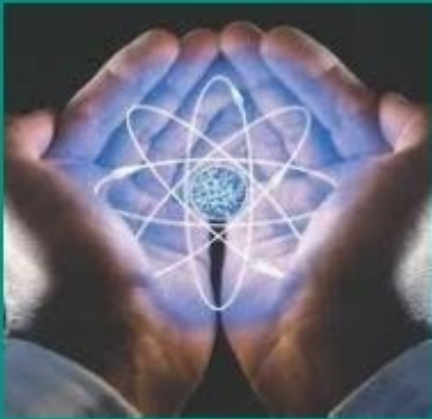

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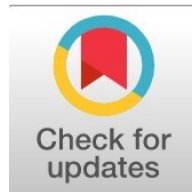
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Digital Marketing Physiognomy and Their Impact on Marketing Future Products

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Abstract

General Background: In the rapidly evolving digital business landscape, organizations must understand customer behaviors and anticipate market trends to remain competitive. **Specific Background:** Digital marketing foresight has emerged as a crucial competency, integrating analytical, cognitive, and behavioral capacities that enable marketers to predict and respond to future customer demands. **Knowledge Gap:** However, there is limited empirical research, particularly in emerging markets such as Iraq, examining how employees' digital marketing insights directly influence the marketing of future products. **Aims:** This study investigates the relationship between digital marketing insight dimensions—deep customer knowledge, mental empowerment, digital inspiration, and sensibility—and the marketing of future products within Asiacell Telecommunications Company. **Results:** Using Structural Equation Modeling (SEM) on 476 valid responses, findings reveal a significant positive correlation between digital marketing insights and future product marketing dimensions, including digital, adaptable, novel, and unexpected products. **Novelty:** The study introduces empirical evidence on how online customer service employees' digital awareness translates into innovative and adaptive marketing outcomes. **Implications:** These results highlight the strategic importance of enhancing employees' digital foresight to foster sustainable innovation, strengthen competitiveness, and align future product development with evolving customer expectations.

Highlight :

- The study identifies a significant positive relationship between digital marketing insights and marketing of future products.
- Employee understanding of digital customers and mental empowerment improve innovation and adaptability.
- Asiacell gains a competitive advantage by developing digital foresight among its customer service employees.

Keywords : Digital Marketing Insights, Marketing of Future Products, Digital Customer Service Employees, Asiacell

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Introduction

Given the fast changes in business environments, it has been crucial that companies and organizations should build their capacity to learn about the customers and forecast their future tendencies to promote further growth and innovations. In this connection, the role of digital marketing foresight can be observed. It can be described as a mental and behavioral capacity to allow marketers and employees to foresee the needs of customers and their trends as they are likely to happen in the future thereby incorporating better marketing approaches to new and innovative products. Research has recently revealed that the use of foresight tools and anticipation capacity allows the organization to track both internal and external trends and engage with them in a manner that will see them produce flexible and innovative products that resonate with the customer expectations [1].

Recent studies indicate that the companies that have made a strong investment in market intelligence and have developed an analytical attitude among its employees are particularly capable of producing new and highly flexible products that can be introduced at the most appropriate time. This will provide them with a definite competitive advantage [2]. Moreover, research emphasizes market sense as an essential instrument of predicting future products, mostly the ones customers do not even conceive yet, that establish the flexibility and innovation in one shot, which is the necessity of any company seeking to be ahead in the current fast-paced markets [3].

Because marketing of future products is not only the development of existing products but also the establishment of completely new products, highly flexible products, or products that are not expected to the customer, it is important to incorporate digital insight of the market into the development of the product. Digital market insight can help achieve the gap between tracking future trends and customer experience, allowing employees to make strategic inputs to the development of innovative products that would meet the market needs and trends in the future [4].

Although this is a theoretically and practically advanced development concerning understanding the market, the literature regarding employee contributions in the realization of this understanding and making it realizable into actual outcome in marketing of future products has been scarce, especially in emerging markets such as Iraq. In this respect, the work will illuminate the effects of digital marketing knowledge among the employees of online customer service in the Asiacell Telecommunications Company, and the extent to which the same capability can outperform in marketing future products, thus securing innovation, and maintaining the competitiveness of the company. The proposed study is based on the correlation between the dimensions of digital marketing insights including the deep knowledge of the digital customer, the mental empowerment of the digital marketer, digital inspiration, and the digital sense and feeling, and the dimensions of the marketing future products including the digital products, the entirely new products, highly flexible products, and the products that surprise the customer, with the aim of making the most profound scientific contribution that supplements theoretical and practical knowledge in this domain.

Literature Review

2.1. Digital Marketing Foresight

In the modern business world, digital marketing foresight is an essential strategy of companies. It goes beyond the conventional roles of digital marketing to the capability to detect the behavior of digital customers, future pushes, anticipate their future requirements, and, by reflecting on the anticipations, use these reflections to create new marketing strategies and products [4]. stated that utilising foresight tools in marketing enables firms to act proactively and monitor and respond to any internal and external shifts, giving a company a sustainable competitive advantage. The literature also proves that the companies that have good capabilities of digital foresight, through the active market intelligence collection or big data analysis and integration among various departments, have a lead in innovating and releasing products in a prompt fashion [5]. The HOSNI (2025) underlines the fact that international digital outlook of tendencies has become the necessity of the companies aimed at staying in the vanguard of the technological progress including Internet of Things, augmented reality, and social media. This is a strength that helps organizations to turn complex information into marketing opportunities [6].

The digital marketing foresight is observed in four dimensions that are interrelated. One of them is a profound comprehension of the digital customer, which allows organizations to study the customer behavior in digital network and predict their future needs, which facilitates the creation of products and services that address their anticipation (proactively) [7]. Second, it is the cognitive empowerment of the digital marketer, which speaks about the capability of employees to work with futuristic analytic tools and thinking to cope with sophisticated digital information to facilitate predictive, but not reactive decision-making [4]. Third, it is digital inspiration, or the capability of organizations to convert digital knowledge and foresight into innovations and productive projects, and here, creative employees in the digital world could use unexpected opportunities and convert them into value-added products [3]. Lastly, having digital sense and perception (i.e., the capacity to hear the minor signals in the digital customer space, comprehend their changing feelings and actions, and convert them into practical insights) increases the efficiency of the subsequent product development strategy [4]. This combination of the dimensions will make digital marketing insights not the tool of mere analysis but rather the key component of the further product creation, either entirely digital, agile, or something that the customer has not anticipated. In this case, the key players in converting this capability into tangible marketing deliverables are the digital employees, especially in firms such as Asiacell Telecommunications, as they will play a role in promoting innovation, taking the initiative to respond to market trends, and gaining a sustainable competitive advantage in the Iraqi digital market.

2.2. Marketing Future Products

Future product marketing is an action plan of creating and marketing products that are new, adaptable and able to satisfy the emerging, expected, and changed customer needs. This principle is eminent in the realms of contemporary digital markets, where the competition is no longer based on the traditional products but on the capability of providing the solutions and products that would go beyond the customer expectation and fulfill their future requirements [8]. Digital marketing insights are viewed as an essential process that can be used to assist the marketing of these products, and organizations can convert digital predictions to the development of innovative and marketable products within a reasonable time [9] [10].

It is possible to identify four key aspects of the future product marketing. The first one is the digital product, which entails products that are fully relying on digital technology, which are applications, online services and e-commerce platforms. These demand that marketers be aware of the future trends in digital marketing to get customer demands right [11]. The second is completely untested products to the market and production setting. These are items that have not been introduced and manufactured previously and demand the accurate foresight of the market and

innovation in production and marketing. Those organizations that are able to use digital market insights are at a higher place to introduce products that satisfy the upcoming needs that are yet to be defined [12] [9]. The third type is products that are very adaptable. These are products which can easily be changed or adapted to the changes in the market or customer preference. This involves a dynamic skill in connecting the future information to the determination of the products. [12]. Lastly, there are products which are surprising in terms of added value or novelty to the customer. These are based on the rich knowledge of the digital customer and the possibility to interpret minor indicators of the market to create the products exceeding the expectations of the customers and establishing the sustainable competitive advantage [13].

The third group is the unexpected products to the customer. Such products are a surprise to customers in terms of added value or innovation. They are founded on comprehensive insights into the digital customer and the possibility to read the minor signals of the market, which allows organizations to go beyond the creation of products that meet the existing market and create products that predict the upcoming customer demands and create sustainable innovation opportunities [14]. By combining digital foresight and these four dimensions, organizations will be able to go beyond the creation of products that will satisfy the existing market and will be able to create the product that will anticipate the future customer needs and open a path to sustainable innovation. In the Iraqi scenario, i.e., with Asiacell Telecommunications, this combination of foresight and future-oriented marketing is an axis of strategy in the creation of flexible, innovative, unpredictable products, which will lead to the capacity of the organization to respond instantly to the changes of the digital context and gain a long-term competitive advantage. [15].

2.3. The Relationship Between Study Variables

When it comes to creating future products digital marketing insights have become an important tool that can help organizations to predict the digital demands of the customers, to predict the future trends of the customers and convert these projections into useful marketing strategies. According to the recent research, the ability of organizations to develop digital insights across their digital employees will allow them to design future products in a more innovative, flexible, and adaptable way in response to unexpected customer demands [4]. All dimensions of digital marketing knowledge have a distinct relationship with the dimensions of marketing future products. As an illustration, the profound knowledge of the digital customer can help organizations develop new digital products which meet the expectations of the customers moving forward, whereas the mental empowerment of the digital marketer can help to make the connection between the market data on the one hand and the actual creation of the completely new products on the market and along the manufacturing process on the other [8]. Digital inspiration enables the formation of the products that surprise customers, whereas digital sensibility increases employees capability to tailor highly flexible products in order to react promptly to modifications in customer preferences [15].

Digital inspiration helps to create products that surpass the expectations of customers and digital sense and awareness are the key to enabling the employees to create highly flexible products to respond to shifts in customer preferences at a fast pace [16]. Studies show that those organizations that incorporate digital foresight in their future product development process are able to create a huge competitive edge. They are able to provide an answer to the customer needs even when they are not evident to the market and thereby provide added value and help in sustaining innovations [17] [16]. Thus, the connection between digital foresight and future product marketing is seemingly a positive one in nature and direct. The quality of future innovation and forecasting ability of future products is a direct positive impact of improving the digital foresight capabilities. This connection can be a strategic focus of organizations that are providing business in a rapidly changing digital world as it is with Asiacell Telecommunications in Iraq.

Study Hypotheses

H1 There is a significant positive impact of digital marketing insight on marketing future products.

The following sub-hypotheses stem from this main hypothesis:

H1a There is a significant positive impact of a deep understanding of the digital customer on marketing future products.

H1b There is a significant positive impact of the digital marketer's mental empowerment on marketing future products.

H1c There is a significant positive impact of digital inspiration on marketing future products.

H1d There is a significant positive impact of digital sensibility and awareness on marketing future products.

Research Methodology

4.1. Population and Sample

The study population is comprised of all employees of Asiacell Telecommunications Company in Iraq, with social media page employees, especially those working in the online customer service division, serving as participants in the study as they deal with digital communication with the customers on the electronic platform (the official site, social media pages, email, and instant messaging).

This was selected since they form the main portion of customer contact in the digital world and thus they can capture the insight to digital marketing in their practice and anticipate customer trends. Since the company operates numerous branches in different Iraqi governorates, a descriptive-analytical method was chosen to explain the studied phenomenon and examine the correlations between the variables of the study.

The purposive sampling technique has been used to generate a sample of 476 responses that can be used in statistical analysis. This is an appropriate percentage of the sample population of the study hence sufficient level of statistical validity.

4.2. Data Collection Tool

The research was conducted using an electronic questionnaire which was constructed by the researcher using theoretical and practical frameworks of the two research variables:

4.2.1. The independent variable, Digital Marketing Foresight, was administered on four dimensions, which included the profound knowledge of the digital customer, the mental empowerment of the digital marketer, digital inspiration, and digital sense and feeling.

4.2.2. The dependent variable Future Products Marketing also had four dimensions digital products, entirely new products, highly flexible products and products that the customers may not anticipate.

The questionnaire was created in the form of Google Forms and was distributed in the internal digital channels of Asiacell (professional workgroups and employee communication applications).

The questionnaire consisted of closed-ended questions in the Likert scale of five points, where 1 (strongly disagree) and 5 (strongly agree) were the possible responses. 5. Methods of Statistical Analysis. Smart PLS (v4) software was used to analyze the data, and it is one of the applications of Structural Equation Modeling (SEM) that is embraced in the contemporary research.

Practical Aspect

5.1. Testing the Effect Hypothesis

The effect hypotheses are tested through the path coefficients in the structural model, and the structural model is evaluated in least squares modeling according to (Hair et al., 2014) as shown in Table (1) below:

Table (1) Structural Model Evaluation Criteria

Threshold (permissible limit)	Standard	
Greater than or equal to 1.96	value t	Significance of the path coefficient
Less than or equal to 0.05	value p	
Weak, 0.5 Medium, 0.75 High 0.25	R ²	Interpretation factor

Source: Prepared by the researchers based on

Hair, J. (2014). A primer on partial least squares structural equations modeling (PLS-SEM. Los Angeles: SAGE.

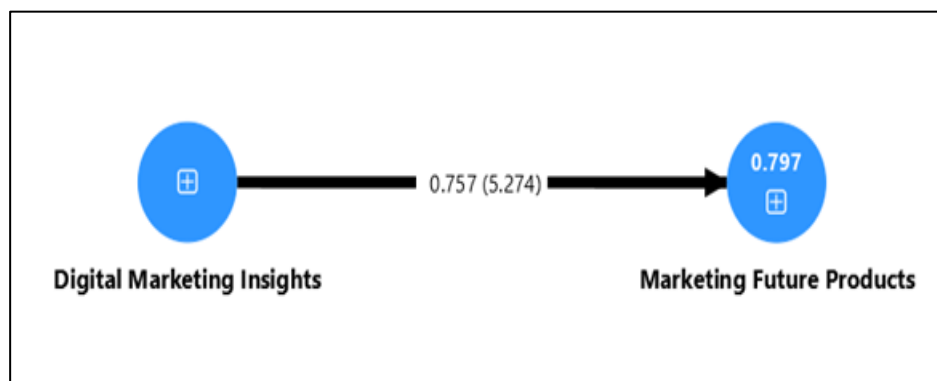
To test the effect hypothesis, the structural model was constructed, as shown in Table (2) below.

Table (2) Results of the structural model analysis

value p	value t	R ²	Path coefficient	The path
0.000	12.155	0.513	0.757	Digital marketing insights → Digital products

Source: SmartPLS program outputs

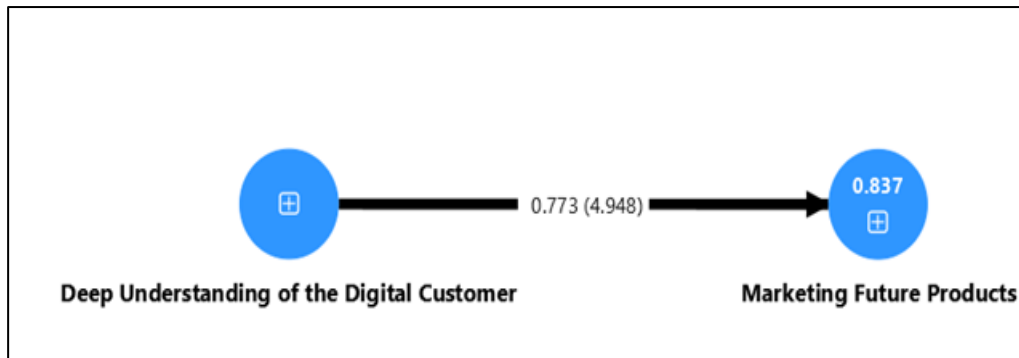
The results of the analysis shown in Table (2) indicate that the path coefficient (direct effect) reached 0.757 and the R² coefficient of determination (interpretation) was 0.513. To verify the significance of the path coefficient, both the t and p values meet the permissible limits in Table (1), which indicates the significance of the effect relationship. Therefore, the main hypothesis, which states that "there is a significant positive effect of digital marketing insights on the marketing of future products," is accepted. As shown in Figure (1).



Source: SmartPLS program outputs

The first sub-hypothesis: A deep understanding of the digital customer has a significant positive impact on the marketing of future products.

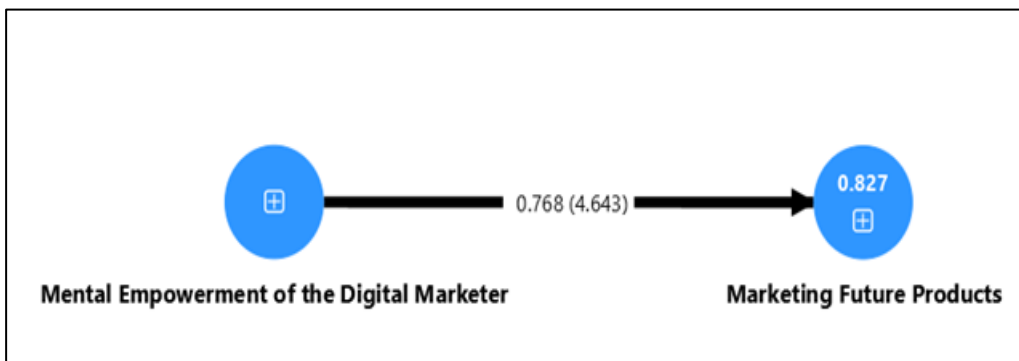
The results showed that the path coefficient (effect coefficient) was (0.773) and the coefficient of determination (R²) was (0.824). To verify the significance of the path coefficient, the t-value was (9.520), which is acceptable, indicating a significant effect and thus supporting the first sub-hypothesis, as shown in Figure (2).



Source: SmartPLS program outputs

The second sub-hypothesis: There is a significant positive impact of the digital marketer's mental empowerment on the marketing of future products.

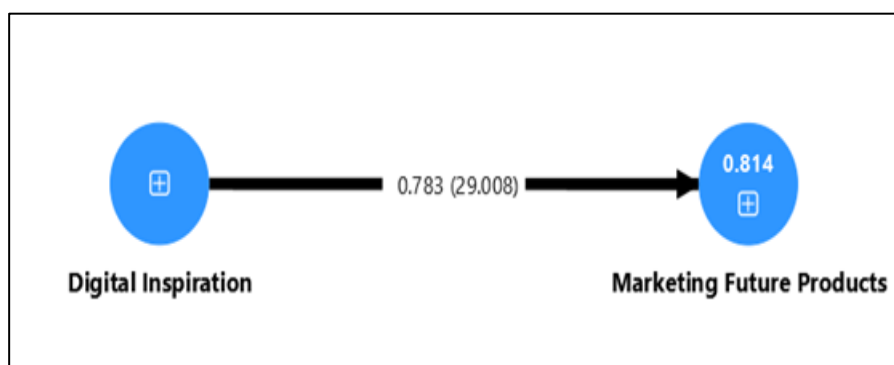
The results showed that the path coefficient (impact coefficient) was (0.768) and the coefficient of determination (R^2) was (0.677). To verify the significance of the path coefficient, the t-value was (10.561), which is acceptable, indicating a significant impact relationship and thus supporting the second sub-hypothesis, as shown in Figure (3).



Source: SmartPLS program outputs

The third sub-hypothesis: There is a significant positive effect of digital inspiration on the marketing of future products.

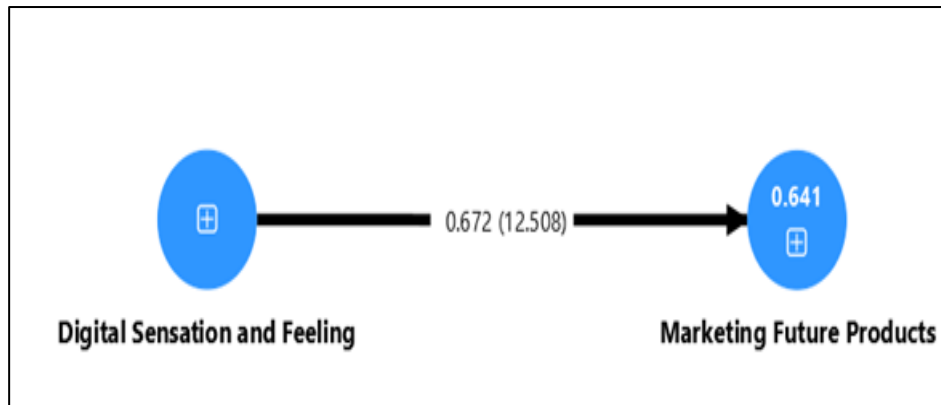
The results showed that the path coefficient (effect coefficient) was (0.783) and the coefficient of determination (R^2) was (0.308). To verify the significance of the path coefficient, the t-value was (4.226), which is acceptable, indicating a significant effect and thus supporting the third sub-hypothesis, as shown in Figure (4).



Source: SmartPLS program outputs

The fourth sub-hypothesis: There is a significant positive impact of digital perception and awareness on the marketing of future products.

The results showed that the path coefficient (effect coefficient) was (0.672) and the coefficient of determination (R^2) was (0.308). To verify the significance of the path coefficient, the t-value was (4.226), which is acceptable, indicating a significant effect and thus supporting the fourth sub-hypothesis, as shown in Figure (5).



Source: SmartPLS program outputs

Conclusion

6.1. Study Conclusions

The research came to the conclusion that digital marketing knowledge is an effective and important aspect of enhancing marketing of upcoming products among the employees of Asiacell Telecommunications Company in Iraq in the context of online customer service. Interpretation of 476 replies involving the study sample revealed that each four dimensions of computer knowledge namely deep knowledge of the digital customer, a digital marketer mental empowerment, digital inspiration as well as computer sense and feeling are directly and positively connected to the creation of future products including digital products, completely new products to the market and factory, highly adaptable products, and products that are not expected by the customers.

The findings suggest that the high-fitness employees who are capable of comprehending digital customers and predicting their future needs are able to transfer this capacity into the strategic marketing choices that could lead to the development of innovative and flexible products, which would be increasing the competitiveness of the company and its capacity to forecast future market trends. It was also revealed in the study that by incorporating the digital marketing insights into the product development processes in future the gap between the expectations of the customers and the products provided can be narrowed, allowing the provision of the unexpected products, which would bring value to the customers and facilitate sustainable innovation.

Although positive, the paper has certain limitations, the key limitation being that the research population is restricted to the customer service employees within Asiacell. This could decrease the external validity of the findings in other settings or organizations. However, the research contributes to the existing knowledge by offering practical examples of the strategic position of digital customer service employees to turn digital marketing insights into efficient future product marketing tools. This is an innovation to the local and international data on innovation and digital marketing.

6.2. Study Recommendations

This study suggests the following based on the results of the digital marketing insights analysis and its implications to the marketing of future products amongst online customer service employees at Asiacell Telecommunications:

- A. The organizations are to invest in promoting the digital awareness, cognitive and behavioral capabilities of the customer service representatives, which is based on the development of the skills associated with the profound knowledge of the digital customer, mental empowerment, digital inspiration and digital sensibility. The programs will enhance employees in terms of predicting their customer needs and offering future product developmental strategies in a better manner.
- B. It is advisable to embrace formal procedures in incorporating the outcomes of the digital insights into the product design and development stages. This will make sure that new digital products are very nimble in accommodating the market variations and meeting the unexpected customer expectations therefore increasing competitiveness and sustainability of innovation.
- C. It is also suggested that effective data and analytics sharing between the employees of the customer service department and other companies departments, including marketing and production, should be implemented so that the insights of digital marketing can be directly interpreted into the creation of future products that can effectively address the needs of the market.
- D. The company ought to come up with key performance indicators (KPIs) to help track how the digital marketing wisdom has influenced future product development such as speed of innovation, product flexibility as well as alignment with the customer expectations.
- E. The research suggests that similar research in various companies and industries, or even various online settings, should be done to validate the findings of digital marketing insights on general marketing of upcoming products. This will help in generalizing the findings and investigate more possibilities of innovation in both the Iraqi and the international market.

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