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MARKETING INTUITION AND ITS REFLECTION ON FOMO MARKETING: AN EXPLORATORY STUDY OF THE OPINIONS OF A SAMPLE OF WORKERS IN A NUMBER OF REAL ESTATE OFFICES IN THE CITY OF MOSUL

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ABSTRACT

The current research aims to clarify the relationship between marketing intuition as an independent variable and FOMO marketing as a dependent variable after the tremendous developments that occurred in the business environment and the crowding of markets with various organizations and products and the increasing intensity of competition between them to achieve profits, this prompted business organizations to try to anticipate the needs and desires of the customer to work on satisfying them through marketing intuition, in addition to their attempt to arouse feelings of fear in the customer of losing his opportunity to buy their products through FOMO marketing. To determine the relationship between these two variables statistically and at the overall level, the descriptive analytical approach and the questionnaire were used as the main tool to collect data from the research sample, which is represented by workers in a number of real estate offices in the city of Mosul. 60 questionnaires were distributed to workers in those offices with a response rate of 100%. The research concluded with a set of conclusions, the most important of which is that there is a significant effect of marketing intuition in FOMO marketing, in addition to a set of proposals, including the necessity of introducing workers to technical courses to better deal with customer data analysis, which will be reflected in a better understanding of their future needs and desires.

KEYWORDS

Marketing intuition, Customer data, Customer relationship management, FOMO marketing.

INTRODUCTION

The organization's need to meet customers' desires and try to satisfy them prompted it to adopt the concept of marketing intuition, which is one of the modern and advanced concepts in the marketing field. Through this concept, customer data is used to anticipate their future needs for its products in order to seek to satisfy them, which will be reflected in its proactive response to market needs. On the other hand, the organization sheds light on the psychological and emotional factors of customers that can affect their purchasing decisions by arousing feelings of fear in them of losing the opportunity to obtain the products of that organization. This is the essence of the work of FOMO marketing.

Research problem

The study problem is that most organizations want to push the customer to buy their products by innovating and adopting certain methods that arouse the desire and fear in him of losing their products, which speeds up the process of purchasing those products. Accordingly, the research problem is represented by a main question:

Is there an effect of marketing intuition in FOMO marketing? Which resulted in the following questions:

- Is there a difference in the respondents' opinions regarding the concept of marketing intuition?
- Is there a link between marketing intuition and FOMO marketing?
- Do the researched offices adopt FOMO marketing in their work?

Importance of the research

The research derives its importance from the importance of the variables it addresses, as it seeks to highlight the nature and essence of the relationship between the two main research variables, which are marketing intuition and FOMO marketing, and to seek to achieve intellectual and applied interconnection and integration between them and to show the impact of each on the other.

Research objectives.

The research seeks to achieve the following objectives:

- A. Serious contribution to providing a conceptual and applied presentation that addresses one of the modern concepts in the field of marketing, which is marketing intuition, and the extent of its benefit in the business environment.
- B. Clarifying the concept of FOMO marketing as an important part of the customer's purchasing

process, which will ultimately be reflected in the organization's sales.

C. Attempting to diagnose, identify and explain the nature of the relationship between marketing intuition and FOMO marketing and explaining the effect of each on the other.

Research hypothesis

The research is based on two main hypotheses, which are:

- The first hypothesis is that there is a statistically significant correlation between marketing intuition and FOMO marketing.
- The second main hypothesis is that there is a statistically significant effect relationship between marketing intuition and FOMO marketing

Spatial boundaries

A- Some real estate sales offices in Mosul were chosen by the researcher as the most appropriate and closest to achieving the research objective and its main hypotheses.

B- Temporal boundaries

The time period of the research extended from defining its topics and directions to achieving its objectives from 5/20/2024 to 8/5/2024.

C- Human boundaries

The research sample included 60 individuals working in real estate sales offices in Mosul, with 10 office managers and 50 field workers in those offices.

METHODOLOGY

The descriptive approach of logical analysis was adopted in the theoretical aspect of the research, while statistical analysis was the basis of the applied aspect of it.

Data and information collection method

The process of collecting data and information necessary to complete the research included the following:

A- The theoretical aspect, the theoretical aspect of the research was based on - books, literature, periodicals and foreign - university theses and dissertations - the international information network (the Internet).

B- The practical aspect, as the following methods were adopted:

- Personal interviews: They included direct questions to obtain some answers from sample members and explain some ambiguous matters to ensure accuracy in the answers. These interviews contributed to obtaining information that benefited the research on the one hand, and on the other hand, they clarified to managers and employees the concept of marketing intuition and FOMO marketing, which facilitated the researcher to apply the practical aspect.

- Questionnaire form: Given the nature of the research and the necessity of applying it to the offices under study, the researcher found that the questionnaire form is the most appropriate tool that achieves the research objectives, as it presents to the respondents questions that are consistent with the research hypothesis and its main objectives.

Marketing Intuition

First: The concept of marketing intuition

The origins of the concept of marketing intuition go back to the twentieth century, when organizations began to use it to help make marketing decisions (Rautanen, 2012, 23), then the concept began to develop as the organization moved from relying on personal experience and emotions to scientific analysis of customer data and information. (Ly, 2013, 44) referred to marketing intuition as the organization's ability to use customer information to accurately anticipate their needs and desires. As for (Todor, 2016, 13), he explained it as the process of understanding the psychological and emotional motives that affect customer behavior and push or prevent them from making a purchase decision. As for (Jarvinen, 2016, 81), he sees it as relying on the collective data of customers to understand their needs and desires in order to develop new products and services that meet those needs. Second: The importance of marketing intuition. Researchers have pointed out the importance of marketing intuition through the following (Zhang, 2018, p. 15) (Teo, 2015, p. 32) (Klaavu, 2019, p. 17):

1. It is one of the important factors in the success of the organization's marketing strategies.
2. It greatly helps in understanding customer needs and anticipating changes that will occur in the future. Their preferences and future behaviors.
3. It enables organizations to respond more effectively to market changes.

4. Through marketing intuition, organizations can analyze customer data and develop products that meet their needs.

5. It helps the organization in providing innovative products that enhance the organization's position and market share.

Uses of marketing intuition

Marketing intuition is used by mission organizations and determines the urgency through: (Lipiainen, 2014, p. 32) the following: - E-commerce, the amount of marketing intuition in directing customers towards products that may interest you by monitoring them on the Internet and their interaction with advertisements.

- Healthcare, marketing intuition can be used in the field of healthcare, where there are a number of them by predicting health problems that can be seen required from them.

- Social marketing, marketing intuition techniques can be applied in the field of social marketing to understand customers on social media and target them.

- Reducing, marketing intuition in customizing content and advertisements more popular for customers by analyzing their data and information.

Challenges of marketing intuition

Marketing intuition faces a set of special challenges, the most prominent of which is taking marketing directions that were designed primarily on unknown classifications by the organization (Varnali, 2018, p. 43). (2018, 22 Yang) indicated that the waste of institutions

and the loss of customers when it is prepared to be an existing challenge for marketing, while (Zhang, 2019, p. 14) explains that marketing intuition cannot be relied upon to a high degree, as it depends on relying on trust, and this in itself is a challenge and a great risk to confront the strongest.

FOMO Marketing

First: The Concept

The term FOMO marketing is based primarily on relying on arousing the customer's fear and anxiety to motivate him to make a purchase or change his behavior (Reichheld & Schefter, 2009, 106). Saunders & Thornhill, 2017, 32 see it as working to awaken customers' feelings of the need to act quickly or make appropriate decisions regarding certain products and services. Taylor & Ghoshal, 2018, 54 explained it as motivating customers to influence their behavior and urge them to take immediate action to avoid losing the product.

Second: FOMO Marketing as a Psychological and Social Concept FOMO marketing can be viewed from a psychological and social theory perspective, as this theory provides an important insight into exploiting fear in the customer to influence his behavior, as various factors such as culture, upbringing, personal and psychological experiences contribute to raising fear. From a psychological perspective, fear can arise in response to a real or perceived threat, leading to significant changes in the customer's behavior and affecting his personal and professional life. On the

social level, fear can be influenced by external factors such as societal norms, values, laws, and shared cultural orientations. Understanding fear from psychological and social perspectives is essential to understanding its role in customer behavior. Studying the effects of fear and analyzing them in different ways (Thomas 2017, 72), marketers can develop effective FOMO marketing strategies that enhance consumer engagement and interaction with their products or services. It is possible to use the manipulation of customer emotions in a sustainable and ethical manner to achieve desired marketing goals and improve the overall marketing process (Wilson, 2018, p. 81).

Third: The importance of FOMO marketing

Researchers have indicated that FOMO marketing is of great importance to business organizations, and this importance can be explained through the following (Zeithaml et..al, 2020,19):

1. When FOMO marketing strategies are implemented correctly, they can effectively boost sales and increase purchases.
2. It helps organizations to study marketing stimuli on the human mind and consumer behavior on an ongoing basis, thus achieving great success for business organizations.
3. It helps organizations to improve strategies and develop the customer experience.
4. Identifying the continuous changes in customer tastes, which helps organizations to discover and exploit marketing opportunities.

Fourth: FOMO marketing strategy and its various implications.

FOMO marketing strategy has a complex and multifaceted impact on customer behavior, product perception, and ethical considerations, and while fear appeals can be a powerful tool in attracting attention and motivating purchase, their long-term effectiveness and ethical implications remain a matter of ongoing debate (Taylor & Ghoshal, 2018, 62). FOMO marketing is the most important strategy through its psychological impact on customer behavior and prompts them to respond to fear-based advertisements, exploiting the innate human instinct to avoid potential threats and risks. The effects of fear can lead to certain emotional responses, prompting the customer to make rash purchasing decisions in an attempt to alleviate their fears. However, it is necessary to recognize the potential negative consequences of exploiting fear to achieve commercial gains. Ethical considerations arise when marketers manipulate consumers' emotions and exploit their vulnerabilities to promote goods or services. This raises questions about the ethical implications of using fear as a persuasion tool in advertising campaigns (Zeithaml et al., 2018, 25). On the other hand, the effectiveness of FOMO marketing strategies can be seen from a positive perspective. For example, public health campaigns often use fear-based messages to raise awareness about the dangers of smoking, driving under the influence of alcohol, or unhealthy eating

habits. These campaigns aim to incite fear as a motivator to change behavior and highlight the perceived risks associated with certain actions (Zeithaml et al., 2020, 30).

Fifth: Elements of FOMO marketing

Researchers indicated that when a customer is exposed to FOMO marketing, his response to the purchase is either personal or social, as personal and social impulsive buying are two basic elements of FOMO marketing and can be explained as follows (et..al, 2018, 57 Przybylski):

1- Personal impulsive buying, this purchase occurs as a result of the customer's personal and special psychological and emotional reactions when exposed to a certain stimulus that arouses his fear of losing or missing an opportunity to buy a certain product, as his behavior is based on his previous experiences and various experiences.

2- Social impulsive buying, here the customer does not rely on his own experiences, but is influenced by the behavior or behavior of the group around him, such as relatives or other customers. When he sees that they are impulsive to buy a certain product for fear of losing it, he behaves in a similar manner to their behavior, trying to imitate them in that purchase process, keen to ensure that he is not exposed to losing or losing that product later.

Field Aspect

First: Description of the researched individuals

The questionnaire form was distributed to the researched individuals who are working in real estate sales offices in the city of Mosul, with 60 forms, and they were returned in full with a response rate of 100%. Table No. (1) shows the characteristics of the researched individuals, and based on the table, the following was indicated:

- All of them are males, as their percentage reached 100%, because those working in the real estate field in the city of Mosul are males.
- As for the age level, the percentage of ages between 31-38 years was 55%, which is the highest

percentage among the rest of the ages, and this age group is characterized by continuous work to gain customers and increase market share.

- Regarding the certificate, the percentage of those holding a bachelor's degree reached 58%, which means that they are a category qualified to answer.
- As for the administrative position, the percentage of field workers, who accompany the customer while he is touring the properties, was 83%, which gives the results more accuracy, as they are more knowledgeable and aware of the customer and his needs.

Table (1) Distribution of the researched individuals according to personal information

Distribution of researched individuals by gender						
Males		Females		total		
60	100%	0	%	60		
Distribution of researched individuals according to age						
Less than 30		39-31		49-40		the total
number	%	number	%	number	%	60
9	15	39	55	12	20	
Distribution of researched individuals according to the certificate						
Bachelor's		preparatory		Intermediate and below		total

number	%	the number	%	the number	%	60
35	58	15	25	10	16	
Administrative position						
manager		Fieldworker			total	
number	%	number	%		60	
10	17	50	83			

Source: Prepared by the researcher using SPSS

RESULTS AND DISCUSSION

Description and diagnosis of research variables

Marketing intuition

Table (2) shows us the arithmetic means, standard deviations, frequency distributions and percentages of the marketing intuition variable through the responses of the individuals surveyed to its various paragraphs. It is clear to us through the table's percentages related to the factors (x1-x8) that measure the marketing intuition variable and the overall index that an average of (60.375) answered (completely agree, agree) and in contrast, the answers were disagreement at a rate of (28.125%), while the neutral answers were at a rate of

(.2512%). These answers are supported by the arithmetic mean with a value of (3.379) and the standard deviation, which was valued at (1.026), which contributed to the positivity of this variable, which is factor x2, which is represented by (we keep the customer's previous data as it predicts his future needs). The percentage of agreement on this element was 93% and this percentage is supported by the arithmetic mean value, which is (3.242). The standard deviation value is (0.640), and all these results prove that there is a difference in the opinions of the individuals being researched.

Table (2): Frequency distributions, percentages, means and standard deviations of the marketing intuition variable

Response scale												
Marking Intuition	I strongly agree		I agree		neutral		disagree		strongly disagree		Arithmetic mean	standard deviation
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%		
X1	20	33%	15	25%	5	8%	12	20%	8	20%	3.223	1.665
X2	35	58%	20	33%	—	—	5	8%	—	—	3.242	0.640
X3	18	30%	22	37%	7	12%	13	22%	—	—	3.224	1.232
X4	15	25%	10	17%	10	17%	20	33%	5	8%	3.778	1.365
X5	20	33%	19	32%	11	18%	5	8%	5	8%	3.645	0.850

X6	15	25%	2 5	42 %	—	—	1 0	17 %	1 0	17 %	3.209	1.154
X7	22	37%	8	13 %	1 2	20 %	8	13 %	1 0	17 %	3.531	0.223
X8	11	18%	1 5	25 %	1 4	23 %	1 0	17 %	1 0	17 %	3.181	1.083
the avera ge	32.375		28		12.25		17.25		10.875		3.379	1.026
Gener al Avera ge	60.375						28.125					

Source: Prepared by the researcher using SPSS

FOMO Marketing.

Table (3) shows us the arithmetic means, standard deviations, frequency distributions and percentages of the FOMO marketing variable through the responses of the individuals surveyed to its various paragraphs. It is clear to us through the ratios (x₉-x₁₈) which measure

the FOMO marketing variables that the agreement rate on the paragraphs of this variable was (55.572%), which is a good percentage indicating that the surveyed offices adopt FOMO marketing in their work. In contrast, the answer was disagreement at a rate of (27.892%), while the neutral answers were at a rate of

(15%), and all of this came with an arithmetic mean of (3.379) and a standard deviation of (1.026). What contributed to the positivity of this variable is paragraph x15 (which states that (our office relies on

exclusive offers to excite the customer), as the agreement rate on this paragraph was (88.3), and the arithmetic mean was (3.364) and the standard deviation (1.327).

Table (3): Frequency distributions, percentages, means and standard deviations of the FOMO marketing variable

Response scale												
FOMO marketing	I strongly agree		I agree		neutral		disagree		strongly disagree		Arithmetic mean	standard deviation
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%		
X9	20	33.3	15	25	10	16.6	10	16.6	5	8.3	3.111	1.081
X10	15	25	10	16.6	15	25	15	25	5	8.3	3.121	0.353
X11	18	30	21	35	9	15	9	15	3	5	3.093	1.305
X12	13	21.6	12	20	8	13.3	10	13.3	17	28.3	3.675	1.536

X13	16	26. 6	14	23. 3	8	13. 3	12	13. 3	10	16. 6	3.666	0.934
X14	24	40	16	26. 6	9	15	5	8.3	6	10	3.923	1.988
X15	30	50	20	33. 3	9	15	1	1.6	—	—	3.098	1.997
X16	12	20	11	18. 3	5	8.3	15	25	17	28. 3	3.231	1.424
the average	55.572				15			27.892			3.364	1.327

Source: Prepared by the researcher using SPSS

Testing research hypotheses

The first hypothesis: There is a statistically significant correlation between marketing intuition and FOMO marketing. The data in Table (4) indicate the existence of a positive significant correlation between marketing intuition and FOMO marketing with a correlation

coefficient of (0.982) at a significance level of (0.05).

Thus, the first main hypothesis is accepted, which states that (there is a significant correlation between marketing intuition and FOMO marketing), and the alternative hypothesis is rejected.

Table (4) The correlation between marketing intuition and FOMO marketing

Marketing Intuition	Correlation coefficient
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marketing	FOMO	0.982
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Source: Prepared by the researcher using SPSS

The second main hypothesis: There is a statistically significant relationship between marketing intuition and FOMO marketing.

Table (5) The relationship between marketing intuition and FOMO marketing

marketing intuition					
Calculated T value	Significance level sig	The coefficient of determination R ²	regression coefficient B	FOMO marketing	
5.722	0.000	0.581	0.676		

Source: Prepared by the researcher using SPSS

Looking at Table (5), we find the following:

Regression coefficient B (impact coefficient): The value of the impact coefficient estimated at (0.676) indicates that whenever marketing intuition is given attention by one unit, the success of FOMO marketing increases by 67.60%. _ Determination - coefficient R²: Through the determination coefficient, which has a value of (0.581), it confirms that the use of marketing intuition changes FOMO marketing by 0.581.

F value calculated value: This value, estimated at (5.722), indicates the existence of a significant effect of marketing intuition on marketing. Based on these results, the second main hypothesis is accepted, which is that there is a statistically significant effect relationship between marketing intuition and FOMO marketing, and the alternative hypothesis is rejected.

CONCLUSIONS AND SUGGESTIONS

First: Conclusions

- 1- The analysis results showed the existence of a significant relationship and correlation between marketing intuition and FOMO marketing in the researched offices.
- 2- The analysis results confirmed the variance in the employees' answers regarding marketing intuition.
- 3- The analysis results showed the adoption of FOMO marketing in the researched offices.

Second: Suggestions

In light of the research results and objectives, the researcher suggests the following:

1. The need to focus more on modern means of dealing with customer data to better manage the relationship with the customer.
2. Pay more attention to competitors and the offers they provide to customers.
3. The researched offices should work continuously to add new services in order to gain more customers.

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