

Case Report

Reactivity of competitor knowledge from marketing information system Case Study: Companies based in the industrial town of Sanandaj city

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ABSTRACT

Although managers are doing things by the special called knowledge-based tools to help organizations to manage their affairs. Decision maker in the organization is an information processor. Today, a manager is well aware that the ability of the acquisition, storage, processing and display of accurate information in making the right decisions is crucial. Thus, the importance of knowledge and information is clearly evident. The aim of this study was to evaluate the effectiveness of marketing information systems on knowledge rival. The sample of 235 employees of companies based in the industrial town of Sanandaj city. Random sampling is also available. Hypothesis of the study was analyzed by Pearson correlation and linear regression that showed a significant positive relationship between marketing and information systems knowledge competitor. Finally, hypothesis and conclusions made on the basis of proposals presented to the population.

Keywords: Marketing Information System, the effectiveness of knowledge acquired from competitor , companies settled in the industrial township of Sanandaj

INTRODUCTION

Technological revolution, consumerism and the internationalization of competition in new markets are only a few of the conditions that have caused severe competitive environment. Faced with such situations requires high adaptability of the companies with a market environment that is marketing information systems based on information technology can help to achieve such a great ability.(azad&sharifi, 2011). The speed of development is so great that its planning can not be answered, but the majority of organizations and systems of the organization shall have a maturity To respond to rapid change and ensure the survival of the organization in turbulent

environments. The need to implement information systems that support for working with data and processing them are seen in the organization. Information systems in organizations are responsible not only routine information exchanges, but also as a competitive advantage in business, their role (Ghouchani et al., 2011). Marketing information systems to meet the information needs of managers in the organization was created, and includes evaluation and to recognize information needs of managers and procurement and supply timely information they need to (Kotler 2004). Companies by interactions with people outside the company and its

employees by hiring former employees of competing companies. And through public sources such as reports presented at conferences, journals, books and research and patents in an industry can access information. Given the important role of knowledge as a resource for organizations, researchers in recent years, much research being have carried out in this field. Many organizations attempt to knowledge workers convert the organization into an organizational asset (NAZEMI, Torkashvand, Sami and Seyedi, 2011). Provider knowledge can be used to communicate with decision making processes between customer demand and supply capabilities leads to cost savings. To prepare attractive products that meet customer expectations, the company must correct classification of the client. A company needs to offer the right product for the right customer operational tactics, supply chain management and competitive strategies to use more appropriate than competitors. Knowledge of the design and production of the new product competitive advantage by any company that intends to be applied. Thus similar to customer knowledge, knowledge supplier must also include market knowledge. And expected that this knowledge has a positive effect on firm performance is by creating a competitive market advantage (Barney, 1991).

Problem statement

If a country wants to increase production, firms must raise their production. And if it is to raise national competitiveness, firms must raise competitiveness, Thus axis of increasing competitiveness is enterprise and management firm. New technology will sooner or later fall into the hands of other companies, products and new technologies Thus they can not be created sustainable competitive advantage. In the meantime knowledge and proper management of knowledge can help meet the needs of companies. Today, firms must apply knowledge management as a strategy to increase their competitive advantage thereby. In other words, knowledge management is a key factor to gain and maintain

competitive advantage can be considered. Although knowledge management as a trade practice as it may seem, each organization must develop strategies of knowledge management is to obtain potential values (saeed Ardkany and Haddadian, 2014). Knowledge is the most important strategic resource and the ability to acquire and develop it, the benefits of sharing and this eventually causes to continue to be competitive. This is because valuable knowledge, strengthens the traditional sources of finance for new and differentiated and so creates value for customers, the ability to create knowledge and continue to learn from it can be a competitive advantage. Because today creative knowledge will form the core of tomorrow knowledge (Barzin Pour et al., 2010). using the Marketing information systems has many results to corporations. Improve decision-making and design marketing plans, corporate earnings guidance approach based on market conditions and market orientation and marketing activities more efficient in determining the needs and preferences of customers are including these effects. There is evidence that shows a clear correlation between corporate profitability and marketing information systems by employing them there. It arises as a result of marketing information systems by increasing productivity and efficiency of employees and managers, the company's operating costs could be reduced. But a prerequisite to achieve these results, the use of efficient marketing information system is (Azad&Sharifi 2011). Previous studies indicate that in connection with variables research has been done separately. But according to what has already been an issue in this regard is therefore necessary that the study of companies in industrial estates done in the city of Sanandaj. The results of this study can be considered and used by activists all over the country especially in the area of industrial companies in the city of Sanandaj as well as the academic persons need to expand their studies in the next academic community can use the results of this research. Here it is studied the

same issue in order to answer this question is to what extent there is relationship between the marketing information system with knowledge of the industrial towns of Sanandaj city?

Literature and background

Conceptual and operational definitions

Marketing Information System: In the first definition which was proposed by Cox and Gowed, it was drawn as a set of processes and procedures to plan and provide the information needed for decision-making associated with marketing (Azad & Shariefi, 2011). It was measured by eleven questions under use.

Knowledge of competitors: it includes all data about the competitors' products; while companies often use the rivals as sources of knowledge to test and transfer best practices (Tau and Yewh, 2003). It will be made by key capabilities from rival companies, if used effectively, which is resulting in a win-win situation for both the company and the customer (TSeng, 2012). It will be assessed by three questions. According to previous studies, we can say that both inside and abroad study include: (Hossein Zadeh Iran (2013), a study conducted entitled "The amount of e-readiness Tidewater Marketing Information Systems" in their research, they studied the e-readiness indicators related to marketing information systems identification and preparation of data, preparation of manpower, technology and infrastructure, technical preparation, preparation of processes and processes external environment and internal environment, they also discussed related indicators. Ahmad Abadi (2012) study entitle "Marketing Information and pricing systems, information resources and services". In his research, he concluded that the continuation of supply of resources and information services depends on the financial aspects, profitability and economy. In the supply of information resources and services, several factors are essential: first of all, study aimed to design and study the economic and financial aspects of setting up and running of these centers is essential. Using the information related to pricing, cost estimates to provide more

efficient services identified methods and techniques, and strategies for resource pricing and information services. Ahmadi et al (2008) study entitled "The Role of Geographic Information System In the marketing information systems to determine target markets". They concluded in their research that the system of marketing information In the companies leads to more sales. Geographic Information System is well applied in the Civil Engineering, Urban Planning, Water, electricity and gas, mining, education and social affairs In the advanced countries. Therefore, marketers can combine this system with a Marketing Information System regard to the benefits, and identify in their organizations customers and their interests. Cal Gate (1998) in his study, "creating sustainable competitive advantages via technology marketing information systems In the US and the UK banking industry", studied the impact on efficiency, competition, banking services and the ability to predict consumer behavior. Based on this research, technology marketing information system is faced with complexity, risks and costs, but plays an important role in achieving sustainable competitive advantage. Liu et al (2001) examined using knowledge management can be increased potential employees, and knowledge workers to be merged into one. Knowledge management provides the necessary conditions to remain firm in a competitive environment. Liu et al (2004) studied knowledge management effect on the competitiveness of high technology firms and the results showed that knowledge management has enormous effect on competitiveness. As a result, the effect of knowledge management on the competitiveness of firms producing ceramic tile have been investigated.

Research hypothesis

There is relationship between systems marketing information and competitor knowledge.

METHODOLOGY

This paper is an applied research in terms of objective, and because a field method was used

for data collection of effects of the marketing information and knowledge of competitor on the knowledge acquired from outside sources this is considered as descriptive-survey one. This research is of correlation type in terms of statistical methods. A standard questionnaire was used to measure the variables. To carry out descriptive test, a mean test was used by SPSS software from a statistical population. Pearson correlation test and of the simple regression analysis were used to evaluate the hypotheses and to measure the effectiveness of independent variables on dependents, respectively. The structure of the questionnaire is presented in Table 1.

Table 1. The structure of the questionnaire

marketing information systems	knowledge competitor
11	3

The space domain consists of the companies established in the industrial township of Sanandaj, and the number of subjects under study is 235

	marketing information systems	
effectiveness gained knowledge from competitor.	Spearman correlation	561/0
	Sig	000/0
	N	235
p < ** 01/0		

According to the above table, as the significant level is less than 0.01, and the result is that the research hypothesis based on the relationship between the effectiveness of the knowledge acquired from outside source and the marketing information system is confirmed. As seen, there is a direct relationship between the effectiveness of knowledge acquired from competitor and the marketing information system at 99% significance level and its correlation coefficient is equal to 0.561.

To examine and test the hypotheses, the relationship between the marketing information systems and the effectiveness of knowledge acquired from competitor is investigated that the results of the model estimates are prepared in the table below:

Model results for the hypothesis

Explanatory variable	The dependent variable: the effectiveness of the knowledge acquired from competitor		
	Coefficient	Statistics t	P- value)
Fixed value	281/1	943/5	000/0
Marketing Information System	640/0	237/10	000/0
Statistics F	794/104		
P-value	000/0		
R²	310/0		

employees of the companies. As well, to obtain a reliability of the marketing information system questionnaire as well as the effectiveness of the knowledge acquired from outside sources, Cronbach's alpha coefficient was used for pre-test. Therefore, before final implementation, 30 subjects were randomly selected, then the questionnaires were given, and using data obtained from the questionnaires and SPSS software, the value of confidence coefficient was calculated by Cronbach's alpha which is higher than 0.7 for 2 variables, indicating stability and internal consistency of the questionnaire.

Research hypothesis test

There is relationship between marketing information systems and effectiveness gained knowledge from competitor.

test result of Spearman correlation coefficient between the and effectiveness gained knowledge from competitor.

R² Adjusted	307/0
Durbin Watson	712/1

regression equation is expressed Using the coefficients column for the effectiveness of the knowledge gained from competing as follows:

$$= 1.281 + (0.640)X_2$$

According to the table above, the value of marketing information system coefficient is positive and significant at the 99% level; as a result, there is positive relationship. Based on test results, determine coefficient for the dependent variable the effectiveness of the knowledge gained competitor is equal to 0/310. This value indicates that 31 percent of variations in the effectiveness of the knowledge gained by competitor marketing information system changes will be explained. Since the Durbin-Watson statistic is In the standard distance 5/1 to 5/2, the result can be concluded that the independence of residuals. According to the above table significant level of 0.000 was calculated for the F-statistic and highlights the significance of regression is at 99%. According to indicators, the model has efficiency. Furthermore, the effectiveness of marketing information systems knowledge gained from competing due to coefficient is equal to 640/0.

CONCLUSION

The research hypothesis is that, there is relationship between the marketing information system and the effectiveness of and business knowledge from competing. To evaluate this hypothesis, first the Spearman correlation coefficient and regression analysis were used, the results from both methods, suggests the hypothesis has been confirmed. Namely 99% confidence level, there is significant relationship between marketing information systems and the effectiveness of the knowledge gained from competing. And its coefficient is equal to 561/0 and The result is that the relationship between the marketing information system and the effectiveness of competitor knowledge acquired will be accepted. With regard to the positive sign of correlation in the marketing information system

will improve and will improve the effectiveness of the knowledge acquired competitor and vice versa.

Based on the hypothesis of this study suggest that:

- Using information from competing companies to source of knowledge for the advancement of your company;
- Use of knowledge from competitor in the manufacturing process and supply products to customers;
- Collect information on competing companies in relation to all production processes, marketing and product management.

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