The Role of Market knowledge in Increasing Market Share

(The Case Study of the Regional fund for Agricultural Cooperation)

دور المعرفة السوقية في زيادة الحصة السوقية

(دراسة حالة الصندوق الجهوي للتعاون الفلاحي **CRMA** بالجلفة)

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Abstract:

This study aimed to clarify the importance of market knowledge in increasing the market share of enterprises through a study of the CRMA (The Regional Fund for Agricultural Cooperation) Foundation. This is done by distributing questionnaires to its staff. The empirical study investigated the dimension of market knowledge represented by knowledge of customers, knowledge of competitors and market research and its role in increasing the market share. The results of the research confirmed that the customer dimension is the most influential in increasing the market share, with an almost complete absence of the other two dimensions, which indicates that knowledge of the customer contributes more to reaching the target market share.

Keys words: **Market knowledge, Dimensions of Market knowledge, Customers Knowledge, Market Research, Market Share**

JEL classification codes: **M31**

ملخص:

هدفت هذه الدراسة إلى توضيح أهمية معرفة السوق في زيادة الحصة السوقية للشركات من خلال دراسة مؤسسة CRMA (الصندوق الجهوي للتعاون الفلاحي). يتم ذلك عن طريق توزيع الاستبيانات على موظفيها. استقصت الدراسة التجريبية أبعاد معرفة السوق المتمثلة في معرفة العملاء ومعرفة المنافسين وأبحاث السوق ودورها في زيادة الحصة السوقية. وأكدت نتائج البحث أن بُعد العميل هو الأكثر تأثيراً في زيادة الحصة السوقية ، مع غياب شبه كامل للبعدين الآخرين ، مما يشير إلى أن معرفة العميل تساهم بشكل أكبر في الوصول إلى الحصة السوقية المستهدفة.

الكلمات المفتاحية: المعرفة السوقية، أبعاد المعرفة السوقية، المعرفة بالزبائن ،بحوث السوق، الحصة السوقية

تصنيف JEL: **M31**

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1-Introduction:

Knowledge is one of the modern management concepts that are receiving increasing attention by researchers and officials in business institutions in order to face the changes in the external environment- which is characterized by rapid dynamism.

As companies are facing many challenges imposed by the current market reality, it is imperative that they respond to those challenges on an ongoing basis

to achieve both efficiency and effectiveness, realizing and maintaining outstanding performance; this drives them to work continuously to update their objectives and strategies and develop their products and services through the use of effective tools and methods. To reach this, companies seek to regularly gain new knowledge about products, services, markets, customers, competitors and suppliers so as to accomplish high quality standards in their products and services to suit customers' needs, desires and preferences aiming to gain their satisfaction and loyalty.

As a result of the abundance of goods and services that are provided to customers due to the multiplicity of institutions working in this industry, market knowledge is mandatory, for it enables them to well identify the targeted market sectors in light of intense competition, and thus to direct the appropriate marketing mix to these market sectors to enhance and expand the target market share.

Based on the above, this study examines the role of market knowledge in increasing the market share, a case study of the Regional Fund for Agricultural Cooperation CRMA Foundation in Djelfa is conducted, which is witnessing great competition due to a plethora of institutions working in this industry.

Problem statement:

For the sake of finding out the importance of the study of market knowledge and market share, this study attempts to answer the following question: What is the role of market knowledge in increasing the market share?

To address and analyze this problem, and in order to reach logical and scientific results, we ask the following sub-questions:

1. What is the role of knowledge of customers in increasing market share ?
2. What is the role of knowledge of competitors in increasing market share ?
3. What is the role of market researches in increasing the market share ?

Research hypotheses:

Based on the study problem and its objectives, the following hypotheses are formulated:

Main hypothesis:

There is no statistically significant effect at the level of ($\alpha \leq 0.05$) market knowledge in increasing the market share.

The following sub hypotheses are divided into:

- There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of knowledge of customers in increasing the market share.

- There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of knowledge of competitors in increasing the market share.

- There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of market researches in increasing the market share.

Importance of the study:

The importance of the study lies in its approach to the topic of market knowledge and its impact on the market share through knowledge of customers

and competitors and carrying out market research. The relevance of the research is embodied in the theoretical aspect that represents the concept of market knowledge and market share, and is confirmed by the empirical phase which is to reach some results that surely would serve Insurances.

Research Purpose:

This study seeks to achieve the following purposes:

- Knowing the level of the market share in the Regional Fund for Agricultural Cooperation CRMA in Djelfa.

- Identify the type of relationship between the market knowledge and the market share of the Regional Fund for Agricultural Cooperation CRMA in Djelfa.

- Coming up with some recommendations that will enhance the role of market knowledge in increasing the market share of the Regional Fund for Agricultural Cooperation CRMA in Djelfa.

Literature Review:

-Yunus Abdel-Aziz Miqdadi et al. (2016) Market knowledge and Its Role in Determining the Competitive Strategies of Academic Programs in Private Jordanian Universities in the Capital Amman: This study aimed to clarify the role of market knowledge in determining the competitive strategies of academic programs on a sample of 7 Jordanian universities in the capital, Amman besides the extent of achieving the competitive advantages resulting from those options for administrators and students in those universities.

-Hakim Khalfawi, (2015) The Role of Market Knowledge in Achieving Marketing Innovation an Exploratory Study of a Number of Food Industry Companies in Algeria: This study aimed to define the role of market knowledge in achieving marketing innovation at the level of a number of food industry companies in Algeria. This is based on a hypothetical model which takes into consideration the nature of the relationship between market knowledge and marketing innovation.

- Farid Rahem, Faris Kater, (2017) Market Knowledge and Competitive Strategies in Algerian Business Enterprises: An Applied Study on Phosphate Mines Corporation: This study aimed to clarify the role of market knowledge in determining the competitive strategies in the Algerian economic firm through the phosphate mines enterprise. It also endeavored to clarify the application of market knowledge in the institution, under study, with its dimensions in adopting cost leadership strategy, stability and stability strategy, focus strategy, development and improvement strategy, or contraction strategy. This is through SWOT analysis to choose the appropriate strategy.
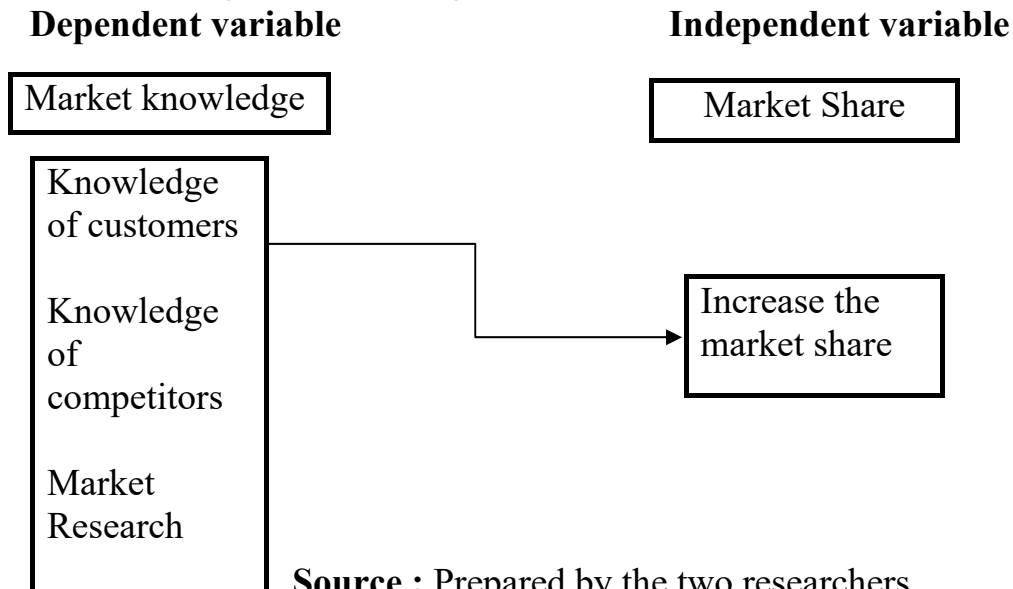
- Amal bin Abdul Salam, Rumaila Lammor, (2019) Market Knowledge and Its Relationship to Achieving Marketing Innovation: An exploratory Study of the Views of a Sample of Employees at the Sweetly and Nayli Companies in Djelfa. The study aimed to identify the relationship of market knowledge with its dimensions (customer knowledge, competitor knowledge, market research

and development) to achieve Marketing innovation from the point of view of a sample of workers in both "Sweetly" and "Naily" companies for the manufacture of milk and dairy products in Djelfa province.

Research Design:

Based on both the research problem besides its elements and the results of the analysis of previous studies, the relationship between the study variables can be visualized through the following form:

Dependent variable   **Independent variable**

| Market knowledge | | Market Share |

Knowledge of customers

Knowledge of competitors

Market Research

| Increase the market share |

Source : Prepared by the two researchers

Research methodology:

This research is based on the descriptive and analytical approach. It includes the desk survey method by referring to Arab and foreign sources to build the theoretical framework for this study. Moreover, it makes use of the field survey method to collect data using the study tool and statistically analyze it to test the validity of the hypotheses and answer its questions.

Spatial boundaries: represented by the CRMA Foundation in Djelfa province.

Temporal boundaries: August 2020

Human borders: includes the employees of the CRMA Foundation in Djelfa.

Scientific limits: To measure study variables, statistical measures and methods were used based on the measures adopted in previous studies.

Procedural definitions:

- Market knowledge: It is the knowledge that an organization possesses about effective market forces that enable it to make the right marketing decisions.

- Market share: It is the sum of the organization's sales out of all sales in that market and it is considered an important measure of the organization's marketing performance.

2- Definition of market knowledge:

There are many definitions of market knowledge due to the different methodologies from which scholars establish their concepts; there are those who

focus on the documentary approach to knowledge management, and there are those who start from the technical dimension.

ALIANE believes that knowledge management is the processes and activities that help the organization obtain knowledge in terms of selecting, organizing, using and disseminating it and transferring the information and experiences that the institution possesses and employing them in its various administrative activities such as decision-making, work procedures and strategic planning. (عليان، إدارة المعرفة، 2008، صفحة 138)

WIIG believes that knowledge management is planning, organizing, controlling, coordinating and synthesizing knowledge and all matters related to intellectual share capital, processes, abilities and personal and organizational potential to achieve the greatest possible positive impact on the competitive advantage sought by the institution. It also refers to working on maintaining knowledge and exploiting and investing it by providing the necessary facilities such as computers, networks, etc. (خلفاوي، 2015، صفحة 180)

According to (kotler & others, 1999, p. 412) knowledge is collecting and analyzing data about the target markets by determining the size of the market and the expected market share capable of serving it, as well as predicting the growth rates of the markets served by the institution. It also enables firms to identify the needs and desires of customers and the nature of competitors and know the appropriate competitive advantage.

defined by (النمر و حسن، 2007، صفحة 18) Market Knowledge as being the data and information that is collected on the market by the institution and this information revolves around the most important forces in the market affecting the institution.

Based on the above, it can be said that market knowledge is that knowledge that the organization seeks to possess and about the influencing forces in the markets such as customers and competitors, which are used to raise the efficiency of marketing decisions related to the marketing mix directed towards the target market, in a way that achieves the target market share.

3-The importance of market knowledge: (الدعمي و السعودي، 2011، صفحة 52)

-Knowing the competitors and their strengths in the market by identifying the strategies they follow, the goals they seek to achieve, and the strengths and weaknesses that they possess.

-It plays a big role in raising the efficiency of various marketing decisions.

-Market knowledge greatly contributes to achieving the enterprise's market share.

- Enables the institution to define the target market sector and thus know the needs and desires of customers in these sectors.

- It enables the institution to know the needs and desires of customers that are not satisfied by competitors.

- It assists in providing quality services that suit the desires and needs of customers.

-It plays a big role in raising the efficiency of various marketing decisions.

-Market knowledge achieves a significant competitive advantage for the organization by developing and innovating new products and services.

4- Dimensions of Market Knowledge:

Knowledge of the customer: Marketing success requires directing all efforts to identify the needs and desires of customers and working to provide products that the customers need. This leads to improving their impression of the institution and its products. To meet such need, the analysis of consumer behavioral patterns of the market is required (جواد، 2003، صفحة 163).The success and survival of the institution and its continuity based on the accurate understanding of the customer is the cornerstone of the marketing process at the current time. Hence, it is necessary for the institution to find many channels of mutual communication with them to identify their needs and desires and work to provide goods and services of the best quality (أوسو ، 2010 ، صفحة 242)

Knowledge of competitors: The institution searches for all the strengths and weaknesses of competitors and knows the types of their products, services, specifications before and after the sale. (kotler & keller, 2006, p. 347) indicated that the most important issues that should be focused on when analyzing competitors are Competitors' strategies, goals, strengths and weaknesses. According to (رشيد و وجلاب، 2008، الصفحات 126-129) that business enterprises seek to identify their competitors by studying four basic elements which are competitors' objectives, competitors' assumptions, competitors' strategies and competitors' resources.

Market research: According to Jawad, these are all activities aimed at studying and analyzing the market with the aim of determining the trends of demand and the nature of competition, in addition to knowing the technological changes prevailing in the product market and their impact on the change in the needs and desires of consumers (مقدادي و آخرون، 2012، صفحة 70).It is defined as a process of collecting, analyzing and distributing information for the purpose of supporting decisions related to the marketing problems and opportunities facing the organization (طه، 2008، صفحة 515). It is a process of designing, collecting, interpreting and communicating information to marketers in order to solve the problems they face in the process of reaching customers and influencing them to buy a good or certain service (القريوتي، 2001، صفحة 122).

5- Concept of market share:

It is defined as the percentage of sales (in terms of quantity or quality) compared to the total sales of the organization and its direct competitors (غي، 2008، صفحة 45). It is the ratio of sales of a brand to the total sales of competing brands or the ratio of sales of an institution to the total sales of all establishments that operate in the same sector (ناصر و ترجمان ، 2006، صفحة 130).

It can be said that it is a measure of the efficiency of the organization in its marketing performance compared to its competitors.

6- **The importance of market share:**
-Building and developing good relationships with target customers.
-Achieving a good competitive position in the field of activity in which you work.
-Determine the target customers accurately.
-Having a good market knowledge in the field of your activity.
-Meet the needs and desires of customers in a better way than competitors.

7- **Increase the market share:**
According to (kotler, 2000, p. 705), institutions can increase their market share through reducing the prices of its goods or services, introducing new innovative products and providing after-sales services and delivery services.

8- **the empirical part :**
A-Method and tools:
-   Study tools: The questionnaire was relied on to measure the role of market knowledge in increasing the market share of the Regional Fund for Agricultural Cooperation CRMA in Djelfa. The following is a description of the questionnaire:

The questionnaire has been divided into three parts:
The first part: includes the characteristics of the study sample (gender, age, educational level, years of experience, trait, job level)

The second part: includes the paragraphs of the questionnaire related to the independent variable market knowledge, which included 12 phrases divided according to their dimensions as follows: 04 phrases related to knowledge of the customer, 04 phrases related to knowledge of competitors, 04 phrases related to market research.

The third part: includes the paragraphs of the questionnaire related to the dependent variable market share, which included 05 phrases.

For the purpose of data processing, SPSS was used to analyze and describe the trends of the studied sample.
-   The study population: consists of managers and heads of departments working in the CRMA in Djelfa.
-   The study sample: To achieve the objectives of the study 45questionnaires were distributed to a sample of the employees of the CRMA Regional Fund for Agricultural Cooperation and only 37 questionnaires were returned.
-   The validity and reliability of the study instrument: This study relied on multiple sources (books, published research, doctoral theses, previous studies) in order to prepare the questionnaire.

B- Presentation and analysis of the study results:
Conducting the treatment of the study tool and demonstrating its stability:
Procedure for processing the study tool:
In order to analyze the questionnaire, the Likert five-point scale was used, which consists of five degrees ranging from very agree, agree, neutral, disagree, completely disagree, and which measure the trends and opinions of the

respondents according to Table 1. and calculate the range and the results are as follows:

Table 1. Answers to the questions and their implications

Answer the Questions	Degree	Arithmetic average	level degree
completely disagree	1	]1,8-1]	very low
Disagree	2	]2,6-1,8]	Low
Neutral	3	]3,4-2,6]	Medium
Agree	4	]4,2-3,4]	High
very agree	5	[5-4,2]	Too high

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

Stability test of questionnaire phrases:

Table 2. Test the stability of the questionnaire phrases

The number of phrases	Cronbach's Alpha
17	,8930

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

Through Table 2. it becomes clear that the questionnaire expressions are characterized by stability according to the Cronbach alpha coefficient, which exceeded the statistical significance 0.6 i.e. 60% and the achieved percentage is 89.3% or it is a very acceptable result and this is with a total of 17 statements, which indicates that the paragraphs the questionnaire has high transmission rates, so the study tool has a high stability that can be used for the purposes of this study.

Description of the characteristics of the study sample:
Demographic characteristics of the study sample:
Gender:

Table 3. shows the distribution of the sample members according to gender

		Frequency	Percent
Valid	Male	21	56,8
	Female	16	43,2
	Total	37	100,0

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

It is clear from the above table that the majority of the study sample is male (56.8%), while females constitute (43.2%), which indicates the

superiority of males over females in occupying administrative positions in the Regional Fund for Agricultural Cooperation in Djelfa.

Age:

Table 4. shows the distribution of the sample according to age

		Frequency	Percent
Valid	26-35	23	62,2
	36-45	11	29,7
	46-55	3	8,1
	Total	37	100,0

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

The above table shows that the majority of the ages of the study sample are the group whose ages range between (26-35) years, which constitutes its percentage (62.2%), followed by the owners of the category (36-45) at a rate of (29.7%). (46-55) of the study sample is (8.1%) only, and there is no representation of the two groups (less than 25) and (greater than 55). These results indicate the resemblance of the working class in the institution.

Educational level:

Table 5. shows the distribution of the sample according to the educational level

		Frequency	Percent
Valid		2	5,4
	Secondary	8	21,6
	Technical	14	37,8
	Bachlor	9	24,3
	Master's	3	8,1
	Engineer	1	2,7
	Total	37	100,0

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

As for the educational level, it is clear from the above table that the majority of the study sample hold a bachelor's degree by (37.8%), followed by the eligibility for a master's degree by (24.3%), while those with a technical qualification represented (21.6%) of the total sample. The study, as for other levels of the secondary level, engineer certificate holders and those with other certificates, they represent (5.4%), (8.1%), (2.7%) respectively. These results indicate that responsibilities and administrative positions are entrusted to holders of university degrees, due to their ability to make the right decisions and contribute to the development of the institution.

Experience:

Table 6. shows the distribution of the sample members according to years of experience

		Frequency	Percent
Valid	less than 5	5	13,5
	5-10	17	45,9
	11-15	11	29,7
	16-20	2	5,4
	More than 20	2	5,4
	Total	37	100,0

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

Regarding years of experience, the above table shows that the majority of the sample members have years of experience between (5-10) years and they represent (45.9%), followed by the category of those who have experience between (11 years - 15 years) and they represent (29.7%), then They are followed by their years of experience (less than 5 years) at a rate of (13.5%), while the two categories (16-20 years) and the category (more than 20 years) are the two groups that are the least represented in the study sample at a rate of (5.4%) for each of them. Reflects the impression that characterizes this institution.

Career Level:

Table 7. shows the distribution of the sample members according to the occupational level

		Frequency	Percent
Valid	Deputy Director	2	5,4
	Head of the Department	8	21,6
	Office head	7	18,9
	Other	20	54,1
	Total	37	100,0

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

Through the above table, the majority of the study sample held lower positions, and they represented (54.1%), while heads of departments and office heads represented (21.6%) and (18.9%) respectively, while the director was assigned two deputies by (5.4%)

Personnel capacity:

Table 8. shows the distribution of the sample members according to the employee's status

Status			
		Frequency	Percent
Valid	Official	36	97,3
	Trainee	1	2,7
	Total	37	100,0

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

From the above table, the results show that most of the employees are ordained at a rate of (97.3%). The employment formula contained one trainee, representing (2.7%). This is the result of the employment strategy followed by the establishment.

C- Description of the study variables:

Description of the market knowledge dimensions:

Customer knowledge:

Table 9. shows the arithmetic averages and standard deviations of the customer knowledge dimension

Number	Phrase	Arithmetic average	standard deviation
01	You have an extensive customer information base.	3,92	,795
02	You are keen to keep pace with the changing needs and tastes of customers.	3,73	,838
03	You are keen to understand the needs of customers and translate them into reality.	3,70	,878
04	You are keen to spread the culture of customer care in the organization.	3,70	,822
	Customer knowledge	3,8041	,69755

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

The results shown in Table 9. show that the trends of the study sample towards the dimension of knowledge of the customer were positive, as the degree of high approval on this dimension - knowledge of the customer - was recorded, as the arithmetic mean of this dimension reached (3,8041) with a standard deviation (, 697550) , This means that this CRAMA institution has knowledge of its clients in terms of their needs and desires and how to meet and satisfy these desires.

Knowledge of competitors:

Table 10. shows the arithmetic averages and standard deviations of the competitors' knowledge

Number	Phrase	Arithmetic average	Standard deviation
05	You have an abundant database of competitors.	3,19	,776
06	You want to know the strategies your competitors are using.	3,05	,970
07	You seek to create marketing opportunities by taking advantage of competitors' weaknesses.	2,97	,986
08	You are keen to monitor the strengths and weaknesses of your competitors.	3,05	,970
	Knowledge of competitors	3,0676	,73041

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

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The results presented in the above table indicate that the trends of the study sample towards the dimension of knowledge of the competitor were positive, as it recorded a high degree of approval on this dimension - knowledge of the competitor -, where the arithmetic mean of this dimension reached (3,0676) with a standard deviation (0,73041), which indicates To the existence of a database with the institution about its competitors in terms of their numbers, strategies, strengths and weaknesses, as well as the methods and methods used by competitors in the market.

Market research:

Table 11. shows the arithmetic means and standard deviations for the market research dimension

Number	Phrase	Arithmetic average	Standard deviation
09	You carry out studies and research for all areas of the market.	2,95	1,104
10	Market research helps discover the needs and desires of customers.	3,32	,884
11	Market research contributes to discovering new ways to better serve customers.	3,16	,866
12	The company conducts research and studies to know the position of customers	3,00	,882
	Market research	3,1081	,75356

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

Table 11. shows the results of the respondents of the study sample towards the third dimension of market knowledge, which is after the market research, where the results showed the presence of high agreement on this dimension, and the arithmetic mean of this dimension reached (3,1081) with a standard deviation (0.75356). For paragraphs (09-12), this means that the institution conducts research and studies on the market and discovers unsatisfied needs of customers and discover new methods and methods in how to deal with customers and provide services to them, or other knowledge that helps the organization to implement its plans and marketing strategies well.

Description of the market share variable:

Table 12. shows the arithmetic means and standard deviations of the variable market share

N	Phrase	Arithmetic average	Standard deviation
13	There is an increase in the number of customers' dealings with the institution	4,08	,795
14	There is a saturation in the volume of services provided by the institution	3,84	,727
15	The corporation maintains positive relationships with customers to support its marketing share	3,84	,898
16	The institution provides its best services to customers in a timely manner	3,92	,924
17	The organization is achieving a remarkable increase in the number of customers	4,16	,898
	Market share	3,9676	,68234

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

From the results presented in Table 12. it becomes clear that there is a high degree of approval for the paragraphs that measure the dependent variable in the study, represented by the market share, where the arithmetic mean reached (3,9676) with a standard deviation of (0.68234), for the paragraphs (13-17), and this shows the extent of the institution's endeavor to make great efforts to deal with factors, conditions and activities that would enhance its market share.

D- hypothesis testing:

Through this test of the main hypothesis and the assumptions emanating from it, the effect of market knowledge dimensions on achieving market share will be measured, and a linear regression model was used, according to which the effect of market knowledge in its dimensions in achieving market share was determined by testing the sub-hypotheses stemming from the basic hypothesis through two stages:

Test the main hypothesis:

There is no statistically significant effect of market knowledge in increasing the market share at the level of significance :($\alpha \leq 0,05$)

To test the hypothesis, we fully studied the effect of market knowledge on the market share, where we obtained the results, which are shown in the following table:

Table 13. Summary of the results of the simple linear regression analysis and the analysis of variance to measure for testing the main hypothesis

ANOVA		R-deux ajuste	The coefficient of determination R2	Karl Pearson Correlation Coefficient R	
Test of the form F					
Indication level sing	Coefficient of variation value F				
0,003	10,097	0,201	0,223	0,473	**The Result**

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

We notice through the table that the value of the correlation coefficient for Karl Pearson was estimated at 0.473, indicating the existence of a direct correlation between market knowledge and market share, while the coefficient of determination was 0.223, which means that the three axes chosen for the study explain what 22.3% of the market knowledge effect On the market share, **which is the percentage that market knowledge contributed to through the answers of the sample members, while the remaining 77.8% is due to other variables such as quality of services provided, costs, response ...**

The ANOVA analysis of the statistical significance test of the regression model for testing this hypothesis also shows that the value of F is equal to 10,097 at the level of significance of 0.03, which is greater than the tabular value of F, and based on these results it can be said that the regression model is statistically significant at the level of significance 0.05 **which is What confirms the existence of a statistically significant effect of market knowledge and market share, and on this basis the null hypothesis is rejected and the basis hypothesis is accepted.**

Test sub-hypotheses:

During this stage, we studied the effect of each of the three axes of market knowledge separately to find out what variable is influencing the most by using multiple linear regression, and the results are as follows:

Table 14. Summary of the results of linear regression analysis and variance analysis to test the effect of each axis on the market share

ANOVA		R-deux ajuste	The coefficient of determination R2	Karl Pearson Correlation Coefficient R	The axes
Test of the form T					
Indication level sing	Coefficient of variation value T				
0.00	29,283	0,440	0,458	0,657	**Customer knowledge**
0,136	1,525	0,035	0,062	0,249	**Knowledge of competitors**
0,158	1,440	0,029	0,055	0,236	**Market research**

Source: Prepared by the two researchers, depending on the outputs of the SPSS program

The First Axis: We note that the value of the significance level α = 0.000 i.e. less than 0.05 and the calculated t value is greater than the tabular t, which means rejecting the null hypothesis and accepting the basis hypothesis, that is, there is a statistically significant effect at the level of significance 0.05 among the statements of the first axis of market knowledge and represented by "knowing the customer" and the market share, while the coefficient of determination was 0.458, which means that the phrases of the first axis of market knowledge explain 45.8% of the institution's market share.

The Second Axis: we note that the value of the significance level (= α0,136) i.e. greater than 0.05 and the calculated t value is less than the tabular t, which means rejecting the basis hypothesis and accepting the null hypothesis, that is, there is no statistically significant effect at the level of significance 0.05 between the statements of the axis Competitors' knowledge of the market share As for the coefficient of determination, it reached 0.062, which means that the phrases of the second axis of market knowledge explain only 06.2% of the institution's market share. This can be explained by the lack of standards for transparent competition and the absence of an information system that allows information to be provided on the institutions active in the market and potential to enter.

The third axis: We note that the significance level value (= α 0,158) i.e. greater than 0.05 and the calculated t value is less than the tabular t, which means rejecting the basis hypothesis and accepting the null hypothesis, that is, there is no statistically significant effect at the level of significance 0.05 among market research phrases and market share.

As for the coefficient of determination, it reached 0.055, which means that the phrases of the third axis of market knowledge explain only 05.5% of the institution's market share on market research.

This can be explained in the fact that this is an almost complete disruption of the marketing information system, which would contribute to providing information to the organization and thus using it in its marketing strategies.

9- Conclusion and Results

Conclusion:

By studying market knowledge and its role in increasing the market share, we concluded that there is more knowledge on the part of CRMA in market knowledge through the dimension of knowledge of customers, and the almost total absence of the two competitors and market research, and accordingly, the following results were reached:

Results:

1- CRMA focuses on the knowledge dimension of the customer more than the competitors' and the market research dimensions; thus, the customer is considered the main factor in contributing to increasing the institution's market share.

2- For CRMA, knowledge of competitors is not considered a major factor in increasing the market share, perhaps due to the lack of an effective marketing information system to provide it with information about competitors.

3- There is almost a complete absence of market research, as the latter does not affect raising the value of the market share.

4- There is an effect of market knowledge on the market share which positively reflects the efforts of CRMA in increasing the market share.

Recommendations:

1- The necessity of increasing the institutions' interest in market knowledge in order to benefit from it in creating a business number capable of raising their marketing performance.

2- Increasing interest in having a marketing information system that provides employees with market information.

3- Institutions must develop the expertise and skills of their staff to obtain knowledge.

4- Conducting more market studies and research on competitors to know their plans and take advantage of them so as to enhance the status of the marketing institution and lift it up.

10- Citations:

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