

Marketing Information System

By:

Eduard Radu

1818400

Marketing Essentials

M4X01916

Professor Name: Olu Adegbite

City State where the school is located

Date:

Introduction

Marketing has a significant role, which is recently realized by organizations. It is the best and only way to let your product speak and reach to remote areas. Marketing Information System is also called as MIS. It is a system which assists in marketing decision makings that are used in collating the information for supporting the strategies there are several definitions given for marketing information system by several different researchers (Štokelj, Brezovec, and Omerzel, 2011, pp45). But whatever the definition is, one thing is for sure that this system has not only proved itself beneficial for the marketing department but also for the whole organization.

There are three main steps of this system that are input, data processing, and output. This system is applicable to all departments in the company. It helps in improving the economic performance of the company. It is simply a group equipped with procedures and all facilities that are required by the administration of the organization to have complete and authentic information related to marketing requirements, strategies, and environment. It assists the administration to solve problems that may arise if the wrong decision is taken at a wrong time because the system foresees the effect of the decision and predicts the consequences.

Discussion

This type of system is necessary for all types of companies so that they can well manage their marketing policies. This paper shall investigate the effects of using this marketing information system in the tourism and hospitality industry in the world. The changes that are constantly occurring in the world on a large scale, increasing the competition has forced the companies to opt for modern and effective methods to market their products in order to increase their sales (Hanif, Yunfei, Xiu-Yin, Hanif and Shareef, 2013, pp 1045). As other industries. The tourism industry also needs to upgrade itself by adopting these systems in their organizations.

The most common system that is witnessed to be used in abundance in the tourism industry is customer relationship management systems. The most important thing in the business of tourism is customer satisfaction. People hire these companies to arrange for them a vacation which they can never forget. Therefore, for this, the company must know its customers well so that they can arrange something better than their expectations. The most common hardware that is used in this industry for a marketing information system is personal computers (Burns, Bush, and Sinha, 2014). This is a huge reason for the capital costs of computers to fell down as they are now widely used for the stated purpose. The effectiveness of this system can only be measured using the results that are obtained after the inclusion of this system. For accurate analysis of this marketing system, there is a model available named as DeLone-McLean model. This model has six categories in which the system has to succeed in order to regard it as an effective system. These six categories are system quality, user satisfaction, and information quality, intention to use, service quality, and net benefits. These categories make it easy to rate the company in terms of usage of their marketing information system.

In this paper, we are going to investigate a company for its effectiveness in using the marketing information system, and we will analyze that how this company has taken advantage of this system in increasing their market value and status in the industry (Burns, Bush, and Sinha, 2014). There are several companies in the tourism industry that uses this system and have witnessed an improvement in their sales. Only the application of the system is not the end of responsibility. There must be well-trained staff to operate it and extract the required information from it so that the management could take effective decisions. The company that we are to investigate from the tourism industry is Jet Airways, India. We shall analyze how are they using their marketing strategies in collaboration with the marketing information system and how

effective it is. We shall also investigate that whether these systems have provided the company with any positive effects or these efforts are not worthy (Kubiak, 2014, pp 9) Jet Airways is located in Mumbai, India and was founded in 1992. As per its website, it serves 57 destinations that include 37 domestic destinations and 20 international destinations. The airline is spread to 15 countries in Asia, Europe, North America, and the Middle East. The Arline also have their secondary bases in other cities of India. Numerous researches are done on this company regarding the marketing strategies they have used in the past and how ad it affected them.

There is research done in 2014 in Mumbai, which is a case study that investigates the social media marketing of Jet Airways. The research method of this study was observations and interviews. The research was divided into two phases.

First Phase

The first phase consisted of observations, while the second phase consisted of interviews. The first phase that was of observations, the marketing activities of the company from 2011 to 2012 were observed. Then these activities were reviewed and analyzed.

Second Phase

For the second phase, the marketing personnel of the company was interviewed. The first phase revealed that the company uses Twitter to post their products in order to attract customers. It is well known that Twitter is a huge platform with numerous followers, and it is a quick and easy way to convey information to them using this (Wood, 2001, pp 290). The success of their marketing strategy on Twitter is evident from the number of followers that they have. They have a large number of people that follow them and review their posts each day. The more the followers, the more people are approached, the better results are expected. In the next phase that was interviewing the marketing personnel, three types of interviews were done. The first one was

fully structured. The second one was semi-structured, and the third one was unstructured interviews. The observations for the first phase was that the company had used the handle of social media for maximizing its efforts to reach a large number of people while minimizing the expenditure. The company observed many customers visiting their site, and moreover, they were visiting it to pay for the tickets. In this way, they saw their sales to increase without using much cost. It was not only that, but the company had announced to let their customer know the flight updates from social media pages, and there were also promotional events for them so that the customers and the new visitors are attracted towards the airline and whenever they plan to visit, they shall use this as their preference. During this period, the customer relations was also given great importance. The queries that were asked by the visitors and other people were addressed through all available means (O'brien and Marakas, 2005). The mediums used to answer the queries of people, including phone, email, messages, and social media pages. This strategy was adopted to make customer relationship better. Because the company knew that if the customers are happy with them, then there is a clear chance for increased sales and increased business for them because the people shall consider them above other airlines as jet airways shall have a better response to their queries and issues. Another finding from the observations in phase 1 was that there was an increased number of people that ordered the products using web pages rather than offline. The people aged above 40 were still preferring to order offline, but the people in their 20s and 30s were more attracted towards ordering from online pages rather than using offline services.

Moreover, they were more concerned about the price rather than the quality because the products with medium or low prices were ordered more than those with a higher price and higher quality (Venkatachari and Wala. 2014). There was no discrimination found in case if gender for

ordering. It was concluded that whoever found the online ordering feasible, they ordered it. Moreover, in this way, there was no significant difference in orders as per gender because the internet is easily available to almost all people in India. The likes and dislikes of customers were also analyzed. There were a number of factors that people liked the as good response, professional staff, punctual airline, good price, good food, etc. However, there were also issues with customers like poor delay notifications, refund issues, etc. Almost all types of social media pages like Twitter, Facebook, LinkedIn, and YouTube were used to target audience. These had surely help jet airways to increase its sales and improve its relations with its customers.

Conclusion

In a nutshell, the marketing strategies had surely assisted jet airways in improving their economic position by increased sales. The discussed study is a clear and practical example of such effective usage of marketing. This marketing information system of using social media as a medium for attracting and informing customers had impacted the sales and reputation of the company. In my opinion, social media marketing requires the least investment and maximized results, which are the dire need of any company in this era. However, the tourism industry can boom using this strategy because all they need is people to be satisfied with their product and give them business. So, by adopting this, their customers shall be happy, and they shall prosper along with the industry.

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