

# The Effect of Marketing Intelligence on Branding (Case Study: Ardabil Beta Sports Company)

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## Abstract

*The purpose of this research was the effect of marketing intelligence on branding (case study: Ardabil Beta Sports Company). The current research is applied research in terms of purpose and descriptive-analytical in terms of nature and content. Also, the present research is a causal modeling type or structural equation modeling type. The target community of this research includes all employees and managers and vice-presidents of Beta Sport Ardabil. Due to the limited size of the statistical population, sampling was done on the whole number (total number) means 331 people were selected and the questionnaire was distributed among them. Due to the unavailability or incomplete answers of some of the statistical sample, a total of 277 questionnaires were answered correctly and completely, and the size of the statistical sample was determined to be 277 people. The measurement tools were marketing intelligence questionnaires (Islami, 2013) and branding questionnaire (by Liu et al., 2013). To analyze the research hypotheses, the structural equation model was used by spss19 and Amos23 software. The research findings showed that marketing intelligence has an effect on branding. Therefore, it can be concluded that by using marketing intelligence, a unique and new brand can be invented for the new generation.*

**Keywords:** marketing intelligence, branding, Beta Company

## Introduction

In today's era, the effort of companies and organizations is to organize their competences and resources in a way and then use them so they can address the demands and needs of buyers more usefully and better than their competitors, and focus and pay attention of customers when buying. make an impact When marketers consider a part of the customer market and target it, they focus all their efforts on that part of the market that is of interest to customers and attractive to consumers (Shams Lahrodi and colleagues, 2017). In order to gain a competitive advantage in global and domestic markets, special methods and tools such as marketing intelligence, branding, etc. are needed, in addition to obtaining and possessing specific and needed information, to give customers a view about Provide customers or consumers with demand and supply methods, in a way that increases the value of consumers through special and important attention to it and obtaining long-term satisfaction, and along with improving communication methods with consumers, profitability for the organization as well to follow (Basakzadeh and Mohammad Rezakhani, 2014). For this reason, companies or manufacturing and commercial organizations in this century are constantly innovating in the production of their products, and the analysis and dissemination of facilities to create effectiveness and efficiency in their performance is increasing day by day. The integration of marketing intelligence with the production components of companies can provide managers and employees with a new approach to improve business performance and brand orientation policies and strategies. Similarly, marketing intelligence can promote customer insight, branding and innovation in global markets (Vishnavi and Baga, 2020). Marketing intelligence is the concepts related to the market of

organizations and companies, which are collected and analyzed in general and specifically with the aim of making reliable, correct and accurate decisions in determining the policies of organizations. Marketing intelligence is not only a personal and individual capability, but also an organizational capability that is obtained from within the organization and is a combination of the three components of the individual, the organization and the environment. Also, marketing intelligence can be defined as a company's skill in processing, analyzing and interpreting and disseminating information in the market environment, which provides a rapid response to adapt itself to the environment (Plesmaker et al., 2005). The concept of marketing intelligence as a part of marketing performance has been added to the marketing components by increasing the company's competitive power and analyzing and interpreting and processing its policy plans (Johari and Stephens, 2006). Marketing intelligence is a technique and art that different companies need. Achieving marketing intelligence is only possible with the simultaneous use of science and art. (Farabi et al., 2019). Branding means trying to get recognized among companies and gaining popularity. Being known and popular can be for the success of a business, in which fame and credibility have been considered. In order to reach this stage, one should first try to make all audiences and people know a brand, and in other stages try to ensure that this brand enjoys strong popularity among these audiences and people (Mahdavi, 2015). In the group of customer relationship management, it can be said that the brand is an important communication tool among them, as the research of Erdem and Sweet (1998) also points out in their research. And they state that the research that is made based on the information of the society and the economic sample is used in the production of a company's products and they suggest that trademarks are important and valuable for users for two reasons: firstly, customers and use Consumers reduce the perceived risks of the products they use, and secondly, they save on the price and costs they spend on making decisions. The basis of these statements is that branding is an effective and important sign in the market that the organization develops in order to take into account the asymmetry of market information. In other words, the users of the company's products know less than the company itself (Hadad Ghabil and Eskandari, 2019). It can be said that marketing intelligence and branding are components and indicators for measuring and evaluating the effectiveness of marketing performance. While the present research provides a proper view and understanding of the concepts of marketing intelligence and branding in the sports industry, it expresses the impact of marketing intelligence on the branding of Beta Sport Ardabil Company and according to the findings of this research, the managers of Beta Sport Ardabil Sports Company It helps to find out which of the brand components can have the most influence on the success of Beta Sports Ardabil company with the competitive use of available resources and the limited opportunities for development and improvement, so that they can focus and pay the most attention on do it therefore, according to the previous statements of the researcher, he is looking for the question of whether marketing intelligence has an effect on the branding of Beta Sports Ardabil company? Healthy recreation and sports in advanced countries are considered as a part of economic industries and one of the factors of economic growth and development of countries, and it can be considered as one of the most profitable economic sectors in the 21st century (Elahi, 2007). . In the present century, sports recreation is an important and influential tool in various fields (Mir Ghafouri, 2008). The sports industry in Iran, due to the expansion and development of its various sectors, needs effective and principled use of marketing in order to gain the loyalty of users, which is the result of long-term use of services. On the other hand, it should be noted that it is the customers who bring competitive advantage to manufacturing companies (Sidjavadin et al., 2011). One of the types of intelligence used in the field of marketing is marketing intelligence. Marketing intelligence is business information and analysis of its daily changes in marketing fields, which helps managers and owners of manufacturing companies prepare and adapt marketing plans (Haster, 2017). Marketing intelligence is the editor of intelligence required by companies (Eliasi et al., 2017) and determines which intelligence to receive from the environment and provide to the company to meet the needs of the organization or company (Kotler and Keller, 2006). Branding in the sports industry, like other industries, is progressing and expanding. Branding in the sports industry can be one of the most basic tools for companies to develop new income opportunities and job opportunities for people. When branding is used in the sports industry, it

means that a company's service or product, such as football, handball, or a sports event such as the World Cup or the Olympics, or an individual (athlete) or an organization (federation, club) can be considered as a brand and the sports user can understand these factors in different ways; Therefore, the main factors are creating a positive image in the customer's mind (Yagoubi et al., 2019). Considering the rapid and extensive and all-round developments of the sports industry and its related equipment, as well as the large investments made in this field, as well as the role of the brand system and marketing intelligence in the innovation of the sports industry to outline the growth and development prospects of this industry. It is necessary to use different marketing departments and attractive innovation ideas for the prosperity and development of different sports companies and export and sales and attract more customers in this profitable industry. Innovation can be considered a very important and fundamental component in various industries, and the sports industry is no exception to this rule. The dynamic and extensive nature of sports has turned this industry into a very suitable platform for the development of innovation for inventors, innovators and technology companies producing sports equipment. Sports equipment markets have become highly competitive markets, and naturally, without innovation, success in the market and making money for sports equipment manufacturing companies will be very difficult. Almost all companies active in the sports industry, including technologists producing sports products and equipment, policy makers of countries and even athletes, are aware of the key role of innovation. Therefore, Beta Sport Ardabil, as the only manufacturer of sports products in Ardabil province, must pay special attention to various aspects of marketing, including marketing intelligence and branding, as well as innovation, in order to compete with other companies producing sports products for further prosperity. put at the top of the company's strategic plans. Therefore, according to the previous statements of the researcher, in this research, the effect of marketing intelligence on branding by mediating innovation in the global markets of Beta Sports Ardabil Company is sought. Shams Lahrodi and Ansari (2019) in the article entitled "Evaluation of the effect of marketing intelligence on customer attraction in small and medium-sized businesses" concluded that marketing intelligence has a positive and significant effect on customer attraction and 75% of the changes in the level of customer attraction explains. Also, the results showed that extra-organizational factors and individual factors of marketing intelligence had the highest and lowest impact on customer attraction. Omid and Poursalimi (2018) in a research entitled designing an interactive model of marketing intelligence and the effectiveness of insurance industry performance using the fuzzy AHP technique, case study: Pasargad Insurance, stated that today, the application of a concept such as marketing intelligence in business, due to the The role in organizational decision-making and improving productivity and gaining competitive advantage in various industries has become very popular. The marketing intelligence system promotes the value of information at the beginning of an information chain. It also collects and structures data and transforms it into information by using different technologies. In a research titled Marketing Intelligence: Antecedents and Implications, Vishnavi and Baga (2020) stated that contemporary business organizations are constantly innovating in their data generation. The analysis and dissemination of facilities to create efficiency and effectiveness in their operation is increasing day by day. Integrating strategic marketing intelligence with corporate indicators can provide managers with a new approach to improve business performance and brand positioning strategies. Likewise, marketing intelligence can enhance business value by developing customer insights and customer engagement. Various insights are provided in the field of marketing intelligence and how proper analysis of marketing information can help maximize customer value and profits for business organizations. Al-Washah (2017) in a research titled Marketing Intelligence and Customer Relationships: Empirical Evidence of Jordanian Banks stated that this study was conducted with the aim of investigating the role of marketing intelligence in maintaining and creating customer relationships in Jordanian banks. This study stated that marketing intelligence has a significant positive effect on maintaining and building existing customer and new customer relationships. However, marketing intelligence practices in Jordanian banks tend to acquire new customers instead of retaining existing customers. In addition, Jordanian banks have the potential to improve their marketing information systems in order to achieve competitive advantages based on customer relationship approach. This study provides important points in the use of marketing intelligence in maintaining and

building customer relationships for those involved or managers of the banking industry.

### Methodology

The current research is applied research in terms of purpose and descriptive-analytical in terms of nature and content. Also, the current research is of causal modeling type or structural equation modeling type, and the relationship between variables was tested. Also, this research was based on field data collection and questionnaire. Regarding the collection of information related to the literature of the subject and the background of the research, library methods were used, and field methods were used to collect information to confirm or reject the research hypotheses. The target population of this research includes all the employees, managers, and vice-presidents of Tanin Pik Sports Company, Sablan, Ardabil, and sellers of sports goods. The accessible population of this research is all the employees and managers and deputies of Tanin Pik Sports Company in Sablan, Ardabil (148 people) and officials and sellers of sports goods located in Ardabil province, based on the Statistics and Information Center of the Guilds Administration (183 people). Therefore, the total statistical sample of this research is 331 people. The sample of this research includes all those who are in some way connected with Tanin Pik Sports Company Sablan (Beta), which includes the employees, managers and deputies and sellers of sports goods of this company. Due to the limited size of the statistical population, sampling was done as a whole number (total number) ie 331 people were selected and the questionnaire was distributed among them. The collection tool includes a questionnaire made by Islami (2013) and contains 15 items in 5 scales, which scales are: 1- Negotiation with customers (questions 1-3), 2- Studies by specialized publishers (questions 4-6), They are marketing research (questions 7-9), internet (questions 10-12) and internal information (questions 13-15). The standard questionnaire of the branding process was created by Liu et al. in 2013 and has 18 questions in 5 dimensions, including internal branding (questions 1-4), brand value (questions 5-7), organizational commitments (questions 8-11), Brand performance (questions 12-15) and market performance (questions 16-18). The content and form validity of the questionnaires were given to a number of sports management professors and after collecting their opinions and reviewing and applying the necessary suggestions and corrections, the research team approved them for use in the present study. In this research, Cronbach's alpha was used to determine the reliability of the questionnaire and descriptive and inferential statistics were used to analyze the data. Smirnov Kolmogorov was used to detect the normality of the statistical population. Structural equation model was used to analyze the research hypotheses using spss19 and Amos23 software.

### Research findings

In the findings of the research, the data obtained from the demographic variables including age, level of education, history of sports activities, etc. are given, and then the research variables were classified and interpreted in the form of descriptive statistics. Finally, the pre-processed data should be examined in the form of inferential statistics and in two forms, the measurement model and the structural model, to check the validity and reliability of the structure, fit and quality assessment of the model, and finally test the hypotheses.

**Table 1. Demographic findings**

gender	Abundance	Percentage
Man	244	88.06
Female	33	11.94
gender	Abundance	Percentage
Single	85	30.7
married	192	69.3
Age	Abundance	Percentage



Less than 30 years	7	2.5
Between 30 and 35 years	59	21.3
Between 35 and 40 years	108	39.0
Between 40 and 45 years	733	26.4
More than 45 years	30	10.8
Level of Education	Abundance	Percentage
Diploma and less	96	34.7
Associate Degree	19	6.9
Bachelor's degree	123	44.4
Master's degree	32	11.6
P.H.D	7	2.5
Years of service	Abundance	Percentage
Less than 5 years	28	10.1
Between 5 and 10 years	79	28.5
Between 10 and 15 years	113	40.8
More than 15 years	57	20.6
Total	277	100

The distribution of respondents according to gender showed that 244 people, i.e. 88.06% including men and 33 people, i.e. 11.94% including women, the distribution of respondents according to marital status showed that 85 people i.e. 30.7% were single and 192 people i.e. 69.3% were married. It showed that the lowest age range is less than 30 years with a frequency of 7 people i.e. 2.5% and the highest age range is between 35 to 40 years with a frequency of 108 people i.e. 39.0%. The percentage and bachelor's degree with the frequency of 168 people, i.e. 44.4%, respectively, include the lowest and the highest level of education of the respondents, and finally, the distribution of the respondents based on their service history shows that less than 5 years with the frequency of 28 people, i.e. 10.1%, and between 10 and 15 years with the frequency of 113 people, i.e. 40.8%, are respectively the least and the most experience among the respondents.

Descriptive analysis of research variables based on central parameters (mean, median, mode) and dispersion parameters (standard deviation, variance and range of changes) for the main research factors is presented in Table 5-4.

**Table 2. Descriptive analysis of research variables**

Max	Min	variation range	Variance	standard deviation	Mode	Media	Average	Number	
4.69	1.011	4.000	0.733	0.856	4.000	3.113	3.136	277	Marketing intelligence
4.88	1.050	3.750	0.471	0.687	3.500	3.010	3.359	277	branding

Based on this table, it is clear that 277 correct answers to all research questions have been collected. Also, the highest average belongs to branding with a value of 3.359, which is higher than the high value of the Likert scale. The range of changes varies from 1 to 4. The median and mode show that most of the respondents chose option 3 and 4, which

means medium and high.

**Checking the normality of data distribution**

Because the research based on the structural model is based on the assumption of normality of the data, therefore the normality test has been done first. In confirmatory factor analysis and structural equation modeling, it is not necessary for all data to be normal, but the factors (structures) must be normal. (Klein, 2010)

**Table 3. Data normality test**

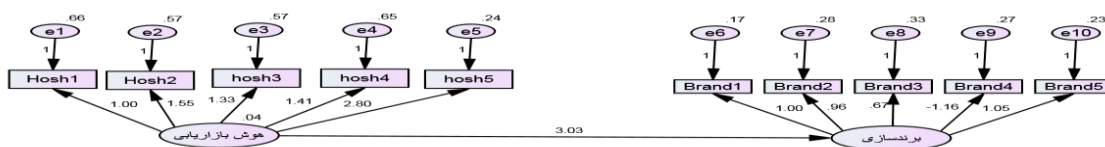
Variable	N	Avreage	standard deviation	K-S	meaningful
Marketing intelligence	277	3.136	0.856	3.741	0.891
branding	277	3.359	0.687	2.517	0.125

Based on the results listed in Table 3, in all cases, a significant value greater than 0.05 has been obtained. Therefore, there is no reason to reject the assumption, that means the distribution of measurement data of each dimension is normal.

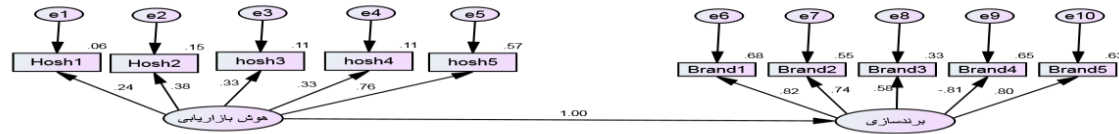
**Table 4. Checking the reliability and validity of the structure**

	CR	AVE	MSV	ASV
Marketing intelligence	0.837	0.509	0.454	0.316
branding	0.882	0.603	0.166	0.091

**Figure 1. Mediation analysis model in non-standard estimation mode**



**Figure 2. Mediation analysis model in standard estimation mode**



**Table 3. Examining the coefficient of direct paths and their significance with the presence of a mediator**

Result	P	T-VALUE	(beta path coefficient)	Mediation analysis
Meaningful	0.000	4.494	0.30	Mediation analysis

Table 3 shows the results of examining the path coefficient of the influence of marketing intelligence on branding. According to the above table, the beta coefficient in this path is 0.30, T-Value is 4.494 and p is 0.000.

**Table 4. Structural model in non-standard mode**

Current variable	Current variable	Non-standard estimate	Error	T-VALUE	P
Branding	<--- Marketing intelligence	0.281	0.063	4.499	0.000

**Table 5. Structural model in the estimation mode of standard path coefficients**

Current variable	Current variable	(beta path coefficient)
Branding	<--- Marketing intelligence	0.19

The research on the effect of marketing intelligence on the branding of Beta Sports Ardabil company, because the P-VALUE (sig) or t-value is outside (1.96 and -1.96), at the confidence level of 0.99, hypothesis H0 is rejected and hypothesis H1 is confirmed, that is intelligence Marketing has a significant impact on the branding of Beta Sport Ardabil company. On the other hand, in Table 31-4, the intensity and impact is determined by beta or the path coefficient, which beta is 0.19, which means that the direction is positive and direct, the intensity of the effect is 0.19, that is, if a variable unit If we change the exogenous variable of marketing intelligence by 0.19 units, the endogenous variable of branding changes in the same direction. In other words, marketing intelligence had a positive and significant impact on the branding of Beta Sport Ardabil.

**Discussion and conclusion**

The hypothesis of the research showed that marketing intelligence has an effect on the branding of Ardabil Beta Sports



Company. The findings of this research are in agreement with the findings of Shams Lahrodi and Ansari (2019), Omid and Poursalimi (2018), Rahim Dost Marandi and Jokar (2017), Naini et al. (2013), Antonio et al. (2016) and Ladipo et al. (2017) is aligned. In their research, they came to the conclusion that by using marketing intelligence, the company's ability to know the environment, know the market, know the needs of customers and thus develop a unique brand can be expanded. Therefore, in the above explanation, it can be said that today's markets are highly competitive and increasingly uncertain that the quality and timeliness of marketing intelligence can be the difference between survival and bankruptcy. In fact, marketing intelligence is the process of increasing branding and showing your brand in today's competitive market by intelligently using information in the decision-making process among companies. As a result, Ardabil Beta Sports Company can use the data collected by marketing intelligence for successful branding and showing its brand to customers.

According to the argument we made from research hypotheses, it was found that marketing intelligence has an effect on branding. Therefore, it can be concluded that marketing intelligence provides useful information, causes branding, and therefore grounds the company's market positioning. Also, creation of innovation in global markets can help Beta Company in better understanding of market conditions, customer needs, capabilities and competition with large and global companies, therefore, Beta Sport Ardabil Company should innovate its products as a stepping stone. To be successful in competing with other companies, in addition to the company's innovation and capabilities, it has maintained marketing capabilities in creating and maintaining value for domestic and foreign customers, with this attitude and perspective, new and updated products can be produced and marketed. Do The results of various researches show that companies that pay special attention to the issue of innovation increase their market share and profit to a great extent. As Weerawarden and Mavondo (2011) considered innovation as one of the important factors in achieving competitive advantage and competition; Because the increase in innovative performance in organizations and production companies can improve the quantity and quality of services, reduce costs and prevent waste of resources. Therefore, innovation will provide the managers of Beta Sport Ardabil company with the conditions to be able to use successful methods and processes and as a result, use new and updated models in accordance with the demands and needs of customers, therefore, relying on traditional and old tools and not using new technologies such as marketing intelligence and innovation cannot provide success in the national and global markets and as a result reach the expansion of your brand or branding. Finally, it can be said that paying attention to innovative performance and its development in Beta Sports Ardabil not only makes the company's employees and managers feel better about working in a company that plans to innovate and update every day, but also in It plays a major role in advancing the company and increasing productivity and achieving great successes such as branding.

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