

Designing Marketing Information System an Analysis

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Abstract

In today's competitive, complex and dynamic environment, it is crucial that managers receive up-to-date information about what is happening on the market. Converting available data from different sources into critical information relevant to business decision-making is crucial for the long-term survival of an organization. In recent years, the revolution in information technology has become possible. There are now a number of tools and technologies available that can be used to collect, store and use a variety of information. Through all these tools and technologies, the marketing information system is one of the most powerful information systems designed to support marketing decisions. Designing a marketing information system is not a simple process. It is a very long process. The process is also not completed because it requires continuous monitoring and requires the latest information. The aim of this study is to gather knowledge about the design of a marketing information system and which precautions must be taken when designing a marketing information system. After my study I concluded that it was not easy to design and use a marketing information system.

Introduction

Marketing information systems are management information systems designed to support marketing decisions. In 2007, Jobber defined marketing data as a system that regularly collects, stores, analyzes and distributes marketing information to managers for information needs, and Kotler defines it as: "People, equipment and procedures for collecting, classifying, analyzing, evaluating and distributing accurate and timely information to market decision makers." In short, the survival of a company in this competitive environment is based on the use of up-to-business. And a marketing information system is the answer. We all need a powerful marketing information system to know that our customers are the king of the market, to gather knowledge from our current customers and prospects and to meet the expectations of the customer. .

Key benefits of MKIS

1. Integrate market monitoring systems and strategic development.
2. Strategic implementation of policies and processes.
3. Capture and trade in customer application and marketing support systems that ultimately help build customer relationships and better service.
4. Respond to changing environments.
5. Provide timely and correct information.

Components of MKIS

1. User interface. As an important part of MKIS Manager, we use the interfaces we need to analyze systems effectively and use marketing information. The design of the system depends on the type of decision manager.
2. Application software: a program used by marketing decision-makers to collect, analyze and manage data for the purpose of developing the information necessary for marketing decisions.
3. Database: the marketing database is a system that organizes and stores marketing data files.

4. System support: This section consists of system administrators who manage and manage system assets, including hardware and software, and monitor their activities to ensure that the organization's policies are adhered to.

Need for MKIS

1. Competitive pressure forced organizations to be able to produce and sell products that were developed earlier than ever.
2. This study increases consumer expectations for products. The company must meet consumer expectations that require a powerful marketing information system.
3. Wide production and distribution requires a large number of intermediaries between producers and end-users and leads to the creation of large markets. These intermediaries form a barrier to the data flow that you can go through. Developing marketing decisions with regard to consumer needs and wishes is important for Mikes to bridge the gap between producers and end-users.
4. Fast and cheap information analysis.

How to design a marketing information system

1. Identify the organization's need for information Marketing activities are designed to meet the objectives of planning and marketing goods and services, sales and customer needs and organizational goals. That is why Mikes needs to gather information to support decisions. Generally, the information you need to collect data about your current and potential customers is based on your needs and the purpose of the information.
2. Organization for Mikes
 1. The costly systems of Mikes mainly require support from the management. The structure of the MkIS must be determined by the size of the industry. Because MkIS must provide the right information and decision-making tools to centralize the market plan, the review of marketing for organizational design is also discussed. You must then appoint a team to coordinate the MkIS activities. Another aspect is that organizations can make realistic assumptions because usable systems can fail because of unrealistic assumptions.
 2. Input required for MkIS design
 3. MkIS requires planning and decision-making tools, such as statistical analysis systems, decision support systems and executive support systems. Existing computer processes must be studied by marketing managers. Internal company data, such as sales and order entry systems, quality control of production, advertising monitors, collected response records, stock patterns, etc., can also be a good source. You can also use your personal decision method as input for MkIS.
 4. Testing marketing information system
 5. After you have established an organization for MkIS, collecting the information and input you need for MkIS is a test whether MkIS can deliver this and whether it can provide the necessary information.
 6. Marketing Information System Operation after testing the validity of MkIS, MkIS is ultimately used by the organization to obtain the information MkIS wants. If MkIS is well designed, marketing managers can help predict the future with data from the past and present.

7. Monitoring of the marketing information system
8. Once MkIS is used, the responsibility is not over yet. You must constantly check your MkIS to continuously monitor your system and determine if any changes have been made to your system. You must also ensure that the person using MkIS is competent enough to use the system or is a required course.

Considerations for MKIS design

- Information that must be provided by MkIS must be approached with due caution.
- Be careful when collecting information because incorrect information leads to waste of time and money.
- The organizational structure must be designed taking into account the requirements of the MkIS.
- Be careful because incorrect information can cause the entire system to crash.
- The person using the MkIS must have sufficient capacity to use the system.
- The marketing manager must be impartial.
- Testing must be very careful.
- It is necessary to check from time to time to resolve any inconsistencies in the system.

Result

1. Marketing information system is a very powerful tool in the hands of management.
2. A marketing information system is required to meet the needs of the customer.
3. Marketing information systems are very expensive systems.
4. Installing a marketing information system is not an easy task.
5. Continuous monitoring of marketing information systems is required.

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