



**ROLE OF MARKETING INTELLIGENCE IN ATTAINING COMPETITIVE  
ADVANTAGE IN INTERNET SERVICE PROVIDER COMPANIES,  
VIRUDHUNAGAR**

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**ABSTRACT**

In the present scenario, the gesture of changes in the business era is flourishing, in which no doubt the marketing intelligence is its base. Organizations are challenged with various environmental changes. These changes take place quickly that, if organizations do not train themselves, then their survival will be at risk. Marketing Intelligence aims to put off astonishments and the employee's inability against environmental changes and to prevent and reduce the company's exposure to danger. This study examines the role of Marketing Intelligence in attaining competitive advantage in internet service provider companies in Virudhunagar. The current study population consists of all marketing employees of internet service provider companies in Virudhunagar. The researcher adopted the descriptive statistical method and utilized both primary and secondary sources for data collection. The results of the study show a significant relationship between marketing intelligence with its four components statistically (product intelligence, competitor intelligence, customer intelligence, market intelligence) and achieve competitive advantage.

**KEY WORDS:** Market intelligence, Internet Service Provider, Internet, Services

**INTRODUCTION**

The environment in which organizations function today is unstable. Good marketing is the result of careful planning and implementation using the latest methods and techniques. With the growth of global competition, Organizations had started initial

marketing initiative using intelligence systems techniques in business field, to help the decision-maker in the analysis and development of overall strategy, to gather information about competitors and the marketing environment. Hashim (2006) studied the role of marketing information systems in improving marketing performance of public shareholding companies of Jordan . The study revealed that the internal records were the major reliable element in the information system for collecting information. The results also revealed a correlation between the existence of marketing information system and further improving marketing performance. According to Muller (2006), Marketing Intelligence can be defined as “The process of determining key intelligence areas and then acquiring and analyzing, supplying and applying information (both qualitative and quantitative) about the external market environment in order to understand market forces (including products and customers). Market intelligence may focus on one (or all) of three source environments including Supplier environment, Market environment and Customer environment (Capek, 2012) . Gachi (2013) analysed the impact of marketing information system on the competitive advantage , a case study in food industry enterprises Algeria. The findings of this study revealed a significant and positive impact of marketing customer satisfaction. Recommendations were introduced to improve

the role of marketing information system in competitive advantage of food industry enterprises in Algeria.

In the present era, competition has increased to large extent and therefore achieving competitive advantage is the key to success at the strategic level. Due to the increasing number of Internet service provider companies in Virudhunagar, intense competition has turn out to be a clear case in the last period. Therefore, this study aims to clarify the role of marketing intelligence in achieving competitive advantage in internet service provider companies in Virudhunagar. Hence the present study is aimed to define the concept and sources of Marketing intelligence, recognize the components and strategies of Marketing Intelligence and to investigate the role of marketing intelligence in attaining competitive advantage for Internet service providers in Virudhunagar.

## **RESEARCH DESIGN**

For this study, the research design used is the descriptive research. This type of research is carried out to explain the characteristics of consumer segments namely, demographic, geographic, socio-economic, psychographic and benefits sought. The sampling technique adopted in this research study is convenience sampling which is a non probability sampling technique in which subjects are selected because of their convenient accessibility and proximity to the

researcher. The study population consisted of 80 marketing employees of selected internet service provider companies in Virudhunagar. Out of 80 respondents, only 69 full responses were sought.

The study depends mainly on primary data. A structured questionnaire is used for the collection of data. The tools used in the present study are Percentage analysis, T-Test.

Table 1 indicates that 88.4% of the respondents are less than 35 years old. This is due to the fact that companies seek to recruit young people in marketing jobs as because young people are more energetic and more creative. The majority of the respondents (56.5%) are female, while 43.5% of the respondents are male, which refer to the fact that companies seek to recruit more females in marketing jobs because females have a greater ability to attract customers, more modernity and more persuasive ability.

**RESULT**

**Table 1 shows the frequency and percentage of Demographic and Economic factors**

Particular	Respondent	Frequency	Percentage (%)
Age	Less than 25 years	22	31.9
	25 – 35 years	39	56.5
	35 – 45 years	8	11.6
	45 years & Above	0	0.0
	Total	69	100
Gender	Male	30	43.5
	Female	39	56.5
	Total	69	100
Occupation	Manager	6	8.7
	Head of Department	11	15.9
	Employee	52	75.4
	Total	69	100
Educational level	Undergraduate/Diploma	54	78.3
	Post-Graduate	12	17.4
	Professional	3	4.3
	Total	69	100
Income per month	Less than Rs.10000	35	50.7
	Rs. 10001-15000	18	26.1
	Rs. 15001-20000	16	23.2
	Above Rs. 20000	0	0.0
	Total	69	100
Years of Experience	Less than 3 years	18	26.1
	3 – 5 years	38	55.1
	5 – 10 years	11	15.9
	10 year & more	2	2.9
	Total	69	100

Source: Inference Data

The majority of the respondents (75.4%) are employees and most of them (78.3%) are

Undergraduate or Diploma holders. Almost 76.8% of the respondents make less than Rs. 15,000 per month. The researcher sees that this indicates that wages are low in the Virudhunagar region in general and in private companies in particular. Also the researcher believes that this also because the internet service provider companies don't give much attention to marketing functions. (81.2%) of the respondents have less than 5 years of experience. The researcher believes that this is due to the obscurity of future career path within these companies, which leads the experienced employees to choose to work in companies that have a broad functional future.

**DISCUSSION AND HYPOTHESES TEST:**

In the following tables we use a one sample T test, to test if the opinion of the respondent in the content of the sentences are positive (weight mean greater than "60.0%" and the p-value less than 0.05), otherwise the opinion of the respondent in the content of the sentences are not positive.

**Customer Intelligence:**

The researcher use this field to get to know the extent to which the internet service provider companies benefit from customers to attract the information, and to which the internet service provider companies in Virudhunagar benefit from the marketing information to win the customers.

**Table 2 shows the Customer Intelligence**

S.N	Items	Mean	Std Deviation	Weight Mean	t-value	p-value	Rank
1	The company communicates regularly with customers in order to take information from them.	4.41	0.846	88.12	13.808	0.000	1
2	The company reserves customer's facts and movements to discover the nature of the customers and their patterns	4.29	0.621	85.80	17.260	0.000	2
3	The company makes use of marketing information to know the variables that affect customers	4.29	0.688	85.80	15.569	0.000	2
4	The company checks customers and simultaneously observe their behavior to conclude their attitudes and expectations	4.26	0.634	85.22	16.528	0.000	3
5	The company is exploring the difficulties faced by the customers and getting information from them	4.25	0.847	84.93	12.220	0.000	4
6	Marketing information supports the company in dividing customers into different categories and diversify the services	4.23	0.843	84.64	12.143	0.000	5
7	The company finds the number of current and potential customers	4.22	0.802	84.35	12.609	0.000	6
8	The company finds the impact of every customer in the profits through marketing information	4.20	0.917	84.06	10.898	0.000	7
9	The company benefits from the information provided in determining customer needs and specifications	4.16	0.699	83.19	13.774	0.000	8

**Market Intelligence**

The researcher is using this field to identify the extent to which the internet service provider companies in Virudhunagar benefit from the marketing information to gain the market, and to get to know the extent to which the internet service provider companies benefit from the market to attract the information

**Table 3 demonstrates the Market Intelligence**

S.N	Items	Mean	Std Deviatio	Weigh t	t- value	p- val	Rank
1	The company utilizes the marketing information to identify the technological trends in the market	4.33	0.679	86.67	16.316	0.000	1
2	The company is working to collect sufficient information from employees and representatives to find out the market trends	4.20	0.739	84.06	13.517	0.000	2
3	The company gains from the marketing information in forecasting the threats and opportunities in the target market	4.17	0.641	83.48	15.220	0.000	3
4	The company uses the marketing information in determining the size of market	4.13	0.592	82.61	15.863	0.000	4
5	The company is determining its market share on the basis of results of marketing information analysis	4.10	0.789	82.03	11.602	0.000	5
6	The company gains from published reports of government agencies to know the market changes	3.94	0.983	78.84	7.957	0.000	6

**Product Intelligence:**

The researcher is using this field to identify the extent to which the internet service provider companies in Virudhunagar benefit from the marketing information to find out the prices, kind, and quality, improving the showing of services, measuring the service level, knowing the fixed and variable costs, and developing its services.

**Table 4 displays the Product Intelligence**

S.N	Items	Mean	Std Deviation	Weight Mean	t-value	p-value	Rank
1	The company gathered sufficient information to identify the market prices	4.36	0.707	87.25	16.017	0.000	1
2	The company utilizes all possible sources to collect information on the kind of service quality offered in the market	4.35	0.744	86.96	15.046	0.000	2
3	The company is working on improvising the services and promoting more appropriate benefits from information analysis	4.35	0.703	86.96	15.915	0.000	2
4	The company is enhancing its services and adding more features in their content benefiting from the available information to them	4.19	0.753	83.77	13.111	0.000	3
5	The company measures the service level by comparing the characteristics and specifications of the services offered by its competitors	4.16	0.656	83.19	14.685	0.000	4
6	The company uses the available information to know the fixed and variable costs of the services provided	4.16	0.779	83.19	12.366	0.000	4

**Competitor Intelligence:**

The researcher using this field to identify the extent to which the internet service provider companies in Virudhunagar benefit from the marketing information to identify their existing and potential competitors, determine the size of competitors investment, monitor competitors to know the processes of change in the (structures, strategies, technology), knowledge of the

objectives, plans, policies and tactics of competitors, predict the reactions of each competitor for the services offered by the company, avoid competitors surprises and reduce the time of the company's reactions, and identify the markets which will the competitors enter in the future. Also, the researcher used this field to get to know the extent to which the internet service provider companies benefit from the competitors in attracting the information.

**Table 5 – Competitor Intelligence**

S. N	Items	Mean	Std Deviation	Weight Mean	t-value	p-value	Rank
1	The company finds their existing and potential competitors through investigation and information gathered	4.39	0.691	87.83	16.734	0.000	1
2	The company is collecting information to identify the size of competitors investment in the market	4.30	0.671	86.09	16.149	0.000	2
3	The company utilized the information and reports published in the knowledge of the objectives, plans, policies and tactics of competitors	4.26	0.721	85.22	14.536	0.000	3
4	The company is deciding the extent of competitors reaction to the prior trends of the company and how will they respond in the future	4.22	0.704	84.35	14.356	0.000	4
5	The company gains from the received information from different sources to identify the competitors look as well as their outlook for the company	4.22	0.725	84.35	13.949	0.000	5
6	The company finds out competitors' market sites for their services and how to market them	4.13	0.839	82.61	11.197	0.000	6
7	The company uses the results of the information analysis to predict the competitors reaction for the services offered by the company	4.10	0.910	82.03	10.056	0.000	7
8	The company gains from the information received to avoid competitors surprises	4.10	0.770	82.03	11.886	0.000	8
9	The company keeps on checking competitors to know the processes of change in the strategies, structures, technology	4.04	0.830	80.87	10.440	0.000	9
10	The company is working to find out the markets into which the competitors will enter in future	4.01	0.813	80.29	10.361	0.000	10

**DISCUSSION**

There is a statistically positive relationship between customer intelligence and the competitive advantage in the internet service provider companies in Virudhunagar. Similarly there is a statistically positive

relationship between market intelligence and the competitive advantage, between product intelligence and the competitive advantage, between competitor intelligence and the competitive advantage in the internet service provider companies in Virudhunagar. The

internet service provider companies should benefit from customer intelligence, market intelligence, product intelligence, and competitor intelligence in attaining the competitive advantage. The internet service provider companies in Virudhunagar should increase coordination in the operations, reduce the costs, use modern technology and remove unnecessary and refined activities and processes.

### CONCLUSION

The internet service provider companies in Virudhunagar should develop their services in line with what competitors offer, update its technology, think about diversification of services and adopt innovative ideas. Employees should deal with customer's problems very carefully, meet their requirements on time, have adequate knowledge to answer customers' questions, provide required services, communicate with subscribers individually. They should pay immense attention to marketing research, give more importance to customers' opinion, focus on the customers' needs and show the way for customers to communicate with them.

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