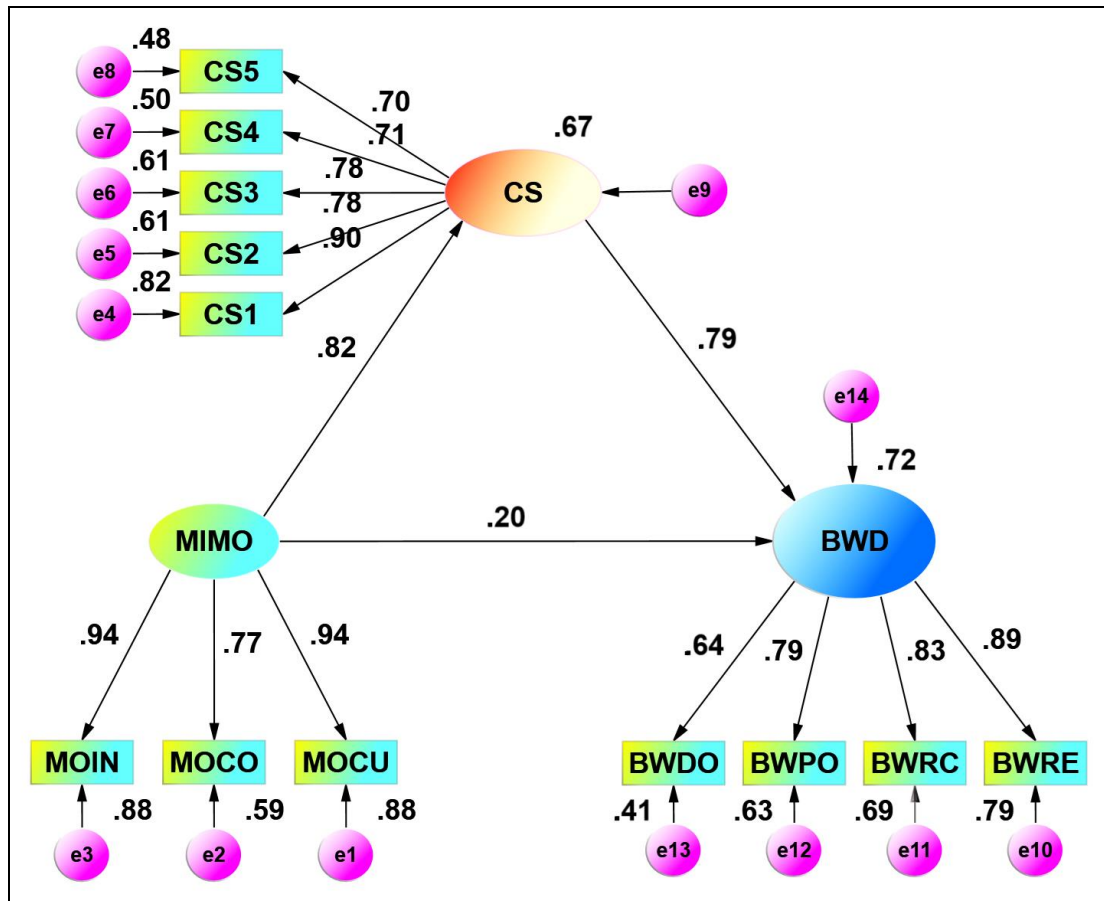


Figure (2) Path analysis of the effect of marketing intelligence capabilities as a driving force for market orientation on developing brand awareness through the mediating role of customer satisfaction

Table (6) Results of path analysis of marketing intelligence capabilities as a driving force for market orientation on developing brand awareness through the mediating role of customer satisfaction

Path			Standard Weights	Standard Error	Critical Value	R ²	P
MIMO	---	CS	0.817	0.080	10.213	0.668	***
CS	---	BWD	0.792	0.084	9.429	0.627	***
MIMO	---	BWD	0.199	0.092	2.163	0.040	***
MIMO	---	CS	---	---	---	---	---
CS	---	BWD	0.846	0.061	13.869	0.716	***

Source: AMOS outputs

Part Four: Conclusions and Recommendations

First: Conclusions

1. There is a relationship between marketing intelligence capabilities as a driving force for market orientation, Developing Brand Awareness, and Customer Satisfaction. The results indicated that Customer Satisfaction plays a significant mediating role in improving the relationship between marketing intelligence capabilities as a driving force for market orientation and Developing Brand Awareness. This, in turn, contributed to enhancing the customer experience as part of its strategy to promote Customer Satisfaction. When customers feel satisfied, this will contribute to strengthening and increasing their loyalty to the brand, thereby reinforcing its awareness in the market.

2. Industrial companies strive to utilize marketing intelligence to understand and align with market trends and customer needs. This, in turn, contributes to developing effective marketing strategies that enable companies to achieve brand awareness and gain a competitive advantage.
3. Companies are interested in collecting and analyzing relevant consumer behavior data. By analyzing this data, companies can understand and interpret patterns and trends that affect customer satisfaction, which helps them guide their marketing strategies.
4. Companies strive to invest in modern technologies to enhance their capabilities in collecting and analyzing market data, which allows them to track customer interactions with the brand more efficiently and effectively. This contributes to improving marketing strategies.
5. Companies focus on strengthening communication channels with customers, which increases the chances of discovering new customer feedback, needs, and desires. This, in turn, helps companies improve their products and services according to market demands.
6. Companies emphasize continuous innovation in their products and services to build a strong brand identity, which strengthens their market presence.
7. Companies prioritize adopting digital marketing strategies as an effective means to reach the largest possible target audience. This, in turn, contributes to enhancing the companies' Developing Brand Awareness strategies through social media channels and paid advertisements.
8. Companies regularly measure the performance of their marketing campaigns, which enhances their understanding of the impact of their strategies on customer satisfaction and brand awareness, helping them improve results.

Second: Recommendations

1. The necessity of investing in marketing intelligence, which allows industrial companies to understand market dynamics with greater accuracy and objectivity, and this in turn requires establishing new mechanisms for strategic decision-making that enhance brand awareness.
2. Companies must improve mechanisms for collecting customer behavior data, which in turn requires establishing new mechanisms for using advanced data collection tools that can provide precise insights into customer needs, thereby contributing to raising their satisfaction level.
3. Companies must continuously analyze and interpret data to extract dimensions and trends, which in turn requires establishing new mechanisms for periodic analysis that helps guide marketing strategies in line with customer expectations, thereby enhancing brand awareness.
4. The necessity of enhancing the customer experience, which leads to increased satisfaction, and this in turn requires establishing new mechanisms to strengthen their loyalty to the brand, in order to ensure its awareness in the market.
5. Companies should invest in modern technology to enhance their marketing capabilities, which in turn requires establishing new mechanisms for using artificial intelligence technologies to analyze and interpret data, providing effective tools for understanding customer behavior and predicting their needs.
6. Companies must develop integrated digital marketing strategies, which in turn requires establishing new strategies that improve employees' ability to use social media, paid advertising, and search engine optimization, thereby strengthening brand awareness.
7. It is necessary to measure customer satisfaction regularly to ensure a deeper understanding of the strengths and weaknesses in their services, which in turn requires establishing new

mechanisms for continuous evaluation that allows them to make appropriate improvements to ensure gaining customer loyalty and brand awareness.

8. It is essential to respond quickly to changes in the job market, which helps companies adapt to customer needs, which in turn requires establishing new mechanisms to improve adaptability in a way that reflects the company's commitment to achieving customer satisfaction and enhancing their awareness of the brand.

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