

MARKETING INTELLIGENCE AND CUSTOMER SATISFACTION OF MTN NIGERIA, ILARO OGUN STATE

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Abstract

This study examined the impact of marketing intelligence on customer satisfaction at MTN Nigeria Communication Plc, Ilaro, Ogun State. Adopting a descriptive survey research design, data were collected from 384 respondents using structured questionnaires based on a five-point Likert scale. The constructs measured included competitor intelligence, customer intelligence, marketing environment intelligence, and product intelligence. Construct validity and reliability were ensured using Cronbach's Alpha, and the data were analyzed using descriptive and inferential statistics, including regression analysis via SPSS v25. The findings revealed that all dimensions of marketing intelligence significantly influence customer satisfaction. Specifically, competitor intelligence ($\beta = 0.809$), customer intelligence ($\beta = 0.640$), marketing environment intelligence ($\beta = 0.829$), and product intelligence ($\beta = 0.770$) showed strong positive effects on customer satisfaction, with all models statistically significant at $p \leq 0.05$. The study concludes that effective marketing intelligence enables MTN to better understand customer needs and market dynamics, thereby enhancing satisfaction. Key recommendations include conducting regular market research, improving competitor analysis, strengthening customer feedback mechanisms, and enhancing staff training on marketing intelligence.

Keywords: Competitive Advantage, Customer Satisfaction, Marketing Intelligence, MTN Nigeria, Telecommunication Industry

1. INTRODUCTION

The globalization and the evolving business climate have heightened competition on the market, increasing pressure for business organizations. Businesses need to thrive in this environment of fierce competition, through understanding of the ongoing changes in the market trends, (Falihat, 2020). Therefore, a focus on environment monitoring is needed to identify opportunities and threats (Noviyanti, 2020). In order to be able to compete and gain competitive advantage, companies should update their information, which is the result of their understanding of the market (Davenport, 2020). A specific type of research that is important for decision making is the market analysis. Business that want to expand into new areas must make the most of their market intelligence resources in order to introduce cutting edge products and set themselves apart from rivals (Aripin, 2020).

Marketing managers leverage marketing intelligence to forecast sales fluctuations, considering economic, political, and social factors that shape consumer perceptions, trends, and preferences. Moreover, specialist researchers predict lifestyle changes and consumer shifts, enabling proactive adjustments. Recognizing customers as an organization's true assets, many companies prioritize psychological and physical well-being over material possessions. As Wichy Robol Higgam, Walmart's Vice President, emphasized, "Prioritize customer needs over product specs." Globalization enables personalized engagement, making it crucial for successful organizations to understand individual customers' needs and preferences to foster loyalty and retention (Solomon, 2019).

Businesses can use marketing intelligence (MI) as a tactical instrument to seize chances (Braasch, 2020). In addition, fending off dangers from the outside world (Jain, 2019) marketing intelligence is a tactic that aids businesses in obtaining market related information by gathering and evaluating data while taking into account the state of the market (Nghia, 2019). This method makes decision making easier (Kanwal, 2019) marketing Intelligence is an important tool that telecoms firms may use to analyse their competitive environment, which will help them become more creative and competitive.

Marketing Intelligence [MI] turns vital component for the survival and expansion of telecom businesses. Additionally, it aids in the creation of new products and the enhancement of current ones, giving these businesses a competitive edge and enabling them to maintain a lead over rivals (Al-zoubi, 2019). Marketers gather consumer data in order to acquire insights into the requirements, desire and preferences of their target audience (Carmen & Marius, 2019) competitive marketing intelligence is used to gather the data, which is then kept in internal database that businesses manage. Nevertheless, further analysis of the stored data is necessary. Managers may require assistance in applying data to better marketing decisions by gaining insights into customers and market (Mandal,

2019) advanced marketing analytics can help enhance analysis quality. (Alweshah, 2019) suggests that analysis can improve marketing decisions and customer interactions.

Customer satisfaction is the linchpin of successful service quality management. To drive business excellence, it's crucial to recognize which service attributes deliver exceptional value and foster loyalty, versus those that merely satisfy basic requirements and mitigate dissatisfaction. Armed with this knowledge, companies can optimize resource allocation, refine service quality, and amplify customer satisfaction (Xu, 2019).

Statement of the Problem

The problem facing marketing intelligence on customer satisfaction in MTN Nigeria Communication operating in a changing business environment is obtaining market information, this is a topic that researchers frequently subject to discussion (Pinarbas, 2019); (Hendar, 2020). In the light of severe competition between telecom firms the adoption of marketing intelligence was absolutely necessary in order to respond to the market pressures. Marketing intelligence pertains to the data that businesses gather from their clients, vendors, rival businesses, social media, platforms, blog and online resources. (Jeffery, 2019). As a result, MI can be understood as an ethical, timely, focused and methodical endeavour with the goal of gathering, combining and analysing market, competitive and environmental data to give decision makers useful information. According to Premkumar and Ramkumar, (2019). Such insights can support businesses in their tactical, operational and strategic decision making.

Objectives of the Study

The main objective of this study is to investigate the influence of Marketing Intelligence on Customer Satisfaction. Specific objectives include:

- i. To evaluate the effect of competitor intelligence on customer satisfaction.
- ii. To access the effect of customer intelligence on customer satisfaction.
- iii. To determine the effect of marketing environment on customer satisfaction.
- iv. To examine the effect of product intelligence on customer satisfaction.

2. LITERATURE REVIEW

2.1 Conceptual Framework

2.1.1 Marketing Intelligence

Jeyaran and Thangaraja, (2019) stated that marketing intelligence involves systematic collection and analysis of real-time data on market changes, including competitor activity, technological advancements, and shifting consumer needs, preferences, attitudes, and buying behaviors. This intelligence empowers managers to make informed decisions by providing a deeper understanding of market dynamics and emerging opportunities. Moreover, Kamau and Njuguna (2020) defined Marketing intelligence as a dynamic system comprising people, technology, and processes that gather, analyze, and disseminate vital information to enhance marketing planning, execution, and control.

The significance of marketing intelligence in organizations lies in its vital role in performing key functions. It gathers daily insights on market developments, enabling managers to craft and refine marketing strategies (Haripriya, 2020). Marketing intelligence serves as a crucial tool for informed decision-making under various conditions, including certainty, uncertainty, and risk (Al-Hashem, 2020). It's a forward-thinking activity that helps managers anticipate and mitigate competitive threats, capitalize on market opportunities, and navigate environmental changes (Azeez, 2020; Noviyanti, 2020). By leveraging marketing intelligence, organizations can reduce the impact of environmental risks and surprises, while also identifying their target market and gaining valuable insights into customer preferences (Al-Weshah, 2019; Ade, 2019).

2.1.2 Competitor Intelligence

According to Kotler (2019), competitors are organizations that meet the same customer needs. Competitor intelligence involves gathering and analyzing information about competitors' trends, strategies, and future plans to understand the competitive environment and build comprehensive profiles. This intelligence is gathered ethically from various sources, including publicly available government records (Haripriya, 2020). It encompasses information about competitors' products, pricing, promotion, distribution channels, and strengths, weaknesses, opportunities, and threats (Navarro-Garcia, 2019; Dam, 2019). By analyzing this data, organizations can predict competitors' strategies, develop their performance, and obtain insights from competitors' websites, such as pricing, customer ratings, and market demand (Fan, 2019). In today's digital age, companies are leveraging e-commerce and multiple sales channels to compete and enhance customer satisfaction (Ting, 2019). Utilizing competitor intelligence enables businesses to add value to their strategy and provide superior service compared to others (Tarek, 2019).

2.1.3 Customer Intelligence

Customer intelligence involves gathering and analyzing information about customers' buying behavior, preferences, motivations, and perceptions to create customer profiles. This enables organizations to produce products that meet customers' needs and expectations (Maria, 2020). Understanding customer behavior is crucial, as customers are at the heart of the marketing process (Jasem, 2019). Organizations must grasp customers' needs, wants, desires, and demands to achieve customer satisfaction (Massoudi, 2019). Marketing intelligence systems help observe consumers, address their concerns, and analyze their feedback about favorite products. Some organizations send trained employees to engage with customers, gather feedback, and analyze it to inform future marketing strategies. Building long-term relationships with customers requires understanding their purchasing behavior, which is a decision-making process (Pride & Ferrell, 2019).

2.1.4 Marketing Environment Intelligence

Marketing managers can leverage marketing intelligence systems to forecast sales volatility based on economic and political conditions, consumer perceptions, trends, and preferences. Additionally, specialist researchers can predict future consumer trends and lifestyle changes that will impact their needs and wants (Solomon, 2019). Many organizations recognize that customers are their greatest asset, prioritizing their psychological and physical well-being over material possessions. As Wichy Robol Higgam, Vice President of Walt-Mart Exhibitions, emphasized, "Think about the customers before thinking about specifications." Globalization has enabled organizations to personalize their approach, considering each client's unique needs and opinions. To succeed, organizations must familiarize themselves with their clients' individual needs and preferences to retain their customer base.

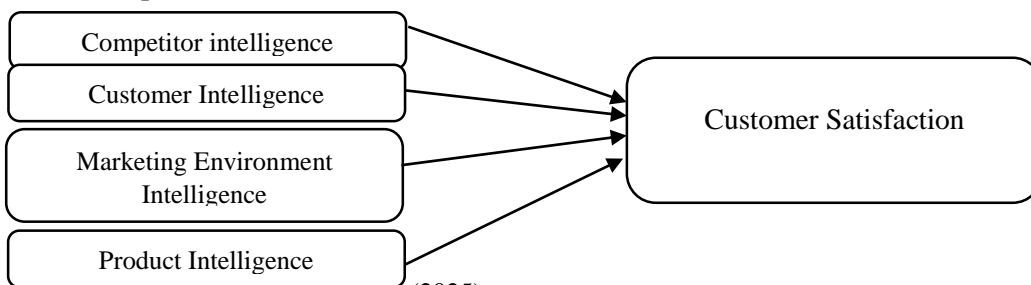
2.1.5 Product Intelligence

Product intelligence involves collecting and analyzing information about an organization's products and those of its competitors, providing valuable insights for product development and innovation (Inha & Bohline, 2019). It entails gathering data, information, and knowledge about customer needs and product features in the market to create the best product design that meets customer satisfaction (Al-Hashem, 2020). Product intelligence enables companies to make informed decisions about product attributes like quality, price, design, features, labeling, packaging, and after-sales services (Shailza, 2020). Ultimately, products are the goods, services, or ideas that organizations offer to satisfy customers and make them happy (Pride & Ferrell, 2019). By leveraging product intelligence, organizations can gain a competitive edge in the market and deliver innovative products that meet customer needs.

2.1.6 Concept of Customer Satisfaction

Customer satisfaction is the feeling of happiness or disappointment that results from comparing a product's performance to one's expectations (Anis, 2019). It's also the emotional state of being extremely happy and satisfied when psychological needs are met through harmony between expectations and actual experience (Badawi, 2019). Customer satisfaction is crucial for building long-term relationships between customers and organizations, as it convinces customers that the product meets their needs and expectations (Al-Taie & Al-Abadi, 2019). In business, customer satisfaction refers to the benefit gained from consuming a product or service, and can be defined as the degree to which an organization meets customer expectations and needs (Al-Hasaniyeh, 2019). It's a positive or negative reaction resulting from a comparison between expectations and perceived performance (Philip, 2019). Customer satisfaction is the difference between what customers expect and what they actually get (Angelova & Zekiri, 2019). It's the ultimate goal in marketing strategy and essential for customer retention, market share, and profitability (Morgan, 2019). Effective customer relationship management leads to increased customer satisfaction, which enhances an organization's competitive advantage, financial stability, and encourages positive word-of-mouth advertising (Hassan, 2019).

2.1.7 Conceptual Model



Source: Researchers Self-Construct (2025)

2.2 Theoretical Framework

This study is underpinned by the **Schema theory**. Schema is predicated on the notion that people structure and arrange the information in their memories using a categorical method. An abstract or generic knowledge structure that is kept in memory that describes the salient characteristics and pertinent qualities of a stimulus domain, as well as the relationships between those attributes, is called a schema, according to Crocker (1984). Schemas are assumed to direct consumers' perception, thought, and behavior in later situations and can be formed through exposure to or experience of a stimulus domain (such as a situation, person, or object). Speck (1988). Mc Daniel and others (1999). From the standpoint of marketing intelligence, schema and congruence theory facilitate the comprehensive classification and methodical gathering of crucial data from both competitors and customers that is probably helpful to the company. The organization, product, price, promotion, and distribution are the main topics of this material. However, the category that information with similar facts should be placed under will be strengthened by the congruence of the information. This is predicated on the information's relevancy, importance, and similarity. In the meantime, the fresh data gathered from clients and rivals might resemble the data already in existence. Thus, information congruence is a suitable method to classify information for efficient decision-making, action, and assimilation or to act as a backup if they need to include the schema information into an organization database.

2.3 Empirical Framework

Mona (2023) investigated the relationship between competitive advantage and marketing intelligence in Egyptian telecom firms. In particular, it looks on how managers view product innovation as a mediating factor. The quantitative approach was used, and managers of marketing intelligence in Egyptian telecom businesses completed an online survey to provide primary data. The method of convenience sampling was applied. There were 384 valid replies out of a total sample size of 400. SPSS v22 was used to analyze the data. The results validate the strong correlation between competitive advantage, product innovation, and marketing intelligence. The report suggests that in order to get a competitive edge over rivals and accelerate product innovation, telecommunications companies should rely more on marketing intelligence.

Mandal (2023) looked at intelligence, analytics, and marketing data. The study concentrated on how customer relationship management helps to build successful customer relationships by properly utilizing the data, marketing analytics, and marketing intelligence produced. In order to produce consumer insights, the business gathered client data, put it in databases, and then analyzed it. To better understand customers and execute customer relationship management, the business used big data and advanced marketing analytics. The obtained client insights ought to be disseminated and utilized appropriately. Customer relationship management has its own disadvantages, despite the fact that businesses gain from its use. Not all client-related problems will be resolved by using customer relationship management. Nonetheless, using customer relationship management correctly and effectively will help firms build relationships with their customers, expand, and eventually achieve business excellence.

Abeer and Muntadher (2024) investigated the importance of marketing intelligence in achieving customer satisfaction: An analytical research of the perspectives of a sample of employees at the Rotana Rayhana Karbala Hotel in the Holy City of Karbala. Their research sought to investigate the nature of the link between the variables (marketing intelligence and customer happiness) in terms of correlation and influence. The research was conducted in the field at the Rotana Rayhana Karbala Hotel in the Holy City of Karbala, with a focus on sample members represented by a group of hotel employees and the goal of obtaining responses to the tool. The study used a questionnaire to gather feedback on the topic. The responses were evaluated using the SPSS statistical tool to assess the nature of the relationships and their influence on the variables. The statistical analysis confirmed the validity of the research hypotheses, which support the nature of the interactions between the study variables. Furthermore, the research aimed to provide a set of recommendations that emphasize the importance of the research variable while also serving the hotel's field aspects.

3. METHODOLOGY

The study adopted descriptive survey research design. The population of this study are the users (customers) of MTN telecommunication in Ilaro, Ogun State which is infinite in nature. Due to the infinite nature of the study population, the study used Cochran's formula to arrive at the sample size considered for the study. Taken 95% confidence level with +5% precision, the calculation for sample size will be as

$$N = \frac{Z^2 pq}{e^2}$$

$$P = 0.5 \text{ and hence } q = 1 - 0.5 = 0.5; Z = 1.95$$

E is the desire level of precision (i.e margin of errors).

P is the (estimated) proportion of the population which as the attribute in question.

Q is $1 - p$

$$N = \frac{(1.96)^2 * (0.5) * (0.5)}{(0.5)^2}$$

$$N = 384.16$$

Therefore, 384 questionnaires were distributed.

The questionnaire adopted in this study was divided into sections, Section A contains demographic data of the respondent, Section B consist of the constructs of marketing intelligence and customer satisfaction. All constructs in Section B were presented in a form through which respondents are expected to respond by showing their degree of agreement or disagreement on a five point likert scales. Construct validity was utilised for the research instrument while the reliability of the research instrument was assessed using the Cronbach Alpha reliability test.

Table 1: Summary of the Reliability Test

Variable	Number of items	Cronbach Alpha Value
Competitor Intelligence	5	0.82
Customer Intelligence	5	0.81
Marketing Environment Intelligence	5	0.84
Product Intelligence	5	0.79
Customer Satisfaction	5	0.86

The data gathered was analyzed using simple descriptive statistical method such as percentages and frequency distributions. Frequency counts, measures of central respondents in the variable will be measured and inferential statistics – regression analysis with the use of statistical package for the social science (SPSS) version 25 was used for reliability testing and to analyze the data.

4. RESULTS AND DISCUSSION

4.1 Hypotheses Testing

In testing the set hypotheses, regression analysis was used. The dependent variable for this study was customer satisfaction and the independent variables are; competitor intelligence, customer intelligence, marketing environment intelligence and product intelligence.

Hypothesis

H₀: There is no effect of competitor intelligence on customer satisfaction.

H₀: There is no effect of customer intelligence on customer satisfaction.

H₀: There is no effect of marketing environment intelligence on customer satisfaction.

H₀: There is no effect of product intelligence on customer satisfaction.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885 ^a	.870	.869	.25113

Predictors: (Constant), competitor intelligence, customer intelligence, marketing environment intelligence and product intelligence

Table 3: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	234.539	4	58.635	929.720	.000 ^b
	Residual	7.253	115	.063		
	Total	241.792	119			

a. Dependent Variable: Customer satisfaction.

b. Predictors: (Constant), competitor intelligence, customer intelligence, marketing environment intelligence and product intelligence.

Table 4: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.072	.068		1.054	.000
Competitor intelligence.	.819	.145	.809	5.669	.000
Customer intelligence.	.039	.131	.640	.300	.000
Marketing Environment Intelligence.	.216	.268	.829	.805	.001
Product intelligence.	.073	.257	.770	.285	.000

a. Dependent Variable: Customer Satisfaction.

4.2 Discussion of Results

The result for the ANOVA table in table 3 tests the null hypothesis to determine if it is statistically significant. The null hypothesis is rejected if the P value is ≤ 0.05 . From the result, the model in this table is statistically significant (sig=.000) and hence the null hypothesis should be rejected and alternate hypothesis accepted. This indicates that competitor intelligence has significant effect on customer satisfaction.

Furthermore, competitor intelligence indexes in table 4 shows how the variables included in the model predict the behaviour of the dependent variable. From the table, it was observed that competitor intelligence has significant effect on customer satisfaction. Of the above predictors, the standardized coefficient, β , of 0.809 indicates that competitor intelligence has influence on customer satisfaction. It indicates that once standard deviation change in competitor intelligence produces 81% changes in customer satisfaction. Therefore, the results concluded that competitor intelligence has significant effect on customer satisfaction in MTN Nigeria Plc.

The result for the ANOVA table in table 3 tests the null hypothesis to determine if it is statistically significant. The null hypothesis is rejected if the P value is ≤ 0.05 . From the result, the model in this table is statistically significant (sig=.000) and hence the null hypothesis should be rejected and alternate hypothesis accepted. This indicates that customer intelligence has significant effect on customer satisfaction. Furthermore, customer intelligence indexes in table 4 shows how the variables included in the model predict the behaviour of the dependent variable. From the table, it was observed that customer intelligence has significant effect on customer satisfaction. Of the above predictors, the standardized coefficient, β , of 0.640 indicates that customer intelligence has influence on customer satisfaction. It indicates that once standard deviation change in customer intelligence produces 64% changes in customer satisfaction. Therefore, the results concluded that customer intelligence has significant effect on customer satisfaction in MTN Nigeria Plc.

The result for the ANOVA table in table 3 tests the null hypothesis to determine if it is statistically significant. The null hypothesis is rejected if the P value is ≤ 0.05 . From the result, the model in this table is statistically significant (sig=.000) and hence the null hypothesis should be rejected and alternate hypothesis accepted. This indicates that marketing environment intelligence has significant effect on customer satisfaction. Furthermore, marketing environment intelligence's indexes in table 4 shows how the variables included in the model predict the behavior of the dependent variable. From the table, it was observed that perceived marketing environment intelligence has significant effect on customer satisfaction. Of the above predictors, the standardized coefficient, β , of 0.829 indicates that marketing environment intelligence has influence on customer satisfaction. It indicates that once standard deviation change in marketing environment intelligence produces 83% changes in customer satisfaction. Therefore, the results concluded that marketing environment intelligence has significant effect on customer satisfaction in MTN Nigeria Plc.

The result for the ANOVA table in table 3 tests the null hypothesis to determine if it is statistically significant. The null hypothesis is rejected if the P value is ≤ 0.05 . From the result, the model in this table is statistically significant (sig=.000) and hence the null hypothesis should be rejected and alternate hypothesis accepted. This indicates that product intelligence has significant effect on customer satisfaction. Furthermore, product intelligence indexes in table 4 shows how the variables included in the model predict the behavior of the dependent variable. From the table, it was observed that product intelligence has significant effect on customer satisfaction.

Of the above predictors, the standardized coefficient, β , of 0.770 indicates that product intelligence has influence on customer satisfaction. It indicates that once standard deviation change in product intelligence produces 77% changes in customer satisfaction. Therefore, the results concluded that product intelligence has significant effect on customer satisfaction in MTN Nigeria.

5. CONCLUSION AND RECOMMENDATIONS

The study investigated the effect of marketing intelligence on customer satisfaction in MTN Nigeria Communication Plc. The findings revealed that a significant positive relationship between marketing intelligence and customer satisfaction. Specifically, the results showed that marketing intelligence variables such as competitor intelligence, marketing environment intelligence, customer intelligence and product intelligence significantly influence customer satisfaction.

The study confirms that marketing intelligence plays a crucial role in understanding customer needs, preferences, and behaviours, enabling MTN Nigeria to develop effective marketing strategies that meet customer expectations. However, the study also identified some challenges, which includes; inadequate market research, limited competitor analysis, and ineffective customer feedback.

Based on the findings, the following are the recommendations taken from the study to be applied by MTN Nigeria Communication Plc in regard to the effects of marketing intelligence on customer satisfaction:

- i. Conduct regular market research to understand the marketing environment (PESTLE).
- ii. Establish a competitor analysis unit to monitor market trends and competitor activities.
- iii. Develop and implement an effective customer feedback mechanism, conduct customer surveys and focus groups to gather insights on product preferences.
- iv. Provide training for staff on marketing intelligence and customer satisfaction
- v. Conduct comparative studies with other telecom operators

By implementing these recommendations, MTN Nigeria Communication Plc can enhance its marketing intelligence capabilities, leading to improved customer satisfaction, loyalty, and ultimately, business performance.