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THE ROLE OF INFORMATION TO DEVELOP MARKETING

Abstract: The development of the country's economy and the improvement of its management system cannot be done without information. Information consists of the continuous exchange of information between all sectors, industries, divisions of the national economy (from the workplace to the ministries) and between similar enterprises and organizations. With the growth of science and technology, the range of goods will increase, will be updated, the technical base of production will be enriched with modern and sophisticated machine systems, technological processes will intensify and become more complex, production specialization will expand, and so on. The article highlights the need and importance of information in marketing and analyzes the example of some companies. Moreover, the views of economic and marketing scientists are scrutinized in the article, resulting in more clear visualization of the role of information in marketing activities.

Keywords: Information support, marketing research, marketing intelligence, marketing solutions, marketing situation.

РОЛЬ ИНФОРМАЦИИ В РАЗВИТИИ МАРКЕТИНГА

Аннотация Развитие экономики страны и совершенствование ее системы управления невозможно без информации. Информация состоит из непрерывного обмена информацией между всеми секторами, отраслями, подразделениями национальной экономики (от рабочих мест до министерств) и между аналогичными предприятиями и организациями. С ростом науки и техники ассортимент товаров будет увеличиваться, обновляться, техническая база производства будет обогащаться современными и сложными машинными системами, технологические процессы будут интенсифицироваться и усложняться, специализация производства будет расширяться и так далее.

В статье подчеркивается необходимость и важность информации в маркетинге и анализируется пример некоторых компаний. Кроме того, в статье подробно рассматриваются взгляды ученых-экономистов и маркетологов, что позволяет более четко представить роль информации в маркетинговой деятельности.

Ключевые слова: Информационная поддержка, маркетинговые исследования, маркетинговая разведка, маркетинговые решения, маркетинговая ситуация.

Introduction

According to the analysis of the English economist William Stanley Jevons, who lived in the XIX century, the definition of “market” has been defined as below. In his view, the market is a group of people who enter the business environment and can make a deal for any product. Philipp Kotler, on the other hand, emphasizes the separate role of buyers and sees “market” as the potential of goods and buyers. According to the British economist Hayek, it is seen as a complex process that allows the market to be most fully realized. So the market is a system of relationships between sellers and buyers. [1]

It is known that the expansion and complication of processes and the development of the economy show the improvement of the management system and the fact that activities can not be carried out without information. Information consists of the continuous exchange of information between all sectors, industries, divisions of the national economy and between similar enterprises and organizations. Along with the growth of science and technology, the range of manufactured goods also increases, is rapidly updated, technological processes intensify and become more complex, and the specialization of production expands, and so on. Therefore, the amount of information used in the enterprise will increase sharply.

Any organization, business or firm needs complete and accurate information to better understand market opportunities and solve marketing problems. They cannot perform comprehensive analysis, development, and monitoring without knowledge of their customers, competitors, intermediaries, sales, and pricing. As one famous American marketer put it, "Managing a business is managing its future, managing its future is owning information." Indeed, information remains an important management resource and object, such as finance, raw materials, equipment, and manpower.

In the past, because many firms were structurally small, the firm’s employees had the opportunity to communicate with their customers separately. Marketers, on the other hand, interacted with consumers and buyers, tracking them and collecting them through surveys. By the twentieth century, companies need to create a comprehensive and high-quality database. And as a result, a number of trends in the collection of marketing information have emerged. For example, a firm seeks to expand its position in the market, and the size of the enterprise, which is expanding its position in the market, expands both in terms of production, territorially, and manpower. As a result, as the company grows, it will not be able to get to know its customers directly. Therefore, it is necessary to find other ways to collect information in such a case.

For example, the need for management in a modern machine-building enterprise requires the production of more than 100,000 information signs per hour or up to one million per day. When information is lacking or not fully utilized, management errors can occur, because in this case the manager will not have full information about the state of production. Any organization, business or firm needs complete and accurate information to better understand market opportunities and

solve marketing problems. They cannot perform comprehensive analysis, development, and monitoring without having information about sales and pricing to their customers, competitors, intermediaries.

Literature Review

According to the research done by economic scientists A. Hamidi and M.Safabakhsh, the companies and the government bank data and the results of the questionnaire surveys along with the library research made it clear that information technology has high impact on E-marketing. All the above mentioned sources show that IT leads to providing the opportunity at every place and time for advertisement; increasing the overall potential of advertisement; increasing the income for the companies; and decreasing the pollution and energy consumption.[2]

Scientists J. Frey, H. S. Haller discuss in their article titled “Design of experiments has not been used more widely by marketing despite its proven track record” that in the global competitive marketplace, great products are coveted by consumers. According to their view, marketing continues to raise the bar on products that will delight customers and gain market share. Design of experiments is a well-established protocol for designing, developing and improving products and processes, which can be used to help development and production achieve marketing’s goals. The efficiency of experimental designs is a key feature that product developers and engineers can leverage in designing products in the resource-constrained business environment. The depth of information gained from following the experimental design protocol and the continual improvement cycle provides the developer or engineer great insights into what is important to the product and the customer. Their paper presents three case studies to demonstrate the power of the experimental design protocol in developing products to meet marketing’s needs.

Another scientist S. Earley shares his views and research results in his paper titled “Using the customer journey to optimize the marketing technology stack”. This paper discusses how to evaluate marketing technology (martech) software in the context of the customer journey. It describes the technologies that are used to engage the customer at each stage of the customer journey, beginning with search engine optimization to enable the inbound engagement that brings customers to a website and informs them about the available products or services. The paper describes the different characteristics of the customer journey, such as the fact that it traverses multiple departments and requires support from many organizational processes and structures. The paper concludes that in order to develop an appropriate martech software stack, it is essential to take a holistic view of the customer journey and the technologies used to support it. This paper provides a detailed analysis of an engagement strategy that spans the entire customer journey and identifies the technologies that are used for each stage, from search to purchase, order fulfilment, use of the product, and support. As implementing a full complement of solutions is not always possible, this paper provides guidance on how to prioritize the selection

of enabling software, to guide the investment strategy by identifying those technologies that offer the greatest value to the organization. [4]

In the article "Green marketing in supermarkets: Conventional and digitized marketing alternatives to reduce waste" prepared by several authors, green marketing actions that can reduce food waste (FW) of short shelf life (SSL) products by retailers and to propose effective FW mitigation strategies are carefully identified and analyzed. The article is based on a multiple case study of selected supermarkets that have enacted strategies that emphasize FW reduction. The findings unveil both conventional and digitized green marketing actions that should be implemented in the following sequence: product, place, price, and promotion. First, products need to be grouped into categories based on retailers' brand and suppliers' brand. This help to prevent future problems with the items that bear the supermarket's brand. This categorization is also helpful in defining the right place, price, and promotion for products with SSL. Besides, the pricing of items with SSL should be dynamic. Lastly, careful attention paid to where offers are placed inside stores also can also help to leverage sales, leading to reduced food waste. [5]

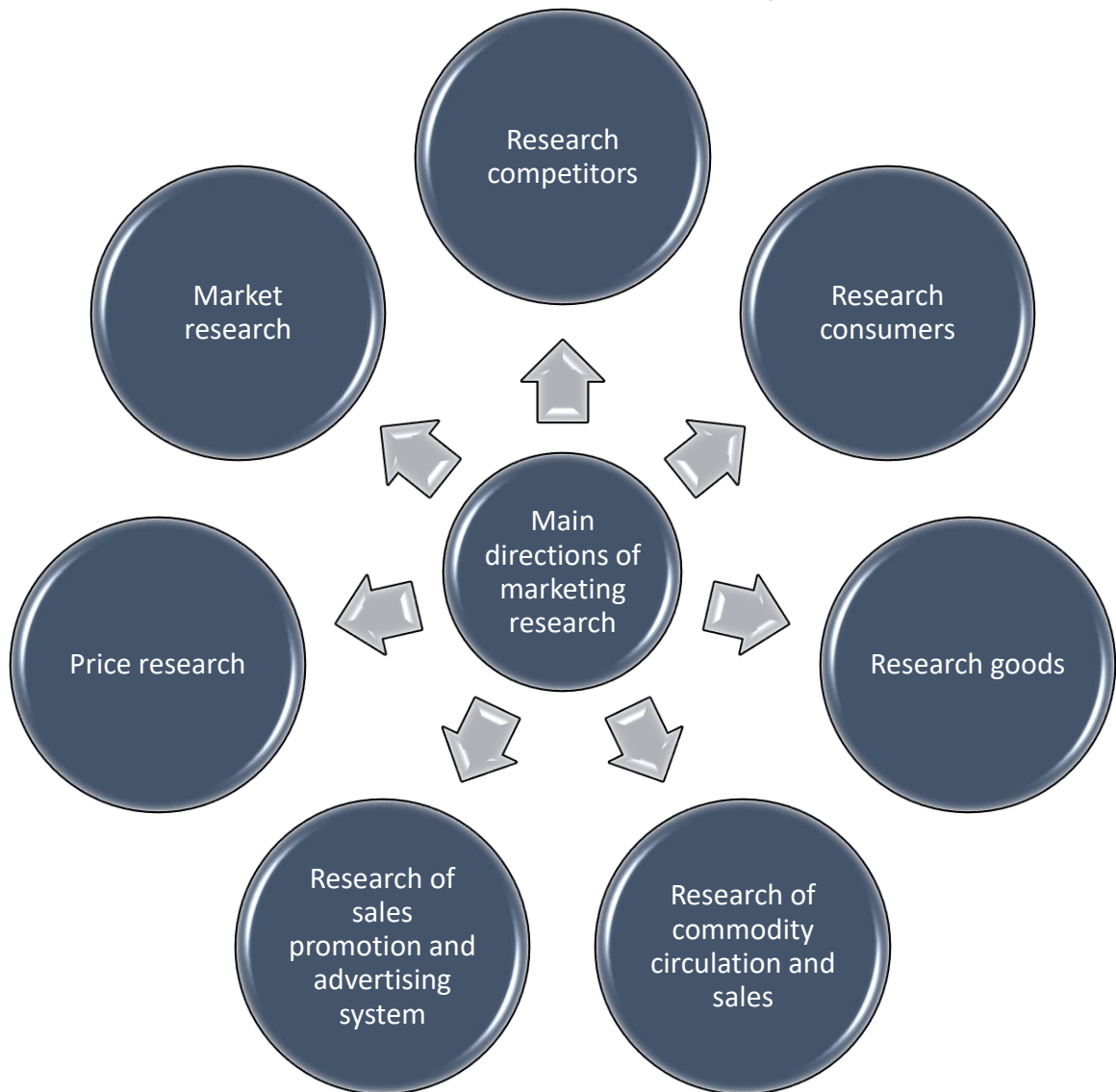
In order to create value for customers and build beneficial relationships with them, marketers need to have a deep understanding of what customers need and what they want. Such consumer understanding is achieved through the best information. Companies use such concepts to create a competitive advantage.

There have been major changes in the field of artificial intelligence in the last few years. Developments in this area have been undertaken by many companies that have begun to use artificial intelligence-based technologies to automate and improve their marketing programs. Smart chat bots, contextual advertising management, voice search are examples of the implementation of artificial intelligence that we often encounter.

Big data analytics help companies learn more about their target audience and customers. This allows for a wide range of personalization of marketing messages. Well-known and major brands use artificial intelligence technologies to strengthen their market position, free up resources and focus on customer experience, thereby adapting their marketing strategies.

Many marketing decisions are made without consulting marketing information or the use of formal marketing research. For example, a decision maker may feel she already knows enough to make a good decision. The time required to investigate a question or conduct formal marketing research may not be available. In other cases, the cost of obtaining the data is prohibitive, or the desired data cannot be obtained in reliable form. In a few instances, there may be no choice among alternatives and therefore no decision to make because there is little value in spending time and money to study a problem if there is only one possible solution. But in most business situations, marketers and managers must choose among two or more courses of action. This is where fact-finding, marketing information, and research enter to help make the choice.

Figure 1. Main directions of marketing research.



Source: Prepared by authors.

Marketing information and research address the need for quicker, yet more accurate, decision making by the marketer. These tools put marketers close to their customers to help them understand who they customers are, what they want, and what competitors are doing. When different stakeholders have very different views about a particular marketing-related decision, objective information and research can inform everyone about the issues in question and help the organization come to agreement about the path forward. Good research should help align marketing with the other areas of the business. [6]

Marketers should always be tapping into regular sources of marketing information about their organization and industry in order to monitor what's happening generally. For example, at any given time marketers should understand

how they are doing relative to sales goals and monitor developments in their industry or competitive set.

Beyond this general level of “tuning in,” additional market research projects may also be justified. As a rule, if the research results can save the company more time, money, and/or risk than it costs to conduct the research, it is wise to proceed. If the cost of conducting the research is more than it will contribute to improving a decision, the research should not be carried out. In practice, applying this cost-test principle can be somewhat complex, but it provides useful guidance about when marketing research is worthwhile. Ultimately, successful marketing executives make decisions on the basis of a blend of facts and intuition. [7]

Figure 2. Process of Market Research.



Source: G. L. Bagiev, V. M. Tarasevich, H. Ann. [8]

It is well known that marketing information is the basis for decision making in marketing activities and is also needed to analyze the results obtained after making a decision. Often, enterprise marketers have maximum information in the process of marketing research. Marketing research is the systematic design, collection, analysis, and presentation of information related to a particular marketing situation

that a company may encounter. Some large companies have research departments that work with marketing managers working on a marketing research project. Also, these companies, like small businesses, often hire outside research specialists to conduct marketing research classes and provide advice on managing marketing issues.

According to Rogers (1962), new technology adoption generates diverse consumer expectations and attitudes. As mentioned above, three main reactions may occur when individuals face new technologies: adoption (Swedberg 2014), reluctance (Kanter 1983), and resistance (Albrecht 2002). Technology may be adopted, may generate frustration and resistance, and may be abandoned (Albrecht 2002). However, technologies may be rejected by consumers who may continue to benefit from Proximity Marketing. The consumer reactions will then be neither adoption, nor resistance, but reluctance. According to Kanter (1983), reluctance is the most typical consumer reaction since it is caused by lack of control and uncertainty about the effects of new technologies. [9]

Marketing information is the basis for decision making in marketing activities and is also needed to analyze the results obtained after making a decision. Marketing information system is the most important component of the information system in the management of the enterprise.

Many companies focus on the introduction of advanced technologies. However, we must not forget that marketing is based on people's relationships in society. It is therefore necessary to redistribute the attention of marketers to living people, their behavior and attitudes towards marketing activities which will be accurately carried out with the help of information process.

Methodology

The methodological basis of the article is the use of latest research papers and scientific articles related to the theme. The author also used methods such as systematic analysis, comparative analysis, logical approach in the article and based his opinions on them.

Moreover, marketing managers and researchers need to work closely with each other to identify the problem and come to a decision on research goals. The manager has a good understanding of deciding what information is needed, while the researcher has a good understanding of marketing research and how to get information. Identifying the problem and research objectives is one of the most difficult steps in the marketing research process. The manager may know that there is something wrong in the process without knowing the specific reasons. Many companies today use ethnographic research. "There is no better way than to use the ethnography of consumer approach as a bridge." [10] Ethnographic research involves the process of sending observers to interact with consumers in areas where they live and send them to study. Observers can be trained by anthropologists and psychologists or company researchers and managers. For example, P&G could use ethnographic research to gain a deeper understanding of how to serve the world's

poor. Three years ago, P&G launched the \$ 2 a Day project for the world's middle-income population. The project will send ethnographic researchers through the jungles of Brazil, huts in India, and villages inhabited by Chinese farmers to gain a deeper understanding of the needs of low-income consumers there. Based on data obtained by P&G's \$ 2 a Day project, the company has already developed a successful product for the population of a developing country. This powder is mainly designed for women who wash their hands by hand, it creates foam on its own and removes dirt easily. Another product is a hair wash that does not require water at all. In order to better understand customers, P&G needs to produce not only efficient and affordable products, but also products that make you want to use them.

Conclusion

In this research work, the authors examine in detail the role of information in the marketing of enterprises and come to the following conclusion. Any organization, business or firm needs complete and accurate information to better understand market opportunities and solve marketing problems. So authors want to make the following suggestions.

- First, in order to further improve the planning and management of marketing research in enterprises, it is becoming increasingly important for enterprises to pay attention to issues such as finding a place in the market, market capture, following the principles of marketing. However, at present, many companies in our country do not conduct research. Therefore, if businesses conduct their business based on marketing principles, plan marketing research, conduct marketing research processes in a timely manner, have the necessary information, and achieve positive efficiency.
- Second, marketing bodies need to develop and improve their performance in planning and managing data collection in enterprises, as the organization of marketing research, data collection, processing and analysis help in making marketing decisions in their activities and minimizing uncertainty as much as possible.
- Third, we need to use foreign experience in collecting and using information, because marketing activities first appeared and developed in America, and in our country we have not been engaged in this activity for a long time, so if we use foreign experience, we will achieve a positive result.

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