Al-Qadisiyah Journal for Administrative and Economic Sciences ISSN$_{Online}$: 2312-9883
QJAE, Volume 25, Issue 4 (2023) ISSN$_{Print}$: 1816-9171

The effect of customer-oriented behavior in enhancing intangible market assets - an analytical study on a sample of EarthLink customers.Earthlink

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Abstract : Purpose: The current study aims to determine the impact of customer-oriented behavior in enhancing intangible market assets by surveying the opinions of a sample of EarthLink customers.
Design/Methodology: Several questions, the most important of which was, determined the problem of the study (Is achieving intangible market assets a function of customer-oriented behavior? In addition, what is the size of the impact of the contribution of customer-oriented behavior in enhancing intangible market assets)? How important is it to them and what is the extent of the impact of the contribution of customer-oriented behavior in enhancing intangible market assets? The nature and level of interest in the telecommunications sector and the low realization of intangible market assets are due to the weak availability of effective customer-oriented behavior in the surveyed company, and the study population is represented by (customers of EarthLink Company) if the number of questionnaires distributed reached (275). After sorting and verifying the data, it reached the number of questionnaires suitable for analysis was (244) questionnaires out of a total of (260) questionnaires that were retrieved.
The current study sought to choose a number of main hypotheses related to correlations and influence relationships between the study variables. In order to answer the questions related to the study problem and reach the set goals, and in order to process the data, I used several statistical methods (normal distribution, arithmetic mean, Pearson correlation coefficient, and simple regression model) using the statistical program SPSS28 and Amos v.25.
Theoretical results: There is a knowledge gap in explaining the nature of the relationship between the variables of the current study, represented by the two independent variables, customer-oriented behavior, and the dependent variable, intangible market assets.
Practical results: The study reached several results, the most important of which was that the variable of customer-oriented behavior is related to and affects the variable of intangible market assets.
Keywords: customer-oriented behavior, intangible market assets, EarthLink Company.

Introduction: Global economic transformations have contributed to increasing the intensity of competition between organizations, as they compete with each other for markets, opportunities, and customers. Hence, competition became the primary means for the organization to find a place for itself in the market, and therefore building competitive capacity through developing comparative advantages and converting them into competitive advantages became the organization’s way to survive and succeed within the framework of Customer satisfaction. These successive global events and changes have had clear impacts on marketing. It changed its concept over different periods to reach what it has reached now. In addition to the effects that marketing activities have on the organization’s strategies and its ability to survive and grow. The level of this impact varies depending on the philosophy embraced by the organization. In today's world, the organization has become market-oriented, which has changed the nature of its strategic decisions. In addition, the emergence of the role of marketing and its position in strategic planning requires building intangible market assets represented by brand equity and customer capital, and extracting them from them, as they are the basis of the organization’s competitive strength.
One of the important tools and approaches that enable business organizations to excel on the basis of future performance in light of achieving and building market assets that are difficult to imitate is the human capabilities possessed by workers on the front line (service providers) during the service encounter in light of the interactive practices and behaviors that these workers display to attract customers and win. Their satisfaction, loyalty, retention and drawing a positive impression of the organization's brand.
Hence, the current study came to shed light on the effect of customer-oriented behavior in enhancing intangible market assets.

Study methodology

1-1- The problem of the study

The marketing concept refers to a basic fact that the process of building profitable relationships with customers consists of providing value to customers and obtaining value from them, that is, focusing on building and managing intangible market assets that are difficult for competitors to imitate, based on the importance that intangible market assets pose within the framework of Orientation towards customer relations in light of the social interaction with the service provider in the mind of customers. Based on the above, the current study attempts to verify the existence of a clear perception of the importance of intangible market assets that are difficult for competitors to imitate. This calls for the need for organizations to pay attention to the issue of evaluating their intangible market assets in light of their orientation towards building an interactive social climate between customers and employees, as well as maintaining it in a marketing environment in which the customer is the main player, being the focus of attention of all marketing activities, and this is done by adopting social foundations in formulating the relationship between the two parties. A main question for the study can be formulated

Is there a role for customer-oriented behavior in enhancing intangible market assets? This includes a set of sub-questions, as follows:

- What are customers' perceptions of customer-oriented behavior in the organization under investigation؟
- What is the level of evaluation of the intangible market assets of the organization under investigation in light of qualitative rather than quantitative standards from the sample's point of view؟
- Is there a direct influence and connection between customer-oriented behaviors on intangible market assets؟

1-2- The importance of the study

The current study attempts to respond to the call of previous studies for further investigation and research on how to build solid foundations for its intangible assets (customer capital) that enable it to own assets that cannot be imitated or copied by competitors, to be a source of sustainable competitive advantage, in addition to the importance of owning A clear vision of the role of the social climate in the light of which the process of providing service to customers takes place and the customers' impression of that climate, and what the organization's reputation may play based on the customers' vision. From the above, it can be said that the study is of particular importance in light of the following:

1-2-1- Enriching the theoretical and intellectual aspects in the field of study variables (customer-oriented behavior, intangible market assets).

1-2-2- The current study is one of the rare studies, according to the researcher's knowledge, that analyzes the relationship between customer-oriented behavior and intangible market assets.

1-2-3-The study also gains special importance because it attempted to clarify the importance of the social climate in providing service (service encounter) by highlighting customer-oriented behavior, as it is one of the essential components of the social climate that affects the customer's response and forms impressions of the customer. The organization.

1-2-4- The current study has a special advantage through its treatment of intangible market assets within a marketing framework and drawing the features of an intellectual model based on the theory of social exchange and the theory of social attraction.

1-3- Objectives of the study

Which clearly expresses the point of view of the study, as when the objectives of the study are achieved, the necessary information will be obtained to answer the questions of the study. Based on the above, the objectives of the study have been developed based on the problem of the study. They have been summarized as follows- :

1-3-1- Identify customers' perceptions of customer-oriented behavior in the organization under investigation.

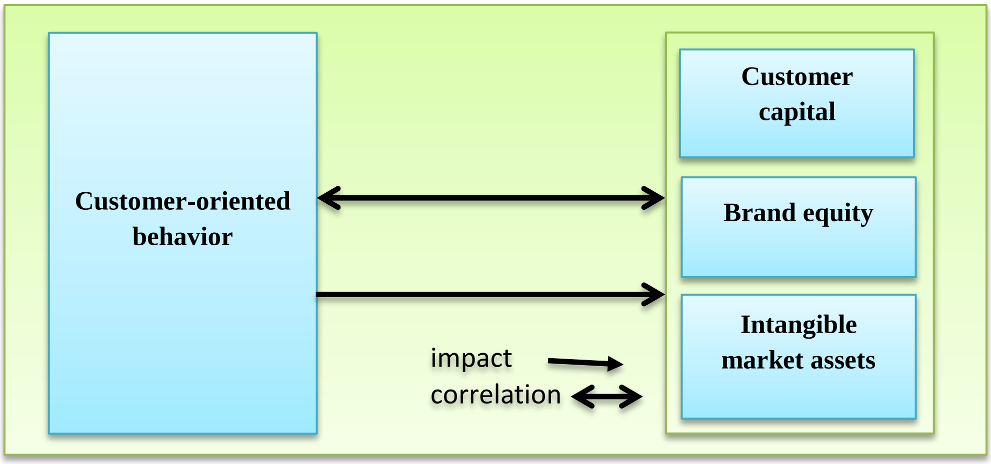
1-3-2- Identify the level of evaluation of the intangible market assets of the organization under study in light of qualitative, not quantitative, standards from the sample's point of view.

1-3-3- Identify the direct influence and correlation of customer-oriented behavior on intangible market assets.

1-4- Hypothetical study plan and study hypotheses

The study plan aims to visually embody the relationships that the study will test, as Figure (1) presents the study model, which was designed in light of the research hypotheses.

Form (1) of the hypothetical study model



Source: Prepared by the researcher

Figure (1) the hypothetical form of the research

The study hypotheses were formulated in light of the hypothetical study plan and the objectives of the study and their importance, which will be subject to testing, and then their validity or otherwise will be proven. As in the following figure:

Table (1) Summary of the results of testing the study hypotheses

Code	Impact hypotheses
H1	There is a significant correlation between customer-oriented behavior in enhancing intangible market assets
H2	There is a significant influence relationship between customer-oriented behavior in enhancing intangible market assets

ا Source: Prepared by the researcher according to the results of the study.

1-5- Study standards:

The following table shows the Study standards:

Table (2) Study standards

	Variable		**The dimension**	**the scale**
1	**Customer-oriented behaviour**	**1**	**One-dimensional**	**(Ahearne ,2018:17)**
2	**Intangible market assets**	**1**	**Brand equity**	**Blattberg& Thomas, 2014 Bolton & Verhoef, 2018**
		2	Customer capital	

Source: Prepared by the researcher

1-6- Some previous cognitive efforts

The following tables summarize the foundations on which previous cognitive efforts were based:

First: Studies related to the behavior of the service provider

1-6-1 Arabic Studies

Table (1): Studies related to customer-oriented behavior

First study	(Abdul Rasoul, 2018)
Study Title	An integrated approach to evaluating the customer's ownership right through the customer's attitude towards the service provider's behaviors. An analytical study of the opinions of a sample of customers of the company (EarthLink) in Babylon Governorate.
Type of study	Analytical
field of study	EarthLink customers in Babil Governorate
Sample volume	375 subscribers
Purpose of the study	This study aimed to find out how the behaviors of the service provider affect the dimensions of customer ownership rights through the mediating role of customer trust.
The most important conclusions	1 - There is a noticeable difference in the behaviors of the service provider perceived by the company's customers
Second study	2 - There is a high level of trust that customers express in the company through their expression of reliability in dealing with the service provider, reliance on the promises he makes to the customer, and his trust in the information he provides.
Study Title	3 - It became clear from the results of the statistical description that the company possesses intangible market assets and a high level of customer lifetime value
Type of study	Exploratory study
field of study	Those seeking tourist agency services in Constantine
Sample volume	110 customers
Purpose of the study	Analysis of the effects of a service provider's perceived ethical behavior on customer satisfaction.
The most important conclusions	Understand and analyze the consequences of a service provider's ethical behavior.

1-6-2- Foreign studies

Third study	(Thu & Park, 2015)
Study Title	The effects of service quality on Internet service provider customers' behavior: A mixed methods study
Type of study	Exploratory
field of study	Internet users
Sample volume	2059 Internet users
Purpose of the study	First, we define the dimensions of QoS evaluation for Internet service providers (ISPs).
The most important conclusions	Second, to study the relationship between service quality and customers' behavioral intentions.

Fourth study	(Khanal, 2020)
Study Title	Health Service Providers' Behaviors Toward Youth Clients
Type of study	Behaviors of health service providers towards young clients
field of study	Describe it
Sample volume	Health services towards young clients
Purpose of the study	249 young men
The most important conclusions	The study aims to explain the nature of the relationship between health service providers' behaviors towards young clients

Second: Studies related to intangible market assets

1-6-3- Arabic Studies

Table (3): Studies related to intangible market assets

First study	(Taleb et al., 2013)
Study Title	Evaluating intangible market assets within the framework of the trend towards customer relationship management - an analytical study of the opinions of a sample of managers and customers at Rafidain Bank "Middle Euphrates Branches"
Type of study	Analytical
field of study	Heads of departments and branches and clients of Rafidain Bank
Sample volume	103 individuals
Purpose of the study	Determine the level of orientation of the research sample bank towards applying the research variables (intangible market assets, customer relationship management) by evaluating the dimensions of the intangible market assets that the bank owns within the framework of customer relationship management.
The most important	The results indicate that the level of awareness of the senior management in the research sample about the

conclusions	importance of customer relationship management is insufficient, as the financial, social, and even structural incentives that the bank offers to its customers were at an average level. This result indicates that the level of relationship between the bank and its customers is based on the strategy of achieving profit in the short term, rather than focusing on profit based on satisfaction and loyalty.
Second study	(Al-Najjar, 2016)
Study Title	The impact of investment in intangible assets, financial performance, and financial policy on the market value of public joint-stock companies listed on the Palestine Stock Exchange
Type of study	Analytical
field of study	Public joint stock companies listed on the Palestine Stock Exchange
Sample volume	34 companies
Purpose of the study	Testing the extent to which investment in intangible assets, financial performance, and financial policy together affect the market value of Palestinian public joint stock companies listed on the Palestine Stock Exchange
The most important conclusions	Investing in intangible assets in public shareholding companies listed on the Palestine Stock Exchange has a positive impact on financial performance, represented by the return on assets and asset turnover rate.

1-6-4- Foreign studies

Third study	Gerpott et al., 2008)
Study Title	Intangible asset disclosure in the telecommunications industry.
Type of study	Disclosure of intangible assets in the telecommunications sector
field of study	Applied
Sample volume	Telecommunications sector
Purpose of the study	29 operators
The most important conclusions	Revealing the correlation between the annual report and Internet sites in the quality of disclosure of intangible assets on the one hand, and explaining the variables related to the quality of disclosure of intangible assets on the other hand.
Fourth study	The quality of disclosure of intangible assets in both the annual report and the website is relatively low, and the disclosure of intangible assets is mostly limited to small pieces of qualitative information, and the quality of disclosure of intangible assets in the annual report and website is often positively correlated. The quality of disclosure of intangible assets varies significantly across the service area of US telecom network operators, with telecom network operators in Europe showing higher levels of quality.
Study Title	Silva, 2009)
Type of study	Disclosure of Intangible Assets: Empirical Study of Financial Corporations in the Liberian Peninsula.
field of study	Disclosure of intangible assets: an empirical study on financial companies in the Liberian Peninsula
Sample volume	Applied
Purpose of the study	Financial companies in the Liberian Peninsula
The most important conclusions	14 banks

1-7- Areas of benefiting from previous cognitive efforts

In light of a review of the most prominent previous studies, the figure shows the most important areas of benefit from them, which can be placed as follows:

A - Previous studies included conceptual and methodological introductions. Most of the previous cognitive efforts only reviewed a conceptual, theoretical review of the researchers' opinions and ideas regarding the variables, which enabled the researcher to build a philosophical and theoretical review of the current study.

B- Benefiting from the most important modern foreign and Arab sources and references, despite their scarcity, and benefiting from them in enriching the theoretical and practical aspects of the current study.

T - Reviewing previous studies contributed to tracking the findings of previous researchers in the field of variables of the current study and diagnosing the knowledge gap.

D - Reviewing previous studies enabled the researcher to build knowledge to formulate the theoretical relationship between the variables of the current study and identify the main dimensions of the study variables (customer-oriented behaviors, intangible market assets).

C- Contributing to formulating the problem and objectives of the current study, as well as identifying the direction of the relationship between the variables of the current study.

H- Learn about the applied aspect and learn about modern statistical methods in order to apply them within the current study.

X - Determine the dimensions of the variables under study, and how they can be used to measure them.

D- Assisting in formulating the questionnaire paragraphs related to the study variables and designing the questionnaire in an optimal way.
I- Benefiting from the results reached by previous cognitive efforts to compare with
What the current study will find.

1-8 Study sample:

To determine the size. The appropriate sample, because the size of the population for the study cannot be limited and the true size can be determined, so the researcher is required to use the appropriate sampling method that can be accessed by the researcher, and to reach a sample size that is within the parameter limits, the equation (Hair, 2011:101) has been employed. Which stipulates that the sample size is determined as follows:
Sample size = (number of questionnaire items * 5) + 10% margin of safety
Sample size = (42 * 5) + (10% * 210)
Sample size = (210) + (21) = 231 Minimum sample size
To achieve the minimum size, (300) questionnaires were distributed, and (260) were collected with a retrieval rate of (86%). There were (11) anomalous questionnaires, and (5) questionnaires that were not suitable for analysis. Therefore, the sample size became (244). The researcher decided that the selected sample should be larger than the sample required to best represent the population, and it fulfils the conditions. Sample size required, which can be shown. In Table (5).

2- The theoretical aspect

2-1- The concept of customer-oriented behavior

Customer-oriented behavior is defined as the ability of the service provider in the organization to direct his efforts towards the customer and persuade him to buy the organization's products by adopting the necessary methods and techniques to influence the purchase decision. (Singh & et al, 2013:554) The researcher believes that the service provider can influence the customer by providing distinguished services compared to competitors, as these processes are manifested in different ways that persuade customers to make the appropriate decision (Sergio Román & Pedro, 2015:364). A study indicated that the role of the service provider is to persuade the customer to buy products by building a level of trust between the two parties, and this can only be achieved through the self-efficacy of the service provider in the organization, and therefore this concept is based on the self-efficacy of the service provider. (Narumon et al, 2010:56)

Understanding and analyzing customers and learning about their behavior is really important for any organization to know how he deals with its products, and what exactly affects them while he makes the decision to buy, and this requires organizational behaviors capable of directing customers to what the organization seeks through the behaviors of the service provider, which also requires understanding the customer. And reveal the points that motivate him to buy. (Limbu et al., 2016:21.)

2-2- The fundamental factors affecting the adoption of customer-oriented behavior

The basic factors and considerations are necessary in clarifying the vision of organizations, including service-providing organizations, in adopting customer-oriented behavior. These considerations are due to the organizations' reliance on standards that improve customer-oriented selling techniques. Therefore, there are several important factors that contribute to adopting behavior that creates flexibility and communication with customers, as follows:

2-2-1- Employees of service providers tend to face more complex selling environments, and this requires making great efforts to adopt mechanisms that contribute to more flexible behavior. (Zhou, Jihong, & et al, 2020;2).

2-2-2- Adoption and use of information technology by those working to provide services in the organization (Ahearne et al., 2008). Therefore, the effectiveness of information technology is possible when it is used to improve employee behaviors or skills.

2-2-3- The nature of forecasting that characterizes service provider employees, which contributes to adopting future actions and behavior toward customers and improving sales performance by facilitating their effective participation in customer-oriented selling behaviors.

2-2-4- Empowering employees who provide services in the organization in order to know and analyze customer behaviors that can be predicted and address the gap in information efficiency.

2-2-5-The experiences and skills possessed by those working to provide services through social media in sales, with the aim of improving customer-oriented selling behaviors, which in turn contribute to improving sales performance. (Itani et al., 2017:71)

2-3- Dependent variable: intangible market assets

The concept of intangible market assets, according to the agreement of many researchers in the field of studying intellectual capital, is the basic essence and sustainable wealth in organizations. It is the framework in which the knowledge, experience, information, capabilities and skills that the organization possesses interact to direct the use of appropriate technology in achieving a worthwhile benefit and actual value for the relationship. With customers, many researchers have pointed to intangible market assets in terms of their importance to the organization and their impact on its overall operations.

The concept of intangible market assets stems from the definition (Morgan & Hunt, 1994:54), in which he indicated that market assets are intangible, representing market resources that are generated by relying on the processes of learning, developing and creating valuable relationships. He mentioned them in a later study as representing the quality of the relationship. Between the organization and the customer.

Intangible market assets have been known with several definitions that differed according to the differences in the analytical and intellectual systems of the researchers. (Bontis, 2012:50) referred to them as (the value that the organization obtains from its relationship with its customers), and from a financial perspective it constitutes current and future returns. According to this conceptual structure, successful organizations are the ones that focus and care about building profitable relationships with their customers for life. To achieve this, organizations must invest part of their investments in enhancing customer satisfaction and loyalty, as it constitutes the present of their existence and the essence of their future.

It has also been known as (the value of customer relationships and their role in achieving future growth through unifying customer bases, a continuous relationship with loyalty, and determining the options before the customer. (Duffy, 2020:481). Or it is (the knowledge required through business activities that are hidden in marketing channels.) And customer relations). Thus, intangible market assets are considered the most important factors of intellectual capital that are evaluated as customer capital.

2-4- Dimensions of intangible market assets

2-4-1- Trademark ownership rights

Branding has been around for centuries as a way to differentiate the goods of one product from the goods of another. Creating a brand for a company in the minds of consumers is the main goal of branding. It is to create a strong presence in the market that attracts consumers, who will become loyal to that product. The company’s brand is A continuous process that involves constant care to consider the company’s history and present, and he believes that brand equity is the value of the product through its brand name. Factors such as the country of origin also affect the consumer’s attitude towards brand equity. Commercial (Ko, et al, 2009:4) Implanting a brand in the minds of buyers and users is a process in itself that is a mixture of flavours to attract consumers. (Lee & Mueller, 2005: 573) believe that property rights consist of a set of rights Formal and informal. The full set of private rights consists of the following:

1. The right to use the asset and this use does not conflict with the ownership rights of another person.
2. The right to exclude others from using the same assets.
3. The right to sell the asset.

2-4-4- Customer Capital

Customer capital constitutes one of the main components of intellectual capital, as it works to transform it into relationships and organizational performance, as it includes relationships with customers and suppliers who possess knowledge. It is called external capital because it reflects the organization’s relationships and interactions with the outside world and external organizational relationships. and information networks. Therefore It represents all relationships that are outside the boundaries of the organization, and customer capital is concerned with gaining customer satisfaction, deepening their loyalty to the organization, and maximizing its product (Medina, et al, 2011: 809-811)

Arafat & Shahimi (311) also referred to customer capital as the strength of the organization’s relationships with customers. There are those who believe that customer capital is the result of the interaction of relationships between human capital and structural capital, and this interaction generates ways and means through which relationships with customers are established. Seleim & Khalil, 2011: 588-589) looks at customer capital. Bonny as one of the basic components Intellectual capital, as it highlights it and transforms it into the form of market value and organizational performance, and there are several indicators to measure that performance, including marketing capabilities, market share, and customer loyalty. He also adds that an organization that can own customers, but achieves value added to it as customer capital through... For her relationships with These customers, the ability to gain new customers, the ability to retain current customers, the size of the market share compared to competitors, market growth rates, and industry rates.

3- The practical aspect

3-1- Response rate

In order to ensure the reliability of the sample in its representation of a population. The study is representative. Accurate and sufficient, the researcher directly distributed (275) questionnaires to a random sample of EarthLink customers, for the period (from 6/6/2023 until 8/6/2023), and after (260) questionnaires were retrieved, it was found that the number of questionnaires suitable for analysis The statistician received (244) questionnaires, with a response rate of (95%).

3-2- Questionnaire stability or scale stability tests:

The researcher used the Alpha Cronbach test, the value of which is considered reliable whenever it is equal to or greater than 0.70, to determine the stability of the questionnaire and know its consistency and results, as well as the degree to which it is far from error and obtaining the same results, if it is redistributed multiple times and over periods. Different and with the same degree of reliability (Sekaran & Bougie (2016), The following table shows the Reliability coefficient for dimensions and items.

Table (3) Reliability coefficient for dimensions and items

Variables	Dimensions	Number of paragraphs	Stability coefficient
Customer-oriented behavior		4	91.2%
Intangible market assets	Brand equity	10	91.2%
	Customer capital	10	92.6%
All paragraphs of the capabilities dimensions of intangible market assets		20	92.9%
All dimensions		24	95.9%

3-3- Descriptive analysis of sample responses

This paragraph includes the presentation of data. And analyze them, after they were collected using questionnaire forms from the study community regarding the variables of the study, according to its variables represented by (customer-oriented behaviors, intangible market assets), to then be extracted. Statistical indicators represented by the arithmetic mean and standard deviation. The hypothetical mean of (3) was adopted, as each dimension obtains a hypothetical arithmetic mean higher than (3), which is acceptable. Otherwise, it is considered rejected. A comparison should be made between the calculated mean and the categories shown in Table (3), to identify the level of availability, practice, and interest by EarthLink Company in these main items, dimensions, and variables.

3-3-1- Customer-oriented behavior variable: -

It is clear from Table (3) that the customer-oriented behavior variable came in the first place, because it had an arithmetic mean of (3.60), a standard deviation of (0.94), and relative importance of (72%), as the arithmetic mean is greater than the hypothetical mean is (3). It is also clear that paragraph (COB3) came in first place (the service provider tries to provide services in the best possible way that contributes to solving the customer's problems), because the arithmetic mean reached (3.86), which corresponds to the highest percentage relative importance. It reached (77%), which means that the service provider at EarthLink is trying to provide services in the best possible way that contributes to solving the customer's problems. The other items received a relative percentage of importance and high arithmetic means showing the clear response of the study sample to the dimension items. This dimension was measured through four paragraphs, the arithmetic mean ranges between (3.39-3.86), at a high level and with relative agreement ranging between (68%-77%), indicating that the service provider at EarthLink is trying to provide services specifically to customers to solve their own problems, and the provider shows great interest. He treats customers according to his needs and strives to know the customer's real needs and desires, The following table shows the Statistical description of customer-oriented behavior.

Table (3): Statistical description of customer-oriented behavior

Paragraph	Arithmetic mean	Direction of the answer	Answer level	standard deviation	Relative importance %	Availability level	Skewness	Kurtosis
COB1	3.52	I agree	high	1.08	70%	good	-.607	-.607
COB2	3.63	I agree	high	1.04	73%	good	-.631	-.631
COB3	3.86	I agree	high	1.15	77%	good	-1.067	-1.067
COB4	3.39	I agree	high	1.22	68%	good	-.454	-.454
The total customer-oriented behavior variable								
	3.60	I agree	high	0.94	72%	good	-.827	-.827

The researcher based on the outputs of the program (spss.v.28) prepared the source

3-3-2- Intangible market assets variable

Table (4) shows the results related to the variable (intangible market assets) according to the statistical indicators represented by (arithmetic mean, standard deviation, and percentage). It is clear that the aforementioned variable achieved a moderate response because the arithmetic mean reached (3.24). It is higher than the default means, with a standard deviation of (0.85), which shows the dispersion of values from their arithmetic mean, and with a relative importance of (65%), the following table shows the Statistical description of the dependent variable: intangible market assets.

Table (4): Statistical description of the dependent variable: intangible market assets

	Independent dimensions	General arithmetic average	Overall standard deviation	percentage	Dimensional arrangement	Skewness	Kurtosis
1	Brand Equity (BOR)	3.25	0.86	65%	1	-.356	-.356
2	Client capital (CUC)	3.22	0.88	64%	2	-.268	-.268
	Total intangible market assets (IMA)	3.24	0.85	65%		-.339	-.339

Source: SPSS.V.26 output.

The normal probability distribution for data on customer-oriented behavior and intangible market assets is within the region of the normal distribution, where it came from. Kurtosis and skewness test results. Within the lower and upper acceptance ranges between (±1.96).

3-4- The second sub-hypothesis (H1-2): (This hypothesis states that there is a statistically significant correlation between customer-oriented behavior and intangible market assets), and according to the results of Table (5), it shows that there is a correlation between customer-oriented behavior and intangible market assets. The customer and intangible market assets, the correlation coefficient reached (0.632), which is positive and statistically significant based on the value of the level of significance achieved (0.000), less than the value of the level of significance, which the researcher assumed (5%), and on the basis of these results the hypothesis is accepted, This indicates that the more EarthLink service providers pay attention to customer-oriented behavior practices, the more intangible market assets will be enhanced The following table shows the Correlation between customer-oriented behavior and intangible market assets.

Table (5): Correlation between customer-oriented behavior and intangible market assets

Customer-oriented behaviour		
Intangible market assets	Pearson Correlation	.632**
	Sig. (2-tailed)	.000
	N	244

Source: Prepared by the researcher based on the outputs of SPSS V.28.

3-5- The second main hypothesis (H2): This hypothesis states that there is a significant influence relationship of customer-oriented behavior on intangible market assets. For testing this hypothesis, simple regression analysis was used to test the influence relationship, and this means: intangible market assets. Tangibles are a real function of customer-oriented behavior and any change in customer-oriented behavior will lead to enhancing intangible market assets, according to what was presented in Table (6) of the results of the influence relationships test, which showed that there is an influence relationship for customer-oriented behavior on assets. Intangible market assets, as the effect constant reached (1.188), and the slope of the regression reached (0.569) directly, that is: when customer-oriented behavior increases by one unit, intangible market assets will be enhanced by (0.569), in addition to that customer-oriented behavior explains the ratio (40 % of the variation occurring in intangible market assets, and it is significant based on the calculated (F) value (161.251), which is larger when compared to the tabulated (F) of (3.90), and the significance level value supports this result, which reached (0.000), is less than the level of significance assumed by the researcher (0.05), and according to these results. The alternative hypothesis is accepted and rejected. The null hypothesis at the level of this study, which means: which means that increasing interest in the customer-oriented behavior of service providers to EarthLink by providing special services to customers to solve their special problems, and showing great interest in customers, each according to his need, leads to an increase in intangible market assets, The regression equation is as follows:

$$y = a + bx$$
$$y = 1.188 + 0.569x$$

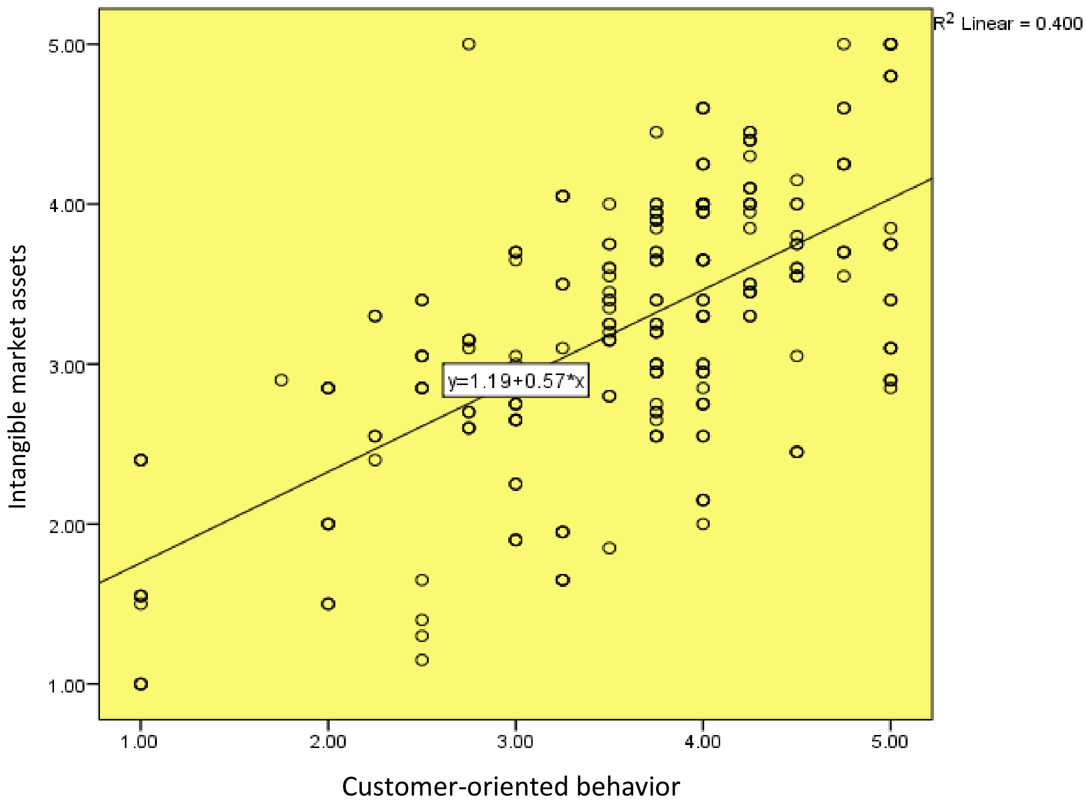


Figure (2) shows the influence between customer-oriented behavior and intangible market assets

Table (6) shows the influence relationships between customer-oriented behavior and intangible market assets

variable	Indicator	Recorded value
Customer-oriented behavior	F-Cal	161.251
	R^2	.4000
	P	0.000
	A	1.188
	B	0.569

Source: Prepared by the researcher based on the outputs of the SPSS.V.26 program

4- Conclusions and recommendations

4-1- Conclusions

4-1-1- The interest in the components of for customer-oriented behavior was high, as most of the respondents' answers to most of the items agreed. This indicates the availability and interest of the service providers to EarthLink, as the service providers in EarthLink try to provide services, especially to customers. To solve their own problems, the presenter shows great interest in customers, each according to his needs, and strives to know the customer's real needs and desires.

4-1-2- There is a moderate availability by EarthLink Company of interest in intangible market assets, as most of the answers of the study sample were neutral, and this gives a clear indication that there is a moderate response among customers that EarthLink Company's products are distinguished by competitive characteristics that surpass the products of other organizations. In addition, it has very high reliability.

4-1-3- It is clear from the analysis of the correlations between customer-oriented behavior and intangible market assets that it was high, positive, and significant. This indicates that the more attention is given to the components of customer-oriented behavior at EarthLink, the more this will lead to the strengthening of intangible market assets.

4-1-4- There is a statistically significant effect between customer-oriented behavior and intangible market assets. This explains the increased interest in customer-oriented behavior through the service provider understanding of customers according to their personalities, providing special services to customers to solve their special problems, and expressing interest in a large number of customers, each according to their needs, leads to an increase in intangible market assets.

4-2- Recommendations

4-2-1-- Urging Earthlink to provide products with competitive characteristics superior to the products of other organizations.

4-2-2 Urging Earthlink to strengthen its brand by paying attention to the reliability of its products.

4-2-3- Urging EarthLink management to pay attention to the possibility of dealing with the environmental changes of the organization under study by adopting the right ideas and proposals at the right time and making it flexible in the face of environmental change.

4-2-4- Enhancing the effectiveness of personal relationships by building social relationships within the organization, and exercising different roles and tasks in the presence of personal relationships, which contributes to the smooth transfer of ideas and sharing of knowledge.

4-2-5- Support and encourage creativity in all departments of the organization, encourage creative and innovative competition among members of one work team, and adopt all ideas and proposals submitted by working individuals.

4-2-6- Ensure that the general appearance, furniture and decoration are attractive and regular.

4-2-7- Providing assistance by Earthlink management and employees on an ongoing basis.

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