

Marketing intelligence and its role in achieving marketing leadership at Telecom Algeria –Ain Defla –

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Abstract:

This study aims to identify marketing intelligence and its role in achieving marketing leadership in the Algerian Telecommunications Company, to achieve the objectives of the study, a questionnaire was distributed to a sample of 55 employees in the commercial agencies affiliated with the Algerian Telecommunications Company in the Ain Defla province, after analysing the collected data using statistical software, the study found that there is no statistically significant relationship between the dimensions of marketing intelligence (ability to sense, ability to respond) and marketing leadership, this is explained by the weak application of marketing intelligence in the institution under study.

Keywords: Marketing intelligence, Marketing leadership, Telecom Algeria.

JEL Classification Codes: M30, M31.

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Introduction :

In the knowledge economy, dealing with any complex threats or risks in the marketing environment requires intelligent handling of a huge amount of information, in this context, the problem is no longer just about knowing the information or how to access it, but also understanding the meaning and significance of this information.

This is where the role of marketing intelligence comes in, to positively and creatively deal with information, predict its trends, through the ability to sense, and anticipate the future, and the ability to respond and react quickly, this enables the organization to take a proactive and pioneering approach in creating innovative marketing activities that anticipate customer demands and desires, thus reducing risks and achieving marketing leadership.

Research problem: in light of the above, this study will attempt to address the following problem:

To what extent does marketing intelligence contribute to achieving marketing leadership in the Algerian Telecommunications Company in the Ain Defla province?

Under this problem, the following sub-questions are posed:

- To what extent does the ability to sense contribute to achieving marketing leadership in the Algerian Telecommunications Company in Ain Defla province?
- To what extent does the ability to respond contribute to achieving marketing leadership in the Algerian Telecommunications Company in Ain Defla province?

Study Hypotheses: the following main hypothesis may be raised :

There is no statistically significant relationship between marketing intelligence and marketing leadership in the Algerian Telecommunications Company in Ain Defla province.

Under this main hypothesis, the following sub-hypotheses emerge:

- There is no statistically significant relationship between the ability

to perceive and marketing leadership in the Algerian

Telecommunications Company in Ain Defla province.

- There is no statistically significant relationship between the ability to respond and marketing leadership in the Algerian Telecommunications Company in Ain Defla province.

Study Importance:

The scientific importance of the study is manifested in clarifying and simplifying the concepts that contribute to scientific and intellectual maturity around two contemporary terms of great importance (marketing intelligence, marketing leadership), and highlighting the dimensions of marketing intelligence according to modern and authentic sources, the practical importance of the study lies in the increasing need to apply marketing intelligence in the Algerian company to enable it and to achieve marketing leadership and maintain its position.

Study Objectives: This study aims to:

- Clarify the role of marketing intelligence in achieving marketing leadership, through the quality of the marketing information system and making effective marketing decisions.
- Analyse the correlation between the dimensions of marketing intelligence and marketing leadership in the Algerian Telecommunications Company in Ain Defla province.
- Highlight that the marketing intelligence system is legally and ethically legitimate, considering it as an early marketing warning system and one of the components of marketing intelligence.

Study Methodology:

In order to cover the aspects of the study topic, we used the descriptive methodology to clarify the basic concepts of the study, which are marketing intelligence and marketing entrepreneurship. As for the applied part, we relied on the inductive methodology to collect field data from the sample individuals, which we identified based on the statistical program (SPSS).

Previous studies:

The following is a brief presentation of previous studies (in Arabic and English) that have addressed the study variables: marketing intelligence and marketing leadership.

Study (**Hemila, 2021**) this study aimed to investigate marketing intelligence as an approach to achieving a sustainable competitive advantage in the pharmaceutical and semi-pharmaceutical sector in the state of Tebessa, in light of COVID-19. The study found a shift in healthy marketing principles, from focusing on the customer to focusing on the product, the market, and the competition, one of the most important recommendations is that healthy marketing intelligence prioritizes the customer.

Study (**Al Murad, 2021**) this study aimed to identify marketing intelligence and its role in adopting entrepreneurial marketing behaviors for a number of banks in the Kurdistan region of Iraq, the results showed significant correlations between the dimensions of the study (marketing intelligence, entrepreneurial marketing behaviors), as well as a significant impact relationship between the dimensions of the study, this indicates the importance of marketing intelligence in the surveyed banks to adopt entrepreneurial marketing behaviors.

Study (**Nadareishvili E, 2018**) aimed to verify marketing intelligence as a strategy to enhance competition in the clothing industry, the interpretive approach allowed the researcher to look deeper into this phenomenon, consisting of behavior, knowledge, and attitudes, a comparative case study of two clothing manufacturing institutions in Georgia resulted in a model that can address the problem of information loss and behavior change, leading to improvements in industrial practices and enhancing responsiveness to the world's clothing market needs.

What distinguishes the current study from previous studies?

What distinguishes this study from other studies is that it addresses the dimensions of marketing intelligence from a comprehensive and accurate perspective, represented by the ability to sense (collect information) through the quality of the marketing information system, and the ability to respond (react) through the effectiveness of marketing decisions.

Marketing intelligence also requires the organization to change behaviour, considering marketing intelligence as a behavioral rather than a cultural orientation, in order to gain new knowledge about the customer.

As the study has highlighted, the success of marketing intelligence requires active involvement of all departments and functions of the organization in responding, not just the marketing department alone, by communicating marketing intelligence to relevant departments and functions in order to facilitate effective response.

I. Theoretical Framework

Where it will address the concept and dimensions of marketing intelligence as well as the concept and behaviours of marketing leadership, finally, the relationship between marketing intelligence and marketing leadership.

1. Intelligence and Marketing Intelligence:

1.1 Contemporary Developments of the Concept of Intelligence:

The concept of intelligence has gained great importance among specialists in management, economics, and marketing in the new millennium, after being only circulated among specialists in psychology and education, current developments in the study of intelligence indicate that it is restricted to three aspects:

- The first aspect is the expansion of the concept of intelligence, to focus on studying other neglected aspects of intelligence such as social and emotional intelligence, and within each type, to study the processes responsible for intelligent behaviour.
- The second aspect is the move towards a dynamic concept of intelligence, as growth in intelligence has become far from the traditional path, it is an interactive process that interacts with environmental requirements, meaning the focus on aspects of practical intelligence.
- The third and final aspect of contemporary developments in the study of intelligence focuses on understanding intelligence as an interdisciplinary specialty, where it has become an area of interest for researchers in an extended network of sciences that represent what is known as the science of knowledge.

On this basis, many issues have emerged and raised such as: strategic intelligence, artificial intelligence, competitive intelligence, economic intelligence, marketing intelligence, which is the subject of our study, and opened up new avenues for a more accurate and comprehensive understanding of intelligence.

1.2 The Concept of Marketing Intelligence:

Marketing intelligence is defined as the ability to understand, analyse, and evaluate data arising from the internal and external environment, related to organization, customers, competitors, markets, and organizations to improve the process of making tactical and strategic decisions (Teresa, Manuel Filipe, Filipe, Carlos, & João, 2012,P450).

Igbaekemen (Goddy Osa, 2014,P24) sees marketing intelligence as an important tool in collecting relevant information that marketing managers, executives, and departments need to make decisions under conditions of certainty and uncertainty. (Lapido Patrick, Awoniyi, & Tubosun, 2017,P55) defined marketing intelligence as a daily tracking of information about developments in the marketing environment, which helps marketing managers prepare and make effective decisions.

(Day) provided a new perspective to reach market orientation by developing the capabilities and potential of the Organization, through market sensing that determines how the Organization constantly militarizes when feeling any changes in the market, how it responds to market events and changes, connects the potential to customers and thus quickly demonstrates the client's individual needs for all functions, and the necessary procedures are developed to respond to them (Day, 1994,p43).

From the above, it is clear that marketing intelligence is only the process of being able to sense, what it means to gather intelligence information at the right time through a quality marketing information system that includes monitoring and continuous flow of changes that occur in the marketing environment, this is aimed at enabling the organization to respond and react in a timely and appropriate manner by making effective marketing decisions.

This marketing decision avoid risks and threats early on and gain a competitive advantage in seizing opportunities over competitors.

1.3 The dimensions of marketing intelligence:

In the field of marketing, there have been many models that have presented dimensions of marketing intelligence from different perspectives, However, the comprehensive and accurate dimensions of marketing intelligence are represented by the:

- Ability to sense (gather information).
- Ability to respond –reaction.

1.3.1 Ability to sense (sensing capability): It refers to the ability to early sense the variables of the marketing environment, providing the organization with a margin of safety (waiting period) to proactively and swiftly take action in seizing opportunities, diagnosing threats, and avoiding them.

Sensing is one of the first aspects of dynamic capabilities and is the Organization's ability to identifying changes in the environment that may affect their activity based on the position of their current capabilities.

Sensing is linked to identifying current opportunities, threats and capability control, organizations manufacture sensor capacity through processes that systematically monitor the local and remote business environment, interpret information after collecting and extracting important parts of it (MacInerney, 2011,p16-17), and sensor capability is a starting point from a procedural perspective towards dynamic capabilities.

Here, sensing refers to the presence of a group of individuals within a collective intelligence framework who show the ability to coordinate their capabilities and skills to capture and sense signals and events, process them, disseminate and interpret them to give them a specific meaning at the right time (Lesca, 2003). This is done through the perception, selection, and stimulation of marketing information, creating it before it even emerges. Therefore, marketing intelligence requires the involvement of all organizational functions in delivering relevant information.

The ability to sense refers to the process of chasing and tracking information, this process does not reflect just the accumulation of information, but rather the ability to sense unusual and unexpected events before it is too late through the capture and analysis of weak and limited signals (Lesca H, 2011,p37), consequently, accumulating

information does not become an end in itself, but the main point is to understand the meaning and significance of this information, in the sense, how to deal with marketing information in a positive and creative way.

From the above, it becomes clear that marketing intelligence relies on sensing and gathering information about the variables of the marketing environment through the marketing information system, which organizes the process of collecting information into a massive database.

The marketing information system is defined as a set of procedures and methods designed to generate, analyse, disseminate, and store information used in making marketing decisions on a regular and ongoing basis.,this system can be practically, administratively, and strategically used in several aspects of marketing, and it provides methods for interpreting the information it presents (Hakhu, Kiran, & D.P, 2012,p778).

The marketing information system functions as a constant vigilant radar360 degree 24/24H, conducting scans to capture warning signals, it's function is to alert, detecting the location of mysterious and unknown events and providing comprehensive and continuous surveillance.

The marketing intelligence system is considered one of the most important components of the marketing information system, consisting of four interconnected and interactive subsystems, including:

- ✓ Marketing intelligence systems.
- ✓ Marketing decision support systems.
- ✓ Marketing research.
- ✓ Internal record and reporting systems.

In his book "Competitive Strategy," PORTER pointed out that marketing intelligence is the smart use of marketing information and intelligence to deal with an organization's competitive environment. The Society of Competitive Intelligence Professionals (SCIP) views marketing intelligence as the ethical and legitimate process of gathering, analysing, and distributing appropriate, relevant, and valid information about the marketing environment (Elemano, 2005,p13).

Marketing intelligence is like a tracking radar that focuses on a very limited sector and specific goal, whereas a surveillance radar continuously monitors an area, if a danger is detected, it provides a

warning through an alarm signal, while the tracking radar follows the source of the warning to identify it and gather important information about it (Martinet & Marti, 2001), this is where the fundamental difference lies between the marketing information system and the marketing intelligence system.

1.3.2 Ability to respond (Responsiveness): refers to the ability to react proactively and in a timely and appropriate manner to changes in the marketing environment by making effective marketing decisions before it's too late. The effectiveness of marketing decisions depends on the quality, accuracy, and validity of the information available to marketing decision-makers, especially the speed of obtaining it and at the lowest possible cost and at the time it is needed.

Each (Chukwuemeka & Onuoha, 2018,p8) sees dynamic capabilities captured or obtained within three dimensions: (capability sensing, learning and restructuring capacity), as these dimensions together help the Organization to recognize the need for change and formulate the necessary response to changes in the environment.

It is essential that the competitive advantage be attributed to those organizations that have won the global markets, which have been able to demonstrate timely response, rapid and flexible product innovation, (Teece & Pisano, 1994,p538).

Responsiveness means responding to market intelligence and reflects the organization's ability to develop plans and programs to respond to the desires and needs of customers, which are identified through the process of gathering information.

Responsiveness is "the activities or behaviors associated with collecting market intelligence, distributing it throughout the entire organization, and responding to it. In other words, the organization must first identify the multiple needs of stakeholders in the market, and then learn how to effectively respond to changes that occur in the market, and work hard to introduce products that allow for achieving competitive advantage (Yong-Ki, Soon-Ho, Min-Kyo, & S. Kyle, 2015,p29).

The ability to provide accurate and valuable information and use it effectively leads to a high degree of the organization's ability to respond to what is happening in the marketing environment, ensuring the quality of marketing decisions and thus its survival and continuity.

the decision-making process as a process of consciously choosing strategies that are largely automatic responses or direct reactions, so

decision-making as the effective response that provides the desired results in a certain case or a set of potential cases within the organization.

The responsive orientation requires the organization to change its behavior and not follow a fixed pattern of behaviour, it is a set of behaviours and attitudes, (Ekaterine N) believes that facilitating the change of the organization's behavior leads to more flexible and effective responses (NADAREISHVILI, 2018,p238).

The marketing decision-making process represents the final stage of the decision-making process, which is the result of the marketer's new information and knowledge, therefore, making a marketing decision should be at the level of responsive orientation, Making a new marketing decision requires flexibility, particularly in terms of speed in making, modifying, or renewing marketing decisions that suit changes in the market.

2. Marketing Leadership:

2.1 Entrepreneurial Orientation and Marketing leadership:

Entrepreneurial orientation defined by (Etim, Abadu, & Ogar, 2017), as a set of decision-making styles, processes, practices, rules, and norms according to which a firm makes decisions to enhance its inovativeness, pro-activeness and risk taking propensity.

It has also been argued that entrepreneurial orientation is the willingness of small and medium sized enterprises (SMEs) to innovate, search for risks, take self-directed actions, and be more proactive and aggressive than competitors towards new market place opportunities according to (Omisakin, Nakhid, Littrell, & Verbitsky,2016,p8).

Marketing leadership is the ability to integrate the dimensions of entrepreneurial orientation with marketing identity (Al- Manasra, AL-zayadat, & all, 2013,p88).

Marketing leadership is the response to the market by entering it proactively, exploiting opportunities, and creating organized processes towards anticipating customer demands that benefit the organization.

Marketing leadership involves generating and disseminating market information through a proactive approach built on marketing innovation and creativity, which enables the exploitation of available marketing

opportunities in the face of marketing risks, thus ensuring customer value maximization.

2.2 Marketing Leadership Behaviours:

There is a difference in views regarding marketing leadership behaviours, while there is consensus on three main behaviors that all aim to maximize customer value, namely:

- **Focus on marketing innovation and creativity:** creativity is the grey area that moves the organization and its inspiration for new ideas and ways (Hamel & Mol, 2008), creativity is a creative solution to a particular problem, and innovation is the application of the solution, in the sense that creativity is the creation of creative ideas, while denial is interested in embodying these ideas, reaching innovative ideas is called creativity, turning these ideas into reality is called innovation, and marketing creativity is the base of marketing innovation.

Innovative Marketing is "the integration of innovation and initiative activities and risk-taking that creates, transmits and delivers value to and through customers, entrepreneurs, marketers, their partners and the community at large (Peter , Can, & all, 2016,p7).

Marketing innovation and creativity refer to any new idea in marketing practices and activities that leads to positive change and is successfully implemented in a way that makes the organization superior to competitors in the marketing field.

- **Orientation towards marketing proactiveness:** proactive orientation as a regulatory behaviour related to generating, publishing and responding to market information (Muhammad Iskandar, Abdul Kadir, & Faridah, 2016,p112), meaning that there must be a rapid response to changes in the marketing environment to achieve environmental adaptation, the proactive orientation refers to effective behaviour and initiatives adopted towards innovation, growth and market penetration, as it shows the enterprise's ability to enter new markets or introduce new products before they reach competitors.

Proactive organizations also seek to create superior value for customers by providing them with continuous solutions and identifying their potential and future needs. Organizations generate and exchange intelligence on customers' needs and take coordinated actions to meet those needs (Christopher P, Daniel J, Matthew B, & Stanley F, 2010,p217).

- **Inclination to Take Marketing Risk:** it relates to business readiness to pursue opportunities despite the lack of certainty about eventual success or acting boldly without knowing the consequences (Olubiyi, Egwakhe, Amos, & Ajayi, 2019,p45). risk management depends on the investigation of potential consequences or outcomes and the development of potential scenarios as risk management inputs, while risk management outputs are used to reduce uncertainties and reduce projected losses from new activity in entrepreneurial organizations.

2.3 The Relationship between Marketing Intelligence and Marketing leadership:

The dimensions of marketing intelligence are considered a creative style for marketing creativity and innovation, the ability to sense and interpret information enables the generation of new marketing knowledge and contributes to creating innovative marketing ideas.

Innovative marketing application requires: information security the availability of feedback, a subsystem of marketing information, the marketing intelligence system maintains the confidentiality of information and ensures that it does not leak at an early stage of innovation, also provide feedback on the results of applying marketing innovations at the right time and speed Based on this feedback, the decision to continue or discontinue the use of the marketing innovation in question, or make some adjustments.

The marketing genius of marketing intelligence lies in managing the risks and opportunities inherent in marketing innovation, as it is:

- As a first preventive and not therapeutic method, it serves as an early marketing warning system that senses risks before it's too late, allowing a margin of time for the organization to respond quickly to these threats and work to avoid them early.
- At the same time, marketing intelligence is also a proactive method that includes proactive behaviours, Olubiyi notes that the principle of proactivity is a perspective that seeks opportunities and looks to the future by offering new products or services before competitors, and work to anticipate (sensing) future demand to bring about change and shaping of the environment (Olubiyi, Egwakhe, Amos, & and Ajayi, 2019,p44).

II. Research Methodology

In order to recognize the role of marketing intelligence in the achievement of marketing leadership, we conducted a field study at the level of the commercial agencies of the Telecom Algeria Corporation in Ain Defla State, where we will address the presentation and interpretation of the various results.

1. Characteristics of the society and sample study:

The study community consists of a group of employees working in eight subsidiary agencies of the Telecom Algeria Corporation for the state of Ain –Defla, the study sample included 55 employees selected in a random manner, 55 questionnaire was distributed to the selected sample vocabulary, from which we retrieved 53 form after 02 two questionnaires were excluded because they were not valid.

1.1Measurement tools used: the Likert five-degree scale was used. this measure allows the respondent to determine his or her degree of approval or disagreement with the phrases mentioned in the questionnaire, Each answer is given a degree ranging from 5 degrees (strongly approved) to 1 degree (strongly disagreed with), and to determine the length of the quinquennial scale cells we used the relationship: The highest range-lowest range/number of alternatives, and therefore $5-1/5 = 0.8$ is the cut-off degree as shown in Table 01 below.

Table N°01: How to determine the levels of study variables

Classification	strongly agree	agree	neutral	disagree	strongly disagree
Grade	5	4	3	2	1
Category	5-4.,21	4,2-3,41	3,4-2,61	2,60-1,81	1,80-1
Level	very high	high	average	low	very low

Source: Prepared by researchers.

1.2 Study Tool Stability: based on the resolution divided into three sections, the first section deals with the characteristics of the study sample, the second section guarantees the dimensions of marketing intelligence (10 phrases), and the third section includes marketing leadership (08 phrases).

In order to examine the stability of the resolution, the value of the internal consistency factor (Cronbach Alpha) was calculated for reliability analysis, with the value of the constant factor being alpha-cronbach (0.908), which is higher than the level of acceptance (0.6), which means a high stability ratio and acceptable for the purposes of the study.

Table N°02: Constant coefficient value for internal consistency of resolution paragraphs and for each study variable

variable name	Paragraph number in the questionnaire		Constant Factor Total Kronbach Alpha
Independent Variable (Marketing Intelligence)	1-10	1-18	0.908
Dependent Variable (Marketing Leadership)	11-18		

Source: Prepared by researchers based on the results of the SPSS program

1.3 Sample characteristics: the most important characteristics of the sample can be summarized in table N° (03) as follows:

Table N°03: Statement of numerical and relative distribution of the study sample

Variable	Choice	Recurrence	Percent%
Sex	Mal	30	56.60
	Female	23	43.40
Total		53	100
scientific qualification	Secondary level	05	09.40
	University Level	39	37.60
	Postgraduate Studies	09	17.00
Total		53	100
seniority	Less than ten (10) years	10	18.90
	Ten (10) to twenty (20) years	29	54.70
	More than 20 years (20)	14	26.40
total		53	100

Source: Prepared by researchers based on the results of the SPSS program

-Sex: the distribution of the sample for the Algiers Telecommunications Corporation for the state of Ain Defla is almost equal between males and females, the proportion of males is 56.60%, and the proportion of females is 43.40%, this is due to the high level of female education in Algeria.

- Scientific qualification: we note from Table N° (03) that the majority of the study sample is from a university level, where they are 73.60%, this is due to the need of the foundation to employ it for university degree holders, especially in the specialties of marketing, automated media, accounting and statistics.

- Seniority: we note from table N°(03) that the majority of the members of the study sample are of the oldest professional age (10 to 20 years),

with 54.70%. This is due to the modernity and development of the field of communications in Algeria.

2. Descriptive analysis of the questionnaire's axes:

Table N°04: Computational averages and standard deviations of sample individuals' answers to the independent variable and its dimensions

number	paragraphs	arithmetical average	standard deviation
First dimension: Perception ability		3.0943	1.1163
01	Our organization has a marketing information system that collects and stores marketing information in an orderly and continuous manner.	2.7925	1.1971
02	The organization has the ability to capture and sense weak signals about changes in the marketing environment	2.7170	1.0443
03	The organization has a marketing intelligence system that provides it with accurate and timely information at the lowest cost.	3.1132	1.0261
04	The organization can understand the meaning and connotation of marketing information, interpret it and translate it into new knowledge.	2.8077	1.2658
05	The institution usually pays attention and beware of extraordinary, non-recurrent, sudden, and mysterious events.	3.0943	1.0485
Second dimension: Responsiveness ability		2.9811	1.0952
06	Our organization has the speed to react to marketing disorders in a timely manner.	3.1132	1.0735
07	Our organization relies on the accuracy, accuracy and quality of marketing information to make marketing decisions.	2.9623	1.0735
08	The organization has marketing flexibility by changing its behavior that enables a flexible and effective response.	2.7170	1.0629
09	The Marketing Department deploys marketing intelligence across all relevant functions with a view to collective response.	3.0943	1.2444
10	In the event that a competitor conducts a campaign targeting the reputation of the enterprise, the enterprise's response is immediate.	3.0189	1.0093
Total		2.9385	1.1057

Source: Prepared by researchers based on the results of the SPSS program

- **Sensing ability:** we note from Table N°(04) that the responses of the study sample individuals to the sensing ability scale paragraphs are average, ranging from(2.7170 to 3.1132) with a standard deviation of as much as (1.0261 to 1.2658).

- **Responsiveness:** the responses of the study sample members to this dimension are average, with the calculative average ranging from (2.7170 to 3.1132) as opposed to a standard deviation ranging from (1.0093 to 1.2444).

From the foregoing, we find that the level of marketing intelligence in the Algiers Telecommunications Corporation is moderate according to the study scale. The average answers of the sample vocabulary to the dimensions of marketing intelligence combined (2.9385).

Table N°(05) represents the results of the analysis of the axis of marketing leadership based on the computational average and standard deviation of the responses of the sample individuals as shown as follows:

Table N°05: Computational averages and standard deviations of sample individuals' answers to the dependent variable

paragraph number	Paragraphs	arithmetic average	standard deviation
11	We recognize that the King of comprehensive and timely information enables us to develop and innovate in our services.	3.3019	1.1194
12	Our organization has the ability to convert proactive information into applied knowledge that serves the customer.	3.4151	1.0819
13	Our organization seeks to develop and modify services through knowledge gained from marketing intelligence.	3.3585	1.0935
14	The marketing information system ensures the security and confidentiality of information about innovative services.	3.4340	1.0832
15	The organization has an offensive tendency to pre-empt marketing opportunities under difficult circumstances and uncertainty.	3.3019	1.1533
16	The organization relies on avoiding the risks associated with innovative services by responding to feedback market	3.4717	1.0488

	intelligence.		
17	The organization creates superior value for customers by anticipating future demand and sensing underlying needs.	3.3396	1.1593
18	The quality of marketing information enables the correct prediction of competitors' reactions, and penetration into markets.	3.4151	1.1169
Total		3.3797	1.1070

Source: Prepared by researchers based on the results of the SPSS program

Table N°(05) indicates that the level of marketing leadership at the Algiers Telecommunications Corporation in their view is generally close to the high average calculation of 3.3797, and a standard deviation of 1.1070.

3. Test hypotheses and interpret results: through the results obtained we will test hypotheses and interpret the results obtained:

3.1 Test the main hypothesis: there is no statistically significant relationship between marketing intelligence and marketing leadership with Algiers Telecommunications Corporation for Ain Defla State.

Table N°06: Results of the relationship between marketing intelligence and marketing leadership

variable name	Pearson Correlation Coefficient	Indicative Level Sig	nature of the relationship
Independent Variable (Marketing Intelligence)	0.160	0.252	weak relationship
Dependent Variable (Marketing Leadership)			

Source: Prepared based on the results of the SPSS program.by researchers.

To test the hypothesis, Pearson's correlation coefficient was calculated and the results are shown in table N°(06) which indicates that the value of Pearson's correlation coefficient is 0.160, and the significance level sig is 0.252, which is greater than 0.05. This means

that the null hypothesis, which states that there is no statistically significant relationship between marketing intelligence and marketing leadership in the communication company in Ain Defla province, is accepted. This explains the weak implementation of marketing intelligence in the studied institution.

3.2 Analysis of the Relationship between Sensing Capability and Marketing Leadership:

Table N°07: Results of the relationship between sensing ability and marketing leadership

variable name	Pearson Correlation Coefficient	Indicative Level Sig	nature of the relationship
Independent Variable (sensing ability)	0.222	0.111	weak relationship
Dependent Variable (Marketing Leadership)			

Source: Prepared by researchers based on the results of the SPSS program

The first sub-hypothesis: there is no statistically significant relationship between sensing ability and marketing leadership in the Algerian Telecommunications Company in Ain Defla province.

To test this hypothesis, Pearson correlation coefficient was calculated and the results are shown in table N°(07), which indicates that the value of the Pearson correlation coefficient is 0.222 and the significance level (sig) is 0.111, which is greater than 0.05, meaning that the first sub-hypothesis, stating that there is no statistically significant relationship between sensing ability and marketing leadership in the Algerian Telecommunications Company in Ain Defla province, is accepted.

3.3 Analysis of the Relationship between Responsiveness and Marketing Leadership:

Table N°08: Results of relationship between responsiveness and marketing leadership

variable name	Pearson Correlation Coefficient	Indicative Level Sig	Nature of the relationship
Independent Variable (responsiveness)	0.065	0.641	very weak relationship
Dependent Variable (Marketing Leadership)			

Source: Prepared by researchers based on the results of the SPSS program

The second Sub-hypothesis: there is no statistically significant relationship between the ability to respond and marketing leadership in the communication company of Algeria for the state of Ain Defla.

To test the hypothesis, Pearson correlation coefficient was calculated, and the results are shown in table number (08), which indicates that the value of the Pearson correlation coefficient is 0.065 and the significance level is 0.641, which is greater than 0.05, This means that the secondary sub-hypothesis, which states that there is no statistically significant relationship between the ability to respond and marketing leadership in the communication company of Algeria for the state of Ain Defla, is accepted.

Conclusion:

Through this research paper, we have discussed the extent to which marketing intelligence contributes to achieving marketing leadership in the Algerian Telecommunications Company in Ain Defla province, the different results can be summarized as follows:

- There is a moderate level of application of marketing intelligence from the employees' perspective in the Algerian Telecommunications Company in Ain Defla province.
- There is a high level of marketing leadership from the employees' perspective in the Algerian Telecommunications Company in Ain Defla province.

➤ There is no statistically significant relationship between the combined dimensions of marketing intelligence (the ability to sense, the ability to respond) and marketing leadership in the Algerian Telecommunications Company. This explains the weak application of marketing intelligence in the studied company.

Based on the results obtained, the following recommendations can be made:

➤ The Algerian Telecommunications Company should pay more attention to the dimensions of marketing intelligence, as they enable the ability to sense changes in the marketing environment in a timely manner, this allows the company to respond quickly and appropriately

➤ It is necessary to work on developing the marketing information system as a vigilant radar, relying on the application of artificial intelligence to build massive marketing data repositories through instant analytical processing, by using data mining methods, new marketing knowledge can be discovered that contributes to achieving creativity and innovation in the Algerian Telecommunications Company.

➤ Marketing intelligence is a fundamental pillar in adopting the concept of sustainable marketing, as it serves as an early marketing warning system that helps prevent threats and risks in the marketing environment proactively, at the same time, marketing intelligence is a proactive approach that helps anticipate marketing opportunities compared to competitors, contributing to achieving and sustaining marketing leadership.

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