



Article

Studying the Effect of Marketing Mood Management on Customer Perception Dissonance, the Interactive Role of Marketing Intelligence: An Analytical Study of the Opinions of a Sample of Workers in Some Clothing Stores in the Capital, Baghdad

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Abstract: The purpose of this study is to investigate the impact of marketing mood management. as an independent variable on customer perception dissonance as a dependent variable through marketing intelligence as an interactive variable in some clothing stores located inside commercial malls (Al-Mansour, Al-Harithiya, and Zayouna) in the capital, Baghdad. The number of selected malls was (10). Complex, to be a place for study, the researchers adopted the descriptive analytical method in completing their research, which dealt with a random sample of (305) individuals, adopting the questionnaire as the primary tool in collecting data and the program (SpssV.28 Amos V.24) was adopted in the research with some appropriate statistical methods for research to test its hypotheses. As for the most prominent research conclusions that were reached through the practical aspect that proved the validity of the hypotheses, they were embodied in the influence of marketing mood management directly and indirectly on customer perception dissonance, and the impact is more substantial in the case of the presence of the interactive dimension of marketing intelligence, as it contributes marketing intelligence increases the visibility of the effect of marketing mood management in reducing customer perception dissonance in the commercial stores studied. The researchers developed a set of recommendations, the most prominent of which are developing marketing plans that increase the customer's emotional arousal towards the products of the studied complexes and designing products or services to attract the customer's attention and excite him. Striving to attract a staff specialised in creating and arousing positive customer emotions, seeking to reduce the mood disturbance arising from marketing depression, aiming to create a happy mood for customers by achieving emotional compatibility and the marketing mood, providing information, goods or services that are compatible with their beliefs or values, and consistent with their previous assumptions or expectations about the product or service contributes to reducing customers' cognitive aversion.

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1. Introduction

Marketing topics, in general, have occupied an essential place among most researchers in both the administrative and marketing fields, especially marketing mood management. Some hypotheses aim to explain the phenomenon in which an individual experiencing a pleasant mood may attribute favourable feelings to the characteristics of the current circumstance in which he finds himself, assigning a more positive evaluation. Many pieces

of research provide credence to this viewpoint. The researchers indicated that this applies to the assessments of products made by customers. Customers in a good mood are more likely to identify their positive mood with the store they are shopping in and the products they are dealing with. This is because the mood is tied to the degree to which we enjoy the experience of shopping. The second idea that attempts to explain why mood affects consumer behaviour is called the mood congruence hypothesis. This hypothesis claims that mood biases the cognitive appraisal of products to be compatible with customers' current mood (Furnham & Milner, 2013:637). Also, most marketing managers focused on reducing the intensity of cognitive dissonance among customers to reduce anxiety and enhance confidence in the product. Therefore, our problem concentrates on reducing customers' cognitive dissonance and how the problem can be mitigated by adopting marketing mood management as a factor influencing the customer's perception of the product or service. To begin, the prologue. The concept of cognitive dissonance has been a prevalent construct in psychology and the field of study on customer behaviour. Characterised as a state that is psychologically unsettling and results from the existence of contradicting events and circumstances (i.e. dissonant and inappropriate) relationships between cognitive elements, cognitive dissonance explains the impasse buyers are often in after making a purchase (Salzberger & Koller, 2010:6). The importance of marketing intelligence comes from the fact that it provides information related to the political, economic, social and cultural aspects of organisations to formulate strategic decisions regarding market penetration. Conventional sources of market information include consumer interviews, sales reports, surveys, and market research, among others. Open sources, including but not limited to weblogs, white papers, and unclassified, non-confidential, and non-indexed resources, are advantageous for gathering market intelligence due to their accessibility and low cost (Dam et al., 2019:186).

2. Materials and Methods

The problem and questions of the study

The subject of marketing mood management is one of the essential topics in the field of administrative sciences because of the advantages it provides that facilitate its employment in marketing management. Although it is widely used in organisational behaviour and studying the behaviour of working individuals, the fluctuations in Mood that these behaviours witness make it challenging to measure and direct.

This is also the case concerning the organisation's goals, as marketers face difficulty determining the customer's mood, and studies have indicated its importance in purchasing decisions. The decision to purchase may create a state of cognitive dissonance among customers, and here, they will have a real problem in not accepting all the marketed products, which has motivated marketing centres to study this problem and the possibility of analysing cases of self-conflict among customers. This study attempts to reduce the cases of cognitive dissonance that are generated. When customers decide to purchase, the modifying role of marketing intelligence was used as an interactive variable to influence the relationship between marketing mood management and customer cognitive dissonance. Based on what was mentioned about the problem of the study, we find the study's central question is as follows: (What is the effect of marketing mood management in reducing customer perception dissonance through the interactive role of marketing intelligence). We can summarise the problem of the study in the following sub-questions:

1. Does the study sample have an interest in managing marketing sentiment, and what indicators are used to measure it?
2. Does the study sample have a vision of marketing intelligence and its most important dimensions?
3. Does the organisation sample the study try to reduce the effects of cognitive dissonance among customers?

4. Is there any effect Statistical significance between marketing mood management and customer perception dissonance?
5. How does marketing mood management affect customer perception dissonance through the interactive relationship with marketing intelligence?

The importance of the study

The focus of the current study was on an important topic: the customer's Mood and how marketers manage it to reduce cases of cognitive dissonance that arise among customers at or after making a purchase decision. The marketing intelligence strategy was also used to influence the relationship as an interactive variable, and this study, with its current variables, is considered the first study. It deals with this aspect to the best of the researchers' knowledge. From a practical aspect of the research, the dimensions of each variable were used to study and analyse the relationships between the variables and reach accurate scientific results. At the same time, the current research represents a knowledge contribution that achieves a modest scientific addition to administrative sciences and libraries. Arabic.

Research objectives

After defining the research problem and its importance, the research objectives are summarised as follows:

1. The extent to which the studied commercial stores use marketing mood management.
2. The extent of the availability and use of marketing intelligence for the companies studied in providing their services to customers.
3. The extent to which customer perception dissonance is applied in the commercial stores studied.
4. Identify the direct effect of marketing mood management in reducing customer perception dissonance in the commercial stores studied.
5. Identify the interactive role of marketing intelligence in the relationship between marketing mood management and reducing customer perception dissonance in the commercial stores studied.

Research hypotheses and research model

Based on the problem of the study and its questions, and through the hypotheses of the current study, the researcher developed a hypothetical plan for the study that dealt with the independent variable, which is the management of marketing mood and its dimensions represented by (management of effective adaptation, marketing stimuli, marketing depression, management of emotional arousal) and the dependent variable, which is customer perception dissonance and its dimensions represented by In (emotional perception, purchasing wisdom, concern about the deal) in addition to the interactive variable, which is marketing intelligence and its following dimensions (product intelligence, consumer intelligence, market intelligence, and competitor intelligence).

The study's primary hypothesis was established: marketing intelligence mediates a significant relationship between consumer perception dissonance and marketing mood management.

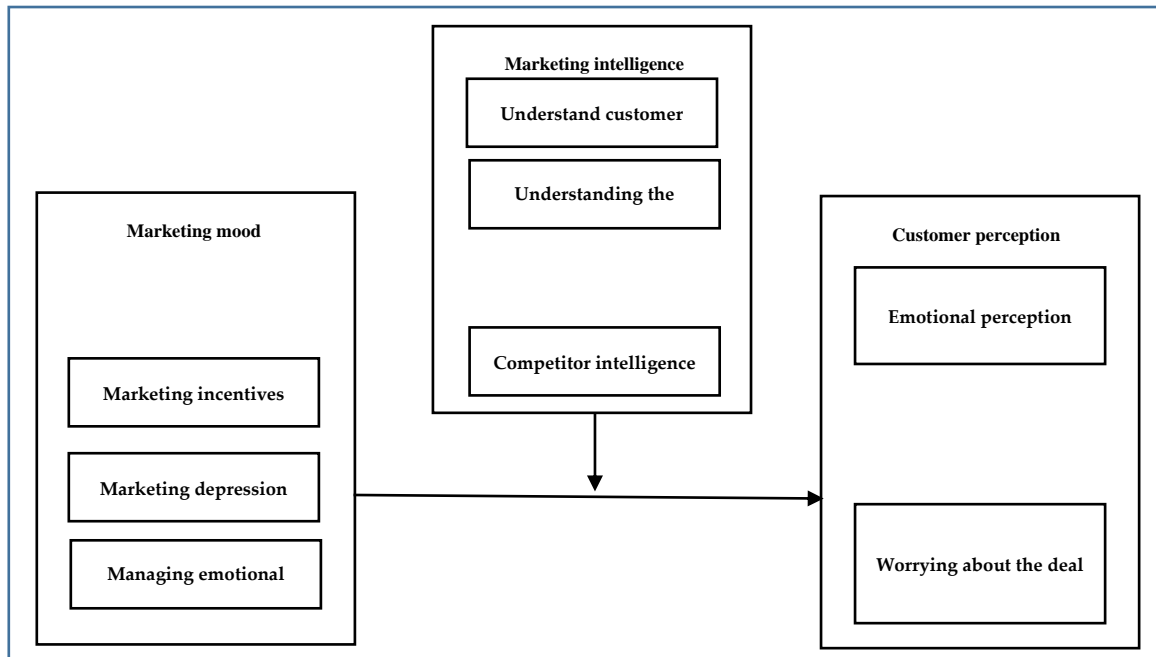


Figure 1. Hypothesis model for the research

Literature review

The concept of marketing mood management

The concept of mood management is based on the hedonic hypothesis that consumers strive to maintain the intensity of a good mood while trying to rid themselves of a bad mood or at least reduce the intensity of a bad mood. It also assumes that individuals arrange internal and external motivational conditions to increase their good Mood while decreasing their good Mood (Noland, 2021:2). Because of the interaction between valence (pleasant and unpleasant) and arousal (high and low), mood states, including joy, surprise, dread, and sadness result. According to mood management theory, individuals select methods to attain the most favourable positive mood consequences by eliminating the prevailing negative mood. Individuals employ distinct strategies to transform their negative mood into a positive one. Prior studies have demonstrated that television programs and music can elevate viewers' positive emotions while mitigating their negative emotions. Utilising mobile devices and wireless Internet empowers people to modify their moods. In essence, these circumstances assist people in surmounting their adverse emotional states and engendering positive sentiments (Bae et al., 2019:4). Mood is an all-encompassing and subdued type of emotion that varies in valence from positive to negative. Mood generally endures its sources, unlike specific emotions (such as dread, anger, disgust, and joy), which are transient and intense emotional responses to particular, conspicuous stimuli. Therefore, the impact of mood transcends the specific situation in which it originated. Consumers frequently undergo a mood shift, either positive or negative, upon encountering advertising campaign messages. Consumers' processing and response to the message are likely to be influenced by their mood at the time of exposure. Hence, consumers' moods and the message frames themselves may affect the effectiveness of social marketing communications (Anghelcev & Sar, 2014:41). Individuals proactively endeavour to sustain positive emotional states and evade negative emotional states through a variety of pursuits, such as exercising, dining, purchasing, socialising with acquaintances, attending a film, or listening to music. Therefore, marketing mood management promotes mood management behaviours, and participation in mood management results in emotional changes, influencing behaviour. Over time, modifications in mood and behaviour are an inevitable consequence of their interaction. Nonetheless, prior research has paid scant attention to the dynamic and ever-changing characteristics of mood and behaviour (Hess et al., 2006:2).

Dimensions of marketing mood management

1. Effective Coping Management: Among the conditions that change the response rate are some consequences of behaviour. Operant behaviour usually influences the environment and generates stimuli. Some reactions may have effects that the average person identifies as rewards and punishments—any consequence of rewarding behaviour or, technically, reinforcement that increases the likelihood of further responding. Unfortunately, the result of punishment is more complex. For example, food reinforces a hungry dove (for present purposes, we need not inquire why this is) (Blackman, 2017:1). While the term was novel, its usage was not unprecedented. While Skinner initially defined operant behaviour as "controlled by its consequences," in practice, it bears little resemblance to what was formerly referred to as "machine learning" or what the majority of individuals refer to as "habit." A "worker" who has received proper training is a habit. Skinner's method of instrumental training with intermittent reinforcement was revolutionary, and the subject of reinforcement schedules prompted its development. In the following decades, Skinner, his colleagues, and his students discovered an entirely unexpected set of powerful and systematic schedule effects that provided new tools for understanding learning processes and new phenomena to challenge theory (Staddon & Cerutti, 2003:1).

2. Marketing stimuli: When marketing and other stimuli penetrate the "black box" of the buyer, they elicit particular purchase/choice responses. Understanding the buyer's "black box" and the process by which stimuli transform into reactions is crucial for marketers. The four Ps comprise marketing stimuli: product, price, location, and promotion. Economic, technological, political, and culturally significant forces and occurrences in Jupiter's environment constitute additional stimuli. Each of these inputs is processed within the buyer's black box, transforming them into a collection of observable buyer responses: purchase amount, product selection, brand preference, merchant selection, and purchase timing. The marketer is interested in comprehending how stimuli are converted into responses within the two-part consumer black box. Initially, the attributes of the purchaser impact his perception and response to stimuli. Additionally, it influences the purchaser's decision-making process (Jisana, 2014:41).

3. Marketing depression: Prominent consumer depression guides issued in recent years popularise a standard text of depression as scientific knowledge. The scenario, which asserts that a wide range of depressions are psychopathologies that require antidepressant treatment, is a matter of significant disagreement among researchers. Depression, considered a threat to Mood, is defined by scientists as a primarily biological problem that requires a biotechnical solution. In contrast, too many people agree to diagnose individuals, and thus, pharmaceutical treatments are over-prescribed and over-consumed. In this sense, today's depression is widespread. It was assumed that it was caused by a biological defect and was described as a social threat that required a strict medical confrontation. Marketing depression refers to the depression that the customer faces towards goods or services (Gardner, 2003:109).

4. Managing emotional arousal: It is essential to create maximum emotional arousal quickly. It has a solid sentiment, but remember to keep branding to a minimum. Heavy brand use can cause many viewers to dismiss the content as spam or sales, leading to loss of interest, abandonment, or even backlash. When your content is a video, make sure it gives people an emotional hit (Libert & Tynski, 2013:2). Consumers' emotions significantly impact the purchase and consumption of products. By emphasising such experiences, marketers assume that consumers either have an adverse effect or positive emotions are directed toward the product and brand. Such aesthetic behaviours are usually outside the boundaries of traditional marketing and nowadays receive a lot of attention (Rasul, 2020:153).

The concept of customer perception dissonance

Since its inception by Festinger in 1957, the notion of cognitive dissonance has been widely utilised in psychology and consumer behaviour research. Cognitive dissonance, defined as a psychologically unsettling state caused by dissonant and inappropriate relationships among cognitive elements, provides an explanation for the dilemma that purchasers frequently encounter subsequent to making a purchase. Cognitive dissonance reached its zenith in consumer behaviour research during the mid-1970s. Subsequently, consumer behaviour research shifted its focus from cognitive dissonance to customer satisfaction, complaint behaviour, and loyalty (Salzberger & Koller, 2010:6). Cognitive dissonance occurs when consumers second-guess their final purchase decision after the fact. There is a circumstance in which consumers who have recently completed purchases experience uncertainty regarding the prudence of their choices. Customer expectations are the customer's subjective evaluations and sentiments regarding the service or product, contingent upon his specific requirements. The phenomenon known as "customer perception dissonance" occurs when recently purchased individuals have second thoughts regarding the prudence of their choice. In such situations, individuals might hold contradictory beliefs, attitudes, or behaviours that generate unease and potentially result in consumer discontentment. (Hamza & Zakkariya, 2013:1-2). When a purchase is made, the company or sales team can initiate a relationship With the client. We must consider that the beginning of this relationship coincides with the post-purchase phase when consumers feel that the purchase is over. They may feel mental discomfort when purchasing and comparing alternatives available to consumers. Consumers experience a greater degree of discomfort when they make a purchase that requires a high level of involvement, such as when shopping or purchasing speciality goods. Professionals coined the term "cognitive dissonance" to describe this sensation. Customers have the impression that they are being subjected to vexatious comparisons to purchase an alternative option or a different brand. Take, for instance, the question that a customer might ask, "What if I buy black?" According to Sharifi and Esfidani (2014):554, severe cognitive dissonance can lead to dissatisfaction, resulting in buyer's remorse being experienced.

Dimensions of customer perception dissonance

Customer cognitive dissonance is multidimensional, and explaining that any data and reports the company provides conflict with it is reasonable. There is a possibility that the level of cognitive dissonance will decrease due to the emotional and mental tensions that clients experience. Nevertheless, businesses engage in a variety of measures to lessen the amount of dissonance they experience. Cognitive dissonance among customers is known to be connected to three dimensions: (Clark & Das, 2009:2) and (Soutar & Sweeney, 2003:234).

1. Emotional perception: The first dimension is the emotional sensation of internal stress and worries people experience after acquiring the product. This feeling is referred to as the subjective experience. To put it another way, an inconsistency within the individual causes them to feel uneasy and ultimately results in tension or discord. In the following step, individuals try to alleviate these cognitive tensions.

2. Purchasing wisdom: The cognitive component of "purchasing wisdom" refers to the consumer's realisation afterwards that one may not need the product or have made a wrong choice. This indicates the difficulty of choosing while purchasing a product.

3. Deal Anxiety: The dimension of "deal anxiety" refers to the situation in which, after a purchase, A person might believe that they bought a particular product because of a "pushy" salesperson's urging. A common belief is that people sometimes feel compelled to buy a product because the salesperson has talked about it for a long time.

The concept of marketing intelligence

The marketing concept states that organisations will be successful if they consistently meet the needs of their customers better than their competitors. Accordingly, many companies spend a lot of resources to understand better customer needs and the nature of the markets they serve (Venter & Rensburg, 2014:440). Marketing intelligence is daily information about development in the marketing environment that helps managers prepare and modify marketing plans. A marketing intelligence system identifies and collects the required intelligence by searching the environment and delivering it to the marketing manager who needs it. Various individuals provide marketing information, including sales representatives, engineers, scientists, and purchasing agents. Typically outsourced to external agents or suppliers, intelligence operations can be likened to those of "hidden hackers" who, at their most extreme, compromise and appropriate pertinent company data from rivals for their practical benefit.

Nonetheless, as an organisational strategy, marketing intelligence can optimally function both for and against a business. Consequently, organisations must respond promptly and implement all requisite measures to safeguard against intrusion by competitors (Kunle et al., 2017:55). Marketing intelligence is the capacity to comprehend, assess, and analyse the internal and external environment regarding the sector competitors, consumers, and markets, and to apply this understanding to strategic planning for the long and short term. This strengthens the argument that the acquired intelligence is utilised to support marketing decision-making. Marketing uses internal and external data, statistical analysis, and redesigns to improve marketing responses. Perhaps the most comprehensive definition views marketing intelligence in its entirety as a continuous, interacting structure of people, equipment, and procedures to collect, sort, analyse, and distribute relevant, timely, and accurate information for use by marketing decision-makers to improve their marketing planning, implementation, and control (Wright & Calof, 2006:454).

Dimensions of marketing intelligence

(Dam et al, 2019:186) Identified four dimensions of marketing intelligence:

1. Understanding the customer: Understanding the customer is a communication process of collecting information about customers, monitoring their reactions, and determining the value of customers. On the other side, customers can obtain important information about the company's activities that meet their needs. More specifically, traditional marketing aims to send customers messages, while modern marketing aims to receive feedback from customers to build relationships with them to

2. Understanding the Market: The intelligence of the market Market information, in its essence, encompasses various environmental forces and technological advancements, competitive landscape, regulatory frameworks, and other relevant factors that have the potential to influence the present and future preferences and requirements of customers. Various intelligence is included in market intelligence, including that of cultures, sociology, politics, and economics. Organisations require political, economic, social, and cultural information to formulate effective strategies for entering new markets. Conventional sources of market information include consumer interviews, sales reports, surveys, and market research, among others. In contemporary times, open-source information, encompassing unclassified, non-confidential, and non-indexed sources such as weblogs and white papers, proves advantageous in the acquisition of market data due to its accessibility and low cost (Dam et al., 2019:186).

3. Product Intelligence: Typically, "product intelligence" is applied to sentient products. Consequently, product intelligence comprises decision-making and information processing. The present study aims to redefine the term "product intelligence" in the context of data mining. In this context, product intelligence refers to the utilisation of data mining methods to extract valuable insights regarding products to enhance consumer satisfaction

and identify potential business prospects. Customer reviews, discussions, and positions on forums, social media, blogs, and websites are ideal for determining the most effective approach to satisfying customers' demands regarding products. These are outstanding resources for addressing the needs and feedback of customers. By mining web and user-generated content, businesses can develop products that meet the requirements of their customers and recommend the most appropriate products to them (Dam et al., 2019:186).

4. Competitor Intelligence: While market research frequently addresses particular information requirements or concerns, intelligence gathering is a continuous procedure that aims to construct a holistic understanding of the operational surroundings, encompassing rivals, clients, and markets. Guarda et al. (2012:456) state that an effective intelligence process contributes to the organisation's knowledge base and results in cumulative organisational learning. The principal objective of a marketing intelligence system is to acquire data about competitors, including their strategies, trends, and plans. These organisations' purchasing and sales staff, engineers, and technicians are the most reliable sources of this information. Specific organisations surpass this by procuring and evaluating their rivals' products, obtaining patents on their innovations, and overseeing market sales. Nevertheless, organisations may encounter difficulties if they engage in illicit practices to acquire information about their rivals. This may result in legal complications and commercial infractions that escalate to the court system, where they may incur financial losses due to their foray into competitive espionage or the acquisition of others' ideas and innovations (Hussein, 2020: 537).

Practical Framework

Study population and sample

The appropriate choice of place for applying the study and the studied community is among the essential aspects that achieve the results' accuracy and validity and test the study's hypothesis. Therefore, some clothing stores in Baghdad's capital will be selected inside the commercial malls (Al-Mansour, Al-Harithiya, and Zayouna). The number of chosen malls reached (10). A complex to be a place for practical study in the private sector and to test its hypotheses in a realistic Iraqi environment, and because of the great importance that these studied complexes occupy in the commercial sector in Iraq in general and in the capital, Baghdad in particular, and because of the critical role they play in developing the commercial sector, which constitutes essential support. In the development of the Iraqi economy, the sample size was chosen based on statistical tables (Krejcie (1970: 608)), where the population size of all individuals and employees of commercial clothing stores was (1352) individuals, and therefore, according to the statistical tables, the optimal sample size is (302) people. At a minimum, to ensure that the requirements of the study were met, the researchers distributed (325) questionnaires to a random sample of employees of the commercial stores studied, as shown in the table below.

Table 1. Response of members of the researched sample

| The Condition | Distributor | Non-refundable | Suitable for Analysis |
|---------------|-------------|----------------|-----------------------|
| The Number | 325 | 20 | 305 |
| Percentage | 100.0% | 6.15% | 93.85% |

The study sample obtained different characteristics, whether in terms of personal or professional characteristics, which were represented by (gender, age, educational attainment), as shown in the table below:

Table 2. Personal information for the study sample

| Gender | Repetition | The ratio |
|----------------------|------------|-----------|
| Male | 244 | %86.75 |
| Feminine | 61 | %13.25 |
| the total | 305 | 100 |
| the age | Repetition | The ratio |
| 30 years or less | 128 | %41.97 |
| From 31-40 | 89 | %29.18 |
| From 41-50 | 55 | %18.03 |
| 51 or more | 33 | %10.82 |
| the total | 305 | 100 |
| Academic achievement | Repetition | The ratio |
| Preparatory school | 45 | %14.75 |
| Diploma | 49 | %16.07 |
| Bachelor's | 165 | %54.10 |
| Higher Diploma | 19 | %6.23 |
| Master's | 18 | %5.90 |
| PhD | 9 | %2.95 |
| the total | 305 | 100 |

Descriptive statistics / describing, diagnosing, and analysing the data of the study variables

In this part of the analysis, we seek to identify the reality of the study variables by examining the dimensions of each variable for the opinions of a sample of workers in some commercial clothing stores in the capital, Baghdad (305) respondents. The level of response to the views of the sample studied will be determined according to their answers based on the five-point Likert scale in light of the sample's answers to the questionnaire questions.

The table below displays the results of measuring the arithmetic mean range of the respondents' answers.

Table 3. Weighted average and response level

| Weighted average | Weights | Direction of the answer | Answer scale |
|------------------|---------------------|-------------------------|--------------|
| 1 | 1.8 %20 %36 | I strongly disagree | Very weak |
| 1.81 | 2.6 %36.2 %52 | I disagree | Weak |
| 2.61 | 3.4 %52.2 %68 | Neutral | Middle |
| 3.41 | 4.2 %68.2 %84 | I agree | Good |
| 4.21 | 5 %84.2 %100 | I strongly agree | very good |

The comparison and dimensions were established based on obtaining the lowest coefficient of variation and the highest level of relative importance—which signifies high consistency and responsiveness. Additionally, Cronbach's alpha coefficient, regarded as

reliable, was utilised to determine the level of stability and availability among the companies examined for the primary dimensions and variables.

Marketing mood management

In general, the table and figure below show a summary of the results with the marketing mood management variable, as it becomes clear that it achieved an overall mean of (3.532) with a deviation of (0.820), as it achieved a coefficient of variation for it (23.23%). The results indicate that the level of interest of the commercial stores studied in developing and managing the Mood The marketing strategy was average, as the studied commercial stores must reconsider the techniques and procedures used to create the marketing mood management by them, which are related to following the marketing procedures that suit the customer's Mood, and strive to modify the marketing work behaviours to match the customer's Mood and develop marketing plans to adapt to the customer's behaviours, and focus plans must manage the customer's Mood according to marketing adaptation methods, and use non-standard means to delight the customer.

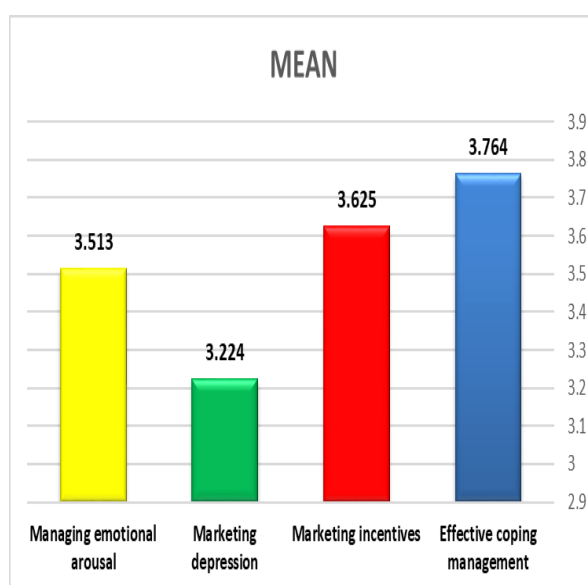


Figure 2. Arithmetic means for the dimensions of the marketing mood management variable

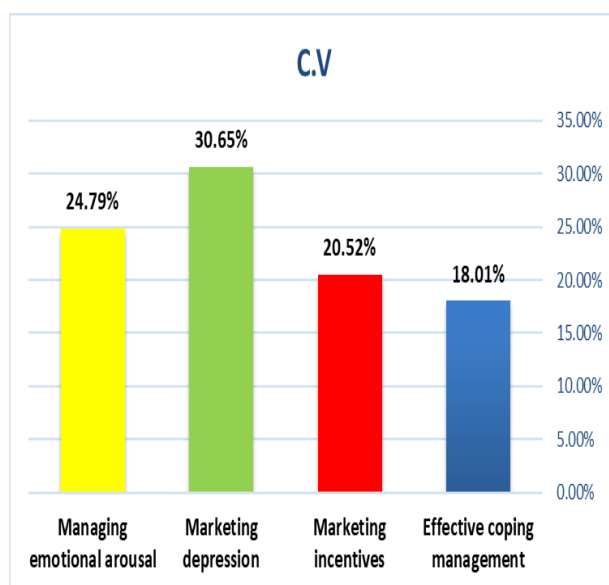


Figure 3. Coefficient of variation for the dimensions of the marketing mood management variable

Table 4. Summary of descriptive indicators for the dimensions of the marketing mood management variable

| No | MEAN | deviation | C.V | Agreement rate | Disagreement rate | Cronbach's alpha coefficient | NO. | MEAN |
|----|-----------------------------|-----------|-------|----------------|-------------------|------------------------------|--------|------|
| 1 | Effective coping management | 3.764 | 0.678 | 18.01% | 75.28% | 24.72% | 85.50% | 1 |
| 2 | Marketing incentives | 3.625 | 0.744 | 20.52% | 72.50% | 27.50% | 87.10% | 2 |
| 3 | Marketing depression | 3.224 | 0.988 | 30.65% | 64.48% | 35.52% | 89.00% | 4 |
| 4 | Managing emotional arousal | 3.513 | 0.871 | 24.79% | 70.26% | 29.74% | 89.10% | 3 |
| | Marketing mood management | 3.532 | 0.820 | %23.23 | %70.63 | %29.37 | 87.68% | |

The study was based on the statistical tool the Statistical Package.27

Marketing Intelligence

In general, the table and figure below show a summary of the results with the marketing intelligence variable, as it becomes clear that it achieved an overall mean of (3.510) with a deviation of (0.930), where it achieved its coefficient of variation (26.49%). The results indicate that the level of interest of the commercial stores studied in developing marketing intelligence was average. The commercial stores studied must reconsider the methods and means to build their marketing intelligence, which relates to their keenness to obtain information from customers about the required services and the continuous endeavour to receive information from the market and determine the level of quality of the services they provide, and strive to possess sufficient information about Competitors know their movements in advance, and follow the strategies followed by competitors of the commercial stores studied.

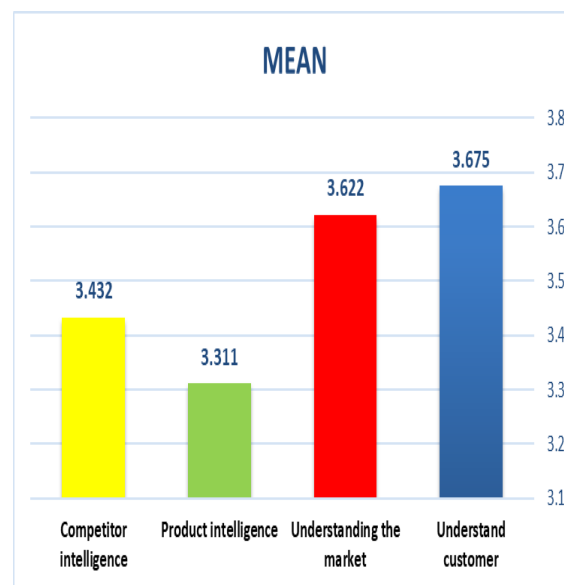


Figure 4. Arithmetic means for the dimensions of the marketing intelligence variable

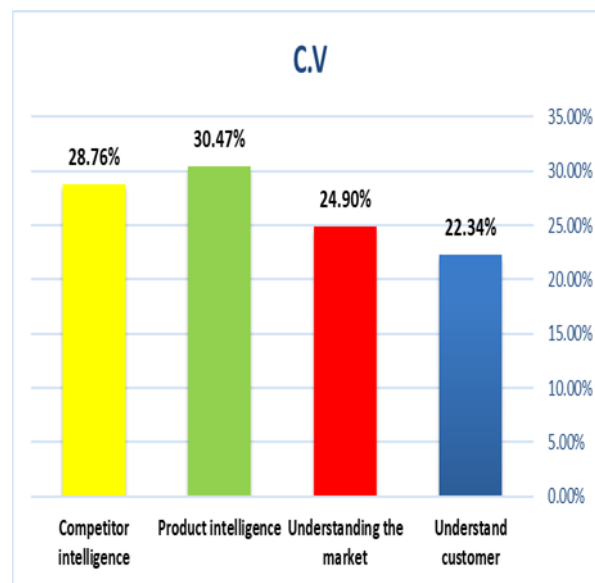


Figure 5. Coefficient of variation for the dimensions of the marketing intelligence variable

Table 5. Summary of descriptive indicators for the dimensions of the marketing intelligence variable

| No | MEAN | deviation | C.V | Agreement rate | Disagreement rate | Cronbach's alpha coefficient | NO. | MEAN |
|------------------------|--------------------------|-----------|-------|----------------|-------------------|------------------------------|--------|------|
| 1 | Understand customer | 3.675 | 0.821 | 22.34% | 73.50% | 26.50% | 90.10% | 1 |
| 2 | Understanding the market | 3.622 | 0.902 | 24.90% | 72.44% | 27.56% | 81.90% | 2 |
| 3 | Product Intelligence | 3.311 | 1.009 | 30.47% | 66.22% | 33.78% | 78.00% | 4 |
| 4 | Competitor intelligence | 3.432 | 0.987 | 28.76% | 68.64% | 31.36% | 91.10% | 3 |
| Marketing intelligence | | 3.510 | 0.930 | 26.49% | 70.20% | 29.80% | 85.28% | |

The study was based on the statistical tool the Statistical Package.27

Customer perception dissonance

In general, the table and figure below show a summary of the results with the customer's perception dissonance variable, as it becomes clear that it achieved an overall mean of (3.182) with a deviation of (0.918), where it achieved a coefficient of variation of (28.86%). The results indicate the presence of customer cognitive dissonance in the commercial stores studied, where it was average, as the commercial stores studied must reconsider the procedures used to reduce the customer's cognitive dissonance by providing information, goods or services that are consistent with their beliefs or values, and consistent with their previous assumptions or expectations about the product or service. It contributes to reducing the customers' cognitive dissonance. It achieved less. It was moderate in the dimension of (purchasing wisdom), as it reached (2.876) with a deviation of (1.077), where its coefficient of variation was recorded at (37.45%), as it occupied the (first) level in terms of the order of importance.

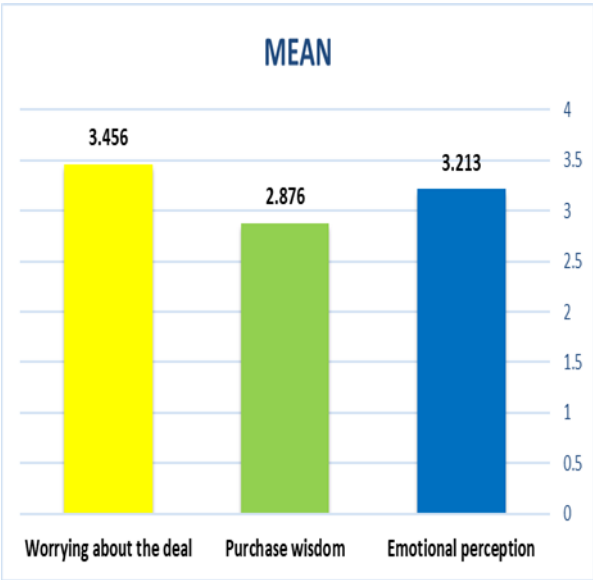


Figure 6. Arithmetic means for the dimensions of the customer perception dissonance variable

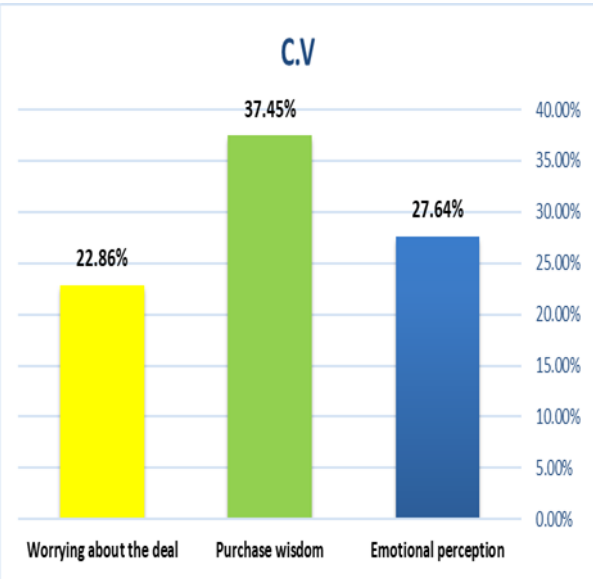


Figure 7. Coefficient of variation for the dimensions of the customer perception dissonance variable

Table 6. Summary of descriptive indicators for the dimensions of the customer perception dissonance variable

| No | MEAN | deviation | C.V | Agreement rate | Disagreement rate | Cronbach's alpha coefficient | NO. | MEAN |
|--------------------------------|-------------------------|-----------|-------|----------------|-------------------|------------------------------|--------|------|
| 1 | Emotional perception | 3.213 | 0.888 | 27.64% | 64.26% | 35.74% | 83.70% | 2 |
| 2 | Purchase wisdom | 2.876 | 1.077 | 37.45% | 57.52% | 42.48% | 88.70% | 3 |
| 3 | Worrying about the deal | 3.456 | 0.790 | 22.86% | 69.12% | 30.88% | 91.30% | 1 |
| Customer perception dissonance | | 3.182 | 0.918 | %28.86 | %63.63 | %36.37 | %87.90 | |

The study was based on the statistical tool the Statistical Package.²⁷

The value of Cronbach's alpha ranges between zero and one. If the scale has high reliability, this means that the scale items are stable, and therefore, the scale is stable (Hair et al. 2019, P: 775). This means to what degree the scale gives close readings when applied every Once; considering that the research variables obtained a Cronbach's alpha coefficient that was greater than 0.70, it can be concluded that they are suitable for measurement and will produce the same outcomes regardless of whether the questionnaire is redistributed numerous times or for a variety of periods.

Testing and analysing the study hypotheses

Path analysis is a statistical method for studying and modelling variables' relationships. It shows the dependence of one variable, called the dependent variable, on one or more variables, called the independent variables, and a variable modifying the relationship, called the interactive variable. This mathematical model describes the correlation between the dependent, independent, and interactive variables.

Studying the indirect effect of the marketing intelligence variable within the research hypothesis.

There is a significant effect between marketing mood management in customer perception dissonance and the interactive role of marketing intelligence.

The table below shows the results of the direct and indirect effects between the variables, as follows:

Based on the findings, it is evident that the calculated t value (7.389) for the relationship between managing the marketing mood and customer perception dissonance is higher than the tabular t value (1.942). Consequently, this indicates the presence of a statistically significant effect between the variables.

The results indicate that the calculated t value (11.132) for the relationship between marketing intelligence and customer perception dissonance is greater than the tabular t value (1.942). Consequently, this suggests a statistically significant effect between the variables.

Based on the preceding findings, it is evident that the interactive variable marketing intelligence indeed impacts the correlation between managing the marketing mood and customer perception dissonance. The findings indicate that the value of the influence, which represents the interactive role of marketing intelligence in the relationship between (Managing the marketing mood in customer perception dissonance) and (Managing the marketing mood in customer perception dissonance), is (-0.768). This value is greater than the value of the direct effect between the variables above, which is (-0.414). This means that the impact of the interactive variable (marketing intelligence) between the two variables (management mood and Marketing influence on customer perception dissonance) is stronger than the inverse direct influence relationship.

Table 7. The direct and indirect effect between marketing mood management and customer perception dissonance. The interactive role of marketing intelligence

| | Path | | Standard estimate | T | Standard error | C.R | R2 | P |
|---------------------------|----------------------|--------------------------------|-------------------|--------|----------------|---------|-------|-------|
| Marketing mood management | → | Customer perception dissonance | -0.414 | 7.389 | 0.117 | 8.230- | 20.38 | 0.000 |
| Marketing intelligence | → | Customer perception dissonance | -0.563 | 11.132 | 0.087 | -9.431 | 0.471 | 0.000 |
| Marketing mood management | → Interactive role → | Customer perception dissonance | -0.768 | 19.248 | 0.044 | -14.154 | 0.805 | 0.000 |

"AMOS Program Output. 23" is the source.

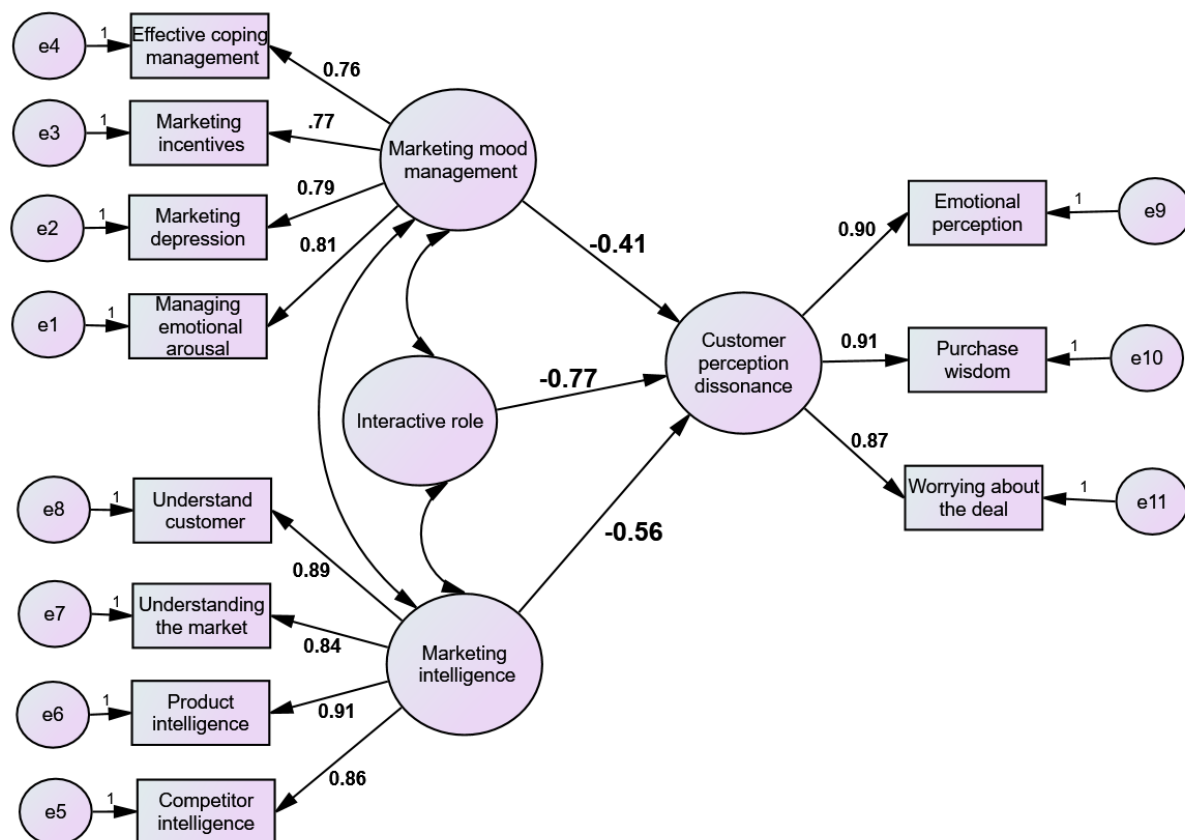


Figure 8. The effect between marketing mood management and customer perception dissonance, the interactive role of marketing intelligence

"AMOS Program Output. 23" is the source.

Also, the interactive variable contributed to increasing the direct effect factor of the marketing mood management variable on customer perception dissonance from (-0.414) to (-0.768), in addition to changing the value of R2 in the direct effect model. (38.2%) to (80.5%) for the independent variable, marketing mood management, in the interactive effect model. This gives clear evidence of the validity of this hypothesis, and it is also significant based on the level of significance that the researcher assumed (5%), that is, less than

this value. That is, marketing intelligence interacts with the relationship between marketing mood management and customer perception dissonance.

3. Results and Discussion

The interest in managing the marketing mood was moderate, as most of the respondents' answers to most of the items were neutral in agreement, which indicates weak interest in managing the marketing mood in the commercial stores studied. At the dimensional level, the results showed the following:

- It achieved the highest mean in the dimension (Effective Adaptation Management), as it reached (3.764) with a deviation of (0.678), where its coefficient of variation was recorded at (18.01%), as it occupied the (first) level in terms of the order of importance.
- It achieved a mean in the (marketing incentives) dimension, reaching (3.625) with a deviation of (0.744), where the coefficient of variation for it was recorded (20.52%), as it occupied the (second) level in terms of the order of importance.
- It achieved a mean in the dimension of (management of emotional arousal), reaching (3.513) with a deviation of (0.871), where its coefficient of variation was recorded at (24.79%), as it occupied the (third) level in terms of the order of importance.
- It achieved the lowest mean in the (marketing depression) dimension, reaching (3.224) with a deviation of (0.988), where its coefficient of variation was recorded at (30.65%), as it occupied the (last) level in terms of the order of importance.

The use of marketing intelligence in the commercial stores studied was moderate, as most of the study sample answers were neutral in agreement, which gives a positive indicator. At the dimensional level, the results showed the following:

- It achieved the highest mean in the dimension (Understanding the Customer), as it reached (3.675) with a deviation of (0.821), where the coefficient of variation for it was recorded (22.34%), as it occupied the (first) level in terms of the order of importance.
- It achieved a mean on the (Understanding the Market) dimension, reaching (3.622) with a deviation of (0.902), where its coefficient of variation was recorded at (24.90%), as it occupied the (second) level in terms of order of importance.
- It achieved a mean on the dimension (competitors' intelligence), reaching (3.432) with a deviation of (0.987), where its coefficient of variation was recorded at (28.76%), as it occupied the (third) level in terms of the order of importance.
- It achieved the lowest mean on the (product intelligence) dimension, as it reached (3.311) with a deviation of (1.009), where its coefficient of variation was recorded at (30.47%), as it occupied the (last) level in terms of the order of importance.

There is moderate customer perception dissonance in the commercial stores studied, as most of the study sample's answers were neutral, giving a negative indicator. As for the dimensional level, the results showed the following:

- It achieved the highest mean in the dimension (worry about the deal), as it reached (3.456) with a deviation of (0.790), where its coefficient of variation was recorded at (22.86%), as it occupied the (first) level in terms of the order of importance.
- It achieved a mean in the (Emotional Perception) dimension, reaching (3.213) with a deviation of (0.888), where its coefficient of variation was recorded (27.64%), as it occupied the (second) level in terms of the order of importance.

The direct effect relationship between marketing mood management and customer cognitive dissonance was low and inverse, and this indicates that whenever attention is given to the components of marketing mood management in the commercial stores studied, it leads to a moderate reduction in customer cognitive dissonance. That is, whenever the studied commercial stores use marketing mood management through the use of display screens to attract the customer's attention, attention to improving the conditions of the

marketing environment to create an impact on the marketing mood, and promoting to the customer that the places to display our products are compatible with his aspirations and achieve comfort for him, meet the customer's diverse needs and strive to create an emotional connection from during marketing mood management, the customer's cognitive dissonance decreases on average.

This is evident through the analysis of the interactive role of a variable of marketing intelligence in managing the marketing mood and the customer's cognitive dissonance. It was high, statistically significant, and highly significant. This indicates that the more attention is paid to the components of marketing mood management in the commercial stores studied, the more this leads to reducing the customer's cognitive dissonance using intelligence. Marketing in providing tourism services to customers, that is, whenever the studied commercial stores use marketing mood management through the use of display screens to attract the customer's attention, attention to improving the conditions of the marketing environment to make an impact on the marketing mood, and promoting to the customer that the places to display our products are compatible with his aspirations, provide comfort and meet the customer's need. Diversified and seeking to create an emotional connection by managing the marketing mood, the lower the customer's cognitive dissonance will be if marketing intelligence is used by obtaining information from customers about the services required and obtaining sufficient information about its competitors to know their movements in advance and follow the strategies followed by competitors.

4. Conclusion

Developing marketing plans in a way that increases the customer's emotional arousal towards the products of the studied complexes, designing products or services in a way that attracts the customer's attention and excitement, striving to attract a staff specialised in creating and arousing positive customer emotions, seeking to reduce the mood disturbance arising from marketing depression and providing cheerful products to reduce depression. Marketing, reducing the customer depression that the customer suffers from when purchasing the products of the commercial stores studied, seeking to create a happy mood for customers by achieving emotional compatibility and the marketing mood, providing information, goods or services that are consistent with their beliefs or values, and consistent with their previous assumptions or expectations about the product or service contributes to in reducing customers' cognitive aversion.

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