

The Role of Hidden Marketing in Achieving Customer Satisfaction

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Abstract:

The research aims to determine the extent of the impact of hidden marketing dimensions and its role in enhancing customer satisfaction in Asia Cell Company in Baghdad, due to the interest in the development of marketing for organizations as the greatest supporter towards improving performance and linking with achieving customer satisfaction goals, and thus achieving success in the long term, which made organizations move towards hidden marketing in their work and interaction with society to achieve success in a competitive business environment, so this study addressed two variables, the independent variable includes hidden marketing and its dimensions represented by (viral marketing, brand promoters, celebrity marketing) and the dependent variable includes (expectations, actual performance, conformity) and the statistical program (SPSS) was used to analyze the data of the researched field and extract the diagnostic description of the variables, by distributing 82 forms to a sample of employees working in (Asia Cell Company in Baghdad), and in light of that, a set of conclusions and recommendations were reached that are consistent with the research and achieve the greatest possible benefit.

Keywords: Underground Marketing, Customer Satisfaction.

INTRODUCTION:

Stealth marketing is one of the concepts that has been increasingly discussed in effective administrative research in many vital organizations, especially service organizations. It has contributed to achieving customer satisfaction that the organization provides to everyone who works inside and outside the organization, focusing on members of society, including employees, shareholders, and others, and often in general. Stealth marketing is one of the most important tools used by organizations to express their vision for the organization and the method of implementing its mission and direction, and to improve the life of society. Its impact is high, and it plays a role as a means of communication with the entire society, not only dealing with suppliers, customers and governments, but with multiple parties, most notably the environment, and this has a fundamental role in the organization's reputation. On the other hand, the research addressed the variable of customer satisfaction, which has great importance in achieving a competitive advantage for organizations in general.

METHODOLOGY:

Stealth marketing is one of the important means used by organizations to advance their business, and due to its great importance in society, these organizations have become in need of activating its prominent role due to its importance in customer satisfaction, especially if the organization does not take the initiative to provide the best services, the customer will turn to competing companies due to the lack of interest in the customer side, so the research focuses on an important aspect, which is the extent of interest in achieving customer satisfaction through stealth marketing, which is one of the important aspects that is reflected in gaining the customer's trust and loyalty.

There are some questions can be raised to express the research problem:

- To what extent can stealth marketing be enhanced by applying customer satisfaction first?
- Does the organization use customer satisfaction to enhance stealth marketing?
- Does the organization practice stealth marketing?

The importance of stealth marketing and the pursuit of its sustainability and preservation is highlighted by the importance of customer satisfaction represented by several of its dimensions, as the subject of stealth marketing has become one of the most important tools in the organization, and with the growing awareness of customers of the importance of stealth marketing, the speed of development and renaissance has increased. Therefore, the research came to identify the prevailing concept of stealth marketing and the extent of the contribution of the organization under study to its responsibilities towards society, in addition to directing attention to customer satisfaction through the following:

1. The application of stealth marketing and its relation to customer satisfaction is one of the modern marketing activities that organizations are interested in to achieve their goals.
2. Helping managers in marketing organizations to understand stealth marketing, and to identify its most important techniques that enable organizations to use it to enhance customer confidence.
3. Customer satisfaction is one of the concepts that give the organization a high competitive advantage.

Objectives of study:

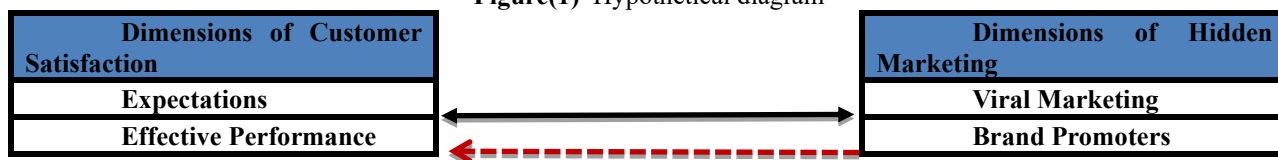
The research aims to know the extent of harmony between stealth marketing and customer satisfaction, for a modern and advanced strategy such as stealth marketing strategy, and the most prominent techniques associated with it, which is reflected in the reputation of the organization being studied regarding the services it provides. The research also seeks to achieve the objectives in the following manner:

1. Analysis, level of hidden marketing dimensions of the researched organization.
2. Knowing the extent to which the researched company employs hidden marketing, and its role in enhancing customer satisfaction, which has become one of the strategies adopted by organizations in practicing their business in order to achieve the maximum possible benefits and reduce the risk rate to the lowest possible.
3. Identifying the techniques used in the hidden marketing strategy in the researched company, as well as determining which of these techniques is more distinctive.
4. Identifying the impact of social responsibility on customer satisfaction.
5. Providing a set of recommendations and suggestions for the research sample organization.

Hypothetical plan:

The hypothetical research plan is designed based on the importance and objectives of the research, and a set of hypotheses will be formulated, as shown in the hypothetical research plan.

Figure(1) Hypothetical diagram



Fifth: Research hypotheses

Formulating research hypotheses considering the research plan, and they will be tested through correlation, influence, and validity.

First hypothesis : There is a statistically significant correlation between the dimensions of covert marketing and the dimensions of customer satisfaction at the overall level.

Second main hypothesis : There is a statistically significant influence relationship between the dimensions of covert marketing and its dimensions on the dimensions of customer satisfaction at the overall level.

THEORETICAL ASPECT

First: The concept of hidden marketing:

The continuous development of information and communication technology has had a very important impact on the customer everywhere and at any time, which is something that cannot be stopped, because the Internet has become a more dangerous tool for its ability to obtain the information, he wants from any tool controlled by the customer, and this has created a great state of awareness and awareness for customers. Companies can create simple creativity so that they can influence the customer's behavior, as the customer has become looking for the best to maximize the profit of the product in return .Therefore, he is always looking for the commercial world that has paid and found alternatives because of the spread of promotional means, so the customer has become less loyal to the institution to search for modern marketing methods that can target the customer and influence his behavior. (Ismail, 2024: 36), stealth marketing is known as stealth marketing is a modern scientific method that is represented in trying to reach the target customer in an imperceptible way using several methods (Abdul Wahid and Suleiman, 2021: 618) Stealth marketing is known as using traditional methods so that customers rely mainly on spoken words to deliver advertising messages in an unprecedented way without realizing it. (Raouf, 2018: 171).

Second: Dimensions of hidden marketing

1. Viral Marketing: It is a strategy that relies on spreading the advertising message via the Internet, as some call it the electronic word. Where customers and promoters spread a message in an attractive way through a video or any other way and others circulate it, so it spreads for free, which helps in the fame of the product. (Ismail, 2024: 36)
2. Brand promoter marketing: The idea of using brand promoter's dates back to (1920), when Macy's Company began to get rid of large quantities of white women's gloves and hired (25) women to wear gloves in the metro and witnessed the reception of many customers to know the inquiries about the gloves. This took a few weeks to get rid of the accumulated inventory. The importance of stealth marketing continues despite the difficulty of measuring its results because it is characterized by secrecy and non-disclosure. (Muhammad, 2020: 78).

3. Celebrity marketing: using community celebrities (athletes, artists, businessmen, politicians, etc.) to promote specific ideas or products in a spontaneous, unintended way that makes (Raouf, 2018: 170).

First: The concept of customer satisfaction

Satisfaction is defined through the objective judgment made by the customer regardless of the person's internal and psychological state, which plays an important role in measuring how to collect needs and desires to exceed customer expectations. This can only be achieved through the company's work to build a strong relationship with all stakeholders (Raouf & Iswadi, 2020).

Second: The importance of customer satisfaction

- A. The importance of customer satisfaction can be summarized as follows: (Khalaf, 2018: 179):
- B. If the customer is satisfied with the organization, he talks to others, and this leads to attracting several new customers.
- C. When the customer is satisfied with the product, his decision to return to the organization will be quick.
- D. Customer satisfaction with the product provided to him will reduce the possibility of the customer going to another organization or a competing organization.
- E. The organization that cares about customer satisfaction will have the ability to protect itself from competitors, especially in the context of price competition.
- F. Customer satisfaction with the product provided to him will push him to deal with the organization again in the future.
- G. Customer satisfaction is feedback to the organization regarding the product provided, which makes the organization develop the products provided to its customers.
- H. The organization that seeks to measure customer satisfaction can determine its market share.
- I. Customer satisfaction is a measure of the quality of services provided.

Third: Dimensions of customer satisfaction

1. Expectations. It can be generally agreed that expectations are the possibilities formed by the customer, they can be negative or positive and the customer may resort to using different types of expectations when forming a specific opinion about the level of performance of a service. The basic aspects of customer expectations can be identified as follows:
 - A. Expectations about the characteristics of the service (the expected service) are the characteristics present in the service itself that the customer sees as having benefits.
 - B. Expectations about the social benefits or costs, which relate to the reaction of others towards the customer because of his acquisition of the service.
 - C. Expectations about the costs of the service, which are expectations about the costs and price that the customer himself is obligated to pay to obtain the product, and the costs here include only a material amount, but also every material or moral effort he makes in order to obtain the service, including the information collected and even the psychological and moral impact. (Nouri, 2022: 79)
2. Actual performance: The importance of performance in studies on satisfaction is evident in that it is a simple measure that can be relied upon to express satisfaction, by asking customers about their point of view on the various aspects of service performance. On the other hand, its importance lies in the fact that it is a standard for comparison between it and expectations. (Laila and Masoud, 2022: 12)
3. Conformity, non-conformity: Conformity occurs when actual performance is equal to expectations, which generates a feeling of satisfaction with the service. As for the case of non-conformity, it can be defined as: the degree of deviation of service performance from the level of expectation that appears before the purchase process, which generates dissatisfaction.

THE PRACTICAL ASPECT

The process of selecting the application for study is one of the tasks that highlights the importance of the work to the organization being studied.

First: An introductory note about the organization under study:

Asiacell Mobile Communications Company was founded in 1999 by Iraqi businessman Farouk Mustafa Rasool, making it the first Iraqi mobile telecommunications company in Iraq. In 2012, the French market research company Altai announced that Asiacell is the number one brand in Iraq, not only in the field of mobile communications, but in all sectors, which reflects the strong presence of the Asiacell brand. In early 2015, Asiacell obtained a license to operate third generation services within its network in Iraq, through which it provides high-quality voice and video communications and high-quality data speeds.

Second: Description of the researched individuals as we can see in table (1) shows the characteristics of the sample studied.

Table (1) Description of the study sample

Sex							
Feminine				Remembrance			
Percentage		Number		percentage		Number	
%17		14		%82		68	
age categories							
or more 51		50-14		40-31		30-20	
%	the number	%	the number	%	the number	%	the number
%0.08	7	%12	10	%28	23	%51	42
Academic achievement							
Master's		Bachelor's		diploma		Preparatory school	
%	the number	%	the number	%	the number	%	the number
%0.06	5	%67	55	%15	13	%0.1	9

Source: Based on the results of the electronic calculator

1. Gender: Through the results of the statistical analysis of the sample, it was shown that the percentage of males is higher than that of females, as the percentage of males reached (82%) and the percentage of females (17%) of the total sample individuals.
2. We note through the results of the statistical analysis that the highest percentage of ages ranges from-20) .(30
3. It is clear from the results of the statistical analysis that the highest percentage in terms of educational attainment are those with a bachelor's degree, and their percentage reached(%67)

Table (2): Description and diagnosis of the study sample's opinions on the dimensions of hidden marketing.

The severity of the answer	Coefficient of variation	standard deviation	Weighted arithmetic mean	the answers	1	2	3	4	5	questions	Dimensions
79%	0.20	0.81	3.95	82	0	0	28	30	24	X21	Viral marketing
87%	0.21	0.83	3.92	82	2	0	22	36	22	X22	
69%	0.26	0.91	3.47	82	1	11	28	32	10	X 23	
79%	0.22	0.90	3.97	82	0	0	24	36	22	X 24	
76%	0.25	0.96	3.82		First dimension						X 1
78%	0.22	0.89	3.91	82	1	0	22	40	19	X 26	Brand promoter marketing
80%	0.19	0.80	4.02	82	0	0	21	38	23	X 27	
77%	0.23	0.89	3.84	82	0	0	32	39	11	X 28	
81%	0.19	0.77	4.04	82	0	0	23	33	26	X 29	
79%	0.22	0.89	3.95		The second dimension						X 2
80%	0.23	0.95	3.98	82	0	0	21	41	20	X 31	Celebrity marketing
77%	0.23	0.88	3.84	82	0	0	28	39	15	X 32	
71%	0.24	0.87	3.57	82	0	0	21	35	26	X 33	

80%	0.21	0.87	3.99	82	0	0	27	29	26	X 34	
77%	0.22	0.88	3.84		third dimension						X 3
77%	0.23	0.90	3.87	first variable						X	

Source: Prepared by the researcher based on the results of the electronic calculator.

The arithmetic mean of the independent variable was (3.87), while the standard deviation was (0.90), and the response intensity value of the variable was (77%). We note from the results of the calculator that the first secondary dimension (viral marketing) had the highest arithmetic mean value for the fourth paragraph, which was (3.97), and the standard deviation value was (0.90), while the coefficient of variation was (0.22). The lowest paragraph in which the arithmetic mean value was the third paragraph, which had the highest arithmetic mean value for the paragraph (3.47), and the standard deviation value was (0.91), while the coefficient of variation was (0.26). The total arithmetic mean value of the secondary dimension was (3.82), and the standard deviation value was (0.96), while the coefficient of variation was (0.25).

We note from the results of the calculator that the second secondary dimension (brand promoters) had the highest arithmetic mean value for the fourth paragraph, which was (4.04), and the standard deviation value appeared (0.77), while the coefficient of variation value was (0.19). The lowest paragraph in which the arithmetic mean value was the third paragraph, which had the highest arithmetic mean value for the paragraph (3.84), and the standard deviation value appeared (0.89), while the coefficient of variation value was (0.23). The total arithmetic mean value for the secondary dimension was (3.95), and the standard deviation value appeared (0.89), while the coefficient of variation value was (0.23).

We note from the results of the calculator that the third secondary dimension (celebrity marketing) had the highest arithmetic mean value for the fourth paragraph, which was (3.99), and the standard deviation value was (0.87), while the coefficient of variation value was (0.21). The lowest paragraph in which the arithmetic mean value was the third paragraph, which had the highest arithmetic mean value for the paragraph (3.57), and the standard deviation value was (0.87), while the coefficient of variation value was (0.24). The total arithmetic mean value for the secondary dimension was (3.84), and the standard deviation value was (0.90), while the coefficient of variation value was (0.23).

Table(3) : Description and diagnosis of the opinions of the study sample on the dimensions of customer satisfaction

The severity of the answer	Coefficient of variation	standard deviation	Weighted arithmetic mean	the answers	1	2	3	4	5	questions	Dimensions
71%	0.18	0.66	3.57	82	2	3	34	32	11	Y21	Expectations
86%	0.16	0.72	4.32	82	0	3	9	28	42	Y22	
85%	0.15	0.66	4.26	82	0	0	11	38	33	Y 23	
84%	0.12	0.54	4.24	82	0	0	20	22	40	Y 24	
84%	0.14	0.60	4.09	82	First dimension						
81%	0.21	0.89	4.08	82	0	6	10	37	29	Y 26	Actual performance
85%	0.13	0.59	4.29	82	0	0	20	31	31	Y 27	
88%	0.09	0.41	4.41	82	0	0	6	36	40	Y 28	
80%	0.19	0.78	4.04	82	0	0	25	29	28	Y 29	
84%	0.22	0.94	4.20	82	The second dimension						
82%	0.14	0.60	4.14	82	0	0	17	36	29	Y 31	Conformity
85%	0.19	0.82	4.29	82	0	0	9	40	33	Y 32	

87%	0.21	0.94	4.36	82	0	3	7	32	40	Y 33	
86%	0.23	1.00	4.34	82	0	2	6	36	38	Y 34	
85%	0.09	0.40	4.28	82	third dimension						
83%	0.17	0.73	4.19	82	first variable						X

Source: Prepared by the researcher based on the results of the electronic calculator

The arithmetic mean of the dependent variable was (4.19), while the standard deviation was (0.73), and the response intensity value of the variable was (83%). We note from the results of the calculator that the first secondary dimension (expectations) had the highest arithmetic mean value for the second paragraph, which was (4.32), and the standard deviation value was (0.72), while the coefficient of variation was (0.16). The lowest paragraph in which the arithmetic mean value was the third paragraph, which had the highest arithmetic mean value for the paragraph (4.26), and the standard deviation value was (0.66), while the coefficient of variation was (0.15). The total arithmetic mean value for the secondary dimension was (4.09), and the standard deviation value was (0.60), while the coefficient of variation was (0.14).

We note from the results of the calculator that the second secondary dimension (actual performance) had the highest arithmetic mean value for the third paragraph, which was (4.41), and the standard deviation value appeared (0.41), while the coefficient of variation value was (0.09). The lowest paragraph in which the arithmetic mean value was the fourth paragraph, which had the highest arithmetic mean value for the paragraph (4.04), and the standard deviation value appeared (0.41), while the coefficient of variation value was (0.09). The total arithmetic mean value for the secondary dimension was (4.20), and the standard deviation value appeared (0.94), while the coefficient of variation value was (0.22).

We note from the results of the calculator that the third secondary dimension (conformity) had the highest arithmetic mean value for the third paragraph, which was (4.36), and the standard deviation value appeared (0.94), while the coefficient of variation value was (0.21). The lowest paragraph in which the arithmetic mean value was the first paragraph, which had the highest arithmetic mean value for the paragraph (4.14), and the standard deviation value appeared (0.60), while the coefficient of variation value was (0.14). The total arithmetic mean value for the secondary dimension was (4.28), and the standard deviation value appeared (0.40), while the coefficient of variation value was (0.09).

CONCLUSIONS AND RECOMMENDATIONS:

First: Conclusions:

1. The organization under study takes into consideration hidden marketing as one of the important means to enhance customer satisfaction.
2. The organization seeks to provide the services that society needs on an ongoing basis by setting low prices for customers.
3. There is a discrepancy in the answers of the sample members regarding each of the dimensions of hidden marketing and customer satisfaction in the organization under study.
4. The results of the statistical analysis showed the existence of a correlation and influence between the dimensions of hidden marketing and the dimensions of customer satisfaction.
5. Hidden marketing is one of the important topics that is considered one of the contemporary strategies that companies can use and achieve through it a competitive advantage that outperforms other companies.

1. Second: Recommendations:

2. The necessity of investing in the relationship between stealth marketing and customer satisfaction.
3. The necessity of holding training courses for employees in order to spread the concept of stealth marketing among employees in order to ensure the continuity of the organization's work in providing the best services.
4. The company should provide an appropriate work environment for employees in terms of providing rest hours and giving the vacations they need.
5. The necessity of enhancing the behavioral aspects included in stealth marketing by the organization developing its employees.
6. The company's management should increase its interest in its employees to identify their needs and desires and achieve their possible desires.

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