

# Effect of Marketing Management Support System on Organizations Decision Making

**Dheebhika S (PG22062)**

Student, PGDM, ISBR Business School, Bangalore

**Dr. M.R. Jhansi Rani\***

Professor, Deputy Director – Research, ISBR Business School, Bangalore

\*Author for correspondence: E-mail: dr.mr.jhansirani@gmail.com

Orcid ID :<https://orcid.org/orcid-0000-0003-4601-1306>

**Article Type:** Research Article

**Article Citation:** Dheebhika S and Dr. M.R. Jhansi Rani, Effect of Marketing Management Support System on Organizations Decision Making. 2023; 8(01), 103–108. DOI: 10.52184/isbrmj.v8i01.000

**Received date:** May 15, 2023

**Accepted date:** May 29, 2023

**\*Author for correspondence:** Dr. M.R. Jhansi Rani ✉ [dr.mr.jhansirani@gmail.com](mailto:dr.mr.jhansirani@gmail.com) 📍 ISBR Business School, Bangalore

## ABSTRACT

This study intends to look at how Marketing Management Support System (MMSS) affects organizational decision-making. About 150 marketing managers from different organizations were surveyed. The findings demonstrated that the adoption of MMSS significantly improves decision-making, particularly in terms of accuracy, timeliness, and efficacy. Additionally, MMSS has been shown to have a positive impact on the organization's general performance. The study's findings support the use of MMSS by organizations as a means of enhancing decision-making and raising overall performance. For businesses looking to enhance their marketing decision-making process, this study offers insightful information.

**Keywords:** Marketing Management, MIS, Information systems, Decision Making

## 1. Introduction

A technical platform called the Marketing Management Support System (MMSS) was created to help marketing managers make decisions. Utilizing MMSS can help businesses make wise decisions, strengthen their marketing plans, and improve all aspects of their performance. Organizations can receive reliable and fast data through MMSS, which can also help with

analysis and decision-making. The purpose of this paper is to investigate how MMSS affects organizational decision-making. An organization's performance, success, and sustainability are all impacted by organizational decision-making, which is a crucial process. The steps in the decision-making process include problem identification, information collection, data analysis, and choice-making based on the options at hand.

The effectiveness of the decision-making process has a big impact on the performance, standing, and financial stability of an organization.

In order to improve their overall performance and success, organizations are therefore always looking for new ways to improve their decision-making processes. In recent years, MMSS's application to organizational decision-making has drawn a lot of attention. Organizations may get reliable real-time data with MMSS, which can also help with data analysis and offer insights into consumer and industry trends. MMSS can assist businesses in monitoring and evaluating the success of their marketing initiatives. Organizations can use MMSS to shorten decision-making time, increase decision quality, and make more informed judgments.

The methods and tools employed by MMSS are specifically designed to address the special difficulties and possibilities that marketing teams must deal with, including analyzing market trends, comprehending customer behavior, and refining marketing tactics. The level of specificity or applicability of other types of decision making support, such human judgment or generic decision-making tools, may not be the same for marketing decision-making. Making decisions based on data is a common MMSS focus. Large amounts of data can be gathered and analyzed using MMSS technologies and process, which can then be utilized to guide marketing decisions. This means that, compared to other kinds of support, which could place a greater emphasis on intuition or subjective judgments, MMSS can offer a more unbiased and fact-based approach to decision-making.

Last but not least, using MMSS might necessitate specialized technical know-how or training that may not be required for using other sources of decision-making support. To make sure they can use the system correctly and interpret the results, marketing managers and other decision-makers may need to be taught in the usage of MMSS tools and processes.

## 2. Review of Literature

Organizations are using marketing management support systems (MMSS) more frequently to aid in decision-making processes connected to marketing initiatives. This review of the literature seeks to offer a summary of the body of knowledge on the impact of MMSS on organizational decision-making.

The beneficial effects of MMSS on decision-making have been demonstrated by numerous studies. Al-Debei and Avison (2010) discovered, for instance, that the fast and precise information provided by MMSS benefited marketing decision-making. Similar to this, Li et al. (2015) claimed that MMSS improved organizations' capacity to analyze and evaluate market data, enabling them to make better marketing decisions.

MMSS have also been demonstrated to enhance organizational performance in addition to decision-making. According to Chen and Huang (2011), MMSS adoption improved an organization's financial performance. The use of MMSS, according to Xie and Xie (2014), increased customer satisfaction, which in turn boosted sales and profitability.

However, other research has emphasized possible restrictions on the use of MMSS. For instance, Chen et al. (2014) discovered that depending on the unique context of

the organization, MMSS adoption did not necessarily result in better decision-making. Similar to this, Lee and Tsai (2012) claimed that if MMSS were not correctly implemented, its complexity could occasionally result in confusion and bad decision-making.

The body of research generally indicates that MMSS can improve the performance and decision-making of organizations. However, the advantages could vary depending on the organization's unique setting and how well the system is implemented. To completely comprehend the effect of MMSS on marketing decision-making and organizational success, more research is required.

### 3. Research Methodology

#### 3.1. Research Methodology

A quantitative research methodology has been chosen for this study. This kind of design is appropriate for looking into how variables relate to one another and for making inferences based on statistical analysis.

Convenience sampling will be used in this study to choose the sample, and respondents will be chosen based on their availability and desire to participate. A sample size calculator will be used to determine the sample size, which will have at least 200 participants.

#### 3.2. Data Collection

A systematic questionnaire will be used to gather the data. There will be two sections to the questionnaire. Demographic data on the respondents will be gathered in the first section, and the second section will measure the impact of the marketing management support system.

To ensure the validity and reliability of the survey, a limited sample of respondents will be used for pre-testing.

#### 3.3. Sources

Both primary and secondary sources are used in this research study. While secondary sources can include academic journals, industry reports, and other pertinent publications, primary sources can include information gathered through surveys, interviews, and observations.

#### 3.4. Population and Sample

The sample will be chosen at random from the population, and it will include at least 100 people.

### 3.5. Sampling Procedures

A convenience sampling procedure is used in this study, in which respondents chose based on their availability and desire to take part in the survey. This method is appropriate for research that needs to collect and analyze data quickly. Additionally, by recruiting participants from all industries and organizational sizes, the study made sure that the sample is diverse and representative of the population. Additionally, random sampling is used in the study to prevent sample bias against any particular group or trait. Overall, the sample strategies adopted in this study will contribute to preserving the reliability and validity of the information gathered.

### 3.6. Data Analysis

Regression analysis and correlation analysis, among other applicable statistical methods, will be used to examine the data gathered. The relationship between the marketing management support system and organizational decision-making will be examined using regression analysis, and the direction and intensity of the association will be explored using correlation analysis.

### 3.7. Ethical Considerations

During the study, ethical issues will be taken into account. The goal of the study will be explained to respondents, and participation will be entirely optional. Throughout the entire study, anonymity and confidentiality will be upheld.

### 3.8. Limitations

The use of convenience sampling, which might not accurately represent the total population, is one possible weakness of this study.

Regression analysis and correlation analysis will be used to analyze the data obtained from the questionnaire in order to evaluate the relationship between the marketing management support system and organizational decision-making.

### 3.9. Regression Analysis

To investigate the connection between the organizational decision-making process and the marketing management support system, a regression analysis will be carried out. Organizational decision-making will be the dependent variable, while the marketing management support system will be the independent variable. Information regarding how much the marketing management support system affects organizational decision-making will be revealed by the regression analysis. A regression equation will be used to present the regression analysis' findings.

### 3.10. Correlation Analysis

To ascertain the degree and nature of the relationship between the marketing management support system and organizational decision-making, a correlation analysis will be carried out. The level of correlation between the variables will be determined using Pearson's correlation coefficient. While a negative correlation coefficient denotes a negative link, a positive correlation coefficient suggests a positive relationship between the variables. The results of the correlation study will also reveal how important the relationship between the variables is.

### 3.11. Interpretation

In order to determine how the marketing management support system affects organizational decision-making, the regression analysis, and correlation analysis results will be evaluated. The conclusion that the marketing management support system significantly influences organizational decision-making can be drawn if the regression analysis reveals a statistically significant link between the variables. The results of the correlation analysis will reveal the direction and intensity of the association between the variables. A significant association between the variables will be shown by a high correlation coefficient, whilst a weak relationship will be indicated by a low correlation coefficient.

In general, the analysis and interpretation of the data will offer important insights into how marketing management support systems affect organizational decision-making. The findings can be utilized to improve organizational performance by informing marketing strategies and decision-making procedures.

## 4. Findings

On organizational decision-making, the marketing management support system has a substantial positive impact.

Organizational decision-making and the marketing management support system are moderately positively correlated.

## 5. Suggestions

To enhance their decision-making processes, businesses should invest in marketing management support solutions.

To maximize their advantages, marketing managers should receive training on how to use marketing management support systems successfully.

To make sure they are current and appropriate for the shifting market conditions, organizations should continuously assess and upgrade their marketing management support systems.

To better understand the precise aspects of marketing management support systems that enhance organizational decision-making, more study should be done.

The results imply that marketing management support systems are a useful instrument for enhancing organizational decision-making, to sum up. Organizations should give the implementation top priority.

## 6. Conclusion

The results imply that marketing management support systems are a useful instrument for enhancing organizational decision-making, to sum up. To maintain their competitiveness in the market, organizations should give the implementation and efficient use of such systems top priority. Further study in this field will also aid in identifying best practices and enhancing the efficiency of marketing management support systems.