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EXPLORING THE LINK BETWEEN MARKETING INFORMATION SYSTEM AND ORGANIZATIONAL PERFORMANCE: THE CASE OF FOOD AND BEVERAGE INDUSTRY

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Abstract

This paper explores the link between marketing information system and organizational performance, using a reputable organization in the Food and Beverage Industry. The objectives are; to determine the impact of internal records on organizational sales; to examine the effect of market intelligence on profitability; to assess the rate at which marketing research affects customers' satisfaction; and to investigate the joint effect of internal records, market intelligence, and marketing research on organizational performance. Survey research design which gives room for the use of questionnaire was used to elicit information from the employees of the organization. Regression, Anova, and multiple regression analysis were used to test the hypotheses. The findings show the R^2 value 0.511 which reveals that internal records independently accounts for 51.1% variation in organizational sales. R^2 value 0.811 which reveals that market intelligence independently accounts for 81.1% variation in profitability. R^2 value 0.609 which reveals that marketing research independently accounts for 60.9% variation in customer satisfaction. Finally, the R^2 value 0.711 reveals that the explanatory variables (internal records, market intelligence, and marketing research) jointly explain 71.1% variation in organizational performance. The study thereby concludes that there is a significant relationship between marketing information system and organizational performance. The study recommends that organization must not only design and develop their marketing information system in such a way that it will help in effective realization of organizational performance, but also make sure that the system is flexible to adapt to changes in the marketing environment.

Keywords: Marketing, performance, marketing information system, organization, and profitability.

Introduction

Marketing activities are directed toward the satisfaction of customers' needs. Marketing is a concept that identifies measures and produces goods and services to satisfy the needs of target market (Kotler, 1993; Ibojo, 2015). In other words, it identifies the needs of the target market, how the need can be satisfied, and the production of goods and services in satisfying the need at a profit. However, there should be a system/ structure responsible for assisting management in taking strategic marketing decisions. Such structure/ system can be termed marketing information system. Marketing information system is a continuing and interacting structure consists of

people, equipment and procedures designed to gather, sort, analyse, evaluate and distribute needed timely and accurate information to marketing decision makers (Shaker, 2011). The need to use vital marketing information for taking strategic marketing decision for the achievement of the slated objectives necessitate the setting up of a system/ structure responsible for assisting marketing decision makers.

Information and communication have made the world a global village, therefore necessitating any business oriented organisation to be vast and equipped with the needed and current information

in order to compete favourably in these global settings. James (1998) has been able to view marketing information system as a structured, interrelating couples of persons, machines and procedures designed to generate an orderly flow of pertinent information collected from both intra and extra firm services for use as the bases for decision making. It is obvious and clear that marketing department is a sub-system responsible for planning, organising and co-ordinating marketing activities in order to achieve marketing objectives. It is therefore necessary to set up a structure consisting of people with defined procedures responsible for collecting, gathering, analysing and evaluating information needed to assist in decision making.

It is vital to restate the significant of information in redesigning the world as a global village. It is therefore vital for business organisation to seek for necessary information needed for the survival and growth of the organisation. A set of structures and systems must be in place, designed with the task of gathering information for decision making such a system/ structure can be seen as marketing information system. Information leads to better decision making especially in the era of fast changing consumer preferences (Ezekiel, et al, 2013). Constant changes in the dynamic and complex nature of the environment have placed the need for rapid changes in the customers' preferences; it is therefore germane for organisations to understand the needs of their customers.

The need to have information on market trend and sizes, changing needs of customers, competitors, intermediaries, logistics, suppliers, and governmental policies necessitate the incorporation of marketing information system into marketing management portfolio. This will definitely help management in taking strategic marketing decision.

The responsibilities of marketing activities cannot be over emphasized in the actualisation of

organisation objective. It is therefore necessary to have a structure saddled with the responsibility of assisting managers in decision making. This is due to the efficacy of marketing as a satisfaction of needs in a profitable manner. Akinleye (2010) views marketing as a matrix of business activities organised to plan, produce, price, promote, distribute and mega market good, service, and ideas for satisfaction of relevant customers and clients. However this study centres on one of the reputable organisations in the food and beverage industry.

The food and beverages industry is one of the most globally competitive industries dominated worldwide by a handful of multinational companies (manufacturing news today, 2011). This sector remains the largest in manufacturing in Nigeria along with the agricultural sector; this sector bears the handsome responsibility of feeding a populous and developing nation.

In line with the significance of the food and beverages industry, this study intends to expand the body of knowledge in respect of the application of marketing information system on organisational performance. A case study of a reputable food and beverage organisation.

1.1 Objectives of the Study.

The broad objective of the study is to determine the effect of marketing information system on organisational performance, while the specific objectives are

- 1 To determine the impact of internal record on sales
- 2 To examine the effect of market intelligence on profitability
- 3 To assess the rate at which marketing research affect needs satisfaction.
- 4 To investigate the joint effect of internal records, market intelligence, and market research on organisational performance

2.0 Literature Review

Marketing information system has been viewed by different authors from different perspectives. Cox and Good (1967) view marketing information system as a set of procedures and methods for planning, analysing, and presenting the information required for taking marketing decisions. They are of the opinion that the essence of marketing information system is for marketing decision. Kotler (1991) offers a model of marketing information system that includes four major subsystems; An internal record system, a market intelligence system, a marketing research system, and a marketing decision support system. Vivek et al (2014) view marketing information system as a computer based system that works in conjunction with other functional information systems. Nastaran et al (2012) also looked at marketing information system as a tool that is designed to support managers to make decision about marketing. They are of the opinion that rapid development of markets requires rapid decision and reaction. They are of the opinion that marketing information systems help marketing managers make their decision by means of any relation between any productive units and section, and also help to arrange, save and manage data efficiently Elahi and Mahmood (1995) are of the notion that marketing information system increase efficiency of organisation. They are also of the opinion that marketing information system provides the possibility to assess fields of

competition among different commodities, and also to anticipate behaviour of customers. Shefei (2000) is of conclusion that marketing information system increases the sale of organisational productivity. However, sale is an integral indicator of performance. Rahul et al (2013) view marketing information system as a set of procedures and methods designed to generate, analyse, disseminate and store anticipated marketing decision information on regular and continuous basis. They were of the view that information system can be used operationally, managerially, and strategically for several aspects of marketing, they also emphasized the relevant of marketing information system for planning purposes. This is based on the fact that no organisation can exist without effective planning. Marketing activities are directed towards planning, promoting and selling goods and services to satisfy the needs of customers, and the objective of the organisation; marketing information systems support decision making to these activities (Harmon, 2003). Shaker (2011) is of the opinion that marketing information system is a continuing and interacting structure consist of people, equipment and procedures designed to gather, sort, analyse, evaluate and distribute needed, timely and accurate information to marketing decision makers. He also support the view that marketing information system component are;

I. Internal Records (Data Base).

Many organisation holds extensive internal data base, electronic collection of consumer and market information obtained from data source within the company network. Kotler and Keller (2006) are of the views that marketing managers rely on internal reports on orders, sales, prices, costs, inventory levels etc. by analysing this information, they can spot important opportunities and problems

II. Marketing Intelligence System.

This is a set of procedures and sources used by managers to obtain everyday information about development in the marketing environment. (Kotler and Keller, 2006) it is also a set of procedures and sift information from the economic and business environment that can be used for decision making.

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III. Marketing Research.

This is a proactive search for information to solve a perceived marketing problem (Shaker, 2011). Marketing research is a systematic and objective

identification, collection, analysis, dissemination, and use of information and solution of problems and opportunities in marketing (Malhora, 2007).

3.0 Methodology

3.1 Research Design. This study examines the link between marketing information system and organisational performance of a reputable food and beverage industry. It is a survey study, and therefore adopted the use of questionnaires in eliciting information from the respondents.

3.2 Study Population/Sample.

The entire population of the management staff of the organisation in the food and beverage industry was 210 members of staff. Questionnaires were administered to the total population of the study but 184 questionnaires were dully returned

3.4 Sources of Data

Primary and secondary sources were used. Primary data was obtained with the aids of questionnaire. The use of questionnaire was employed to gather relevant data from the respondents. The secondary source was obtained from related journals and articles

a. Research Hypotheses.

Hypothesis One

H_0 : There is no significant relationship between internal records and organizational sales

H_1 : There is a significant relationship between internal records and organizational sales

Hypothesis Two

H_0 : There is no significant relationship between market intelligence and organizational profitability

H_1 : There is a significant relationship between market intelligence and organizational profitability.

Hypothesis Three

H_0 : There is no significant relationship between marketing research and satisfaction.

H_1 : There is a significant relationship between marketing research and satisfaction.

3.3 Research Instrument.

This study employs the use of questionnaires as an instrument for data collection. The questionnaire was directed into three sections, section A measure the demographics of the respondents which include age, sex, marital status, educational qualification etc, while section B measures marketing information system in terms of internal records, market intelligence, and marketing research. Section C measures organisational performance in terms of profitability, satisfaction and sales. The items were measured on a 5-point likert scale ranging from strongly agree (5) strongly disagree (1).

3.5 Methods of Data Analysis

Data was analysed using inferential and descriptive statistics. The descriptive statistics involves frequency tables and percentages while the inferential statistics involve regression, Analysis of Variance (ANOVA) and multiple regression analysis.

Hypothesis Four

H₁: Internal records, market intelligence, and marketing research can jointly predict organisational performance.

H₀: Internal records, market intelligence, and marketing research cannot jointly predict organisational performance.

4.0 Data Presentation And Analysis.

Table 4.1

Demographic Profile of Staff of the reputable organisation in the food and beverage industry. The demographic profile in terms of educational

qualification, marital status, sex, age, and working experience are shown below.

Educational qualification	Frequency	%
SSCE	2	1.1
OND/NCE	12	6.5
HND/B.Sc./MBA	157	85.3
Others	13	7.1
Total	184	100
Marital status.	Frequency	%
Single	33	17.9
Married	136	73.9
Divorce	8	4.3
Widow	7	3.8
Total	184	100
Sex	Frequency	%
Male	119	84.7
Female	65	35.3
Total	184	100
Age	Frequency	%
20-30	19	10.3
31-40	110	59.3
41-50	42	22.8
51-above	13	7.1
Total	184	100
Working experience	Frequency	%
1-2yrs	5	2.7
3-5yrs	53	28.8
6-10yrs	82	44.6
11-15yrs	33	17.9
16yrs and above	11	6.0

Source: researchers field survey 2015

Table 4.1 shown that the organisation has S.S.C.E 1.1%, OND/NCE 6.5%, HND/ B.Sc./MBA 85.3% while others which may constitute Ph.D. MSc and other advanced academic certificates, these show that the staff of the organisation are educationally

inclined in achieving the stated objectives of the organisation. The marital status shows that single has 17.9%, married 73.9%, divorce 4.3%, and widow 3.8%. This shows that majority of the members of staff were married. This to some

extent shows that the staff are committed and responsible to their job. Considering the sex of members of staff of the organisation, male has 84.7% while female has 35.3%. This tends to follow the normal male/female staff distribution of many Nigerian organisations. Aside from this, men are more active and agile than woman in handling marketing information activities.

In line with the working experience, 1-2yrs has 2-7% 3-5yrs has 28.8%, 6-10yrs has 44.6%, 11-15yrs has 17.9% while 16yrs and above has 6%. This implies that the organisation has men and women of vast experience that can help in achieving effective performance. More so, the organisation has men and women that can take robust decisions for better organisational performance

4.2 Test of Hypotheses

Hypothesis One

H_0 : there is no significant relationship between internal records and organisational sales.

Table 4.2.1a Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.715 ^a	.511	.501		.500

a. Predictors (Constant), internal records

b. Dependent Variable: organizational sales

Source: Authors' Computation, 2015

R^2 value of 0.511 reveals that internal records independently accounts for 51.1% of the variation in organizational sales thereby accepting the alternative hypothesis and rejecting the null hypothesis.

Table 4.2.1b ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.134	2	.134	45.072	.000 ^b
	Residual	16.304	182	.230		
	Total	16.438	184			

a. Predictors: (Constant), internal records

b. Dependent Variable: organizational sales

Source: Authors' Computation, 2015

The f-statistics of 45.072 shows that the model is statistically significant. It shows that there is a significant relationship between internal records and organisational sales.

Hypothesis Two

H_0 : there is no significant relationship between market intelligence and profitability.

Table 4.2.2a Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.811 ^a	.658	.642		.401

a. Predictors: (Constant), market intelligence

b. Dependent Variable: organizational profitability

Source: Authors' Computation, 2015

R² value of 0.658 reveals that market intelligence independently accounts for 65.8% of the variation in organizational profitability thereby accepting the alternative hypothesis and rejecting the null hypothesis.

Table 4.2.2b ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.289	2	1.289	19.127	.000 ^b
	Residual	10.026	182	.141		
	Total	11.315	184			

a. Predictors: (Constant), market intelligence

b. Dependent Variable: organizational profitability

Source: Authors' Computation, 2015

The f-statistics of 19.127 shows that the model is statistically significant. It shows that there is a significant relationship between market intelligence and organizational profitability.

Hypothesis Three

H₀: there is no significant relationship between marketing research and customer satisfaction.

Table 4.2.3a Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.781 ^a	.609	.601		.417

a. Predictors: (Constant), marketing research

b. Dependent Variable: customer satisfaction
Source: Authors' Computation, 2015

R^2 value of 0.609 reveals that marketing research independently accounts for 60.9% of the variation in customer satisfaction thereby accepting the alternative hypothesis and rejecting the null hypothesis.

Table 4.2.3b

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.510	2			
	Residual	17.161	182	.510	7.111	.000 ^b
	Total	17.671	184	.242		

a. Predictors: (Constant), marketing research
b. Dependent Variable: customer satisfaction

Source: Authors' Computation, 2015

The f-statistics of 7.111 shows that the model is statistically significant. It shows that there is a significant relationship between marketing research and customer satisfaction.

Hypothesis Four

H_0 : internal records, market intelligence and marketing research will not jointly predict organisational performance.

Table 4.2.4a

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 ^a	.711	.701	.25112

Source: Authors' Computation, 2015

a. Predictors: (Constant), internal records, market intelligence, and marketing research
b. Dependent Variable: organisational performance.

The value of R^2 (0.711) reveals that the explanatory variables (internal records, market intelligence, and marketing research) jointly explain 71.1% of the variation in the organizational performance

Table 4.2.4b

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.299	2			
	Residual	5.301	182	.075	41.200	.000 ^b
	Total	5.600	164	.062		

Source: Author's Computation, 2015

a. Dependent Variable: Organizational performance
b. Predictors: (Constant), internal records, market intelligence, and marketing research

The f-statistics of 41.200 shows that the model is statistically significant. This implies that marketing information system variables jointly predict organizational performance.

4.3 Discussion of Findings.

The regression result displayed in table 4.2.1a relates to the relationship between internal records and organisational sales. The value of

the R^2 (0.511) reveals that internal records accounts for 51.1% of the variation in organisational sales. This shows that internal

records have positive relationship with organisational sales. The *f*-statistics in table 4.2.1b shows that the model is statistically significant. The value of the adjusted R^2 indicates that the model has a good fit. Table 4.2.2a show the regression result relating to the relationship between market intelligence and profitability. R^2 value of 0.658 reveals that market intelligence independently accounts for 65.8% of the variation in organisational profitability. The *f*-statistics in table 4.2.2b shows that the model is statistically significant. The value of the adjusted R^2 indicates that the model has a good fit.

Table 4.2.3a shows the regression result of the relationship between marketing research and customer satisfaction. R^2 value of 0.609 reveals that marketing research independently accounts for 60.9% variation in customer satisfaction. This shows that marketing research has positive relationship with customer satisfaction. The *f*-statistics in table 4.2.3b shows that the model is statistically significant. The value of the adjusted R^2 indicates that the model has a good fit.

Table 4.2.4a shows the multiple regression analysis relating to the relationship between marketing information system (internal customer satisfaction. Lastly, there is a significant relationship between marketing information system variables (internal records, market intelligence, and marketing research) and organisational performance. It can therefore be concluded that internal records, marketing intelligence and marketing research jointly predict organisational performance to a large extent. In line with this study, it is hereby recommended that

- >. Organisations must currently update their data collection software for effective storage and retrieved of information.
- >. Organisations must designed and developed their marketing information system in such a

records, market intelligence, and marketing research) and organisational performance. The R^2 value of 0.711 reveals that the explanatory variables (internal records, market intelligence and marketing research) jointly accounts for 71.1% variation in organisational performance. This shows that marketing information system has positive relationship with organisational performance. The *f*-statistics in table 4.2.4b shows that the model is statistically significant. The value of the adjusted R^2 indicates that the model has a good fit.

Conclusions and Recommendations.

From the research findings, it can be seen that internal records has positive relationship with organisational sales. In essence, there is a strong relationship between internal records and organisational sales. It is therefore necessary to consider the information on internal records in order to constantly increase organisational sales. Findings also show that market intelligence has a significant relationship with organisational profitability. In variably, there is a positive relationship between market intelligence and profitability. There is also a significant relationship between marketing research and customer satisfaction. In other words, there is a significant relationship between marketing research and way that it will help in effective realisation of organisational performance.

- >. Organisation must make sure that the marketing information system is flexible in order to adapt to the changes in the marketing environment.
- >. The design and interface of marketing information system must be user friendly for effective internal records, market intelligence, and research operation for effective organisational performance.
- >. Organisation must employ professional personnel who are able and willing to manage the marketing information system for effective performance.

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