

## **TESTING THE MEDIATING ROLE OF CUSTOMER WISDOM IN THE EFFECT OF MAGNETIC MARKETING ON MARKETING SUCCESS: APPLIED RESEARCH FOR A NUMBER OF MARKETING STORES IN IRAQ**

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### **Abstract**

The aim of the research is to test the effect of innovative effective strategies followed by organizations represented in magnetic marketing and its reflection on marketing success by standing on the behavioral aspects to know the extent to which customers respond to these strategies represented in the wisdom of the customer, by focusing on the main problem which is the challenges facing Iraqi marketing stores in the possibility of Attracting the largest possible number of customers, and therefore you need to keep pace with marketing developments through which you need new marketing mechanisms in order to move to marketing success and benefit from the behaviors of customers who deal with them. The researcher chose (52) marketing stores distributed over different regions of Iraq, and the sample was chosen from the customers who deal with these stores, and their number is about (2600) customers. The researcher used the electronic questionnaire as a tool for collecting information due to the (Covid-19) pandemic. In order to analyze the data based on the (SPSS) and (AMOS) programs for data analysis and test the basic hypothesis that (there is a statistically significant effect of magnetic marketing on marketing success through customer wisdom), and in order to reach the result of this hypothesis, the researcher needed a study to form Hypotheses, and the researcher arrived at the study and the researcher concluded that there is a significant effect of magnetic marketing on marketing success through customer wisdom.

**Keywords:** magnetic marketing, marketing success, customer wisdom.

### **1. Introduction**

Marketing in today's world is considered an analysis of the behavior of buyers and sellers, and therefore it is the link in every business activity, as each of them consists of products and services and customers to purchase those products and use services, and over time the marketing perspective has evolved and changed remarkably, as companies today believe in creating loyal customers to the company The main purpose of this ambition is to achieve success, through which companies must adapt their marketing strategies to environmental changes, and this trend, of course, needs appropriate strategies and mechanisms. Organizations need to provide what satisfies the customer and provide the highest value with unlimited benefits. The customer realizes their value in the products and services provided. This is called magnetic marketing, which is considered a novelty of traditional marketing, which believes in providing the best goods and services that meet the needs of customers and drag the customer to deal with the organization Periodically (Kennedy, 2012).

But with the advancement of customer retention tools as well as inviting organizations to achieve

success in the marketing field and the progress and development of the mechanisms that organizations use to attract customers, it has become necessary to focus on entering the behavioral factors in marketing contexts and knowing their role, which was called for by (Luchs & Mick, 2018) (Bateman & Lutz, 2009) (Spiller & Baglioni, 2012) (Mick & Schwartz, 2012) and (Ozanne et al., 2021) which is called the wisdom of the customer, and this development is important to work on the customer's happiness and obtaining what he wants. Through it, the customer is more logical and rational in choosing his preferences according to his lifestyle and spending methods, and accordingly this research came to determine the nature of the role played by the new strategy (magnetic marketing) in achieving marketing success, taking into consideration the behavioral factors that the customer has become according to his choice. Rational and customer wisdom.

## **2. Literature Review and Hypotheses Development**

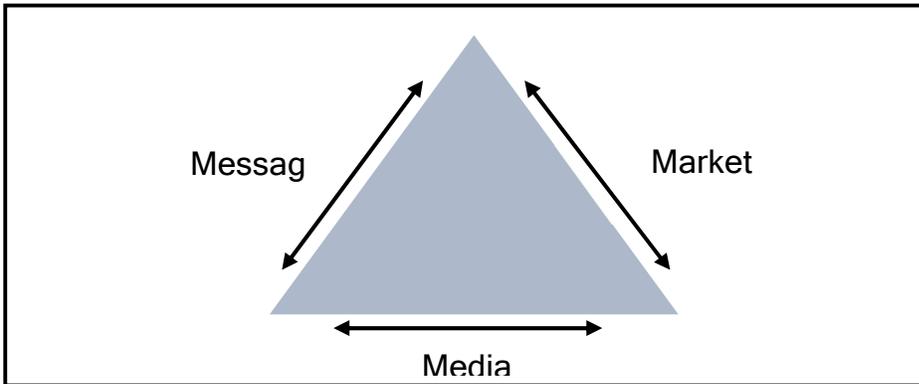
It is necessary to give a philosophical background to the research variables, which will be focused on by presenting a variety of ideas to a number of researchers about the research variables, as follows:

### **2.1. Magnetic Marketing: Concept, Importance, and Dimensions**

Magnetic marketing of modern and contemporary concepts has received the attention of many researchers in developed countries; Which contributed to providing the best unique and distinct products (goods - services) to attract customers and encourage them to buy, which led to increased sales and a high level of profitability, and it is defined as “marketing that is not only based on explicit advertising of the organization's products (goods and services) , but It is also about providing relevant information to current and potential target customers and finding the content published by the organization through appropriate means of communication to attract them and gain their trust” (Kennedy, 2013).

Magnetic marketing is a recent trend within the philosophy of comprehensive marketing, many countries have begun to adopt its applications through the adoption of non-traditional marketing methods and the use of electronic means of communication to urge customers to use products as well as the use of information by them to urge other customers to use those products and communicate with them (Bjerk & Hultman, 2002), and therefore it can be said that magnetic marketing is the processes of communication, innovation and attracting the attention of customers in a way that benefits the organization and the owners (Hutter & Hoffmann, 2011), and it is also the process of drawing the brand in the minds of customers at the right time and the right place, as it is like The magnet for both customers and the brand as a strong mutual attraction (Eris, 2012), and it can also be said that it is a new methodology based on the means that draws the attention of customers and that enables the organization to improve and develop its relationship with customers (Hui et al., 2013).

As for the dimensions of magnetic marketing, (Kennedy, 2012) emphasized that the dimensions of magnetic marketing are three dimensions that enable the organization to be successful in the market and have a clear message that can be delivered to customers in an appropriate manner, and this is called the magnetic marketing triangle (Message, Market, and Media) and that each of these dimensions works in an integrated manner to obtain the clear impact of the organization's survival in the market (Breesam, et al.,2019).



**Figure 1:** Components of Magnetic Marketing

- a) *Message*: The marketing message is the content that the organization is interested in to send what it wants to send to its customers, and then this message is received by the customer and translated in a way that is commensurate with what perceptions, values and attitudes formed by him, through which the response is accepted or rejected (Belch & Belch, 2009), b) *Market segmentation*: which is the organization's strategy in choosing the appropriate segment for it, through which the organization offers its best to achieve success (Kennedy, 2012), and c) *Media*: It is the organization's strategy to target the market and promote its various products, and accordingly organizations seek to use appropriate promotional media that target the largest possible segment and more effectively (Kennedy, 2012). These ideas put forward lead to the following hypotheses:

*H<sub>1</sub>: Magnetic marketing has a significant effect on marketing success.*

*H<sub>2</sub>: Magnetic marketing has a significant effect on customer wisdom.*

## 2.2. Customer Wisdom: Concept, Importance, and Dimensions

Wisdom is the strength of personality that the individual enjoys that directs him towards achieving well-being, as emphasized by (Birren & Svensson, 2005) and (Schwartz & Sharpe, 2010), and thus it can be said that wisdom is what a person needs in order to live well and deal with problems. It avoids the predicaments that humans find themselves in (Nozick, 1989), while (Owens & May, 2012) emphasizes that wisdom is the integration of knowledge, experience, humility and compassion to move to a good creative life - a life that makes the world a better place.

The study of wisdom in consumer behavior is in its embryonic stages. An early conceptual paper by (Mick & Schwartz, 2012) described consumer wisdom as a meta- and integrative process of promoting well-being by balancing relevant factors and concerns in a flexible, aware, and situation-sensitive manner. This view borrows the equilibrium metaphor from (Sternberg, 1998), but predate (Grossmann et al., 2020) in its focus on metacognition and ethical foundations. Among private consumption insights, (Mick & Schwartz, 2012) note that wiser consumers are not like "smart shoppers" whose identity has been associated exclusively with taking personal credit for cost-saving promotions (Schindler, 1998) or "buyer maximization" who constantly and unguardedly seek out Choice of utility size in their choices (Schwartz, 2015). In order to address customer wisdom, we must know that dealing with customer wisdom differs significantly from wisdom in its

absolute and general sense, and therefore it can be said that wisdom in consumer behavior is likely to have some distinct dimensions from general wisdom and/or other specific areas, for example, the wisest consumer will differ in their preferences, spending, and lifestyle. (Grossmann, 2017).

With the development of customer wisdom, there was a need for them to develop a measure of consumer wisdom that derives insights from social sciences. It can be said that (Luchs & Mick, 2018) provided a clear and comprehensive measure consisting of six dimensions of consumer wisdom, the scale focuses on certain aspects of consumer behavior, including values ethics, goals, preferences, budget, spending and lifestyle - recognizing that consumer issues and behaviors are broader in scope. On the other hand, it can be broadly applied in many areas of personal and collective well-being that those aspects affect, including individual and community health, family financial management, sustainability of energy-inspired consumption, these dimensions can be illustrated as follows: a) *Responsibility*: managing expenditures related to personal resources towards achieving a realistic and envisioned lifestyle, b) *Purpose*: To prioritize discretionary spending to promote personal growth, health, and relationships, c) *Flexibility*: openness to alternative forms of consumption, such as renting, sharing, and buying second-hand goods, d) *Perspective*: using past experiences and visualizing potential future consequences to inform current consumption decisions, e) *Logic*: Finding and applying sufficient information to guide consumption decisions, and f) *Sustainability*: Favoring environmentally and socially friendly consumption options. These ideas put forward lead to the following hypothesis:

*H<sub>3</sub>: Customer wisdom has a significant impact on marketing success.*

### **2.3. Marketing Success: Concept, Importance, and Dimensions**

Marketing is a function and a set of processes that enable the creation, communication, and delivery of value to its customers (Hunt & Arnett, 2006). By enabling organizations to make more valuable offerings, they constitute an organizational resource (Hunt, 2000). Moreover, when it is fully developed, it becomes a competence (Day, 1990). Organizations that develop marketing competencies are able to maintain a coordinated distribution of assets in a way that helps them achieve their goals (Sanchez et. al., 1996). Marketing success, argue (Hunt & Arnett, 2006, p. 822), "...occurs when the firm's marketing competence constitutes an organizational resource (that is, it contributes to enabling the firm to produce a market that efficiently and/or effectively delivers value to certain market segments." Therefore, to increase the likelihood of marketing success, tacit knowledge exchange must positively influence the amount of value provided to customers, and the overall efficiency and effectiveness of the company (Sheth & Sisodia, 2002).

With regard to dimensions, (Arnett & Wittmann, 2013) presented a model that contains three dimensions of marketing success, which are (Marketing Program Innovation, Relative Efficiency, and Relative Effectiveness): a) *Marketing Program Innovation*: One way to deliver more value to customers is to be innovative. In innovative marketing programs "depart from traditional marketing practices in ways that are beneficial to customers" (Andrews & Smith, 1996, p. 175). The exchange of tacit knowledge between sales and marketing provides the impetus for marketing innovation. Contributes to creativity by combining unique perspectives, mental models and problem-solving techniques (Levin & Cross, 2004). b) *Relative Efficiency and Relative Effectiveness*: Efficiency and effectiveness are important factors in marketing success. It enables organizations to occupy positions of competitive advertising standing (Hunt, 2000). A firm's market position

is determined by its level of efficiency and effectiveness (Wittmann et al., 2009). Relative efficiency refers to the ability to use resources better than competitors; Whereas, relative effectiveness refers to the ability to provide more value than competitors. Both of these elements are directly related to marketing success. As (Sheth & Sisodia, 2002, p. 351). These ideas put forward lead to the following hypothesis:

*H<sub>4</sub>: Magnetic marketing has a significant effect on marketing success through customer wisdom.*

### **3. Methodology**

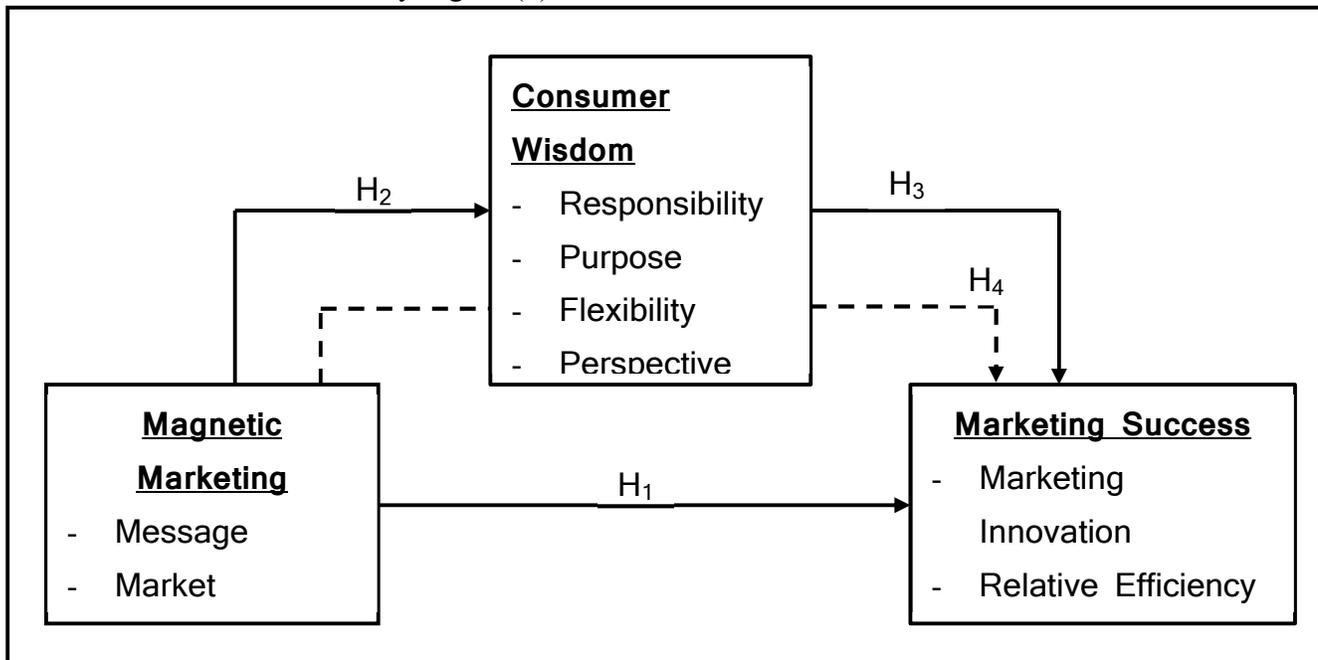
#### **3.1. Research Problem, Importance, Objectives**

Several concepts have recently appeared in the consumer behavior literature resulting mainly from declining purchasing power around the world, and these concepts express the re-dominance of the economic ethos on consumers who “know that buying and consuming have become basic skills such as leadership and other behavioral concepts” (Silverstein, 2007) The priority of economic aspects in consumer behavior requires researchers to ask about the interventions of ethics and values in purchasing and consumption activities. Nature and the human being in general well-being, these effects are the result of the random selection of the contemporary consumer who loses more and more control over his activities, at the same time, many stores, especially the Iraqi ones, play a key role in influencing the purchasing behavior of the consumer by following a newly developed strategy aimed at winning The largest possible number of customers, as well as keeping them as long as possible, in order to achieve success, but with the customer’s vision and strength The personal identity that directs it towards achieving well-being, as emphasized by (Birren & Svensson, 2005) and (Schwartz & Sharpe, 2010), how can these stores achieve success through innovative strategies, which is (magnetic marketing) one of them? About that this revolution in Iraqi stores contributes to more complexity in the decision-making process to make good choices and control consumer behavior, this paradox can lead us to ask about how the consumer can neutralize the impact of this aspect of excessive modernity? How can he increase his awareness and ability to analyze different situations or alternatives to make the best decision in light of these strategies followed by the stores? Are these strategies followed by these stores the key to achieving success in the presence of mechanisms that help the consumer to control his choices and know his decision regarding the purchase process? Some, such as (Sternberg, 2001) (Djelassi et al.2009) (Mick and Schwartz, 2012), responded to Part of these questions by reading the answer between the lines in the presentation of the concept (wisdom), which has just begun to integrate in the field of consumption, and embodied this concept in the concept of (wise shopping) or (reasonable purchase), but it has not been compared or linked with other strategies in marketing, Accordingly, through this exploratory work, I will present a statistical conceptual framework. After clarifying the concept of (consumer wisdom), (magnetic marketing) and (marketing success), we test the interrelationships of these three variables and test the research model to arrive at clear and sufficient answers to the questions asked.

#### **3.2. Research Model, Sample and Measuring Tools**

The main objective of it is to clarify the hypotheses of the research in a planned form and to answer the questions that were raised in the research, and the scheme is made up of a set of variables: a) *Magnetic marketing*, The researcher relied on (Kennedy, 2012) and (Breesam, et al., 2019) to determine the dimensions of this variable. They are: Message, Market, and Media, and the scheme is also based on the b) *Customer*

*Wisdom*, The researcher relied on (Luchs & Mick, 2018) in determining the dimensions of this variable: Responsibility, Purpose, Flexibility, Perspective, Logic, and Sustainability, as well as the scheme on a third variable. It is the c) *Marketing Success*, the researcher relied on (Arnett & Wittmann, 2013) to determine the dimensions of this variable, which are: Marketing Innovation, Relative Efficiency, and Relative Effectiveness, and this scheme is illustrated by Figure (1).



**Figure 2:** Research Model

With regard to the research sample, the researcher was keen to test a sample that includes a sufficient group of marketing stores, as it is a place where customers are located in a large way. Therefore, it is possible to determine the ability of salesmen and marketers to study the customer and his behavior in a large way and the mechanisms that the owners of marketing stores in Iraq seek to use to gain the largest possible number of customers. Customers, and accordingly, (52) stores were selected in Iraq to achieve the test of (2600) customers who deal with these marketing stores, and the personal numbers of these customers were obtained and communicated with them by sending the questionnaire to them electronically using Google Forms.

The research administration represented the questionnaire consisting of three variables, which are the main research variables (magnetic marketing, customer wisdom, and marketing success), and all variables are from a set of dimensions, and my agencies are: *Magnetic marketing*, The researcher relied on (Kennedy, 2012) and (Breesam, et al., 2019) to determine the dimensions of this variable. They are: Message, Market, and Media, and the scheme is also based on the b) *Customer Wisdom*, The researcher relied on (Luchs & Mick, 2018) in determining the dimensions of this variable: Responsibility, Purpose, Flexibility, Perspective, Logic, and Sustainability, and c) *Marketing Success*, the researcher relied on (Arnett & Wittmann, 2013) to determine the dimensions of this variable, which are: Marketing Innovation, Relative Efficiency, and Relative Effectiveness.

In addition, the researcher, in order to ensure the appropriateness of the variables and their dimensions with the research sample and its environment, the researcher carried out a confirmatory factor analysis for

these variables as follows:

- a) The magnetic marketing variable has three dimensions: Message, Market, and Media, Each dimension consists of four paragraphs (questions), and all of these paragraphs obtained a confirmatory factor analysis greater than (0.3) and this confirms the validity and suitability of this dimension for measurement.

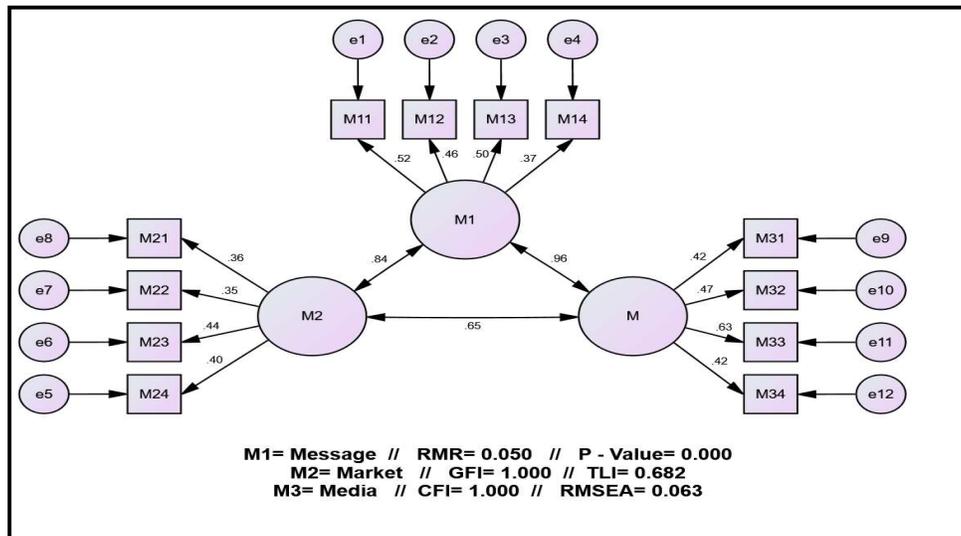


Figure 3: Confirmatory factor analysis of the magnetic marketing variable

- b) The customer wisdom variable has Six dimensions: Responsibility, Purpose, Flexibility, Perspective, Logic, and Sustainability, Each dimension consists of four paragraphs (questions), and all of these paragraphs obtained a confirmatory factor analysis greater than (0.3) and this confirms the validity and suitability of this dimension for measurement.

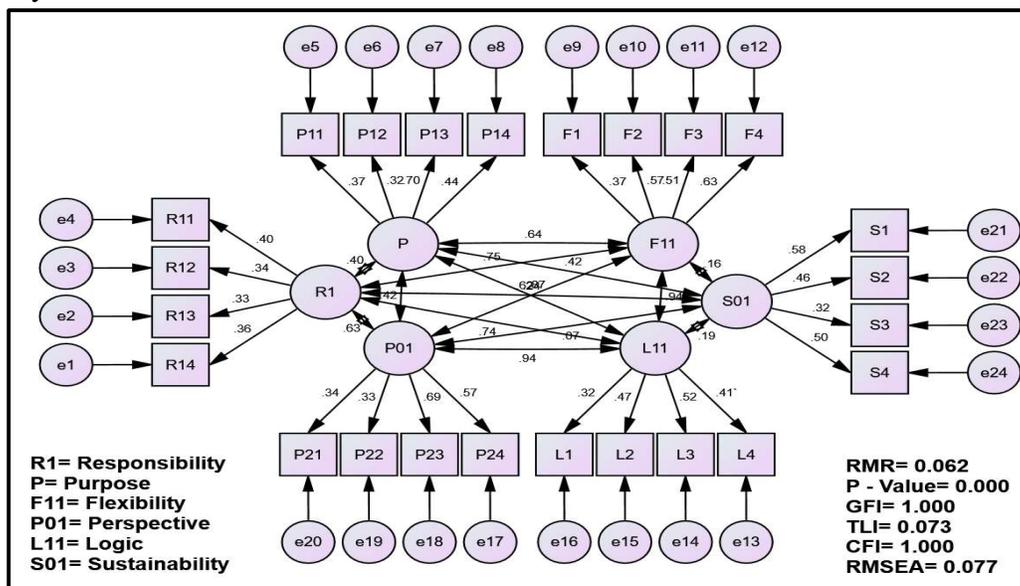
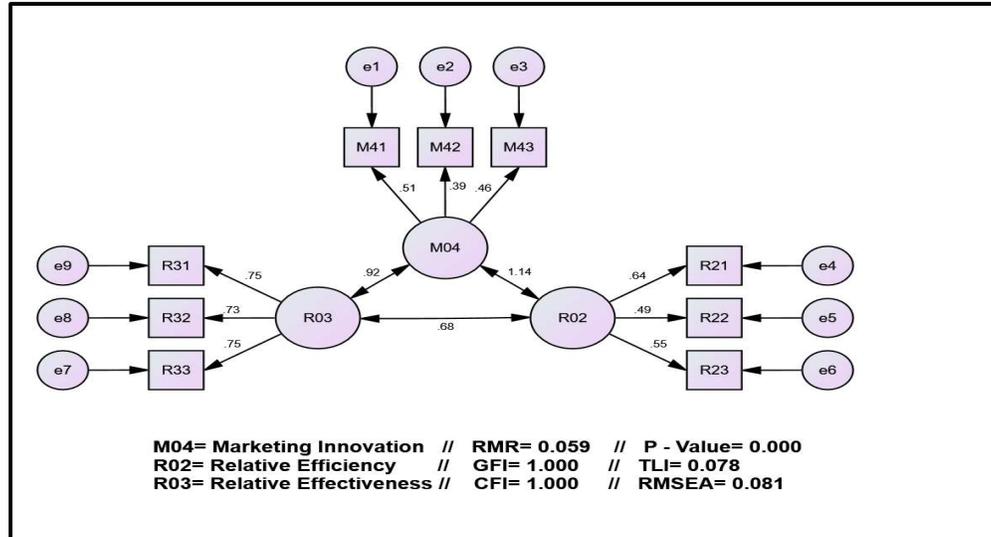


Figure 4: Confirmatory factor analysis of the customer wisdom variable

- c) The marketing success variable has Three dimensions: Marketing Innovation, Relative Efficiency, and Relative Effectiveness., Each dimension consists of Three paragraphs (questions), and all of these paragraphs obtained a confirmatory factor analysis greater than (0.3) and this confirms the validity and suitability of this dimension for measurement.



**Figure 5:** Confirmatory factor analysis of the marketing success variable

On the other hand, we can verify the validity of the data collected through the questionnaire. We can analyze (Variance Inflation Factor-VIF, Tolerance, and Alpha Cronbach), The table (1) illustrates this.

**Table (1):** Test search data

Variables	VIF	Tolerance	Alpha C.	Mean	S.D
Message	1.393	0.718	0.844	3.9831	0.448
Market	1.512	0.661	0.842	3.8290	0.444
Media	1.557	0.642	0.839	3.9274	.4510
Magnetic marketing	1.773	0.664	0.833	3.9132	0.475
Responsibility	1.331	0.751	0.845	3.9831	0.433
Purpose	1.282	0.780	0.843	3.9000	0.507
Flexibility	1.719	0.582	0.837	3.8000	0.470
Perspective	1.420	0.704	0.847	3.7863	0.442
Logic	1.523	0.656	0.844	3.9250	.4820
Sustainability	1.370	0.730	0.848	3.6169	0.475
Customer wisdom	1.452	0.664	0.832	3.8352	0.445
Marketing Innovation	-	-	0.842	3.8086	0.563
Relative Efficiency	-	-	0.841	3.8495	0.507
Relative Effectiveness	-	-	0.846	3.7742	0.695
Marketing success	-	-	832.0	3.8108	0.573

We note that the data is valid for analysis because all values of (VIF) are less than (5) and all (Tolerance) values are less than (1). This means that there are no high correlation values between the

independent dimensions and therefore there is no problem of multilinearity. The validity and reliability coefficient of the variables and the dimensions is greater than (0.70), and this indicates that the variables and the dimensions have an appropriate internal consistency.

#### 4. Results and Discussion

In testing the research hypothesis, we need to test the multi Regression who have been done by the researchers through (SPSS) and (AMOS) to find the explanatory force ( $R^2$ ), factor-beta ( $\beta$ ) and (F) value and (t) and (P-value) for sloping sample that determines the extent of influence that the independent variables have on the dependent variable, and we seek to test the influence hypotheses identified by the research. It will be investigated according to the multilinear regression equation, as follows:

$$Y_i = B_0 + B_1 X_{i1} + B_2 X_{i2} + \dots + B_k X_{ik} + U_i \quad \dots \quad (1)$$

And vectors to estimate those parameters. Formulating equations in a picture matrices:

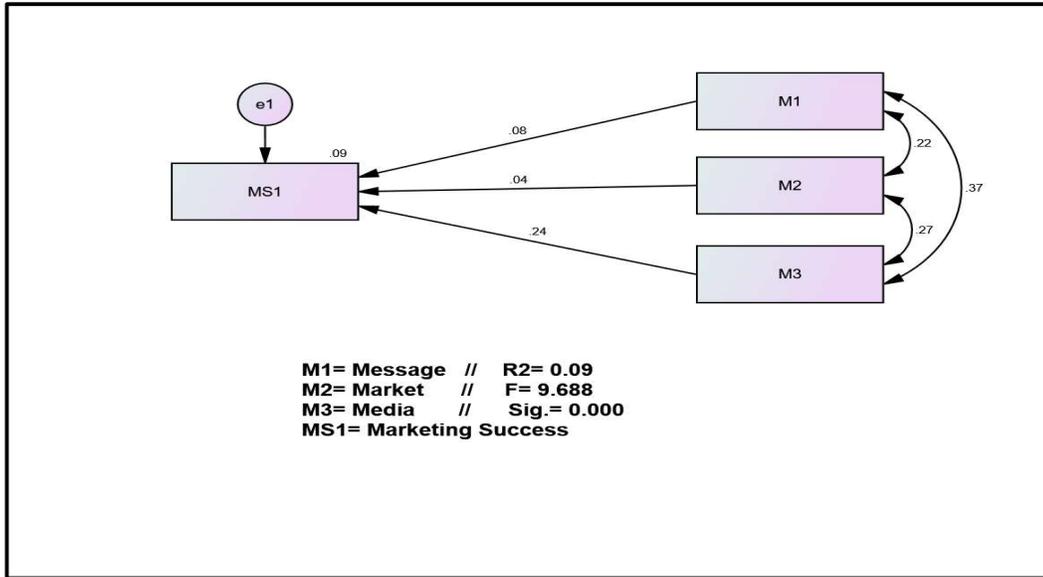
$$\begin{pmatrix} 1 & X_{11} & X_{12} & \dots & X_{1k} \\ 1 & X_{21} & X_{22} & \dots & X_{2k} \end{pmatrix} \quad \dots \quad (2)$$

#### 4.1. The results of the first hypothesis test:

The first hypothesis aims to test the influence relationship between the magnetic marketing variable with its dimensions with the marketing success variable (the dependent variable), and Table (2) shows the results of testing this hypothesis.

**Table 2:** Multiple regression for the first hypothesis

Path	Std- $\beta$	t	P- value	R2 ,F, Sig.
M1 >>> MS1	0.085	1.425	0.155	R <sup>2</sup> = 0.090 F= 9.688 Sig.= 0.000
M2 >>> MS1	0.039	0.679	0.498	
M3 >>> MS1	.2380	3.962	0.000	
The number of significant Models = 1		Tabular F-value = 3.92		
Significant when P-value < 0.05		Number of accepted hypotheses = 1		
Sample volume = 2600		Percentage = 100%		



**Figure 6:** Multiple regression for the first hypothesis

We need to test the hypothesis of the research, which was carried out by the researcher through (SPSS) (AMOS) to extract the explanatory power (R<sup>2</sup>) and the beta coefficient (B), the value of (F), (t) and (P-value) of the regression model, and accordingly it shows Table (2) The results of the multiple regression of magnetic marketing by its dimensions on marketing success as shown in Table (2).

It becomes clear that there is a significant effect of magnetic marketing on marketing success, as the calculated value of (F) reached (9.688), which is higher than its tabular value of (3.93) at the level of significance (0.05), in addition to that the significance value reached (0.000), and regarding the interpretation coefficient (R<sup>2</sup>), it reached (0.090) which is a relatively weak percentage indicating that magnetic marketing in its dimensions practiced by the Iraqi marketing stores explains the amount (9%) of the changes that occur in the marketing success in them, and inferred from this the important role of the magnetic marketing mechanism in pushing the marketing stores to move forward towards working on Moving from the modern approach and taking the traditional foray into achieving success.

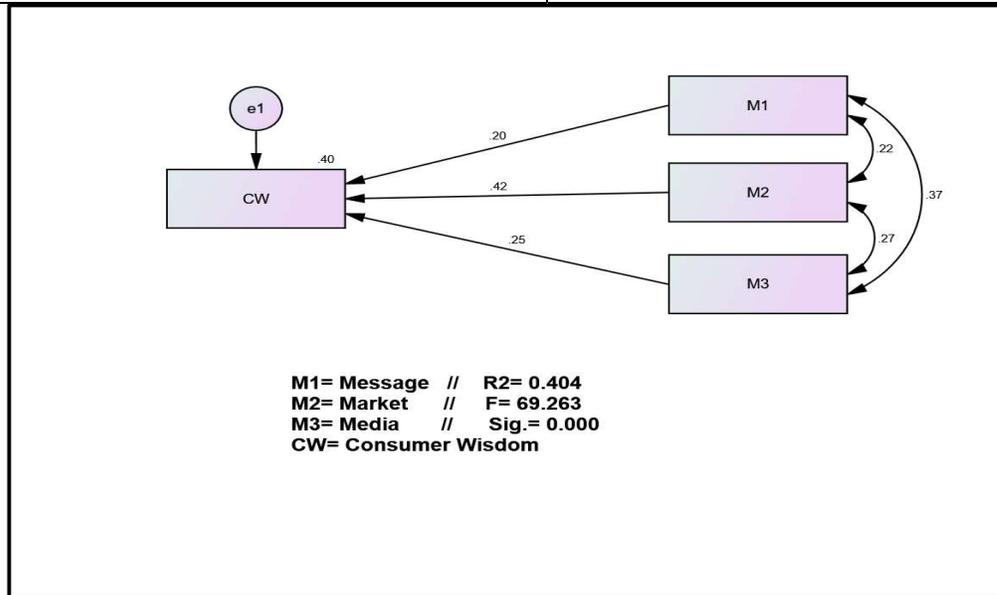
It is necessary to refer here to the dimensions that led to this moral effect in the marketing success. It has been found that (media) is the most significant effect in marketing success, and therefore it can be said that the different media used by the marketing stores, whether technological or realistic, led To achieve marketing success, and therefore it can be said that there is evidence for the validity of the hypothesis (H1: Magnetic marketing has a significant effect on marketing success).

#### 4.2. The results of the Second hypothesis test:

The Second hypothesis aims to test the influence relationship between the magnetic marketing variable with its dimensions with the customer wisdom variable (the mediating variable), and Table (3) shows the results of testing this hypothesis.

**Table 3:** Multiple regression for the Second hypothesis

Path	Std- $\beta$	t	P- value	R2 ,F, Sig.
M1 >>> CW	0.201	4.190	0.000	R <sup>2</sup> = 0.404 F= 69.263 Sig.= 0.000
M2 >>> CW	0.418	9.046	0.000	
M3 >>> CW	0.246	5.070	0.000	
The number of significant Models = 3		Tabular F-value = 3.92		
Significant when P-value < 0.05		Number of accepted hypotheses = 1		
Sample volume = 2600		Percentage = 100%		



**Figure 7:** Multiple regression for the Second hypothesis

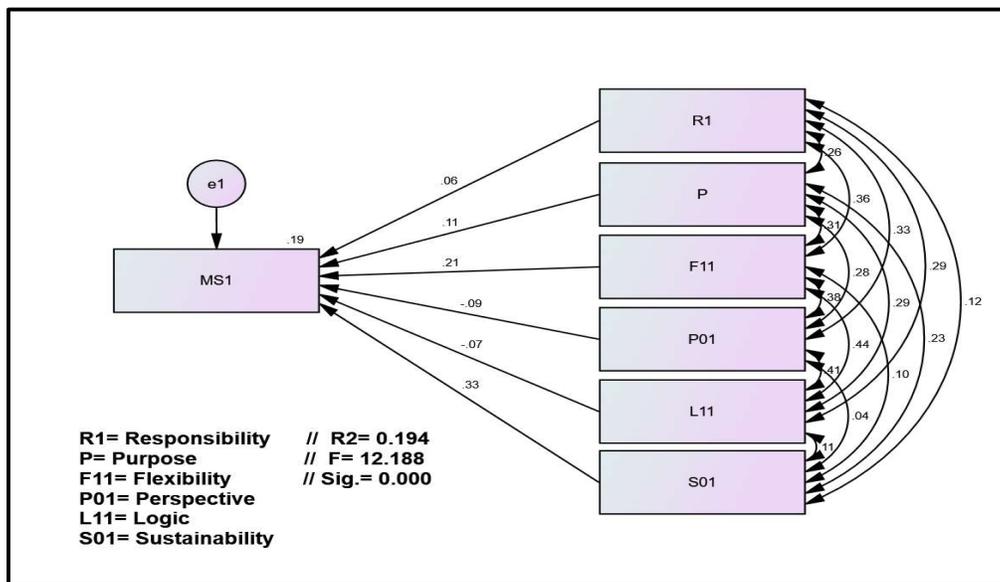
The results of the figure (7) and the table (2) show that there is a significant effect between magnetic marketing or customer wisdom. The value of (F) of the regression model reached (69.263) which is greater than its tabular value and at a level of significance (0.000), this leads to the clarity of the verification of new marketing mechanisms represented in Magnetic marketing to influence customer opinions and behaviors in Iraqi marketing stores and move with a modern vision from traditional marketing practices to new marketing practices, which in turn is reflected clearly and directly in the possibility of leading to helping customers towards reaching wisdom, and the value of (R<sup>2</sup>) for the regression model (0.404) and this confirms that Magnetic marketing in the Iraqi marketing stores explains approximately (40%) of the changes that occur in the customer’s wisdom, and the rest of the percentage is left to other variables that were not covered in the current regression model. dimensions, and therefore it can be said that there is evidence for the validity of the hypothesis (H2: Magnetic marketing has a significant effect on customer wisdom).

#### 4.3. The results of the Three hypothesis test:

The three hypothesis aims to test the influence relationship between the customer wisdom variable (the mediating variable) with its dimensions with the marketing success variable (the mediating variable), and Table (4) shows the results of testing this hypothesis.

**Table 4:** Multiple regression for the Three hypothesis

Path	Std- $\beta$	t	P- value	R2 ,F, Sig.
R1 >>> MS1	0.057	0.984	0.326	R <sup>2</sup> = 0.194 F= 12.188 Sig.= 0.000
P >>> MS1	0.113	1.977	0.049	
F11 >>> MS1	0.206	3.359	0.001	
P01 >>> MS1	-0.093	-1.559	0.120	
L11 >>> MS1	-0.070	-1.154	0.249	
S01 >>> MS1	.3270	6.142	.0000	
The number of significant Models = 3		Tabular F-value = 3.92		
Significant when P-value < 0.05		Number of accepted hypotheses = 1		
Sample volume = 2600		Percentage = 100%		



**Figure 8:** Multiple regression for the Three hypothesis

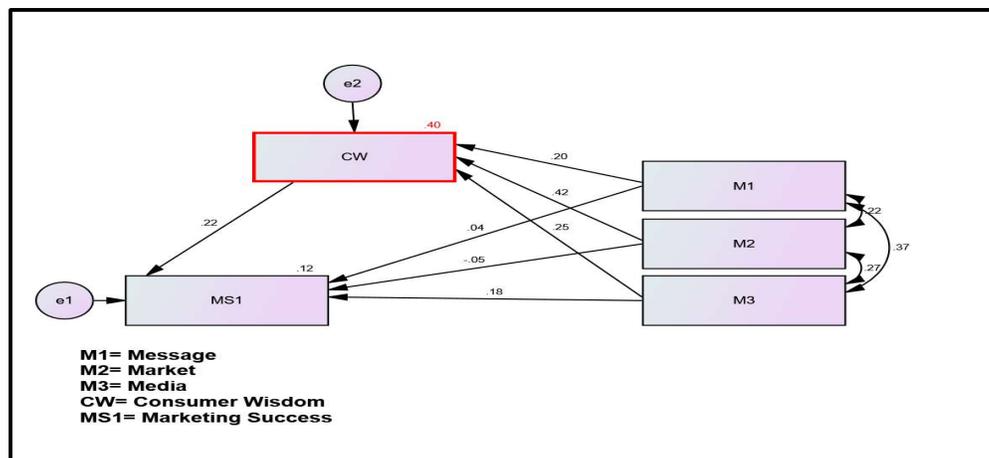
The results of the figure (8) and the table (3) show that there is a significant effect between customer wisdom and marketing success. The value of (F) of the regression model is (12.188) which is greater than its tabular value and at a level of significance (0.000), this leads to the clarity of the impact of the different behaviors of the customer represented in his wisdom. To achieve marketing success in those Iraqi stores, and the value of (R<sup>2</sup>) for the regression model (0.194) and this confirms that the customer’s wisdom reflected in the Iraqi marketing stores explains approximately (19%) of the changes that occur in the marketing success, leaving the rest of the percentage to other variables that did not cover In the current regression model, as for the dimensions, it turns out that achieving customer wisdom in marketing success is due to the significant effect of (purpose, flexibility, and sustainability), and therefore it can be said that there is evidence for the validity of the hypothesis (H3: Customer wisdom has a significant impact on marketing success).

**4.4. The results of the Four hypothesis test:**

In order to prove the validity of the hypothesis or not, we will compare the results of the fourth current hypothesis, with the results of the first hypothesis as the difference (change) ( $\Delta R^2$ ) is determined in the coefficient of determination ( $R^2$ ).

**Table 5:** Multiple regression for the Four hypothesis

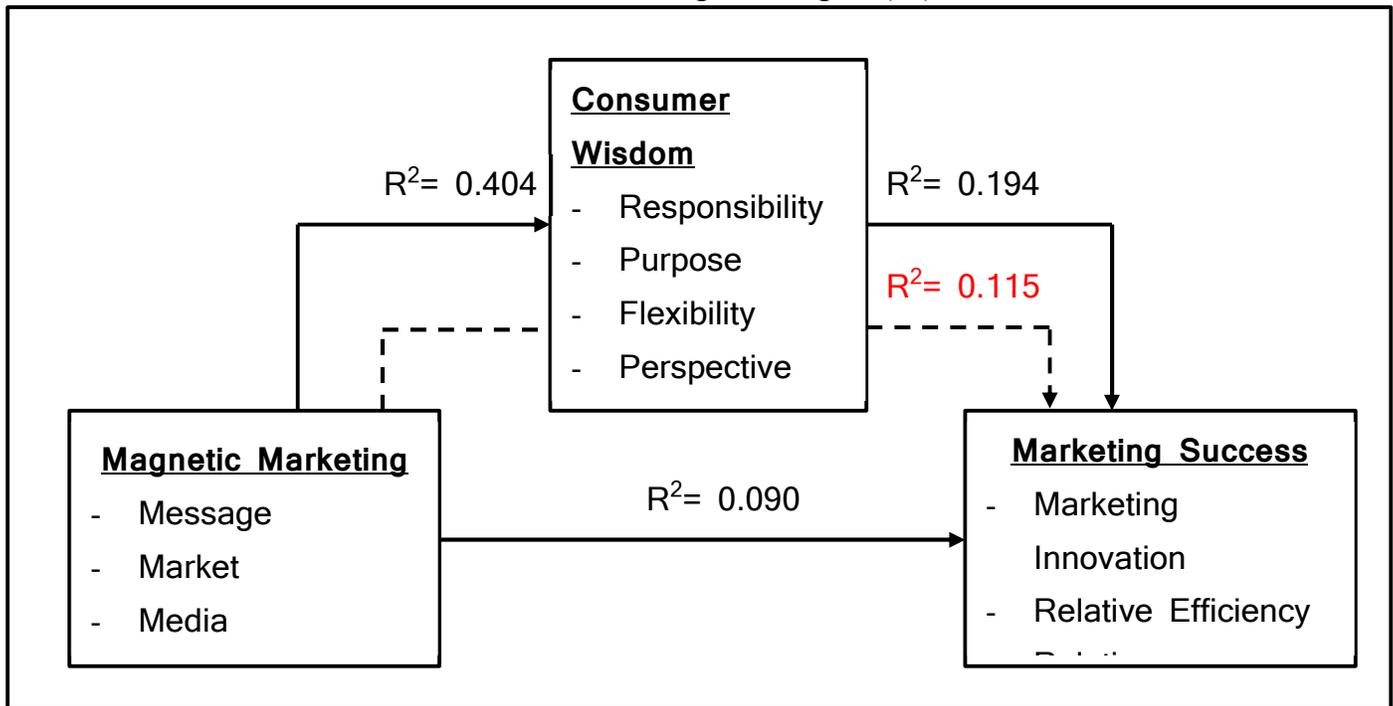
Path	Std- $\beta$	CR	P- value	$R^2$ - F - Sig.
M1 >>> MS1	0.044	0.677	0.499	<b>(H<sub>4</sub>)</b> $R^2= 0.115$ F= 9.920 Sig.= 0.000
M2 >>> MS1	-0.055	-0.825	0.410	
M3 >>> MS1	.1840	2.989	.0030	
MM >>> CW >>> MS1	0.218	3.127	0.002	<b>H<sub>1</sub></b> ( $R^2= 0.090$ F= 9.688 Sig.= 0.000
M1 >>> CW	0.201	1.425	0.155	
M2 >>> CW	0.418	0.679	0.498	
M3 >>> CW	.2490	3.962	.0000	
The number of significant Models = 3		Tabular F-value = 3.92		
Significant when P-value < 0.05		Number of accepted hypotheses = 1		
Sample volume = 2600		Percentage = 100%		



**Figure 9:** Multiple regression for the Four hypothesis

To prove the mediation hypothesis, we will rely on a multiple regression model and compare between ( $R^2$ ) of the basic model ( $H_4$ ) and ( $R^2$ ) of the current model ( $H_1$ ), and accordingly it was found that the value of the interpretation coefficient ( $R^2$ ) has changed by an increase of (0.025), as the value of ( $R^2$ ) for the current regression model reached (0.115), while it reached in the previous regression model (0.090), and this indicates the positive mediation of customer wisdom in the effect of magnetic marketing on the marketing success of the Iraqi marketing stores, while the calculated value of (F) reached (9.920) which is greater than its tabular value and this confirms the significance of the regression model, as well as Regarding the morality of the mediating role of customer wisdom, it reached (CR = 3.127) as well as the value of (P = 0.002), which means

the morality of the mediation role, and therefore the hypothesis is accepted (H4: Magnetic marketing has a significant effect on marketing success through customer wisdom). and according to what has been proven above, the final model of the research can be according to the figure (10).



**Figure 10:** The final research model

## 5. Conclusions

The Iraqi marketing stores have been remarkably interested in achieving marketing success and moving in their current situation towards creativity in finding effective and new strategies to reach this, as they showed a clear interest by these stores in developing their marketing strategies through attention and consolidation of values and marketing behaviors in them as well as their interest in thinking towards Working according to strategies concerned with technological marketing means and processes, and the officials of these stores employed their interest and development in magnetic marketing in achieving marketing success through the use of advanced and multi-media to announce the products that affect the customers they deal with.

The customers' marketing Swiss had a clear impact on the possibility of exploiting them in achieving marketing success. This was evident through the marketing store owners' exploitation of the wisdom of customers to achieve success by providing products that meet the desired purpose and fulfill the desires of customers, as well as sustainable products that are flexible in use. A wise customer can achieve through its goals.

The wisdom of the customer had a clear and important role in enhancing the impact of magnetic marketing on marketing success, and this was evident through the use of this wisdom to enhance the demand of customers for the products offered by these stores and to achieve marketing success.

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