جامعة الموصل
كلية الإدارة والاقتصاد

تأثير ذكاء السوق في التسويق الصناعي الدور الوسيط للتخطيط التسويقي

دراسة تحليلية لآراء عينة من العاملين في بعض المنظمات الصناعية في محافظة نينوى

رسالة ماجستير
إدارة التسويق

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المستخلص

هدفت الدراسة إلى التعرف على امكانية الاستفادة من ذكاء السوق لتعزيز واقع التسويق الصناعي بتوسيط التخطيط التسويقي ، إذ أشارت الدراسة أَنَّ ذكاء السوق بأبعاده (المعرفة السوقية، الاستخبارات السوقية، التوجه السوقي، بحوث السوق) هو أمر جوهري لنظام الذكاء التسويقي وهو الوظيفة الذي يطلع المنظمات عن كل ما هو جديد من معلومات في السوق ويمدها به من أجل التنافس ومدى تأثيرها في الخطط واستراتيجيات التسويق، وتنتهج المنظمات التخطيط التسويقي بأبعاده (الرسالة التسويقية، البيئة التسويقية، الأهداف التسويقية، الاستراتيجية التسويقية، الموارد) باعتباره المحرك الأساس لها لدراسة احتياجات المنتجات والتخطيط لحصتها السوقية ويعتبر نتيجة حتمية لتطور وظيفة التسويق فيها، في حين مثل التسويق الصناعي بأبعاده (المنتج الصناعي، التسعير الصناعي، الترويج الصناعي، التوزيع الصناعي) بالأنشطة الموجهة لدراسة احتياجات ورغبات الزبائن الصناعيين ذات المواصفات الخاصة في سوق صناعي يختلف بالعديد من الخصائص عن الأسواق الأخرى, ومن هنا تكمن أهمية الدراسة بتناولها سوق صناعي يحتاج إلى تعزيز وإضفاء الكفاءة والفاعلية على انشطته.

وكانت عدد من المنظمات الصناعية في مدينة الموصل ميداناً لإجراء الجانب الميداني للدراسة، وسعت الباحثة إلى تضمين عدد من الأسئلة المعبرة عن مشكلة الدراسة التي كانت أساساً لبناء الجانب الميداني للدراسة أهمها: (ما مدى تأثير وجود التخطيط التسويقي كمتغير وسيط للعلاقة بين ذكاء السوق وتعزيز واقع التسويق الصناعي؟).

وللإجابة على هذه الأسئلة تمت صياغة مخطط فرضي يعكس من خلاله العلاقات والتأثيرات بين متغيرات و أبعاد الدراسة ، مما نتجت عنه مجموعة من الفرضيات الرئيسة والفرعية التي اختبرت باستخدام عددٍ من الوسائل الإحصائية للبيانات التي جمعت بالاستبانة بوصفها أداة للقياس بالاعتماد على دراسات وبحوث ميدانية سابقة والتي وزعت على ثلاث منظمات صناعية وهي (معاونية الاسمنت الشمالية، معمل الموصل للغزل والنسيج، شركة الموصل للحديد والصلب) وتمثلت عينة الدراسة بعدد من العاملين والذي بلغ عددهم (٢١٠) والصالحة للتحليل كانت (١٥٠)، واستخدمت الدراسة نمذجة المعادلة الهيكلية من خلال (SPSS & AMOS V.24) لتحليل البيانات، وتوصلت الدراسة إلى مجموعة من النتائج التي كانت مخصصة بالجانب الميداني والتي تعرض الباحثة أهمها:

١. عند إيجاد علاقات الارتباط هنالك علاقة ارتباط معنوية بين المتغير الأول ذكاء السوق ومتغير التسويق الصناعي وأبعاده من جهة وعلاقة ارتباط معنوية بين ذكاء السوق أبعاد التسويق الصناعي وهذا ما يؤشر لنا العلاقة التبادلية ما بين أبعاد ومتغيرات دراستنا الحالية.

٢. عند تحديد علاقة التأثير بين متغيرات الدراسة الثلاثة تبين وجود علاقة تأثير معنوية ذات إحصائية بين متغير ذكاء السوق ومتغير التسويق الصناعي بتوسيط التخطيط التسويقي في المنظمات الصناعية المبحوثة وهذا ما يؤشر اختيارنا الصحيح لمتغير التخطيط التسويقي كمتغير وسيط في دراستنا الحالية.

واعتماداً على الاستنتاجات التي توصلت إليها الدراسة بشقيها النظري والميداني، قُدِمتْ مقترحات منسجمة مع هذه الاستنتاجات، فضلاً عن المقترحات لدراسات مستقبلية ذات صلة بمتغيرات الدراسة الحالية.

الكلمات المفتاحية: ذكاء السوق، التسويق الصناعي، التخطيط التسويقي، المنظمات الصناعية.

Spinning Factory, and Mosul Company for Iron and Steel. The study sample initially consisted of 210 employees, of which 150 responses were valid for analysis. Structural Equation Modeling (SEM) was applied using (SPSS & AMOS V.24) to analyze the data. The study reached a number of findings, particularly in the field aspect, the most important of which are:

1. When identifying correlation relationships, there is a statistically significant correlation between the first variable (market intelligence) and the variable of industrial marketing and its dimensions. This indicates a reciprocal relationship between the dimensions and variables of the current study;
2. When determining the effect relationship among the three study variables, a statistically significant effect is found between market intelligence and industrial marketing through the mediation of marketing planning in the studied industrial organizations. This supports the choice of marketing planning as the mediating variable in this study. Based on the theoretical and field conclusions of the study, a set of recommendations consistent with these findings was presented, in addition to suggestions for future studies related to the variables of the current research.

Keywords: Market Intelligence, Industrial Marketing, Marketing Planning, Industrial Organizations

Abstract

The study aims to identify the possibility of utilizing market intelligence to enhance the reality of industrial marketing, with marketing planning as a mediating variable. The study indicates that market intelligence, through its dimensions (market knowledge, market intelligence, market orientation, and market research), is essential to the marketing intelligence system. Such intelligence serves as the tool, function, or system that informs organizations of the latest market information, supplying them with such information, to enhance competitiveness and influence marketing strategies and plans. Organizations adopt marketing planning through its dimensions (marketing mission, marketing environment, marketing objectives, marketing strategy, and resources) as a core driver to study product needs and plan their market share. It is considered a natural result of the development of the marketing function.

Meanwhile, industrial marketing, through its dimensions (industrial product, industrial pricing, industrial promotion, and industrial distribution), represents the activities aimed at studying the needs and desires of industrial customers with specific requirements in an industrial market that differs in many characteristics from other markets. Thus, the importance of the present study lies in its focus on the industrial market that requires enhancement of the efficiency and effectiveness of its activities. The field part of the study is conducted in a number of industrial organizations in the city of Mosul. The study raises a number of questions reflecting the problem of the study; the most important one is: To what extent does the existence of marketing planning as a mediating variable affect the relationship between market intelligence and the enhancement of industrial marketing?

To answer these questions, a hypothetical framework was formulated to reflect the relationships and influences among the study's variables and dimensions. This framework led to the development of a set of main and sub-hypotheses, which were tested using several statistical methods applied to data collected through a questionnaire, employed as a measurement tool based on previous field studies. The questionnaire was distributed among three industrial organizations: the Northern Cement Directorate, Mosul Textile and

The Impact of Market Intelligence on Industrial Marketing: The Mediating Role of Marketing Planning An Analytical Study of the Opinions of a Sample of Employees in Some Industrial Organizations in Nineveh Governorate

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HIGHLITS	GRAPHICAL ABSTRACT

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