A Study on Information Technology with Reference Marketing Research

Mr. George Thekkevilayil

Assistant Professor, Department of Information Technology

Nirmala Memorial Foundation College of Commerce and Science

Abstract: *The objective behind this study was to distinguish and examine the capability of data innovation in Nigerian promoting research as an establishment for savvy navigation. It was endeavored to feature a portion of the writing survey on data innovation and showcasing research. For this review, an enlightening examination technique was picked. The outcomes show that advertising scientists are significantly helped by data innovation devices like the web, web based promoting research, PC organizations, data innovation parks, and so forth. to direct examinations that give the board applicable, exact, substantial, and exceptional data for cool headed navigation. The administration, organizations, or patrons of any advertising research study ought to give sufficient financing to the specialists to guarantee substantial, significant, and precise outcomes for dependable direction, the respondents ought to be enough educated about the planned reason and utilization of the exploration concentrate on embraced by the promoting analysts, and the scientists ought to be given admittance to the most cutting-edge data innovation apparatuses.*

Keywords: Information technology, marketing research

I. INTRODUCTION

Marketing research has benefited greatly from information technology. No sensible manager would want to make important decisions in the current business climate because it is so complicated (Anyanwu, 1993). It should be understood, though, that not all information is pertinent.

In order to give the researcher full and pertinent information, information gathering in marketing research must be methodical and impartial. Making decisions will be aided by this.

According to Adeleke (1985), information technology is the branch of technology that supports processes involving the production, storage, manipulation, and exchange of information as well as their associated management, application, and procedures.

The pace of information technology development will undoubtedly alter how marketing research is conducted in Nigeria. However, marketing research will alter and advance quickly as a result of the growth of information technology.

The lifeblood of both an individual and an organisation is information. It is crucial and necessary for every organization's development and existence. Information plays two roles in marketing: it acts as a catalyst and a conduit through which the organisations' goods, services, and concepts reach their intended audience (Onuoha, 1998).

A major benefit of marketing research has been the globalisation of information technology. Information technology will help marketers, academics, and decision-makers readily identify marketing opportunities and difficulties.

Researchers in marketing now have access to millions of pages of data online, including electronic books, journals, abstracts, etc. There are electronic library resources available, like the African Digital Library, the Nigerian Virtual University Library, online resources, etc. This paper aims to define and analyse the function of information technology in Nigerian marketing research.

II. REVIEW OF LITERATURE

The introduction of the internet as a source of information technology has greatly aided marketing research in Nigeria. With the development of information technology, computer and telecommunications technology would allow business

opportunities to serve their customers better in several ways, such as by allowing customers to shop for goods and services online from the comfort of their homes.

Use of marketing information technology to develop marketing research in order to keep up with changes in consumer marketing practises. Any marketing organisation that is unwilling to address these issues will not be able to sell since access to information via technology is a prerequisite for success in the marketplace. Marketers must adapt because, according to Adeleke (2000), the world is moving towards telecomputing. One of the biggest obstacles in marketing is possibly this. It's possible that the emergence of computers has spurred technological advancement. According to Shokan (1997), a computer is a device or group of mechanical and electronic components coupled into a system or unit that can process data. It is a quick and precise symbol manipulation system set up to take in, store, process, and output data while following pre-stored programme instructions.

The global practise of marketing research would undoubtedly evolve with the growth of information technology, including computers, the internet, and other devices. The technological aspect of an information system is referred to as information technology. Hardware, databases, software, networks, and other components are all part of it. Information technology can thus be seen as a subsystem of an information system, according to Turban (1996). Sometimes, the terms "information technology" and "information system" are used synonymously, or "information technology" may even be used to refer to a broader notion that encompasses the management, uses, and integration of a variety of information systems across a whole organisation.

Information technology is the most recent type of man-machine interface, according to Hartzell (2006), and it is the process of gathering, recording, storing, processing, and disseminating information. It mixes computer technology with communication technology.

Ukwuegbu (2004) defined information technology (IT) as the processing and communication of data and information via the use of information system apparatus and communication apparatus. The usage of computer systems and communication tools is part of information technology.

According to Busch and Houston (1985), marketing research is the methodical, unbiased search and analysis of data pertinent to the discovery and resolution of marketing problems. Marketing information systems (MIS) and marketing research are sources for marketing data.

Achumba (2003), on the other hand, defines marketing research as the methodical, objective collection, documentation, and analysis of all marketing data regarding issues relating to the transfer and sale of goods and services from the producer to the consumer, as well as the provision of information to marketing managers for decision-making. The American Marketing Association (AMA) defines marketing research as the methodical collection, documentation, and analysis of data regarding issues related to the marketing of goods and services.

According to Okpara (2002), marketing research is the deliberate gathering, examination, and reporting of facts for potential applicability to a given marketing circumstance.

Based on the foregoing, marketing research is heavily dependent on information technology, which greatly aids decision-makers in finding solutions to marketing-related challenges.

III. SCOPE OF INFORMATION TECHNOLOGY IN MARKETING RESEARCH

Global knowledge-driven wealth has been rightfully heralded as the hallmark of the twenty-first century. The development of the internet as a tool for education and study dates back to the 1960s, according to its history. Researchers at the European Particle Physics Research Laboratory (CERN) in Geneva also created the World Wide Web (WWW). The advancement of the internet and Information Technology (IT) in general continues to be largely influenced by marketing researchers. The internet and information technology in general have developed into effective instruments for marketing researchers to carry out their study tasks. Therefore, a scenario in which marketing researchers did not have access to the global information network has become inconceivable.

The globalisation of information has been extremely beneficial to marketing research initiatives. When relying solely on printed information (hard copy), which was roughly twenty years ago, the literature survey search was laborious. Internet users now have access to millions of pages of information, including electronic books, the world public library, journals, abstracts, and other resources for marketing researchers. There are electronic library resources available. A

worldwide trend is emerging in information technology. Without making personal contact, marketing researchers from all around the world might take part in a research project.

IV. INFORMATION TECHNOLOGY RESEARCH TOOLS -

There are several instruments available in information technology that can help with marketing research. These are a few of them:

i. The internet: The emergence of the "Information super highway" and the internet as its foundational technology may be the most dramatic recent technological advancement. The internet is a sizable and expanding worldwide mesh of computer networks that lacks any central ownership or management. It was initially developed by the American Department of Defence in the late 1960s to connect government laboratories, contractors, and military facilities.

The internet today connects all types of computer users globally. Anyone can use the internet to research practically any topic, exchange information with others, and communicate with other users if they have a computer, a modem, or a television with a set-top "web box" and the appropriate software.

ii. Online marketing research is carried out using interactive online computer platforms that electronically connect researchers with consumers. The "web machine" (consumer's computer or television set-top) uses a modem to connect to numerous services over phone lines. The internet and commercial online services are the two different kinds of online marketing research outlets.

iii. Computer Networks: The transition away from mainframe computers, which act as the hub of information processing, and towards network systems, which enable several users to access information concurrently, may be the most dynamic change in marketing research technology in recent years. The information required to execute the activities is kept in sizable databases that are under the jurisdiction of the server, which is the central computer. Networks link individuals with one another and with data.

iv. Virtual Private Network (VPN): A VPN is a private data network that establishes secure "tunnels" or connections across public internet lines. By utilising shared public resources rather than exclusive private ones, the VPN aims to provide the organisation with the same capabilities at a significantly reduced cost (Nickels, Mchugh, and Mchugh 2002).

v. Information Technology (IT) Parks: The concept of "Localised knowledge spillovers" enables IT parks. The main thesis in this literature is that companies who are close to information sources, like marketing research companies, can introduce innovations more quickly than competitors who are located elsewhere. Information technology (IT) parks can also offer the marketing research organisation the precise information and data services they require.

V. CONCLUSION

In the study, the researcher found that information technology was crucial to doing effective marketing research. Marketing researchers are greatly helped by the development of information technology tools, such as the internet, online marketing research, computer networks, information technology parks, virtual private networks, etc., to conduct studies that give management information that is pertinent, accurate, valid, and up-to-date.

The reliability of primary data, the unwillingness of some interviewees to respond and accept fruitful discussions and meetings, especially as this involves people being unpredictable, and the insufficient funding to carry out effective research study are just a few of the issues that marketing researchers face.

According to the study, information technology (IT) has been essential in marketing research. Information technology is needed to help marketing researchers create policies that will address their needs.

By enabling the employment of cutting-edge techniques and instruments, such as the internet, online marketing research, computer networks, Virtual Private Network (VPN), information technology parks, etc., information technology benefits marketing researchers.

REFERENCES

[1]. G. Eason, B. Noble, and I. N. Sneddon, "On certain integrals of Lipschitz-Hankel type involving products of Bessel functions," Phil. Trans. Roy. Soc. London, vol. A247, pp. 529–551, April 1955. (references)

[2]. J. Clerk Maxwell, A Treatise on Electricity and Magnetism, 3rd ed., vol. 2. Oxford: Clarendon, 1892, pp.68–73.

[3]. Achumba, I. (2002). Strategic Marketing Management, U.S.A., Mac Williams and Capital Publishers Inc.

[4]. Adeleke, P. (1985). A framework to Operationalise Marketing Concepts in Nigeria Commercial Bank. Managing NigeriaEconomicSystem.AbookofReading,Ibadan,HeinemannEducationalBooksLimited.

[5]. Adeleke, P. (2002). Marketing challenges of the New Millennium, Nigeria Institute of Marketing Journal. Vol.5 (2).

[6]. AMA (American Marketing Association) "Marketing Research Definition"

[7]. Anyanwu, A. (1993). Dimensions of Marketing, Okigwe, Nigeria, Avan Global Publications.

[8]. Busch, P. and Houston, M. (1985) Marketing Strategic Foundations, Homewoods, Illinois, Richard D. Irwin.

[9]. Etuk, E. (2009). The Nigerian Business Environment, Calabar, Nigeria, University of Calabar Press.

[10]. Hartzell, D. (2006). Dictionary of Management, New Delhi, Academic (India) publishers.

[11]. Nickels, W. Mchugh, J. and Mchugh, S. (2002). Understanding Business, London, McGraw-Hill Irwin.

[12]. Okpara, G. (2002). Contemporary Marketing: Topical and Tropicalised, Enugu, Nigeria, John Jacob's Classic Publishers Ltd.