MARKETING INTELLIGENCE AND MARKETPLACE PERFORMANCE OF PHARMACEUTICAL FIRMS IN IKEJA BUSINESS DISTRICT OF LAGOS STATE.

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Abstract
This study sought to evaluate the effectiveness of firms' adoption of marketing intelligence as a competitive strategy for marketplace dominance. Arising from the fact that marketing intelligence is a multidimensional construct, four specific objectives were examined in the study. This paper adopted a cross –sectional survey research design. Data were collected with a structured questionnaire. From purposively selected pharmaceutical firms in Ikeja Lagos state, 120 sales/ marketing employees from 10 firms serves as the sample size of the study. With the aid of SPSS version 26, the collected data were analyzed with mean and standard deviation and formulated hypotheses validated with multiple linear regression at 5% level of significance. The report shows that all the components of marketing intelligence exert direct and significant influence on pharmaceutical firms' marketplace performance. The study further report that all the dimensions of marketing intelligence except customers' intelligence exhibit a strong effect on firms' performance. Contingent upon these findings, this study affirms that marketing intelligence is a potent weapon to contest and sustain marketplace competition. This study recommends among several others that managers of pharmaceutical corporations should embrace marketing intelligence as a competitive strategy in order to attain marketplace dominance.
Key Words: Annual Sales, Firms Performance, Marketing Intelligence Dimensions, Pharmaceutical Firms, Nigeria.

1.0 Introduction
Globally, citizens consider health and wellness as one of the basic necessities of life. The emergence of new diseases as well as advancement in medical knowledge has compelled individuals to increasingly seek medical solutions to their health concerns. It is a common evidence that the pivotal roles individual's well-being plays in societal development spur corporations to venture into drugs manufacturing. Furthermore, increasing the global population also result in high the demand for health and wellness enabling substances. In fact, the raising demand has also serve as a lever to corporations to venture into the manufacture of health enhancing medications. Due to high market demand several drugs manufacturing corporations have emerged resulting in fierce competition. Interestingly, literature recognize that firms compete among others on the basis of product, technology and service delivery. Contingent upon pharmaceutical firms' competition for customers' patronage, these drugs manufacturing firms now

constantly seek for new avenues to attain and sustain competitive advantage. Consequently, drugs manufacturing firms now leverage on the available large volumes of data to make well informed marketing decisions. Without much ado, the success of any business organization is largely predicated upon its information generating centers. It is indeed altruism among marketing managers that operating without well sought out data is liken to a rudderless firm. It is a matter of fact that information albeit data serves a compass to a firm that could be helpful in navigating any competitive ocean. Since the ultimate dream of every corporation is the dominance of its customers' landscape, firms are left with no option than to engage in a systematic gathering and analysis of generated information. This presupposes that marketplace decisions are strongly dependent on sophisticated and robust data rather than allow corporate decisions to be hinged on intuition and gut feeling. In fact, marketplace decisions predicated upon sophisticated data closely resonates with marketing intelligence.

As a matter of fact, literature recognize marketing intelligence as an organizational strategy. Scholars believe that this strategy when embraced is designed to enable firms compete in the marketplace. Simply put, marketing intelligence is concerned with the day to day gathering and analysis of information obtained from the environment. The truth is that marketing intelligence enable marketers and other decision-makers gain meaningful insights into their marketing activities. These insights equip the managers with requisite knowledge on how to search for the most promising opportunities. The truth is that, in todays' competitive environment, marketing intelligence plays a crucial role in facilitating the performance of corporations.

A purview of marketing literature reveals a plethora of studies on marketing intelligence. In fact, the concept has attracted research attention from several scholars. The truth is that marketing intelligence studies are reported to be suitable in Small and Medium scale businesses as well as in multinational corporations among several other business domains. Several studies on marketing intelligence abound in literature. Of recent, Harami and Hossan (2024) examines the influence of marketing intelligence on the performance of small businesses in India. Similarly, Yusuf, Adamu, Barde and Abdullahi (2024) study listed consumers' goods firms in Nigeria. The intent of the study was to ascertain the outcomes of firm's adoption of marketing intelligence on its marketplace performance. Due to the wide application of marketing intelligence activities in portraying the competitive posture of firms, this study seeks to examine the influence of firms' adoption of marketing intelligence on the marketplace performance of selected pharmaceutical firms in Nigeria. This paper specifically seeks to examine the nexus between market intelligence and sales performance, investigate the connection between product intelligence and sales performance, ascertain the linkage between customer intelligence and sales performance and examine the extent to which competitive intelligence drives sales performance of selected pharmaceutical firms in Nigeria. The outcome of this study will enable manufacturers of pharmaceutical products glean valuable insight into the drivers and strategies that confers competitive advantages.

2.0   Literature Review and Hypotheses Development
Concept of Marketing Intelligence
In common parlance marketing intelligence is concerned with the day to day gathering of information from the environment. This marketplace information assist managers to prepare and adjust firms marketing plans. In fact, a firm's marketing intelligence activities is indicative of its information requirements. The truth is that a firm's marketing intelligence is obtained from diverse sources. Prominent among these sources are employees in the human resource department, technical staff and procurement or sales employees. As a result of the crucial roles marketing information plays in firms' survival, operating managers as a matter of priority often emphasize

the necessity of information gathering to employees. To complement the activities of in-house employees in information gathering, most corporations have now embraced the practice of engaging outsiders in information gathering.

Interestingly, many scholars now recognize marketing intelligence as an organizational strategy that is designed to enable a firm compete in the marketplace (Yusuf *et al*, 2024). Consequently, experience has shown that firms have now seamlessly embrace the practice of marketing intelligence as a weapon of competition.

Dimensions of Marketing Intelligence

Crowley 2014 seminal work identified the components of marketing intelligence. The scholar in particular recognized market intelligence, product intelligence, customers' intelligence and competitive intelligence as the essential components of marketing intelligence. The unique features of these dimensions are examined as follows.

Market Intelligence: Crowley (2014) conceive market intelligence as the capturing of a firm's market relevant information. In simple term, market intelligence is concern with the collection, evaluation, and sharing of data pertinent to the market segment of a corporation. This implies that a firm's market intelligence can be deduced from the quality and quantity of all the relevant information that are most suitable to a corporation. In actual fact, firms now engage personnel that among other things are involved in market intelligence. These personnel are expected to have a thorough understanding of the market as well as being able to adduce reasons for the required information. Essentially, market intelligence entails the use of various data collection methods. One common way firms gather market intelligence is through primary research, which involves collecting data directly from customers, competitors, and other stakeholders. Also, firms conduct secondary research in their market intelligence activities. This entails analyzing existing data and reports from market research firms, industry publications, and government agencies (Maune, 2014). Experience has shown that firms now deploy up-to-date competitive and market intelligence techniques and technologies to obtain updated market intelligence. Gebhardt, Farrelly and Conduit (2019) report that firms use market intelligence outcomes for market development, short- and long-term plans, and market opportunities and decision making. Furthermore, market intelligence serves as a veritable avenue for firms to understand its current market situation and the activities of competitors therein.

Interestingly, Jaworski and Kohli (1993) study of 230 managers in US corporations sought to ascertain the effect of market intelligence on firms' marketplace performance. Relying on the use of MARKOR measurement of scale the result of the study indicates a direct relationship between market intelligence and business performance. In the same vein, Mobusher (2023) study the influence of market orientation on the performance of banks located in Vehari district of Pakistan. The scholar measured organizational performance with non-financial indicators. Analyzing primary data obtained from senior bank employees, with the aid of multiple regression analysis, the study report that all the components of market intelligence exhibit direct relationship with firms' marketplace performance. The foregoing suggests any organization that engage on a comprehensive market intelligence can stay ahead of competition while driving organization's growth ever competitive environment. Consequently, this paper hypothesize that,

Ho1: Market intelligence has no significant effect on sales performance of pharmaceutical firms

Product Intelligence: Product intelligence refer to the process of gathering and analyzing data related to a firm's products. The sole purpose of product intelligence gathering is enable the firm

to gain an understanding of customer preferences, market trends, competitive landscape that could aid in decision making. The outcome of these information help companies improve their product offerings, enhance customer satisfaction, and drive sales. Other benefits include but not limited to effective management of users' experience, identifying recurrent issues and facilitate product quality management. Truth be told, in today's competitive marketplace, product intelligence has become a critical tool for companies to gain a competitive edge and stay relevant in the rapidly evolving market landscape. In fact, through a thorough analysis of market insights, corporations could provide unique products, optimize pricing strategies, and compete favorably in the marketplace.

Interestingly, Chen, Chiang and Storey (2012) study of the importance of product intelligence in e-commerce found that companies that leverage on product intelligence are better positioned to identify market trends. It also assist the firm in monitoring competitor offerings at the same time help in tailoring their product strategy to effectively meet customer needs. Similarly, Grewal, Roggeveen and Nordfält, (2017) study explored how product intelligence enhances customer experience and loyalty. The study found that firms that deploy product intelligence can ultimately develop customized product offerings and experiences that resonate with their target audience resulting in increased customer loyalty. Mubeen, Han, Abbas, Raza and Bodian (2022) study examines the influence product market competition has on Chinese firms performance. From 2502 observations, the study found that product market competition positively influences firm's performance. From the foregoing, a comprehensive product intelligence study is crucial for enhanced sales performance. In fact, product intelligence plays a pivotal role in shaping firms data-driven decisions, improve product performance while driving business growth. This paper hypothesize that;

Ho$_2$: Product intelligence has no significant influence on sales performance of pharmaceutical firms.

Customers' Intelligence: Present day realities indicate that customer intelligence is a crucial aspect of modern business strategy. In fact, customers' intelligence entails the gathering, analyzing, and utilizing data about customers. The information obtained enhances firms marketing efforts as well as improve overall customer experience. Furthermore, this information enables companies to gain valuable insights into customer behavior while facilitating more targeted and personalized interactions. Elbashir, Collier and Davern (2008), perceives customer intelligence as the process of gathering, evaluating, and applying quantitative and qualitative data about the customer and its surroundings. Without dispute, customers' intelligence initiatives directly affect firms' profitability and ultimately revenue growth. In particular, Watson and Wixom (2007) assert that customer intelligence exercise serves as an avenue that help firms magnify the role of customers to increasing the income of organizations. This has led many scholars to conclude that customer intelligence is a veritable tool that enable corporations add value to its operations. Arising from the accrued benefits of customers' intelligence, Decker and Hoppner (2006) remark that companies need to gain a comprehensive understanding of customers and their behavior. The outcome of such an exercise, the scholars, believe will enable the firm establish a more reliable customer contact while achieving a higher degree of customer loyalty. Furthermore Hashem, Al-Aqra, and Haikal (2017) recognizes that social media has emerged as an efficient, accurate, and useful marketing tool for customer intelligence. Social media and indeed other technological devices have caused an explosion in the use of customer-focused management tools within organizations. The truth is that these emerging technological tools has replaced the hitherto product-focused management initiatives.

Several studies exist that buttress the fact that there is a strong relationship between customer intelligence and sales performance. Specifically, Tan and Ahmad (1999) report that organizations that have a deep understanding of their customers' needs and preferences are better equipped to tailor their sales strategies and offerings to meet those needs effectively. The scholars' further report that such knowledge leads to improved sales performance and higher customer satisfaction. Furthermore, Igbaekemen (2014) study of selected firms in Nigeria highlights that utilizing customer intelligence enables sales teams to develop more personalized and targeted sales approaches. The authors found that these situations result in increased customer engagement, loyalty and ultimately higher sales performance. Therefore, it is germane for firms that seek a deeper insight of customers' needs and preferences to invest in customer intelligence capabilities that could enhance their sales performance. In the light of the foregoing, this paper hypothesize that,

Ho₃: Customers' intelligence has no significant relationship with sales performance of pharmaceutical firms.

Competitive Intelligence: Simply put, competitive intelligence consist of firms activities that enable it gain an insight into the strengths, weaknesses and anticipate the future actions of their competitors. Wright, Eid and Fleisher (2009) perceive competitive intelligence as an activity that enables which organizations generate information from competitors and the competitive environment. Interestingly, several scholars see competitive intelligence from the process-based and product-based perspectives (Johns & Van Doren, 2010.,Gaspareniene, Remeikiene, & Gaidelys, 2013).The process base view considers competitive intelligence as a procedure for acquiring, evaluating and analyzing information about competitors while the product base perspective regard competitive intelligence as a set of data on competitors in the marketplace. The outcome of a comprehensive competitive intelligence study is expected to assist the firm in maintaining and developing a competitive advantage (Adidam, Gajre & Kejriwal (2009). This study considers competitive intelligence as the process of gathering, analyzing, and utilizing information obtained from the market environment to make strategic business decisions. Nwokah and Onduku (2009) conclude that a firm's thorough understanding of the strengths, weaknesses of competitors, as well as industry trends and customer preferences confers competitive advantage. It is an obvious fact that competitive intelligence involves a wide range of activities. In practice, firms' personnel or outside consultants are often engaged to conduct competitive intelligence. With the digitalization of business operations, corporations now deploy technologies in competitive intelligence gathering. The reality is that modern day competitive intelligence entails the deployment of technology in data gathering and analysis. These activities encompasses the use of web scraping, social media monitoring, and data analytics software. Experience has shown that firms that leverage on these technologies often stay ahead of competition. Several benefits accrue to firms that embark on competitive intelligence activities. Some of these benefits include anticipating competitors actions, help businesses identify new market opportunities, as well as enable the firms improve on their products and services.

Literature is replete with several empirical studies on competitive intelligence (Yusuf, *et al*, 2024, Harami &Hossan, 2024). Specifically, Al-Rfou in 2015 studied the consequences of competition on the sales performance of baby food companies listed in The Amman Stock Exchange Jordan. The scholar surveyed 33 listed firms, with the aid of multiple regression analysis, found that firms that deploy competitive intelligence as a strategic thrust exhibits a consistent advantage over its competitors. The study also report that competitive intelligence has a significant direct impact on

sales performance. In the same vein, Yusuf, Adamu, Barde and Abdullahi (2024) study of listed consumers' goods firms in Nigeria was to ascertain the outcomes of firm's adoption of marketing intelligence on marketplace performance. From a sample of 126 purposively selected respondents, the researchers with the aid of Structural Equation Modeling (SEM) Smart software, found a significant direct relationship between competitors intelligence, customers intelligence and the performance of consumer goods firms. The study also shows that product intelligence exhibit a direct and insignificant effect on the performance. In sum, competitive intelligence has emerged as a valuable tool to firms that are proactive in today's fast-paced business environment. From the foregoing, this paper hypothesize that;

Ho4: Competitive intelligence exert no significant effort on the sales performance of pharmaceutical firms.

Theoretical Underpinnings

Knowledge Based View Theory of the Firm
Grant is reputed to have propounded the knowledge-based theory of firm in 1996. The scholar advocate that knowledge albeit information is the most crucial asset of a firm. In fact, the quality and quantity of information available to a corporation confers competitive strength on it. This implies that firms can increase its competitive advantage through adequate knowledge and skills. A firm's possession of cutting edge knowledge in a wholesome combination with learning and abilities enable it develop new products as well as gain access to new territories. To Grant (1996), a firm's knowledge base handsomely equip it to develop new products, modify existing products in addition to conquering new sales territories more successfully and profitably.
Experience has shown that the intent of firms that deploy marketing intelligence as a strategic thrust is to leverage on and utilize the knowledge and information at its disposal. In fact, this information enhances the firms' performance while conferring on it competitive advantage. This suggests that firms gain competitive edge through the utilization of existing knowledge. This knowledge equip the firms to gain greater insight of market trends, consumer preferences, and competitive strategies. Ultimately, the knowledge base view theory posits that firms that are able to effectively leverage on their existing knowledge and information reservoir are more responsive to marketplace changes, more competitive and report higher performance levels. In sum, the knowledge base view theory highlight the place of effective usage of information and knowledge to drive firm performance. The truth is that firms that embrace marketing intelligence are able to gain valuable insights into marketplace happenings, sharpen the firms' decision-making process as well report improve marketplace performance.

3.0 Methodology
This study adopts a cross sectional survey research design method. This research method allows the researchers collect data with the aid of a structured questionnaire. The focus of this study is on drugs manufacturing industry in Lagos state. According to Nte, Omede, Enokie and Bienose (2019), there are 56 pharmaceutical firms spread across the entire Lagos state. Spatial distribution shows that about 50% are located in Ikeja area of Lagos state. As a result, this study is situated on the pharmaceutical firms in Ikeja business district in Lagos state. Out of the 25 firms, 10 corporations were conveniently selected for this study. From the firms, 12 staff each from the marketing and sales department constitute the respondents. This implies 120 employees as sample size. The study adopted and modified Ismaeel, Alkhawaldeh and Alafi (2023) research instrument.

The draft structured questionnaire consist of five segments was subjected to Test, Retest during a pilot survey of pharmaceutical firms located in Ikorodu area of Lagos state for its validity and reliability. The outcome of the pilot survey were incorporated into the final questionnaire. 120 copies of questionnaire were conveniently self-administered on the respondents in their various offices. 108 of the 120 copies were retrieved while 100 copies were usable.

The study relied on Ismaeel, Alkhawaldeh and Alafi (2023) to measure the constructs product, market, customers and competitive intelligence. In the same vein, the study operationalize marketplace performance with annual sales volume. The respondents' were expected to use a five point Likert- type of scale that consist of 1 Strongly Disagree, 2 Disagree, 3 Undecided 4, Agree and 5, Strongly Disagree. With the aid of SPSS 26 the collated data were analyzed with descriptive statistic mean and standard deviation while formulated hypotheses were tested with multiple linear regression and one way analysis of variance at 5% level of significance.

Mathematical model

$$MkP = f(PIn, MIn, CIn, CmIn) \tag{1}$$

Equation (i) variables can be further reduced to the general regression format to obtain

$$MkP = \alpha_0 + \alpha_1 PIn. + \alpha_3 MIn. + \alpha_3 CIn + \alpha_4 CmIn. + e \tag{2}$$

Where; MkP= Marketplace Performance, PIn= Product Intelligence, MIn= Market Intelligence, CIn= Customers Intelligence, $CmIn$= Competitive Intelligence α= coefficients of the independent variables, e = error term

4.0   Results/Discussion of Findings

Result Presentation
Table 1: Descriptive Statistics and Pearson Correlation Coefficients of Marketing Intelligence Components and Marketplace Performance.

Variables	Mean	Standard Dev.	1	2	3	4	5
Firm Performance	4.301	.765	1				
Market Intelligence	4.118	.791	.745**	1			
Product Intelligence	3.827	.801	.641**	.594**	1		
Customers Intelligence	3.431	.921	.592**	.562**	.497**	1	
Competitors Intelligence	4.216	.973	.612**	.563**	.498**	.408**	1

          Source: SPSS 26 Output

From Table 1, marketplace performance report a mean score (4.301) with competitors' intelligence (4.216) closely follows. In the same vein, Table 1 shows that customers' intelligence (3.431) reports the least mean score. Similarly, Table 1 reports the standard deviation of the variables. The Pearson correlation coefficient test result shows that all the dimensions of marketing intelligence has a direct relationship with marketplace performance. To be specific, the test reveals that market, product and competitors intelligence respectively exerts a strong (.745**, .641** and .612**) influence on marketplace performance. Also, customers intelligence shows a moderate (.592**) relationship with marketplace performance.

Test of Hypotheses

Table 2: Model Summary of Multiple Regression Analysis (Product Intelligence, Market Intelligence, Customers' Intelligence, Competitive Intelligence and Sales Performance)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.918	.899	.869	.755112

Source: SPSS 26 Output

The adjusted $R^2 = 0.869$ in Table 2 implies that all independent variables can jointly explain 86.9 percent of the systematic variation in the dependent variable (sales performance). This result further suggest that about 14 percent variation in marketplace performance is accounted for by other extraneous factors not captured by the model.

Table 3: ANOVA[a] for the Model

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	230.714	1	230.741	121.188	.002[b]
	Residual	188.509	99	1.904		
	Total	419.223	100			

a. Dependent Variable: Marketplace Performance
b. Predictors: (Constant), marketing Intelligence
Source: SPSS 26 Output

Table 3, reports the ANOVA test for the study. From the result, the F- value 121.188 is indicative of the capacity of the model to express the relationship between the aggregate marketing intelligence dimensions and marketplace performance of pharmaceutical firms. Also, the p- value of 0.002. This indicates a significant relationship between marketing intelligence activities and marketplace performance of pharmaceutical firms. This conclusion is predicated upon the fact that the p-value (0.002) is less than the permitted threshold of 0.05 (Hair, *et al*, 2006).

Table 4: Multiple linear Regression Coefficients (Product Intelligence, Market Intelligence, Customers' Intelligence and Competitive Intelligence and Sales Performance)

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.64	.024		11.051	.000
Product Intelligence	.708	.016	.202		.001

Market Intelligence	.542	.051	.101	3.130	.005
Customers'	.419	.076	.383	2.118	.000
Intelligence	.889	.129	.008	9.721	.007
Competitive	.			.180	
Intelligence	.905	.015	.058		.001
Sales Performance				1.626	

Source: SPSS 26 Output.

The multiple regression coefficients in Table 4 were used to establish the relationship between the marketing intelligence components and marketplace performance of pharmaceutical firms. In fact, Table 4 indicates that all the dimensions of the independent variable exhibit direct relationship with marketplace performance. These findings implies that product intelligence, market intelligence, customers intelligence and competitive intelligence has significant relationship with marketplace performance (sales) of pharmaceutical firms

Discussion of Findings
With respect to the effect of market intelligence on sales performance of pharmaceutical firms, the study found a positive and significant relationship. Specifically, the study found that firms engagement of market intelligence strongly influence its marketplace performance. This finding corroborates earlier Mobusher (2023) study of the influence of market orientation on the performance of banks located in district Vehari of Pakistan. Furthermore, the finding of this study affirms, Yusuf, Adamu, Barde and Abdullahi (2024) Nigeria study of listed consumer goods firms. Similarly, on product intelligence, this study report that, firms employment of product intelligence as a component of its competitive strategy exerts a positive and significant influence on the sales performance of pharmaceutical firms in Nigeria. In fact, the study reveals that product intelligence exhibit strong influence of the sales performance of pharmaceutical firms. This finding concur the study of Mubeen, Han, Abbas, Raza and Bodian (2022) of Chinese corporations. The study examines the influence product market competition has on Chinese firms performance. In the same vein, the findings of this study also corroborates Yusuf, Adamu, Barde and Abdullahi (2024) Nigeria study
On the third objective, this study found that customers' intelligence also report a direct and significant relationship with firms' sales performance. However, the study report that customers' intelligence has moderate effect on pharmaceutical firms' sales performance. This findings contradict Yusuf, Adamu, Barde and Abdullahi (2024) Nigeria study that report that customers' intelligence strongly influence the marketplace of listed consumer goods firms. The most probable reason for this contradictory finding could be associated with the nature of the product. It is common knowledge that customers attitude varies with product. It is expected that customers attitude towards pharmaceutical product would vary as a result of large volume of fake and adulterated pharmaceutical products in Nigeria,
On the result of the fourth objective, the study reveal that competitive intelligence report a direct and significant relationship with sales performance. This result is as expected. This fact is premise on the reality that a thorough understanding of competitors activities would strongly position a firm to deal with competition be it in new product development, product pricing and product distribution among several other areas.

Finally, an aggregate study of the variables shows that firms deployment of marketing intelligence as a competitive strategy can explain approximately 87 percent variation in pharmaceutical firms' marketplace performance. This finding is as expected as experience has shown a single strategy is grossly inadequate to account for a firm's performance. As a matter of fact, Literature affirms that employee compensation, sales force training among others can positively influence a firm's marketplace performance (Ewanlen, 2023).

5.0   Conclusion/Recommendations.

This study examines the imperatives of firms' adoption of marketing intelligence on the marketplace performance of pharmaceutical firms in Ikeja, Lagos State. Literature recognize marketing intelligence as a multidimensional construct that firms could adopt to contend with competition. It is altruism that marketing intelligence is essentially concern with marketplace information gathering, analysis and utilization. It is quite evident that information plays crucial roles in decision making processes. This information could be about the customers, competitors, market trends, suppliers as well as stakeholders. Literature affirm that market intelligence plays a critical role in enhancing sales performance. This role is implicated in the provision of sales teams with necessary information and insights that enables the manager to better understand customers, competitors and market trends that could effectively drive sales.

This result of this study shows that all the dimensions of marketing intelligence report a direct and significant relationship with pharmaceutical firms' marketplace performance. In fact, all the marketing intelligence dimensions except customers' intelligence exert strong influence on sales performance. In more specific terms, the study found that a firm that adopts marketing intelligence as a competitive strategy should be able to attain about 87 percent marketplace rate of success. From the foregoing, this paper concludes that marketing intelligence significantly influence firms performance.

Consequently, this paper recommend that,
1) Firms should invest in marketing intelligence as it has the capacity to enhance marketplace decision-making. In actual fact, marketing intelligence equip operating managers with the requisite skills to initiate and execute value- enabling actions.
2) Firms should embrace data-driven marketing strategy that relies on marketing intelligence as a competitive platform.
3) Firms should formulate and deploy appropriate strategies that would inspire customers' confidence in the quality of pharmaceutical products. This enhanced confidence would help to mitigate .customers apathy towards locally manufactured drugs.
4) Scholars and marketing managers should engage in further disaggregated studies of the construct and practice marketing intelligence. This studies could be with the intent of ascertaining the individual contributions of marketing intelligence components to marketplace dominance.

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