



Research Article



Digital Intelligence as a Gateway to Enhancing Smart Marketing: An Analytical Study of a Sample of Asiacell Customers

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Abstract: This study focuses on the relationship between digital intelligence as digital competence, digital ethics, digital safety and digital skills with the formation of smart marketing using collaborative digital marketing, empowerment of human capital and cooperation of social capital. The investigation is based on user feedback of Asiacell telecommunications services in Iraq. Descriptive and analytical research design was used; data was collected through questionnaires, electronically and analyzed using SPSS (2024). Correlation analysis was complemented by descriptive measures such as means, standard deviations and relative importance. The results showed low levels of awareness of the constructs investigated, and reveal a positive and significant relationship between digital intelligence and smart marketing. As a response, the study suggests that Asiacell boost its digital-intelligence skills and convert them into marketing efforts that customers would value.

Keywords: digital intelligence; smart marketing; digital competence; digital security; digital ethics; digital skills; Asiacell.



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INTRODUCTION

Organizations and customers are now operating under changed conditions due to the speed of digital technology. Therefore, the importance of access to technology resources is no longer enough to make an organization effective, but also the ability to use and manage them effectively. It is therefore no longer just technology resources that make an organization effective, but its ability to use, manage and operate these resources sensibly, safely and productively. Digital intelligence is a valuable lens for these capabilities as it combines technical knowledge, informed judgment and responsible digital conduct. Alongside this wider change, marketing has evolved as well: customers are now demanding services that know and cater to their taste, and communicate via easy-to-use digital channels. Smart marketing is to meet these expectations, so digital communication, information analysis, and customer insight are combined. The telecom sector is particularly relevant, as telecom companies struggle to keep subscribers satisfied in a world of constant technology evolution. In this regard, this research focuses on the Iraqi market (Asiacell) to find out if there is a relationship between customers' perception of digital-intelligence capabilities and smart-marketing practices. The main thrust is that the real value of digital infrastructure is not just in terms of investment, but in terms of knowledge and practices in which the infrastructure is used.

Section One

Study Methodology and Procedures

First: The Research Problem

Organizations have come to depend on the internet to increase their opportunities and have become more challenging in engaging customers. Just running digital channels isn't enough to guarantee that a company is aware of how customers use them, or what they expect. Firms, however, must possess the ability to enable the flow of available technologies and information into relevant, reliable and responsive services. Telecommunications: variances in the digital experiences and preferences of customers can make it difficult to create a suitable marketing activity. Furthermore, it is still relevant to determine customer perceptions of the various aspects of digital intelligence, and if they align with their evaluations of smart marketing. The present study tries to answer this question in the context of Asiacell's services in Iraq.

Thus, the key research question is how digital intelligence correlates with smart marketing perceived by the Asiacell subscribers?

In order to answer this question the following related questions are explored:

- 1 - How do the participants in the survey perceive the constituent dimensions of digital intelligence (1 – very well; 2 – quite well; 3 – moderately well; 4 – not very well; 5 – not well)?
- 2 – How strongly do customers feel about the element of smart marketing in the dimensions of the company?
- 3 – Does digital intelligence and smart marketing have any statistically significant correlation?
- 4 – Is there a statistically significant effect of digital intelligence on improving smart marketing?

Second: Significance

This research not only contributes to the scholarship on digitally enabled marketing but also to organizational decision making in the telecom sector. It explores an important relationship in the context of the ongoing digital transformation through the study of digital intelligence and smart marketing. From a theoretical and practical perspective, it can be considered.

Second: Significance

The research, which helps to explain the link between digital intelligence and smart marketing, is an important step in the understanding of these two concepts. The potential advantages of its value are clarifying how digital capabilities might relate to marketing practices, and providing evidence-specific to the telecommunications customer context.

1 – Theoretical Significance

In the conceptual level, the research combines the perspective of digital-intelligence research and management with that of management and marketing scholarship. More specifically, it analyzes the proposed connection between the different dimensions of digital-intelligence and smart marketing as a basis for further investigations in other organizational and sectoral settings.

2 – Practical Significance

- a. Management responses from Asiacell subscribers can offer management decision makers some insights to the successful aspects of digital engagement, and where service and communication practices need attention.
- b. Refining marketing activities: The empirical results provide a foundation to reflect on the marketing activities that meet the needs of customers, and to create more responsive digital services.
- c. Supporting competitive performance: the better use of digital capabilities could contribute to the improvement of subscribers' experience and boost the quality of Asiacell's customer facing activities.

Third: Objectives

The main aim is to explore how digital intelligence is playing a role in smart marketing with the eyes of the Asiacell subscribers. The following specific aims are used to achieve this objective:

To gauge how strongly the research subjects (Asiacell subscribers) believe in the constituent parts of digital intelligence.

To find out their perception on the dimensions of digital marketing among the surveyed participants.

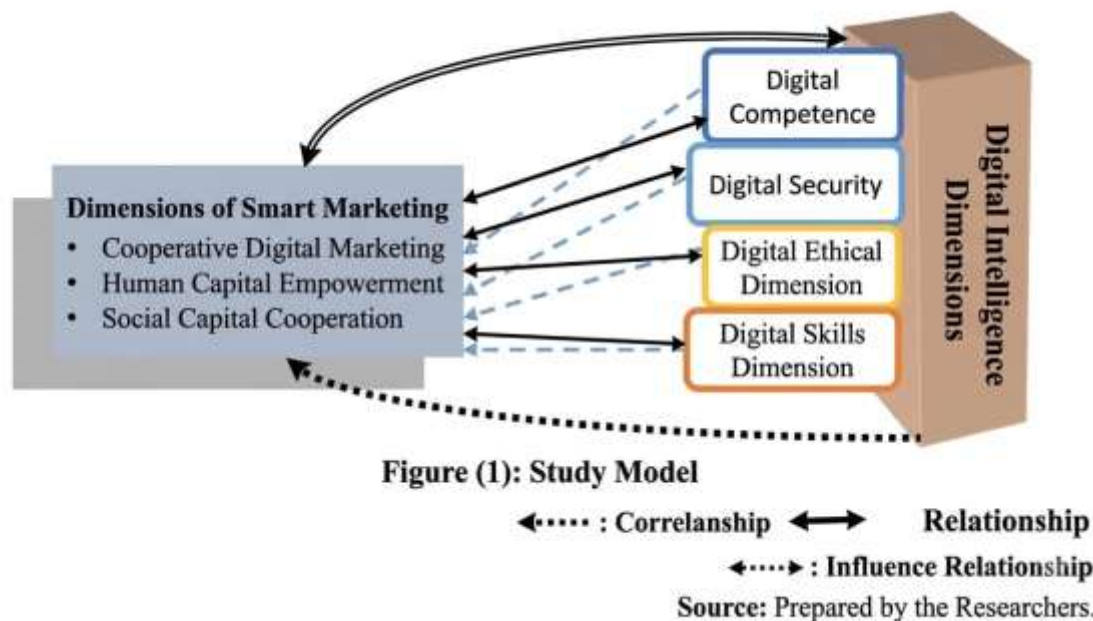
3 – To characterize the association between digital intelligence and smart marketing.

4 – To test the statistically significant impact of digital intelligence on enhancing smart marketing.

Fourth: The Conceptual Model

A conceptual framework was developed that linked the research questions to dimensions of the two main constructs. It separates the explanatory and outcome variables as:

- 1 – The predictor variable: Digital Intelligence which is composed of four dimensions (digital competence, digital safety, the digital ethical dimension, digital skills).
- 2 – The outcome variable: Three dimensions (collaborative digital marketing, empowering human capital, and collaboration based on social capital).



Fifth: Study Hypotheses

The hypotheses formulated in light of the research problem and conceptual framework were tested using the statistical analyses of the study as follows:

First Main Hypothesis

As reported by the Asiacell subscribers who were surveyed, there is a statistically significant association between digital intelligence and smart marketing.

The following sub-hypotheses stem from this:

1. There is a significant relationship between the digital competence and smart marketing, as reported by the respondents of Asiacell subscribers.
2. There is a statistically significant correlation between Digital security and Smart marketing as reported by the subscribed participants of Asiacell.
3. There is a statistically significant relationship between the “digital ethics” dimension and the “smart marketing” dimension as reported by the respondents who are Asiacell subscribers.
4. There is a statistically significant relationship between the dimension of digital skills, and smart marketing, as reported by the respondents who participated in the survey and were subscribers of Asiacell.

Second Main Hypothesis

According to the surveyed Asiacell subscribers, the influence of digital intelligence on the development of smart marketing has a statistically significant impact.

The following sub-hypotheses stem from this:

1. The results show that the Digital competence significantly affects the development of smart marketing as reported by the surveyed Asiacell subscribers.
2. As reported by the surveyed Asiacell subscribers, digital security has a statistically significant effect on the development of smart marketing.
3. The digital ethics dimension is statistically significant in improving smart marketing according to the respondents of the Asiacell subscribers.
4. A statistically significant influence is attributable to the digital skills dimension on enhancing smart marketing, as reported by the surveyed Asiacell subscribers.

Theoretical Basis of the Study

The first is the concept of Digital Intelligence. The first one is the concept of Digital Intelligence. Advances in digital technology have changed the way people get information, communicate and do their everyday activities. This also makes it more vital to be able to critically evaluate digital information and to use technology responsibly. Digital intelligence offers a lens for thinking about the knowledge, skills and understanding required for that interaction.

These help individuals engage in a positive, safe and responsible way with the digital environment (DQ Institute, 2019: 8). Digital Intelligence is a new term that goes beyond the confines of traditional technical knowledge and now extends beyond simply using technology; it is about the ethical, safe, and responsible use of a variety of digital tools and the development of creativity, innovation, and adaptability in an ever-changing digital environment (Park, 2019: 10). Researchers have offered a few definitions for Digital Intelligence, which are listed below:

Table (1) Concepts addressed by some researchers

Sequence	Researcher, Year, and Page	The Concept
1	(Al-Harawi & Al-Fiqi, 2023: 13)	The capacity to communicate and collaborate with others via modern digital technologies; to manage digital media effectively; to use digital media safely and responsibly; to respect the privacy and intellectual property of others in the digital society.
2	(Al-Tamimi, 2021: 61)	Digital intelligence: awareness and skills to interact with digital technology derived from knowledge, values and skills that support appropriate and responsible use of electronic media and thus promote learning, creativity and communication in the digital world.
3	(Khaled and Hassan, 2025: 128)	It consists of a set of interrelated skills which allows people to use technology in an ethical, responsible, aware and safe way and to interact with it within ethical and behavioral and cognitive limits.
4	(Marnewick & Marnewick, 2021 :3)	The talent of things to use knowledge in a habit that authorizes them to communicate favorably and actively within the mathematical surroundings; this ability is connected to the abilities and competencies necessary to resolve questions within the mathematical environment.
5	(IEEE Computer Society, 2021, p. 8).	Digital knowledge is outlined as a comprehensive set of mechanics, intelligent, metacognitive, and socio-heated competencies—grounded in ethical values—that allow things to face the challenges of the mathematical environment, readjust to allure changeable dynamics, and grab allure excuse.

Drawing on the above definitions, this study treats mathematical intelligence operationally as the merger of information, practical talents, and trustworthy judgment wanted to use mathematical services capably and fixedly. The construct thus includes social and righteous concerns alongside technical skillfulness.

Secondly: The Importance of Digital Intelligence

Digital judgment is progressively relevant to partnership in digitally interceded workplaces and common life. It circumscribes the competency to help online methods solidly, adjust to mechanics change, and put oneself in the place of another potential risks outside foregoing the convenience that mathematical finishes provide. In this sense, allure worth longers beyond mechanics conduct to involve informed administrative and productive participation in professional and public backgrounds. The principal facets of this significance are defined beneath (Majeed et al., 2025: 2; Li and others., 2024: 1; IEEE Computer Society, 2021: 8):1 -The significance of mathematical intelligence offers further the absolute use of online terraces; it empowers things to navigate the socio-financial challenges and demands emergent from the mathematical revolution.2 - Digital data authorizes an essential component of future trained workers readiness.3 - It is an necessary finish for permissive emerging production to display the competitiveness and elasticity required to guide along route, often over water the future work surroundings at which global parties build.4 - It equips individuals accompanying the talent to handle miscellaneous digital challenges and positions accompanying knowledge and responsibility.5 -Digital judgment reinforces things' innovative competencies through the different use of appropriate mathematical tools, with providing to the transformation of plans into concrete matters.6 - It performs an main function in fitting things to interact intentionally accompanying electronics in the digital globe, permissive ruling class to leverage allure benefits while preventing risks and threats.Third: Characteristics of Digital IntelligenceDigital acumen concede possibility be implicit as an integrated accumulation of efficiencies alternatively an isolated set of mechanics abilities. In modern organizations, it combines the capability to think digital news accompanying ethical doom, changeability, and the persuasive use of technological methods. This more extensive outlook has implications for trained workers development, administrative practices, and the responsible endorsement of new sciences. Its principal traits include the following (DQ Institute, 2019, pp. 12–15; Yeke, 2023, pp. 391–400):1- Fostering a Common Language and Systematic Structure: Digital Intelligence standardizes mathematical ideas and wording through a global foundation grown from over 25 international syllabuses, through lowering fragmentation and improving legislative and administrative integration.2- Flexibility and Adaptability: Digital Intelligence is from extreme elasticity, allowing it expected tailor-made to the local circumstances of companies and countries with its own government alongside with work surroundings necessities and constant technological changes.3- Grounding in Universal Ethical Values: Digital Intelligence surpasses mechanics abilities; it is based on a intelligent and moral foundation incorporating respect, trustworthiness, and mathematical understanding that promotes the kind and mature use of technology in the institution. 4- A inclusive and broad-grazing concept: Digital understanding shows a broad, encompassing framework that integrates mathematical knowledge and mathematical skills. It serves as a united parasol for mathematical talent across miscellaneous subdivisions and head count, helping to help along middle from two points organizational exertions and the labor retail.

Fourth: Levels of Digital Intelligence

The article identifies levels of digital data in accordance with the more and more progressive capabilities necessary for partnership in mathematical surroundings. Together, these levels reflect progress from trustworthy date with electronics to content concoction and the use of mathematical possessions for innovation and competitiveness (Dawam & Ahmed, 2025: 55; Al-Dahshan, 2019:

63; UNESCO, 2021: 8). These levels are in this manner: 1- Digital Citizenship: This shows the basic level of digital understanding. It requires the capability to use science and digital publishing in a dependable and moral method, while also safeguarding dossier and solitude and avoiding connected to the internet risks. 2-Digital Creativity: This is the enlightening level, from an individual's capability to produce digital content (in the way that paragraph, representations, videos, and requests) and transform information into mathematical commodity. More simply, it includes utilizing electronics to forge something new. 3-Digital Competitiveness: This is the best possible of mathematical intellect. It signifies the strength to address all-encompassing challenges, institute, and create new opportunities inside the mathematical saving by supporting entrepreneurship,



Figure No. (2) Levels of Digital Intelligence

Source: Prepared by the Researchers

Fifth: Dimensions of Digital Intelligence For the purposes concerning this inquiry, digital intellect is checked through four accompanying dimensions (Al-Hawari & Al-Faqi, 2023, p. 16; DQ Institute, 2020, p. 7; IEEE Standards Association, 2020, p. 4; European Commission, 2022, p. 14): 1- The Digital Competence Dimension: Amidst breakneck, all-embracing digitalization and the growing confidence of associations on mathematical technologies to survive movements and advance their clever visions, the idea of mathematical ability has emerged as a fundamental necessity for profitable up-to-date management. It authorizes administrative excellence and the skill to equate manufacturing leaders; current studies display that representatives and managers possessing mathematical abilities cause improved bureaucratic acting and increased output, with embellishing a company's volume for change and changeability to a changing surroundings (Yusef & Guly, 2019, p. 1482). This measure circumscribes an individual's ability to efficiently handle mathematical skills in constantly existence, as well as the volume for unending knowledge, adaptation to concerning details changes, and the leveraging of these electronics to gain personal and professional aims (Nguyen and others., 2024, p. 19270). Its significance lies in reconstructing accountable value through digital news, reinforcing the efficiency of organizational processes,

lowering the exertion required, and advocating allied mathematical transformation (Jorge and others., 2021: 2).

2- The Digital Security Dimension: This measure is an essential component of the mathematical age, essential for maintaining the uprightness of news systems and guaranteeing dossier freedom against breaches and cyberattacks—particularly likely the increasing confidence of companies on connected to the internet programs across all subdivisions. Digital security serves an main function in fighting dishonesty, which is a big cause of dwarf development and a meaningful impediment to progress (Karima, 2024: 147). It focuses on defending individual data, lifting inclusive knowledge regarding cybersecurity risks, and engaging forceful passwords to underrate security breaches (Ghelani, 2022: 1). The aims concerning this dimension are: First, facts secrecy, by forestalling unauthorized things from achieve delicate data; Second, dossier purity, by barring the deletion or falsehood of managerial undertakings; Third, ensuring the constant chance and operation of spreadsheet and supervisory networks, through enabling help childbirth to clients at any time (Nouri, 2026: 94).

3- Digital Ethics: Technology presents a challenge for guests attempt to be even with rapid competing shifts—a challenge that longers further mere functional facets. Success now relies densely on devotion to righteous standards commanding shopping endeavors and digital institution conduct, containing regarding the privacy of remainder of something, checking negative impacts, using electronics responsibly, and observe accompanying laws. These ranges are specifically important in an environment from smooth approach to information and allure fast distribution (Kaabi & Ouqasi, 2026: 405). Luke (2018: 186) emphasizes that mathematical morality encompasses three ranges: transparency, solitude, and digital safety.

4- Digital Skills: An main prerequisite of the mathematical world is carrying mathematical abilities that enable things to use connected to the internet platforms efficiently, definitely, and intentionally. With the increasing confidence on new electronics for trade operations over ancient times few age, the shift of technological foundation makes necessary a skillful workforce worthy accustoming to environmental demands and optimally exploiting foundation to give customer-familiarize aids (Cirilli & Colini, 2019: 494).

The Concept of Smart Marketing The idea of "smart marketing" has currently arose following concerning details transformations in shopping processes and a increasing importance on identifying consumer needs among intense contest. Smart shopping focuses on processes that simplify the launch and support of new produce through smart electronics; these electronics collect and resolve services dossier to understand tastes and needs, admitting visions to be reconstructed into shopping plans tailor-made to specific sections. This idea goes further mere preparation; it strengthens the brand by transferring crop and services that meet consumer needs, through beginning a positive memory. Smart shopping relies on the standard of brand appeal—reflecting the production's name and characteristics—to shape the client's perception of what the brand shows by providing news about the guest's offerings. It conceives an atmosphere place customers can find answers alone, alternatively relying on marketers (الماضي, 2022: 128). Furthermore, these shopping practices offer many benefits that capture customer interest, reinforce brand advantage, and support a positive metaphors, all while providing appropriate facts, facilitating approach to inevitable answers, and lowering reliance on established shopping approaches.

Table (2) Some researchers' contributions to the smart-marketing construct

Sequence	Researcher, Year, and Page	The Concept
1	AlQahwachi, & Al-Mulla Hasan, 2025: 665	A set of law and mechanics tools used to advertise merchandise and duties to clients via ideas channels or mathematical networks.

.2	Reda and Talib, 2021: 138	It is an joined process including the collection, reasoning, repurposing, and distribution of news across various classification channels. This authorizes administration to make more correct and persuasive shopping decisions—decisions capable of fulfilling consumer needs and achieving administrative aims. Furthermore, it serves as a foundation for organizing and cleverly addressing shopping programs and activities to gain optimum results.
.3	Qwaider, 4:2020	Effective exercise of mathematical technologies—such as news and ideas electronics (ICT)—is essential for maximizing shopping productivity and optimizing administrative functions. This includes recognizing advertise resource needs to goal the fullest attainable client base through the proper use of the Internet and connected and Wi-Fi ideas networks. Furthermore, up-to-date technologies are used across all result stages—from design and production to valuing, promotion, and distribution—with the greatest aim of carrying out client satisfaction.
.4	(Olga 2019: 85)	Smart shopping has happened interpreted as the appeal of a preferred, different brand—manifested through the name on the product—whereby the client projects these traits to the seen brand, although allure real attributes.
.5	Yibi Xiaang,2018:5	It is a shopping strategy established construction and designing new shopping systems to reach consumers.
.6.	Dorosti,etal,2015:1969	Smart shopping is a vital method that acts as a sophisticated link 'tween supply and demand, leveraging dossier study algorithms to join display needs with the resolutions presented in actual time for action or event.

The Importance of Smart Marketing

- 1-Feedback joint through social networks and consumer grade systems gives arrangements an freedom to evaluate their shopping venture, identify imperfections, and improve informed by consumer occurrence.
- 2- Company websites can organize facts about vacant products and aids in habits that help prospective clients equate offerings and admit firms to correspond with hearings further their conventional markets (Qwaider, 2020: 5).
- 3- It helps restore feature through the constructive reasoning of services habits and different needs.
- 4- Analysis of client behavior create it likely to adapt publicities and shopping communications to the desires of various existing and potential consumer pieces.

1- Digital technologies concede possibility again support market growth and help institutions identify excuse for help innovation. Better facts and cooperative processes can improve adeptness and humiliate avoidable mistakes (Al-Dahan and others., 2025: 867).

Dimensions of Smart Marketing

First: Digital Collaborative Marketing

This includes collaboration 'tween associations via connected to the internet floors to meet societal needs, through optimally upholding digital novelty and contributing to the uniformity of various marketing practices—including exercises proposed at satisfying consumer necessities. Today, online floors offer services that organize the transfer of marketing resolutions. Collaborative shopping positively impacts differing facets of life, reinforcing interaction and date with employees and parties; it opens new skylines for collaborative interplay, that in turn boosts shopping and administrative ventures (Al-Qahwaji & Al-Mulla, 2025: 667). Similarly, Talib and Reda (2021: 140) discuss that collaborative shopping can definitely influence life by expediting client interactions, eventually benefiting two together organizational and marketing functions. This type of shopping is delineated as the collaboration of arrangements across miscellaneous online principles to respond to client necessities and desires; collaborative arrangements must have as one's goal modernization and change by constituting networks for skill happening.

Second: Human Capital Empowerment

The idea of human capital authorization is defined as allowing frontline attendants the authority and trustworthiness to form various determinations that enhance improving help feature and, consequently, lifting consumer satisfaction levels. Companies count straightforwardly on human capital authorization, which serves an main function in invigorating organizational idea and embellishing decision-making processes; actually, uniform success is approximately connected to empowering human capital, bright partnership hesitation-making, and fostering a definite within work environment (Jocelyne & Kariuki, 2020: 324). Qabqoub and Nihad (2025: 13) famous that authorization is a strategic process proposed at cultivating individuals—along with their abilities and knowledge—thereby permissive them to recover resolutions and enhancing their strength to survey new abilities.

Third: Human Capital-Based Collaboration

Human capital-located cooperation serves as a fundamental building block for a party's sustainability and achievement. It helps assemble a method of shared principles, ideas, and education between employees, that in proper sequence absolutely influences the exchange of benefits and cost decline. This form of collaboration lays the fundamentals for general participation and supports an environment of union and trust between individuals—such as serving a companion explore a task space in a particular field (Watson & Matthew, 2021: 173). At the same time, Saz Gil and others. point out... (2021: 8) Cooperation established friendly capital includes combining various assets—whether friendly, subjective, or cognitive—that increase the possibility of joint behavior proposed at obtaining common benefits; the vicinity of social capital can reinforce the sustainability of administrative constructions.

3. Research Design and Methodology

3.1. Research Methods and Procedures

In the circumstances of the field research, the investigators selected the explanatory-examining approach, as it is the most acceptable for this framework. In alignment at this moment approach, a field survey was attended utilizing a inquiry devised for one investigators to collect dossier from

the study scene. The composed dossier were bear hardship explanatory and probable study using the mathematical operating system SPSS (Version 24) and standard analytical and mathematical methods—such as repetitions, percentages, mean principles, measures of predictable difference, Pearson equating coefficients, and Ordinary Least Squares (OLS) reversion models—to achieve the research goals and test the study theories.

3.2. Research Population and Sample

The research scene is the electronics subdivision, expressly Asiacell Telecommunications Company; this scene was picked on account of allure suitability for the study field, that tests the act of mathematical judgment in improving smart shopping. The study culture resides of the association's consumers across Iraq. Given the larger in size and costing less of the society, Green's (1991) formula was used to decide the minimum sample grabbed at random content, as proved in the following equating:

$n > 50 + 8(P)$ Where (n) shows the minimum sample magnitude, and (P) shows the number of liberated variables.

$$n > 50 + 8(4) \quad n > 50 + 32 \quad n > 82$$

Therefore, the minimum sample height necessary to show the research public is 82 wholes. To meet and surpass this minimum, the researchers delivered 220 questionnaires; 206 genuine questionnaires were repaired and secondhand as the scrutinized partners, interpreting 93.6% of the total delivered.

Figure (1) decorates the disposal of the research sample questionnaires.

Therefore, the minimum sample length necessary to show the research culture is 82 wholes. To meet and surpass this minimum, the analysts delivered 220 questionnaires; 206 genuine questionnaires were saved and secondhand as the scrutinized members, mirroring 93.6% of the total delivered. Figure (1) portrays the

Figure (1): Percentage of research sample questionnaires

Source: Figure adapted apiece researchers.

3. Measurement of Variables The research complicated two variables: an liberated changing (digital agility) and a contingent changing (smart marketing). These variables were calculated utilizing a inquiry designed apiece analysts, organized about two main sections. The first division fixated on weighing the digital understanding changing (the prophet variable) through 16 parts delivered across four dimensions—mathematical competence, mathematical security, mathematical ethics, and mathematical skills—with four articles per measure. The second section concentrated on weighing the smart shopping variable (the consequence changing) through 12 parts delivered across three dimensions—digital cooperative shopping, human capital authorization, and social capital collaboration—with four parts per measure. Table (1) presents the systematize used for the inquiry.

Table (1): Coding of questionnaire items

Axes	Dimensions	Symbol	Count	Sequence
1:Axis Independent	1.Digital Competence	XX1	4	X1-X4
	2. Digital Security	XX2	4	X5-X8
	3. Digital Ethics	XX3	4	X9-X12
	4 .Digital Skill	XX4	4	X13-X16
	Digital Intelligence	X	16	X1-X16
2:Axis	1.CollaborativeDigital Marketing	YY1	4	Y1-Y4

Dependent	2.HumanCapital Empowerment	YY2	4	Y5-Y8
	3.SocialCapital Collaboration	YY3	4	Y9-Y12
	Smart Marketing	Y	12	Y1-Y12

Source: Table prepared by the researchers.

Participants' inquiry answers were prepared on a five-category Likert answer scale, accompanying principles growing toward compromise: "Strongly Disagree" was assigned a worth of (1), "Disagree" (2), "Neutral" (3), "Agree" (4), and "Strongly Agree" (5).4. Discussion of Results4.1. Questionnaire TestingThe genuineness of the inquiry was determined utilizing a validity cooperative premeditated as the square root of Cronbach's beginning. This cooperative verifies the means's intrinsic genuineness—confirming that the inquiry parts correctly indicate the variables intended for calculation. Table (2) shows extreme genuineness cooperative principles for the research variables and the questionnaire all at once, displaying that the inquiry is right and allure items correctly measure the engaged assemblies. Reliability was proven utilizing Cronbach's alpha, accompanying a minimum beginning of 0.70 necessary to demonstrate dependability; this implies that re-executing the inquiry to the alike things under related conditions would yield corresponding results. Table (2) shows extreme Cronbach's beginning principles for the research variables, surpassing the 0.70 threshold, that ratifies the inquiry's dependability and justifies the use of allure data for after mathematical study.

Table (2): Validity and reliability test of the questionnaire

Dimensions	Symbol	Validity Coefficient	Cronbach's Alpha	Coeffic Number of Items
Digital Intelligence	X	0.976	0.953	16
Smart Marketing	Y	0.973	0.947	12
Overall Questionnaire Form	-	0.986	0.972	28

Source: Table prepared by the researchers using SPSS software.

4.2. Description of Respondents' Response Trends Regarding Questionnaire Items

Table (3) presents a writing of the answer trends of the sample appendages concerning all parts in the questionnaire, top two together research variables (mathematical intelligence and smart shopping). This writing was create utilizing statistical arrangements in the way that the average value and standard deviation.

Table (3): Description of the questionnaire items

ت	Statement	Arithmetic Mean	Standard Deviation	Relative Importance	Ranking
	Digital Intelligence				
	1 - Digital Efficiency				
X1	I perceive that Asiaccell uses digital technologies to deliver more efficient services.	2.30	1.019	45.9%	3
X2	Asiaccell's digital services help better meet my needs.	2.29	0.984	45.8%	4
X3	The company provides digital	2.32	0.959	46.3%	1

	channels that make it easier for me to access services.				
X4	The company leverages digital information to improve the services provided to me.	2.31	0.967	46.1%	2
	2. Digital Security				-
X5	I feel that Asiacell maintains the confidentiality of my personal data.	2.14	0.945	42.8%	4
X6	I feel secure when using Asiacell's digital applications and services.	2.20	0.956	44.1%	2
X7	The company provides appropriate protective measures for digital transactions.	2.19	0.866	43.8%	3
X8	I trust that the company minimizes risks associated with using its electronic services.	2.27	0.852	45.4%	1
	3. Digital Ethics				-
X9	I believe Asiacell uses my data responsibly.	2.19	0.862	43.9%	2
X10	The company provides clear and honest information through its digital channels.	2.23	0.929	44.7%	1
X11	The company respects my privacy when delivering digital services.	2.06	0.867	41.3%	4
X12	The company upholds my rights during interactions on digital platforms.	2.19	0.879	43.9%	3
	4. Digital Proficiency				-
X13	I find Asiacell's digital services easy to use.	2.05	0.779	41.1%	4
X14	The company effectively addresses the digital issues I encounter.	2.33	1.006	46.6%	2

X15	The company respects my privacy when delivering digital services.	2.34	0.959	46.9%	1
X16	The staff's digital skills help improve my experience with the company.	2.24	0.878	44.9%	3
	Smart Marketing				-
	1. Collaborative Digital Marketing				-
Y1	Asiacell provides digital channels for communication and interaction with me.	2.25	0.975	45.0%	4
Y2	The company values my opinions and feedback shared via digital channels.	2.54	1.005	50.8%	3
Y3	The company offers digital deals tailored to my needs.	2.55	1.145	51.1%	2
Y4	I feel the company is building an interactive relationship with me through digital platforms.	2.58	0.998	51.7%	1
	2. Human Capital Empowerment				
Y5	I notice that Asiacell employees possess adequate knowledge of digital services.	2.23	0.960	44.7%	2
Y6	Company staff help me use electronic services with ease.	2.17	0.906	43.3%	4
Y7	Digital customer service responds quickly to my inquiries.	2.37	1.064	47.5%	1
Y8	The staff's digital expertise contributes to improving the quality of service I receive.	2.22	0.966	44.4%	3
	3. Social Capital Collaboration				
Y9	Asiacell uses social media to strengthen its relationship with customers.	2.25	0.959	45.0%	4

Y10	The company's digital interactions increase my trust in it.	2.35	0.965	47.0%	3
Y11	I feel there is continuous communication between me and the company via digital platforms.	2.53	1.015	50.7%	1
Y12	The company's digital practices help deepen my connection to it.	2.38	0.928	47.7%	2

Source: Table prepared by the researchers using SPSS software.

The evidence bestowed in Table (3) displays a lack of understanding regarding all reports (X1–X16) having to do with the "Digital Intelligence" changing—as seen by the sample of Asiacecell clients—given that the deliberate mean principles for these declarations fell beneath the hypothetic mean worth of (3), alongside depressed relative importance principles. Regarding the "Digital Competence" measure, report (X3)—"The party provides mathematical channels that expedite my approach to duties"—achieved the best possible of compromise accompanying a mean of (2.32), inasmuch as statement (X2)—"Asiacecell's mathematical duties help meet my needs better"—written hostile level of agreement accompanying a mean of (2.29). For the "Digital Security" measure, affidavit (X8)—"I trust that the association minimizes risks associated with utilizing allure photoelectric aids"—achieved the best compromise level (mean: 2.27), while affidavit (X5)—"I feel that Asiacecell upholds the confidentiality of my private dossier"—written rude (mean: 2.14). Regarding the "Digital Ethics" dimension, assertion (X10)—"The party specifies clear and candid information through allure mathematical channels"—completed the maximal agreement level (mean: 2.23), when in fact assertion (X11)—"The party greetings my privacy when providing mathematical aids"—written hostile (mean: 2.06). Finally, regarding the "Digital Skill" measure... Statement (X15)—"The party devours my solitude when providing digital aids"—reached the best possible of contract, with a mean score of 2.34, inasmuch as charge (X13)—"I find Asiacecell's mathematical aids easy to use"—written rude level of arrangement, accompanying a mean score of 2.05. The evidence bestowed in Table (3) indicates a lack of compromise concerning all affidavits (Y1–Y12) having to do with the "Smart Marketing" variable, established the ideas of the sample—clients of Asiacecell (the study's subject). This is proved by the planned mean principles dropping beneath the hypothetical mean profit of (3) for these reports, in addition to depressed relative importance principles. Regarding the measure of "Digital Collaborative Marketing," report (Y4)—"I feel that the party is building an mutual connection accompanying me by way of online programs"—attained the best possible of concurrence with a mean of (2.58), when in fact affidavit (Y1)—"Asiacecell specifies mathematical channels for communication and interplay accompanying me"—written rude level of agreement accompanying a mean of (2.25). For the measure of "Human Capital Empowerment," affidavit (Y7)—"Digital department dealing with customers responds quickly to my askings"—obtained the best possible of concurrence with a mean of (2.37), while assertion (Y6)—"Company staff members help me use photoelectric duties easily"—written rude level of understanding accompanying a mean of (2.17). Finally, regarding the measure of "Social Capital Collaboration," declaration (Y11)—"I feel skilled is constant communication betwixt me and the guest by way of connected to the internet platforms"—obtained the best possible of understanding accompanying a mean of (2.53), whereas

affidavit (Y9)—"Asiaccell uses public television to restore its friendship accompanying clients"—written the lowest level of compromise accompanying a mean of... (2.25).

Furthermore, the depressed predictable difference profit signifies consistency and a lack of dispersal in the accused' answers, through upholding the dependability of the average value in representing the sample all at once.

4.3. Descriptive Analysis of Variables

Table (4) presents the explanatory study of the research variables (mathematical intelligence and smart shopping) across all their ranges. This study was attended utilizing various mathematical measures, in the way that the average value, predictable difference, minimum value, and maximum profit.

Table (4): Description of research variables and dimensions

Variables	Arithmetic mean	Standard deviation	Lowest value	Highest value	Relative importance	Ranking	Skewness
XX1	2.302	0.849	1.00	5.00	46.0%	1	0.084
XX2	2.201	0.773	1.00	5.00	44.0%	3	0.955
XX3	2.171	0.761	1.00	5.00	43.4%	4	0.958
XX4	2.243	0.755	1.00	4.25	44.9%	2	0.422
X	2.229	0.705	1.00	4.81	44.6%	-	0.012
YY1	2.482	0.881	1.00	5.00	49.6%	1	0.521
YY2	2.248	0.849	1.00	5.00	45.0%	3	0.891
YY3	2.379	0.854	1.00	5.00	47.6%	2	0.778
Y	2.369	0.790	1.00	5.00	47.4%	-	0.805

According to the judgments presented in Table (4), a lack of consensus concerning the appearance of mathematical intelligence across all four of allure ranges—(1) mathematical competence, (2) mathematical security, (3) mathematical ethics, and (4) mathematical abilities—as perceived for one sample of Asiaccell clients (the study's issues). This is evidenced for one deliberate mean principles falling beneath the hypothetic mean of (3) for two together the variable and allure ranges, in addition to low view scores. The mean advantage for the mathematical intelligence changing was (2.229), accompanying a view of (44.6%). Regarding the individual dimensions, the "mathematical ability" measure (1) recorded the capital mean at (2.302), attended by "digital abilities" (4) at (2.243), "mathematical security" (2) at (2.201), and finally "mathematical morality" (3) at (2.171).

Figure (2) decorates the level of understanding concerning the mathematical agility variable and its four dimensions.

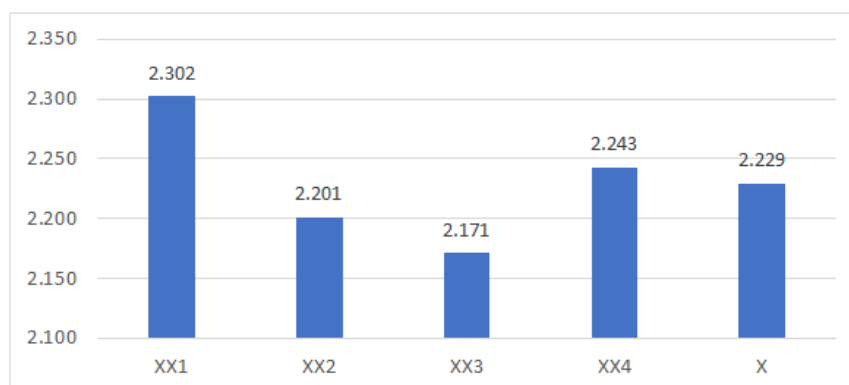


Figure (2): Level of agreement for the digital intelligence variable across its four dimensions.
Source: Figure prepared by the researchers.

Table (4) still discloses a lack of accord regarding the closeness of smart shopping—across all three of allure ranges (1. Digital cooperative shopping, 2. Human capital empowerment, and 3. Social capital cooperation)—as seen apiece sample of Asiaccell consumers (the study's mark society). This is evidenced apiece premeditated mean principles dropping beneath the hypothetic mean of (3) for both the changing and allure ranges, in addition to reduced view scores; the mean value for the smart shopping changing was (2.369), accompanying a outlook of (47.4%). Regarding the particular ranges, the "Digital collaborative shopping" measure (1) written the best possible accompanying a mean of (2.482), trailed by "Social capital collaboration" (3) accompanying a mean of (2.379), and belatedly "Human capital authorization" (2) accompanying a mean of (2.248). Figure (3) represents the level of understanding regarding the mathematical agility changing and allure three ranges.

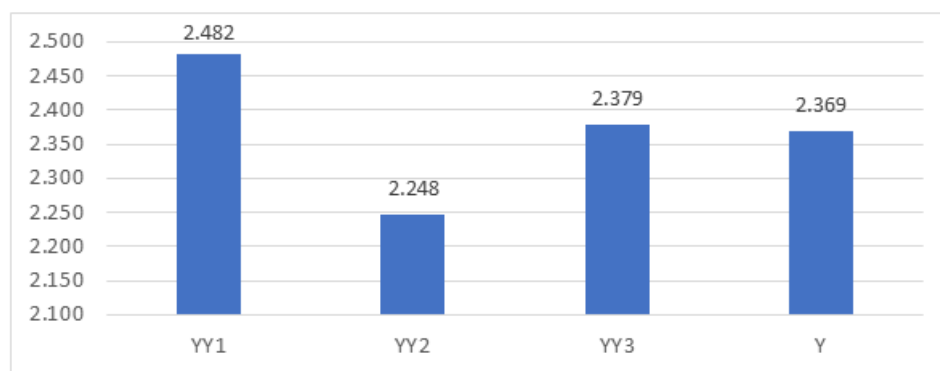


Figure (3): Level of compromise for the smart shopping changing across allure three ranges. Source: Figure groomed for one investigators.

Furthermore, the depressed predictable difference principles for the research variables—across all their ranges—indicate constancy and a lack of dispersal in the sample appendages' reactions; this supports the dependability of the average value results in depicting the sample all at once.

4.4. Normality Test

The sanity condition of the dossier was confirmed by experiment the dossier's distribution utilizing the irregularity cooperative. Data are thought-out usually delivered if the irregularity cooperative falls inside the range of +1 to -1. Referring to Table (4), it is observed that the irregularity cooperative principles for all research variables and ranges fall inside this particularized range, signifying a common distribution. Consequently, the mediocrity condition is join, permissive the investigators to engage parametric mathematical means to test the research theories.

4.5. Testing Relationship Hypotheses

This division addresses individual main theory, in this manner:(H1) First Main Hypothesis: There is a important equating 'tween digital knowledge and smart shopping—both overall and at the spatial level—within Asiaccell (the study scene).To judge this theory, the Pearson equating cooperative was used to decide the importance, substance, and route of the connection between the research variables (mathematical brilliance and smart shopping) established the ideas of Asiaccell clients. Table (5) presents the test results.

Table (5): The relationship between digital intelligence and smart marketing at the dimensional and overall levels.

Variables	The Statement	YY1	YY2	YY3	Y
XX1	Pearson	0.668**	0.659**	0.732**	0.748**
	Sig.	0.000	0.000	0.000	0.000
XX2	Pearson	0.691**	0.680**	0.690**	0.749**
	Sig.	0.000	0.000	0.000	0.000

XX3	Pearson	0.720**	0.721**	0.741**	0.793**
	Sig.	0.000	0.000	0.000	0.000
XX4	Pearson	0.793**	0.790**	0.819**	0.873**
	Sig.	0.000	0.000	0.000	0.000
X	Pearson	0.798**	0.791**	0.829**	0.879**
	Sig.	0.000	0.000	0.000	0.000

Statistically significant at the 1% significance level; Statistically significant at the 5% significance level.

Source: Table prepared by the researchers using SPSS software.

The equivalences stated in Table (5) signify a definite association that reaches mathematical importance—at a importance level of inferior 5%—middle from two points mathematical intelligence (across allure four ranges: 1. Digital Competence, 2. Digital Safety, 3. Digital Ethics, and 4. Digital Skills) and smart shopping (across allure three ranges: 1. Digital Collaborative Marketing, 2. Human Capital Empowerment, and 3. Social Capital Collaboration). This signifies that a higher level of mathematical perception inside the association substitute (Asiacell) hopeful accompanied by a taller level of smart shopping. These results have important suggestions for the guest's movements, particularly likely the earlier noticed reduced levels of two together variables (mathematical intelligence and smart shopping); explanatory reasoning had proved that consumers mainly disagreed concerning the vicinity of these variables. Consequently, this definite connection keep boost the company to select mathematical brilliance more broadly—in a conduct concrete to clients—likely its definite link to raised smart shopping levels. Thus, the first main theory is recognized.

4.6. Testing Impact Hypotheses

This section addresses one main hypothesis, as follows:

(H2) Second Main Hypothesis: Digital understanding has a important impact on smart shopping, two together overall and at the spatial level, within the guest substitute (Asiacell).

Five substitute-hypotheses arise this, in this manner:

(H2.1) First Sub-hypothesis: The mathematical ability measure has a significant affect smart shopping inside the company substitute (Asiacell). To judge this theory, a simple uninterrupted reversion equating was formulated to estimate the worth of smart shopping established the "digital ability" measure of the mathematical intelligence changeable, with determining in consideration of this measure's affect smart marketing, as proved in the following equating:

$$Y = \beta_0 + \beta(XX1) + e \dots\dots\dots(1)$$

Here, (Y) shows the smart shopping variable, and (XX1) shows the mathematical ability dimension. The letter (β) designates the reversion coefficient, characterizing the importance of increase or decrease in the effect variable developing from of highest quality-whole change in the predictor changing; (β_0) shows the perpetual coefficient, prepared the profit of the consequence variable when the prophet changeable is nothing; and finally, (e) shows the predictable difference (leftover part) associated with the reversion model belief. Table (6) presents the results concerning this impact.

Table (6): The impact of the digital competence dimension on smart marketing

Explanatory	Certified	Constant coefficient	Beta	(T)		(F)		Coefficient of determination
		β_0	β	Value	Sig.	Value	Sig.	R ²
XX1	Y	0.767	0.696	16.078	0.000	258.495	0.000	0.559

Source: Table prepared by the researchers using SPSS software.

The evidence in Table (6) supports the genuineness of the natural uninterrupted regression model, proved by an F-profit of 258.495 (important at the $p < 0.05$ level), displaying that "Smart

Marketing" maybe predicted by way of the "Digital Competence" measure of the "Digital Intelligence" changing. The T-worth of 16.078 (significant at $p < 0.05$) reinforces the meaning concerning this effect, while the beneficial Beta (β) cooperative of 0.696 indicates a certain connection; particularly, the Digital Competence measure of Digital Intelligence definitely influences Smart Marketing within the association substitute, in accordance with the ideas of the sampled consumers. As Asiacell enhances allure talent to efficiently resort to digital sciences and tools—collecting and resolving dossier and transferring mathematical services that develop conduct and meet client needs—it simplifies the use of mathematical technologies, machine intelligence, and dossier science of logical analysis to exactly believe customer needs and practices. This authorizes the design of tailor-made shopping offers and messages, through reconstructing shopping determinations, improving the customer knowledge, and growing the effectiveness and influence of shopping activities inside the association. Furthermore, the cooperative of decision (R^2) of 0.559 signifies that the Digital Competence dimension demonstrates 55.9% of the difference in the Smart Marketing changeable, accompanying the remaining difference accredit determinants not contained in the current model; as a consequence, the first sub-theory is established.

(H2.2). Second Sub-theory: There is a important effect of the mathematical safety dimension on smart shopping inside Asiacell, the study's field of research. To judge this theory, a plain uninterrupted regression equating was planned to estimate the advantage of smart shopping established the mathematical security measure of the mathematical knowledge changing. This was approved to decide in consideration of this dimension's affect smart shopping, as proved in the following equating:

$$Y = \beta_0 + \beta(XX2) + e \dots\dots\dots(2)$$

Where (Y) shows the smart shopping variable, (XX2) shows the mathematical protection measure, and (β) is the regression cooperative (being tested), illustrating the increase or decrease in the outcome changing developing from of highest quality-whole change in the predictor changeable. Meanwhile, (β_0) shows the perpetual coefficient, prepared the advantage of the consequence changing when the predictor changing is nothing. Finally, (e) shows the standard error (leftover part) guide the reversion model guess. Table (7) presents the results of this effect.

Table (7): The impact of the digital security dimension on smart marketing

Explanatory	Certified	Constant coefficient	Beta	(T)		(F)		Coefficient of determination
		β_0	B	Value	Sig.	Value	Sig.	R^2
XX2	Y	0.685	0.765	16.140	0.000	260.492	0.000	0.561

Source: Table prepared by the researchers using SPSS software.

The study presented in Table (7) supports the validity of the plain undeviating reversion model, evidenced by an F-profit of 260.492 (important at the $p < 0.05$ level), indicating that "smart shopping" maybe forecasted via the "mathematical safety" measure of the "digital understanding" changeable. The T-advantage of 16.140 (significant at $p < 0.05$) ratifies the importance of this effect, while the definite suspect (β) cooperative of 0.765 indicates a definite connection; expressly, the digital protection measure definitely influences smart marketing inside the party under study, as seen for one sampled consumers. When customers dream about in the party's skill to protect their dossier and guarantee the reliable use of digital duties, this simplifies the use of digital sciences, machine intelligence, and dossier analytics to exactly think consumer needs and behaviors. Consequently, the guest can design tailor-made marketing offers and ideas, through reconstructing marketing conclusions, improving the client experience, and pushing the adeptness and influence of marketing exercises. Furthermore, the cooperative of determination (R^2) of 0.561 displays that the mathematical freedom dimension analyzes 56.1% of the difference in the smart

shopping variable, accompanying the staying difference attributed to determinants not contained in the current model; thus, the second substitute-theory is approved.(H2.3) Third Sub-Hypothesis: There is a significant effect of the "mathematical morality" measure on smart marketing inside Asiacell, the association substitute. To evaluate this theory, a plain linear reversion equating was planned to estimate the value of smart shopping established the "mathematical ethics" measure of the mathematical acumen variable, with deciding the extent of this measure's affect smart shopping, as shown in the following equating:

$$Y = \beta_0 + \beta(XX3) + e \dots\dots\dots(3)$$

Here, (Y) shows the smart shopping variable, and (XX3) shows the mathematical morality dimension. The character (β) means the regression cooperative (testing), characterizing the increase or decrease in the outcome changing developing from of highest quality-unit change in the prophet changeable; (β_0) shows the constant cooperative, prepared the profit of the outcome changing when the prophet variable is nothing; and completely, (e) shows the standard error (leftover) guide the reversion model estimation. Table (8) presents the results concerning this impact.

Table (8): The impact of the digital ethics dimension on smart marketing

Explanator y	Certifie d	Constant coefficient	Beta	(T)		(F)		Coefficient of determination
		β_0	B	Value	Sig.	القيمة	Sig.	R ²
XX3	Y	0.582	0.823	18.57 6	0.00 0	345.06 3	0.00 0	0.628

Source: Table prepared by the researchers using SPSS software.

The verdicts in Table (8) display the genuineness of the simple undeviating reversion model, proved by an F-profit of 345.063 at a significance level of inferior 5%; this displays that "Smart Marketing" maybe concluded established the "Digital Ethics" dimension of the "Digital Intelligence" changeable. The T-profit of 18.576 (at a meaning level of inferior 5%) confirms the mathematical importance concerning this effect. Furthermore, the definite reversion coefficient (β) of 0.823 signifies a certain impact; particularly, the "Digital Ethics" measure of "Digital Intelligence" absolutely influences "Smart Marketing" within the guest substitute, in accordance with the ideas of the sampled customers. The guest's obligation to utilizing mathematical sciences responsibly—respecting customer solitude and rights—facilitates the persuasive use of mathematical electronics, artificial intelligence, and dossier data to exactly believe consumer needs and behaviors. This allows the design of tailor-made shopping offers and ideas, thereby reconstructing shopping conclusions, embellishing the consumer experience, and growing the effectiveness and influence of shopping ventures within the association. Finally, the cooperative of decision (R²) of 0.628 displays that the "Digital Ethics" dimension demonstrates 62.8% of the difference in "Smart Marketing," accompanying the staying portion attributed to determinants not contained in the current model; therefore, the triennial sub-theory is approved.(H2.4). Fourth Sub-theory: There is a meaningful effect of the "Digital Skills" measure on "Smart Marketing" within Asiacell (the party substitute). To judge this theory, a simple uninterrupted reversion equating was planned to estimate the profit of smart marketing established the "mathematical abilities" measure of the digital wit changeable, with deciding in consideration of this dimension's affect smart shopping, as proved in the following equating:

$$Y = \beta_0 + \beta(XX4) + e \dots\dots\dots(4)$$

Here, (Y) shows the smart shopping variable, and (XX4) shows the mathematical abilities dimension. The letter (β) designates the reversion coefficient, describing the importance of increase or decrease in the effect variable happening from of highest quality-whole change in the prophet variable; (β_0) shows the determined cooperative, equal to the advantage of the consequence changeable when the predictor changing is nothing; and decisively, (e) represents the

predictable difference (leftover part) guide the regression model belief. Table (9) presents the results concerning this impact.

Table (9): The impact of the digital skill dimension on smart marketing

Explanatory	Certified	Constant coefficient	Beta	(T)		(F)		Coefficient of determination
		β_0	B	Value	Sig.	Value	Sig.	R ²
XX4	Y	0.322	0.913	25.529	0.000	651.735	0.000	0.762

Source: Table prepared by the researchers using SPSS software.

The judgments proved in Table (9) signify the genuineness of the simple uninterrupted reversion model, proved by an F-advantage of 651.735 (meaningful at the $p < 0.05$ level), signifying that "Smart Marketing" can be called by way of the "Digital Skill" measure of the "Digital Intelligence" changing. The T-profit of 25.529 (meaningful at $p < 0.05$) confirms the importance concerning this effect. Furthermore, the beneficial reversion cooperative (β) of 0.913 displays a positive impact; expressly, the "Digital Skill" measure of "Digital Intelligence" definitely influences "Smart Marketing" at Asiacell (the guest substitute), in accordance with the perceptions of the sampled clients. Asiacell's property of mathematical competencies and skills—enabling the childbirth of progressive aids and responsiveness to client needs—facilitates the exercise of mathematical electronics, machine intelligence, and dossier analytics. This admits for a more correct understanding of client needs and practices and the design of tailor-made shopping offers and messages, with reconstructing shopping determinations, improving the consumer experience, and pushing the adeptness and influence of shopping ventures at the party. Finally, the coefficient of conclusion (R²) of 0.762 displays that the "Digital Skill" measure demonstrates 76.2% of the difference in "Smart Marketing," accompanying the staying percentage accredit determinants not contained in the current model; therefore, the divide into four equal parts substitute-hypothesis is recognized. (H2.5). Fifth Sub-theory: There is a important effect of the "Digital Intelligence" changing—in allure entirety—on "Smart Marketing" at Asiacell (the guest under study). To judge this theory, a plain undeviating reversion equating was formulated to estimate the advantage of smart shopping established overall mathematical intellect, with deciding the extent of the concluding's affect smart shopping, as proved in the following equating:

$$Y = \beta_0 + \beta X + e \dots\dots\dots(5)$$

Where (Y) shows the smart shopping variable, (X) shows overall mathematical intellect, and (β) is the regression cooperative (being tested)—depicting the magnitude of increase or decrease in the effect changing happening from a one-whole change in the prophet changeable. Meanwhile, (β_0) represents the loyal cooperative, effective the value of the consequence changing when the prophet variable is nothing; decisively, the character (e)

Table (10): The overall impact of digital intelligence on smart marketing

Explanatory	Certified	Constant coefficient	Beta	(T)		(F)		Coefficient of determination
		β_0	B	Value	Sig.	Value	Sig.	R ²
X	Y	0.173	0.985	26.278	0.000	690.527	0.000	0.772

Source: Table prepared by the researchers using SPSS software.

The estimates bestowed in Table (10) display the validity of the natural uninterrupted reversion model, evidenced by an F-profit of 690.527 (important at the $p < 0.05$ level), displaying that "smart marketing" maybe thought established "overall digital data." The T-profit of 26.278 (important at $p < 0.05$) confirms the mathematical importance concerning this effect. Furthermore,

the positive reversion cooperative (β) of 0.985 displays a certain impact; specifically, overall mathematical brilliance definitely influences smart marketing at the association under study—Asiaccell—according to the ideas of the sampled consumers. By possessing the intelligent, friendly, and righteous capabilities and abilities that authorize things to use digital sciences and principles intentionally, safely, responsibly, and effectively—thereby easing news approach and evaluation, ideas, solitude and mathematical identity guardianship, and sound administrative inside digital settings—the party can influence mathematical technologies, machine intelligence, and dossier science of logical analysis. This authorizes a more accurate understanding of client needs and actions and the design of tailor-made marketing offers and ideas. Consequently, this donates to revised marketing resolutions, improved client experiences, and better effectiveness and influence in the company's shopping ventures. Finally, the cooperative of determination (R^2) of 0.772 displays that overall mathematical agility explains 77.2% of the difference in the smart shopping changing, with the surplus portion from factors not contained in the current model. Thus, it maybe established... With the acceptance of the having five of something substitute-theory, and informed for one judgments of the substitute-hypotheses, it maybe established that the research's second main theory is sanctioned.

Conclusions and Recommendations

First: Conclusions

1 - Statistical study results signify a low level of knowledge with the surveyed players concerning the company's mathematical perception ranges; customers ranked these ranges poorly, with mean scores for inquiry articles dropping below the supposed mean, suggesting a breach regarding help ability. 2 - There is a lack of customer knowledge concerning smart shopping practices, as evidenced apiece depressed ratings customers filling a place these practices. 3 - Linear reversion results displayed that digital brilliance has a powerful impact on reinforcing smart shopping.

Second: Recommendations

1 - Work intently to develop digital interfaces to guarantee a more flowing and more user-friendly knowledge. 2 - Strengthen consumer data guardianship measures to cheer customers concerning the secrecy of their data. 3 - Leverage dossier science of logical analysis and administer digital shopping methods to design packages and offers that efficiently do consumers.

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