THE IMPACT OF MARKETING INFORMATION SYSTEM TO INCREASE THE MARKETING EFFICIENCY OF STORES IN KSA (CASE STUDY-AL-BAHA & BELJARSHY CITY)

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ABSTRACT: *This study aimed to reveal the interest that exerted by the stores in KSA in applying the marketing information systems and its role to raise the marketing sales, also the impact of marketing information systems on employers' skills. The study is based on using the statical descriptive approach where the data collected by the primary and secondary sources. To achieve the objective of the study, 130 questionnaires have been distributed. 100 questionnaires were available for analysis. The statical methods are used to describe the variables of the study (means & standard deviation). One sample T-test, and simple correlation for testing the hypothesis. It was reached that there is a statical significant for using marketing information systems, sales growth and employers efficient. It was recommended the necessary to interest in effective and activated information system because it has a role raising the company skills and training the employers on using that system to increase the productivity of the companies and sales growth.*

KEYWORDS: marketing, marketing information system, marketing efficiency, strategic marketing, KSA Stores

INTRODUCTION

Marketing plays an important role recently at the business organizations. It is considered a basic activity to purchase its products and services and to achieve a best feature at dynamic and complicated environment. To achieve the two aims, the organizations must have an information system in general and marketing system in particular that are based on analyzing the internal and marketing environment. Also they grantee the availability of modern and quick data and information, Thus, the organization seeks for gathering and collecting the data and information from different sources to take and make effective and activated decisions.

In the recent, the world is witnessing a grand scientific and technical revaluation in communication and information domain, where applying science and knowledge at the organization is being important. So, the organizations seek for the huge knowledge in different ways. To achieve this purpose there much information and data are needed to make the administration takes the good decisions for successfulness of the organization. So, it is important to have information system to provide the administrations the necessary data and information to decrease the decisions. One of the most important systems is marketing information system

The importance of receiving information about the consumer increased because it has a growing importance to contribute in the strategic planning, and increasing the potential of the organization to bring the consumers if it is used effectively. To achieve this, the organizations must have a correct marketing information system in the form of information technology.

Marketing information system concept

This system plays an important role to raise the economic performance skills of the companies at completion markets. It improves the economic performance through providing the necessary information for the different administrative levels. It is hard to define the marketing information system because there is no particular system to serve all organizations in the result of information needs for different organizations. The marketing information system is a group of complete facilities and procedures that are used to provide the administration with accurate and organized information related to the marketing environment, opportunities, the strategy, and the marketing plans. In spite of the multiply of definitions, but it focuses on one meaning that the marketing information system is a system consist of individuals and tools grantee the internal and external information allow in spreading and oversight the external environment and decrease the marketing decisions. It is consisted of:

- The marketing information system
- The internal registers
- The marketing intelligence
- The marketing studies

The appropriate marketing information system aims to solve many problems that usually meet the administration in information as the multi wrong information in wrong place and time, also not enough correct information in place 1995. The marketing information system supports the mangers to take their right decisions in right time. It also increases the ability to response for organized and dynamic environment. The system gives a chance the most sufficient ability to regulate and store the data. It also improves and develops the work service directly as a part from the product itself, or increasing the response of customer needs indirectly. The organization can use the analyzed data of the consumer to define their favorites for to support the marketing strategy. The mangers meet competitive and environmental fast variables. Thus, they must be more competitive to make a better decision. The decision can be considered as a result of productive activity. The modern technology in computer brings a chance to obtain the techniques based on the computer to process 2005 systems. There are a lot of chances for the application of Alexandra system that play an important to improve the company in the field of marketing. Also, the service information technology and the information system help the company to administrate the increasable information. There is an increased interest in using the marketing supportive decisions systems designed to use them in the problems of making the marketing decisions.

Marketing efficiency

Efficiency in general is used to express the relation between inputs and outputs. It is applied in many different relations according to the problem that is put into consideration. The interest is based on defining the inputs that give the maximum outputs regarding the cost of the inputs. So, the aim is achieving a best output from limited source.

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The study of marketing efficiency is one of the most important studies. It is based on mutuality of standards to measure or to evaluate this efficiency. The achievement of marketing efficiency is connected with high quality production, and high productivity. Thus, the cost of productivity will be decreased and it effects on measurement the marketing efficiency.

The importance of the study
The importance of the research is notified from the importance of the marketing information system to collect the data and information needed for the marketing mangers when analyzing the alternatives to take the decisions. It is considered as a link between the marketing information system and the policies of the general organization. It offers the information about the customers, sales, and salesmen. It also contributes in increasing the potential of the company to perform the accurate prediction.

The problem of the study
Information has a basic role to make decisions and establish the plans and marketing strategies for the organizations. In the present time (the age of technology and information) the institutions don't suffer from the lack of information, however they are enjoyed in grand of information. The task of the marketer and the marketing administration is based on focusing on selecting the necessary information. Thus, every organization must regulate the information of the marketing mangers and studies the mangers needs of information. The information systems are designed to meet these needs. The problem of the study is to focus on the role of marketing information systems to increase efficient marketing of the organization from the perspective of the employers in the stores in KSA (Al-Baha city)

The objectives of the study
Identify the importance degree of the Stores in KSA for applying the marketing information systems and its role to increase the sales growth of its companies.

Identify the effect of applying the marketing information system on the Stores in KSA to raise the efficient of marketing from the perspectives of the employers.

Define the differences of the sample individuals' answers on the effect of these systems on the Stores in KSA to raise the marketing efficient from the perspectives of the employers according to the personal variables.

The questions of the study:
 The study aims to answer on the following questions:
Are the KSA Stores interested in applying the marketing information systems?
Is there an effect on applying these systems on raising the marketing efficient from the perspectives of the employers?

The study hypotheses

The 1st Hypothesis H0: There is no statical significant between the sales growth in KSA stores and applying the marketing information systems.

The 2nd Hypothesis H0: There is no statical significant between the marketing efficient of the KSA stores and the applied systems.

LITERATURE REVIEW

Bostanji, (2011) conducted a study: The impact of the efficiency of marketing information systems to gain a competitive advantage in the Jordanian industrial companies.

The study aimed to define the impact of the efficiency of marketing information systems to gain a competitive advantage in the Jordanian industrial companies. The sample of the study was consisted of 300 users of the marketing information system. The result indicated the people who answered on the efficient of the marketing information system and the dimensions of the competitive feature were high. The results also indicated that there is a statical significant of the efficient of these systems on gaining the competitive advantage in all of its dimensions.

Hajiheydari, Soltani (2011) "The Effect of Research and Development Costs on the Profitability of Pharmaceutical Companies , Dec2011, Vol. 3 Issue 8, p914.

The pharmaceutical industry is rapidly expanding and research and development undoubtedly are required to ensure its prosperity in international markets. Since the cost of research and development studies for large and multinational pharmaceutical companies is very high and sometimes reaches up to 24% of their annual income many managers consider research and development as a waste of resources and are unaware of their usefulness and benefits. This study is intended to examine the effectiveness of R & D costs on the profitability of 20 large and multinational worldwide pharmaceutical companies, based on these companies' sale. The results of the study indicated a strong and positive relationship between R & D costs and the profitability of pharmaceutical companies.

Kenneth R. Evansa & John L. Schlacterb (2013), The Role of Sales Managers and Salespeople in a Marketing Information System, University of Colorado

The purposes of this study are to (1) investigate the extent to which salespeople and sales managers are utilized within a firm's marketing information system, (2) examine the nature of information provided by the sales organization to the M.I.S., and (3) explore characteristics associated with effective implementation of an M.I.S. Two hundred and thirty-five sales managers and sales executives were interviewed. The results indicate that information solicited from the sales force and sales management tends to be limited and primarily pricing-related. Most respondents indicated limited or no formal recognition/reinforcement of sales force and sales management participation in the M.I.S.

Robin J.B Ritchiea, J.R.Brent Ritchieb (2002), A framework for an industry supported destination marketing information system, Tourism Management, Volume 23, Issue 5, October 2002, Pages 439–454

This article provides guidelines for the establishment of a comprehensive state/provincial destination marketing information system (DMIS). More specifically, it describes the process by which the tourism industry in Alberta, Canada developed a framework for the acquisition of timely research and intelligence to maintain and enhance its competitiveness as a travel destination. In keeping with a government mandate for greater public–private sector partnership, consideration was given to two equally important, but functionally distinct end users: (1) Travel Alberta, the province's destination marketing organization, which uses information to guide strategic marketing priorities and create cooperative marketing opportunities for industry, and (2) local tourism operators, who demand information to improve their marketing decisions in service of individual business objectives. The needs of these key audience groups were identified and addressed using a comprehensive three-step approach: (1) Interviews were conducted with key industry players to identify research and intelligence needs, (2) information sources were sought to respond to the identified needs, and (3) solutions were identified to deliver high-quality information at an affordable cost. The end result of this process is a framework that can serve as a useful model for other jurisdictions seeking to develop a DMIS. While the Alberta framework will require ongoing evaluation to ensure its validity and accuracy, it possesses an important quality frequently lacking in this type of endeavor: the broad-based endorsement of tourism operators.

Leonidas C. Leonidou, Marios Theodosiou (2004), The export marketing information system: an integration of the extant knowledge, Journal of World Business Volume 39, Issue 1, February 2004, Pages 12–36

This article provides an integrative review of extant knowledge on the export marketing information system, based on input received from 27 studies conducted on the subject. A detailed analysis of research into the constituent parts of the system revealed that this is too a theoretic, fragmented, repetitive, non-programmatic, and inconsistent. Despite these weaknesses, it was concluded that: (a) with the exception of company size, the role of antecedent factors in influencing information behavior is not very clear; (b) the emphasis of export information needs is on customers, competitors, and pricing; (c) information is mainly acquired on a person-to-person basis; (d) the dissemination of information, although superficially examined, tends to be bottom-up and casual (e) proper information utilization enhances the quality of export management decisions, while at the same time satisfying the individual needs of decision makers; and (f) export performance is positively influenced by the synergistic rather than the individual effect of information behavior components.

Mark Colgate (1998), Creating sustainable competitive advantage through marketing information system technology: a triangulation methodology within the banking industry, International Journal of Bank Marketing, Vol. 16 Issue: 2, pp.80 - 89

The intensity of competition has increased within the retail banking industries in virtually all developed economies. Creating a sustainable competitive advantage, therefore, has become of paramount importance. One way through which retail banks have sought to create this sustainable competitive advantage has been the utilization of information technology to support the marketing function. In light of this, this paper hypothesizes that marketing information system technology can leverage this sustainable competitive advantage ahead of other marketing technologies which bank management have implemented or are thinking of implementing. An analysis of the current use of marketing information system technology, however, reveals low levels of sophistication throughout the UK and Irish retail banking industries. Given this fact, the factors involved in successfully implementing marketing information system technology are presented. Empirical evidence was drawn from 48 postal questionnaires conducted in the UK and Ireland and ten case studies undertaken in the UK, USA and Australasia. Results show that marketing sophistication, organizational size, and previous implementation experience were all critical factors in a successful implementation process.

The study population & study sample:
The population of the study is consisted of the Stores that work in Saudi Arabia KSA in Al-Baha City and Table (1) shows the names of the Stores which selected as a study sample:
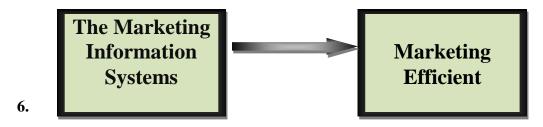**Table No (1)**
The Study Sample

S.R	The Store Name & Branch
1	Hyper panda - beljarshy branch
2	Al Raya Supermarket - beljarshy branch
3	Raya Supermarket -Baha branch
4	Farm markets - beljarshy branch

The Study Model
The figure No (1) below shows the Virtual Model for this study:

Figure No (1)
The Study Model

6.

It will be use the Questionnaire as the basic study tool, and it will be test hypotheses of the study by using the statical analysis approaches that are included by SPSS:
- Descriptive statistics (the mean, the standard deviation).
- Using one sample T-test.
- Using Simple-regression.

The Reliability of the study Tool:

To verify the reliability of the tool, Cronbach's alpha equation is applied in all the paragraphs of the study. The Reliability coefficient was (0.76) and they are acceptable values for application needs. The majority of the studies indicated that the percentage of the coefficient is (0.60).

Result of Data Collection

This table below No (2) shows the mean and the standard deviation for the answers of the sample individuals on the paragraphs of the study field:

Table No (2)

The means and the standard deviation of the paragraphs on the field of "sales growth"

Number	The paragraph	The mean	The standard deviation
1.	There is a positive effect between applying the marketing information and the sales growth at the KSA Stores.	3.47	0.78
2.	When applying these systems in the KSA Stores, the result will be attracting the customers and sales growth.	3.25	0.66
3.	When applying these systems on the KSA Stores will improve the services and sales growth.	3.20	0.80
4	There is a degree of reluctance radical change in the KSA Stores, thus it threats the system and damages it.	3.18	0.80
Sales growth as a whole.		3.26	0.44

The table (2) shows that the mean of the paragraphs related to the field of "**sales growth**" was between 3.18-3.47 the highest was for paragraph (1) and the lowest for paragraph (4). The average of sales growth as a whole was (3.26).

Table No (3)
The mean and the standard deviation on the paragraphs related to "the marketing efficient"

number	The paragraph	The mean	The standard deviation
1.	There are reviewing processes for performance after end of the year by the administration, and there are comparisons with the present performance of the participants. He must know the results.	3.17	0.70
2.	There are scientific just clear for all to evaluate the performance of the employers.	3.16	0.92
3.	There is huge flow in information to the marketing mangers by the integration of the basic components of the marketing information systems.	3.24	0.97
4.	The technology contributes in solving a lot of problems that met the KSA Stores. It is more accurate than the manual work.	3.12	0.98
5.	Some of the KSA Stores meet different small problems can be defending easily by applying the marketing information system.	3.15	0.98
Marketing Efficiency as a whole.		3.17	0.56

The table (3) shows that the means of the paragraphs related to the field of "marketing efficiency" was between 3.12-3.24 the highest was for paragraph (3) and the lowest for paragraph (4). The average of marketing efficiency as a whole was (3.17).

Table (4)
The mean and the standard deviation on the paragraphs related to "the marketing information systems"

number	The paragraph	The mean	The standard deviation
1.	The KSA Stores are interested in applying the marketing information system in their work.	3.49	0.82
2.	The KSA Stores seek for decreasing the costs of the products with maintains the quality by applying the marketing information system.	3.27	0.76
3.	The KSA Stores produce the products based on the marketing information system.	3.33	0.81
4.	Availability of high efficient employers in the KSA Stores that improve the marketing information system	3.33	0.90

5.	There is an effective and clear impact for these systems in our Stores on the marketing efficiency.	2.96	0.98
6.	The KSA Stores focus on these systems because of the effective role in the companies' efficiency.	3.03	1.00
7.	Using the marketing information system affects on the efficiency of the company in the market where it works.	2.83	1.06
8.	I can obtain any information form that system.	2.99	0.90
9.	The company contributes to make the workers define that system so that will raise our efficiency.	3.13	1.01
The field of "marketing information system" as a whole.		3.18	0.49

The table (4) shows that the means of the paragraphs related to the field of "marketing information efficiency" was between 2.83-3.49 the highest was for paragraph (1) and the lowest for paragraph (7). The average of marketing efficiency as a whole was (3.18).

7. Test Hypotheses

7.1. **Test the 1st Hypothesis H0**: There is no statical significant between the sales growth in KSA stores and applying the marketing information systems.

To verify from the hypothesis, regression equation was applied to define the relation between the sales of the Stores and applying the marketing information system.

Table (5)
The results of applying regression equation to define the relation between the sales of the Stores and applying the marketing information system

β	T	The statical significant	R	R ^{2}	F	The statical significant	The result
0.49	4.53	0.64	0.49	0.24	8.320	0.00	Rejection

Table (5) shows the impact of sales growth on applying the marketing information system, where (β and T) were (0.049, 4.53) and they are statical significant at ($\alpha \leq 0.05$). This indicates that there is a positive effect for the variable of sales growth on applying the marketing information system. Also, the table shows that there is a statical significant at ($\alpha \leq 0.05$) between the sales growth of the KSA Stores and applying the marketing information system. R was 0.049 and it is a statical significant between the independent and the following variables. R-square was 0.24 and it is a statical significant expresses the potential of the independent variable to effect on the other one. F was 8.32 and the statical significant was 0.00 and it is a statical significant at ($\alpha \leq 0.05$). This indicates that there is a statical relation between the dependent and independent variables. Thus, the hypothesis is accepted by the alternative formulation instead of the zero formulation.

Test the 2nd Hypothesis H0: There is no statical significant between the marketing efficient of the KSA stores and the applied systems.

To verify from the hypothesis, regression equation was applied to define the relation between the marketing efficiency and applying the marketing information system.

Table (6)

The results of applying regression equation to define the relation between the marketing efficiency and applying the marketing information system

β	T	The statical significant	R	R ^{2}	F	The statical significant	The result
0.32	4.45	0.02	0.32	0.10	3.08	0.02	Rejection

Table (6) shows the impact of marketing efficiency on applying the marketing information system, where (β and T) were (0.32, 4.45) and they are statical significant at ($α ≤ 0.05$). This indicates that there is a positive effect for the variable of marketing efficiency on applying the marketing information system. Also, the table shows that there is a statical significant at ($α ≤ 0.05$). between the marketing efficiency of the KSA Stores companies and applying the marketing information system. R was 0.32and it is a statical significant between the independent and the dependent variables. R-square was 0.10 and it is a statical significant expresses the potential of the independent variable to effect on the other one. F was 3.08 and the statical significant was 0.00 and it is a statical significant at ($α ≤ 0.05$). This indicates that there is a statical relation between the dependent and independent variables. Thus, the hypothesis is accepted by the alternative formulation instead of the zero formulation.

RESULTS OF THE STUDY

- There is a statical significant between the sales growth in KSA stores and applying the marketing information systems

- There is a statical significant between the marketing efficient of the KSA stores and the applied systems.

- The study reached that there is a statical significant when using the marketing information system and sales growth and the workers efficiency.

- It was recommended the necessary to interest in effective and activated information system, because of its role in companies' efficiency and training workers on using these systems for their effective role in increasing the productivity of the companies and the sales growth.

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