



Received: 20-01-2023
Accepted: 01-03-2023

ISSN: 2583-049X

Participation of IT components in marketing information system of Vietnamese enterprises

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Abstract

Currently we are living in the age of information. A large amount of information is being generated every moment. The purpose of this essay is to analyze and show the trend of information and communication technology development

and its impact on the boom of marketing. From there, some strategies for applying information and communication technology in marketing of businesses in the present and in the future are outlined.

Keywords: IT (Information Technology), IT Components, Marketing Information System

1. Introduction to the Research Problem

Overview of IT components:

Computer hardware:

This is the physical technology that works with information. Hardware can be as small as a smartphone that fits in a pocket or as large as a supercomputer that fills a building. Hardware also includes the peripheral devices that work with computers, such as keyboards, external disk drives, and routers.

Computer software:

The hardware needs to know what to do, and that is the role of software. Software can be divided into two types: system software and application software. Application software is designed for specific tasks, such as handling a spreadsheet, creating a document, or designing a Web page.

Telecommunications:

This component connects the hardware together to form a network. Connections can be through wires, such as Ethernet cables or fibre optics, or wireless. A network can be designed to tie together computers in a specific area, such as an office or a school, through a local area network (LAN). If computers are more dispersed, the network is called a wide area network (WAN).

Databases and data warehouses:

This component is where the “material” that the other components work with resides. A database is a place where data is collected and from which it can be retrieved by querying it using one or more specific criteria. Databases and data warehouses have assumed even greater importance in information systems with the emergence of “big data” a term for the truly massive amounts of data that can be collected and analyzed.

Human resources and procedures:

The final, and possibly most important, component of information systems is the human element: the people that are needed to run the system and the procedures they follow so that the knowledge in the huge databases and data warehouses can be turned into learning that can interpret what has happened in the past and guide future action.

The role of IT in life:

Information technology helps to build and grow the commerce and business sector and generate the maximum possible output. The time taken by different sectors to generate business is now minimized with advancements in Information technology. It provides electronic security, storage, and efficient communication.

IT not only plays a leading role in making breakthroughs in the construction of economic and social infrastructure, but also plays an important role in administrative reform, institutional reform, human resource development, etc. improvement of living

standards, hunger eradication and poverty alleviation, cultural development, information transparency, social justice.

Many companies now have IT departments to manage computers, networks, and other technical areas of their businesses. IT jobs include computer programming, network administration, computer engineering, web development, technical support, and many other related occupations.

2. Theoretical basis

2.1 Information technology components

2.1.1 Information technology concept

Information technology, abbreviated IT, (also known as: Information technology or IT) is a branch of engineering that uses computers and computer software to convert, store, protect, process, transmit and collect information.

2.1.2 The role of information technology

Information technology in the economy:

In the economy, information technology is a bridge to promote development. Thanks to the development of information technology, people have easy access to the latest inventions and creations of mankind. Information transmission and management of businesses also become simpler and easier. Information technology also helps businesses have a channel to reach customers and effectively promote products and services, which is a premise to sell more products and increase profits for the company.

Countries are even more connected to the global economy, capturing many development trends of the world economy. From there, make appropriate economic development orientations.

Information technology in medicine:

The success of information technology in medicine is a remarkable human development step of mankind. All kinds of testing machinery and equipment are fully automated, helping to improve accuracy and reduce manipulation when doing tests.

Information technology helps to store and analyze data for scientific research, help doctors make clinical decisions quickly and accurately, and reduce deaths due to medical errors.

In addition, thanks to the development of technology, staff in remote areas can easily update medical techniques and latest industry knowledge through the Internet system.

Information technology in education:

Information technology makes learning knowledge much simpler and faster. Create a flexible study space and time. A typical example of the role of information technology in learning can include the effective support from online meeting software and applications such as Zoom, Google Meet, Microsoft team, etc. during the pandemic. current complicated developments.

Information technology in security:

Information technology plays an important role in national security. The development of information technology has created many new forms of war and new ways of fighting, thereby profoundly changing military doctrine in many different countries. Therefore, along with the development in all aspects of life, economy, culture and society, a durable, advanced and modern security system is extremely

necessary.

Information technology in life:

Information technology makes it easy for people to connect with each other through the Internet, shopping, transactions, payments, and moving are also much more convenient thanks to information technology. Now, with just a smartphone with an internet connection, you can "go to the market" at home or order delivery, order food that is also ordered through apps and delivered to your home...

In addition, information technology also creates many new jobs such as programmers, website designers or software developers, etc. These are some of the jobs that were born only when information technology was born.

2.1.3 Stages of information technology application in enterprises

Phase One: Infrastructure investment. Enterprises equip computers, set up local area network LAN, wide area network WAN, and connect to the Internet.

Second stage: Early stage. Enterprises deploy simple applications such as word processing, spreadsheets, email systems, and agendas. The applications are simple, but have a direct and far-reaching impact on each member of the enterprise, contributing to improving the capacity and habits of employees to use computers.

Third stage: Individual operation. Enterprises proceed to deploy and use financial accounting, sales management, and human resource-salary management programs in each department. Although the applications have focused on operational and statistical purposes, they are still discrete, and the data is distributed.

Fourth stage: Strategy implementation. Solutions according to the management model of ERP, SCM (Supply Chain Management), and CRM (Customer Relationship Management) is deployed to help businesses change the quality of content management. to improve their operating capacity and increase their efficiency and competitiveness. The outstanding feature of this stage is that the information technology system affects the entire enterprise. Business management is done on the system with online data (real-time) anytime, anywhere.

Fifth stage: E-commerce. Enterprises apply Internet technology to form e-commerce relationships, and connect businesses with customers, suppliers, partners, and government agencies... with the criterion not simply setting up a Website, introducing Introduce products, taking orders, take care of customers online, but inheriting the power of data platforms and business processes that have been formed from the ground up.

2.2 Marketing Information System (MIS)

2.2.1 Definition

A Marketing Information System (MIS) can be a powerful tool for businesses of all sizes. MIS refers to the systematic collection, analysis, interpretation, storage and dissemination of the market information, from both the internal and external sources, to the marketers on a regular, continuous basis. Marketers can then use the data to make more informed marketing decisions to promote the success of the business.

By monitoring the performance of their marketing campaigns and analyzing customer data, businesses can create effective strategies that will help them maximize

profits. MIS also helps in forecasting future sales and demand, which can be used to make smarter decisions about product development and pricing.

2.2.2 Characteristic

A marketing information system is a continuous and ongoing process that acts as a database and allows managers to make quick decisions.

The marketing information system works logically and systematically and provides the necessary information. You are future-oriented and can anticipate and prevent problems and solve marketing problems. MIS is both a preventive and a curative process in marketing.

The data collected are processed using operational research techniques. Modern mathematical and statistical tools are available to solve marketing problems.

A marketing information system is a computerized process for collecting, processing and storing data. Management regularly has a constant flow of information: the right information, to the right people, at the right time and at the right cost.

Marketing Information System Components:

Internal records: Internal records encompass the data collected by a company about its customers, products, and other operations. This includes analyzing sales figures and customer trends to gain insight into what marketing strategies are most effective.

Marketing research: Market research is an important part of a Marketing Information System. It involves gathering data from external sources for decision-making. This includes everything from primary and secondary research to surveys, focus groups, interviews, and more.

Marketing intelligence: When used effectively, marketing intelligence can help you keep track of what is happening in the marketing environment. This involves collecting and analyzing all data related to the marketing environment, such as competitor activity, customer behavior and emerging trends.

Marketing decision support system (MDSS): MDSS can help you identify new opportunities, develop insights into customer behavior, optimize resource usage, and study campaign performance. It allows you to react quickly to market changes and take advantage of them before it's too late. Marketing data support systems are also a great tool for testing new marketing strategies and measuring the impact of your efforts.

2.2.3 Benefits

MIS simplifies decision-making tasks and presents a valuable tool for decision making and strategic planning. Understanding data to find information becomes very easy. The company fills the information gap in the organization by providing data when it is needed. MIS has become a valuable tool for short- and long-term decision making.

Assessing market demand, supply, prospects and processes becomes more manageable. The company saves costs on marketing activities.

MIS facilitates branding and helps with differentiation, product personalization, public relations and other related activities. It is possible to gain an advantage over competitors without engaging in direct competition. Through data mining, management uses effective strategies to retain existing customers and expand into new

demographics.

Because MIS targets problem areas and supports desirable business decisions, companies save time and money. No need to set up additional human resources to maintain data and provide reports if needed. It can be easily assigned to each employee contributing to the geographic information system by entering field and office data. Just like that, maintaining accurate and reliable data becomes a process without spending a lot of time and money.

Evaluating and controlling marketing activities, employees, advertising agencies and others made easy. When you have data before and after the product promotion, you can expertly decide the effectiveness of your advertising campaign.

2.2.4 Importance

Anticipating consumer demand: Mass production and mass distribution in ever-expanding markets is based on anticipating consumer demand. Following a customer-centric marketing approach, every marketer should have an up-to-date knowledge of consumer needs and wants. In a dynamic economy, consumer tastes, fashions and preferences are constantly changing.

Without accurate information about the nature, characteristics and size of consumer needs, marketers will just grovel in the dark. Decisions based on intuition, guesswork, intuition or tradition cannot produce the desired results in the modern economy. They must be supported by facts and figures.

Meaning of Competition: Modern markets are competitive. Predicting competitor behavior and outperforming the competition will require marketing intelligence services. Marketers cannot survive in a fiercely competitive environment without a rapidly updated marketing information system, especially regarding the nature, nature and level of competition faced.

MIS to Evaluate the Marketing Plan's Effectiveness: management can reappraise a product's marketing expenditures plan as well as the effectiveness of the advertising-sales promotion mix used and then make changes.

2.3 IT applications

2.3.1 Applying Information Technology in Marketing

Today's society has taken advantage of technology more and used it in daily life such as texting, calling, working, etc. Information technology has now become a part of life, of working people. marketing. To know the most important thing is to understand the market, who their customers are, what they need, what their current needs are, etc. If marketing is in the past, this is a dilemma. Now, thanks to the application of technology in Marketing will make it easier for us.

Market research: This is the basic and important step of Marketing which is understanding the market, and understanding customers, such as needs or areas that the company is aiming for. To make it easier to know, in this modern society, we can use technology in understanding. Social Media platforms make it easier to collect information and can receive many sources of customer feedback. The collection, optimal management of data, filtering, or reuse of data. We use CRM (Customer Relationship Management), Bigdata, and Machine Learning, ...

Building a Content Marketing Strategy: The core element to developing effective marketing activities is content. Every content marketer acts as a storyteller thanks to technology that makes storytelling engaging and accessible to everyone. The use of technologies like Customer 360 or CDP (Customer Data Platform) to connect people's behaviors, habits, and characteristics across all social platforms.

Marketing channels: Marketing Automation is considered a "hot" keyword for marketers, especially with B2B Marketing in the past few years. The most popular is email marketing with MailChimp and Marketo... The management of Social Media is also supported by many effective tools such as Sprout Social, Post Planner, and AdRoll... There are also several marketing automation tools in the world. effective. like Marketo, Eloqua...

Finding and taking care of customers: Technology gives marketers more opportunities to find, and expand the quality of customers, instead of collecting information traditionally. The percentage of new customers is much lower than customers converting or growing from an existing customer base. The pursuit and capture of customer information through social media, groups, and communities by channels such as email, search efficiency optimization, and mobile advertising ... are being prioritized by many businesses and have proven effective. relatively obvious.

2.3.2 Application of Information Technology in Business

The management and administration of production and business activities of enterprises are greatly supported by information technology. Investment in information technology in the enterprise is very important, it can serve the goals and plans of the business. Investment in information technology must be consistent with the goals of the enterprise, must be effective, and invest in enough people to use and promote the technology.

Basic investment in information technology: must be equipped with basic hardware, software, and human resources. Must be fully equipped with frequently used applications in the business such as computers, network settings, and communication environment between internal offices and partners, and must train human resources to be able to use them. information technology, and manage everything effectively.

Strengthening operating and operational applications: to improve operational efficiency and support functions in the enterprise, this is a necessary development step. As the workload increases day by day, the tasks and goals become more and more, so the skills of information technology application must be mastered. Investment in information technology can help automate business processes and improve business efficiency.

Comprehensive application to improve management and production: information technology needs to have a wide area network covering the whole enterprise, ensuring information flows smoothly between departments, databases provided throughout the enterprise are tools for management and operations. Ensure full implementation in the enterprise.

Invest to transform businesses, and create international competitive advantages: Use the Internet to form e-commerce relationships such as B2B, B2C, and B2G. Inheriting and promoting the power of the data platform and establishing business processes in the enterprise to bring the enterprise to a new level, global business, IT is an effective tool in the implementation of business strategies.

3. Research Methods

For Marketing, the basic and most important thing is to understand your market and customers. Who they are, what they need, how their needs and problems will be solved by the business, etc. Therefore, businesses whether large or small also need to research the market at many different customer stages. to understand customer needs. For example, survey customers via wifi connection, or send survey links to customers via SMS, and social networks. Once applied, if you are proficient in information technology, it will be easier and more multidimensional to collect market information and collect valuable opinions from customers.

From there, it shows the indispensable importance of information technology in Vietnam's marketing system, becoming the "key" for change, contributing to the growth of the country. The development of the IT industry in Vietnam has made great strides in recent years.

Industry revenue in 2019 reached 120 billion USD, 400 times higher than in 2000 and correspondingly increased by an average of 37%/year for 19 years.

Contributing to 14.3% of Vietnam's GDP, 28 times higher than in 2000.

Labor productivity of the industry is 7.6 times higher than the national average labor productivity.

With certain technological achievements, Vietnam has become the investment bright spot of many technology corporations in the world such as IBM, Intel, Microsoft, Samsung, and Toshiba... and countries like FPT, VNPT, Viettel...

In general, the development speed of Vietnam's IT components is close to that of competitors in the world and will certainly grow more in the coming time.

4. Research results

From the above research results, the investment and development of Information Technology are considered a strategic solution, helping businesses develop quickly and sustainably, increasing competitiveness in the market.

Overall, Marketing will include public relations, advertising, promotion, and sales - the things that ultimately affect the growth of the business. While many types of marketing can help you find your potential customers, here I will only briefly explain Digital Marketing which used to be a dream in the past when it was not. Internet technology. Digital marketing is an emerging phenomenon that allows you to promote your products or services worldwide. In addition, It is a broad term that includes various concepts such as search engine optimization (SEO), pay-per-click (PPC), blogging, discussion forums, emailing, SMS, MMS, social media marketing, smartphone app advertising, etc. Nowadays, the web market is exploding at breakneck speed, millions of new websites are developed on the internet every year as most entrepreneurs understand that there can be no long-term success in business without their digital presence on the internet.

Long-term business success cannot be achieved without leveraging the benefits of information technology in this digital age. Companies must bear the right cost to achieve this success by adopting an innovative approach to business strategy, employing well-trained IT professionals, and making the right decisions daily. End day. On-time. The right timing is a prerequisite for business success. As IT solutions continue to increase the productivity, performance,

and efficiency of business operations and communications, businesses will continue to rely on Information Technology for success.

5. Discussion and results of the study

The research results show that Vietnamese enterprises still have many limitations in information technology, stemming from the small size of enterprises (capital and labor), the current low research capacity, and the low budget for operations. still low. This activity is not high and access to capital is still low. still difficult. To improve the capacity of Vietnamese enterprises in marketing information, enterprises need to increase investment in IT applications in market orientation, capital mobilization, social relations, and resource mobilization; They can invest in long-term information technology applications to improve their marketing and management capabilities, or they can invest less to improve their competitiveness in the short term.

6. Conclusions and recommendations

Strengths: Information technology in marketing helps to gather information about consumer preferences and needs. It is also a tool for creating demand for a product or service. At the current stage of the development of digital society, marketing (including advertising) has been personalized.

Weaknesses: In most cases, it requires a decent amount of technical expertise to do well.

Because it's growing so fast, you need to keep up with the trend.

In competitive niches, it can be difficult to enter as a smaller company

Doing well in one marketing channel sometimes also has to do well in other channels (for example, SEO needs content). It's something you need to constantly work on/ invest in.

Solution: Vietnamese enterprises should organize staff training to have highly specialized knowledge to support their work, for example, global training to access new technology.

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