

ROLE OF INFORMATIONAL SYSTEMS ON MARKETING

Amir Hossein Sajedi Rad

Samaneh Massafi

Fatemeh Rahnamaei Tak

M.A Student. Department of Commercial Management of Islamic Azad University. Rasht. Iran

Abstract

Nowadays information is regarded as powerful resource and having required knowledge of customer requirements and related factors play key role at organizations. On the other hand, through developing effective factors on success activities, it is required for having enough knowledge about these factors. Therefore, those managers are successful having highest and most important information for making correct decision. If management is defined as foresightedness it is equivalent to information management. This research examines marketing informational system and its role on improving decision making for marketing managers in different organizations and corrects application of information on decision making process.

Key Words: Marketing Information System, Marketing Information, Marketing Research,(MDSS)

Introduction:

Nowadays most of large and small companies access to system technology and communication network which enables them to increase their efficiency and obtain better commercial situation. An appropriate informational system enables company to develop its activity and offer new products and services, amending job process and even greatly evolving organization and business process (1). Marketing managers require information in order to analyze, plan, execute and control marketing. Generally managers require information for coping with customers, rivals, mediators and other forces. Most of marketers complain of shortage of correct information or incorrect irrelevant information. Therefore, marketing managers require complete information. At the present time many companies examine information requirements of their managers and on this basis attempt to design informational systems. (4). The concept of informational system was first of all introduced within concept of information management as basic requirement of information system. Philip Catler introduced the term marketing nerve center in the year 1996 and further described that a company is able to separately apply from computer for its marketing sector and then a new term was introduced for marketing information system called MKIS(7). In fact, MIKS is a system that improves decisions of managers in organizations. Marketing

information system greatly improves efficiency of organization and is regarded as competitive advantage and in this way the role of computer and additional systems as subsidiary system for processing time period and artificial intelligence is greatly increased i.e. if ability of users of subsidiary systems of computer is increased, the managerial activities of organization is improved. Nowadays one of the principal requirements of benefiting marketing information system is establishing database for registering information. The liability and role of marketing informational systems is collecting information and process of creating information through close relationship with customer (6).

Theoretical Basics of Research:

In order to study concepts of this research it is applied from literature review and theoretical basics of research. Thus, required informational systems and information for marketing managers is examined and then necessity of applying correct information for making decisions by marketing managers is described.

Within current ever-changing complicated environment, the marketing managers have to apply from more information for making more effective decisions. Ever-growing increase for application of information lead to strong application of IT within all processes and activities and through using large computers, holding distant roundtable, Internet and broader set of advanced technologies enables companies to classify and process abundant information. Meanwhile, most of marketers complain for not having correct or appropriate information or a pile of incorrect information many companies carry out research about this attitude and informational requirements and attempt to design suitable informational systems in order to meet requirements (2). Generally, small companies do not have separate independent marketing research section or unable to benefit from marketing service. Such companies are able to apply from innovative and obtainable financial methods (2). One of the most powerful available tools for marketing managers is marketing research i.e. required activities for consumers, buyers and public people and marketing managers for exchanging information. In marketing research it is required for considering following points:

- A) Planning method of collecting information
- B) Planning and completing methods of obtaining information
- C) To analyze results
- D) To submit obtained points and method of their application for beneficiaries (3)

Marketing Information System:

Marketing information system is one of the informational systems for determining performance of organization. Such system consists of many subsystems for producing different information that is necessary for making correct decision (1)

Different Types of Marketing Information System:

- 1) Operational and event data processing system
- 2) Management information system
- 3) Decision making support system
- 4) Supreme manager information system

A marketing information system consists of several persons, equipments, collection methods, classification methods, analysis methods, information evaluation and distribution methods for assisting the decision making process. Generally, marketing manager is faced with 2 fundamental problems including: under emergency condition, no information is available or under emergency condition there is excess information. Marketing information system means a set of organized stages for collecting, classifying and analyzing information either inside or outside of organization. It is to be noted that marketing information system is not applicable merely, rather marketing managers should determine their required information (3).

Marketing Information Systems are Designed based on Following Goals:

- * General management of marketing process
- * Direct support of sale activities of sale personnel
- * Determining properties of new products or service opportunities
- * Determining competitive price regardless to waiving acceptable profit
- * Controlling costs in relation to marketing activities
- * Analyzing marketing effects

Other possible goals are applicable for some specific organizations (1).

Determining Required Information:

A good marketing information system is a system that creates relationship between required information for managers and information. Often due to lack of having enough information or limited information for company, it is not possible to prepare required information such as: advertisement budget for rivals in next year and its influence on market share (4). The most important informational system that manager apply is system for domestic documents of company that consists of reports about orders, sale, sale prices, level of stock, accounting documents and similar issues (2). Studies of a unit determine useful information for several other units. Managers apply from information obtained this section and other domestic resources of company for evaluating efficiency, determining problems and opportunities (4)

News & Information Recovery System:

Whereas system of domestic documents offers result data the news and information recovery system offers happening data. A good news and information system consist of set of methods and resources that managers use for obtaining to daily information about evolutions at marketing environment (2)

Marketing Research System:

Managers are unable to obtain their required information through intelligent marketing system and in order to be aware of a problem or specific opportunity they require official studies. Marketing research means recognizing, collecting, systematic and objective analysis of information for contributing management about decision making problem in the way of recognizing and solving marketing opportunities (4)

Process of Marketing Research:

This process consists of 4 process including: 1) statement of problem and goals of research 2) preparing research design 3) executing research design and collecting data and its analysis 4) amending and interpreting findings and offering report

Research Methodology:

Objective Research: It means collecting elementary data by sing observation of person, activities and related conditions

Survey Research: It is regarded as the best method for collecting descriptive information which may be either direct or indirect. Survey research is the broadest method for collecting elementary information and its main advantage is flexibility

Empirical Research: Scientifically it is regarded as the most valid scientific research which is regarded as most appropriate for random research (2)

Non-concentrated Research: It consists of 6 to 10 people for several hour discussion about a plan, service in organization or marketing by supervision of an expert (2)

Properties of Good Marketing Research:

- * Scientific Method: Effective marketing research applies from scientific methods and principles that is equivalent to exact observation, preparing assumptions, test and foresightedness
- * Creativity of Research: It means marketing researches offer innovative solutions for problems
- * Using several resources for offering best information

MDSS:

Nowadays marketing managers apply from computer system to quickly offer information through several means. Managers are able to obtain support system through marketing decisions and restudy the marketing process(5). Hypothesis and solutions determine whether new information is required for supporting appropriate marketing decisions or not (3). A good MDSS system is set of data, systems, market and techniques that are arranged with software and hardware support system and organization is able to collect and interpret suitable information from economic sector and is regarded as basis for marketing activities (2).

Conclusion:

Whereas importance and application of information that is mentioned in this article, it is concluded that informational system is among vital and effective components of organizational decision making. Marketing information system of collected data is applied for the following purposes:

- 1) Better recognition of effective factors on market
- 2) Offering recommendations and solutions for marketing problems for a specific type of product or service on behalf of company
- 3) Level of market changes with respect to share, price and other factors and showing suitable reaction toward these changes

4) Control system create several methods and procedures for keeping or changing strategies and activities of organization

Effective performance of organization is obtained when there is comprehensive and integrated informational system. On the other hand, strategies of organizations require implementation and application of informational systems at different fields such as marketing. Thus role of informational system is more important so that at the present time information system is regarded as inseparable part of each organization and companies that are fall being of this competition are lead to failure for attracting customer and obtaining market share.

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