



Investigating the Impact of Information Technology on Marketing Management and Shahrvand Store Performance chains

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Article	Abstract
<p>Article history: Received: 07th August 2021 Received in revised form: 20th August 2021 Accepted: 29th August 2021</p> <p>Keywords: Information Technology, Marketing Management, Performance, Store Performance Chains</p>	<p>This study investigates the effect of information technology on marketing management and performance of Shahrvand chain stores. To achieve the objectives of the research, two hypotheses were tested. Analyse data were obtained using the correlation coefficient method from SPSS software version 12. Based on statistical analysis, the results showed a five per cent error level: The first research hypothesis: Information technology on marketing management (job security, training and extensive, generous rewards, information delivery, employee empowerment, reducing the class gap among employees (effect The second hypothesis of the research: Information technology on employee performance (reliability, attitude, quality of work, initiative, judgment, cooperation, quantity of work, security, personal learning and development, person and leadership component) Shahrvand chain stores does not affect.</p>

Introduction

Today, the use of information technologies is increasing day by day. Advances in communication and computer technologies (whether parent or personal) allow employees of a company or stay connected to their organization and work for their organization while outside the organization. These technologies are gradually moving towards the virtualization of organizations. Examples of these technologies are e-mail, video conferencing, technologies such as computer-aided design, computer-aided manufacturing, and computer-aided marketing. The concept of marketing for the first time from service marketing coordinates activities in the organization [1-5]. The goal is to improve the performance of personnel who are in direct contact with the customer. As a result, the quality of service goes up. Today, this concept is used not only in service organizations but also in other organizations. Marketing is the creation of an internal market in the organization by employees. Members of this market should be trained and rewarded to meet the needs and want of one foreign customer [6-10]. Marketing activities lead to improved internal communication and increase customer awareness and insight through staff and between these activities and practices.

Given the importance of the role of management in all organizations, managers should use their creative power to create organizations that provide superior learning and performance conditions for

employees and even the organization itself. Due to time, human resources and costs beyond the need, organizations have not achieved the planned goals and demands [11]. They have always defined issues and problems along the way, and statistics offer a unique mathematical perspective in optimizing their performance. Lean performance management is a combination of performance management, poor management, and lean thinking that leads to improved organization's parameters. The emergence of social organizations and their increasing expansion is one of the prominent features of human civilization according to various spatial and temporal factors and characteristics [12-16].

And the unique needs of each society are increasing day by day on the evolution and development of these organizations [17]. Individuals in the process of using information technology limit themselves in their activities to use available resources, so in search of unique resources, individuals argue that these unique sources should not be imitable. Based on what has been said about marketing management and performance in information technology, we can point to the need to create integration between the two concepts. The importance of research begins when this research will be conducted in Shahrvand chain stores. Therefore, the most innovative innovation of the present study is the study of the effect of information technology on marketing management and performance in Shahrvand chain stores, which has not been studied in any of the previous researches. The main issue of the present study is to answer the question of whether: »Information technology and marketing management Performance in Shahrvand Chain Stores "Does it affect or not?"

Zhao et al. (2017)-research and an integrated conceptual framework argue that information technology capabilities increase the relationship between marketing performance at the host site by eliminating dominance. In addition, information technology risks and contextual constraints are identified as modifiers. This article presents several research propositions that are aware of the theory and literature that can be experimentally tested in future studies. Senior executives of companies currently entering or intending to enter the international trade union market must carefully consider the effective development of IT capabilities in terms of hardware and software, human resources and organizational resources. Sahin and Topal (2018), in a study entitled "The effect of information technology on business performance: modelling integrated structural equations and artificial neural network approach", stated that the intensive use of information technology on business performance is possible using modelling with neural network analysis. Information technology has been formed using the SEM model on commission. ANN model has been used to predict the relationship between information technology and business performance, which showed that information technology positively affects business performance [13, 18-22].

Shahangian et al. (2016), in a study entitled "The effect of the use of information technology on the marketing performance of liability insurance in Asia Insurance branches in Kerman", stated that the research method used in this study was descriptive and re-correlation. The statistical population of this study is the managers, experts and employees of Asia Insurance Company in Kerman, of which 346 people have been selected for the sample. The sampling method in this study is random. The results showed that the use of information technology and the Internet would affect marketing performance and issues such as disseminating marketing communications, disseminating marketing research, and losing the business image of companies operating in this field [2, 5, 8-10, 22-25].

The re-business process with emphasis on information technology investment, using artificial neural networks and providing the necessary solutions to improve employee performance "achieved the following results: Three popular factors, namely transformation, control and feedback, stability and

flexibility, play an effective role in this regard. The results indicate that a 95% probability of evaluating the performance of employees of Shiraz computer companies based on re-branding the business process with emphasis on IT investment affects employee performance. This study showed that in the study population, transformation variables and information control and feedback are factors in the re-branding process and can greatly impact the performance of computer companies' performance. Davoodi (2017), in a study entitled "Relationship between business re-marketing and the loss of performance of Asian insurance companies, Branches of Tehran province with emphasis on the mediating role of information technology", concluded the following results: There is meaning. There is a significant relationship between business re-marketing and information technology of Asian insurance companies. There is an important relationship between information technology and the decline in the performance of Asian insurance companies. Information technology plays a mediating role in the relationship between business re-branding and performance loss in Asian insurance companies in Tehran branches [2, 4, 5, 8-10, 14, 15, 22, 24-26].

Research Hypotheses

1. Information technology affects marketing management (job security, comprehensive training, generous rewards, information delivery, employee empowerment, reducing class gaps among employees).

2. Information technology affects the performance of employees (reliability, attitude, quality of work, initiative, judgment, cooperation, quantity of work, security, learning and personal development, person and leadership component).

Research Method

The present study is descriptive-correlational in terms of the applied purpose and novelty of the research. Theoretical foundations are the use of library resources (books, articles, dissertations, etc.). The tool of the present study is a questionnaire. The method of field research is by distributing a questionnaire among the employees of Shervand chain stores.

Statistical Population of the Research

In the present study, the managers and employees of Sherrond chain stores are considered a statistical population. The statistical sample of the present study consists of 185 managers and employees of Sherrond chain stores due to the gender of the subjects (male-female) by sampling method. According to the class, a statistical sample of the research was selected. Considering that 220 questionnaires were distributed, only 189 questionnaires were returned, of which 122 were usable was analysed.

Descriptive Statistics of Research Variables

In this section, descriptive statistics of research variables are presented. According to the sampling, 122 people working in Shahrvand chain stores were selected as a statistical sample. Descriptive statistics of research variables are shown in Table 1.

Table 1: Descriptive statistics results

Variable	Average	Standard Deviation	Statistical Value Of Z	Significance Level
IT	97/43	82/11	911/0	377/0
Marketing Management	76/80	05/12	120/1	162/0
Performance	55/40	12/4	909/0	380/0

According to Table 1, since the value of the significance level obtained for all research components is a number greater than 0/05, the assumption of normality is confirmed for all details of the study. Therefore, we will be allowed to use parametric statistics (multivariate regression).

Test the First Research Hypothesis

The result of the two-variable regression test for the first research hypothesis Information Technology on Marketing Management Job security, extensive training, generous rewards, information delivery, employee empowerment and reducing the class gap among employees, has a positive and significant effect on the employees of Shahrvand chain stores and the results shows at Table 2.

Table 2: Multivariate regression test result

Significant test regression p-value	R ²	R	P-value	t	β	standard error	B		
0/000	38/903	0/170	0/412	0/001	8/465	7/157	104/214	Coefficient constant	
				0/000	6/054	0/191	0/121	0/741	IT
				0/001	5/154	0/154	0/104	0/542	Job security
				0/001	4/028	0/124	0/123	0/358	Diverse and extensive training
				0/000	5/059	0/142	0/154	0/547	Offer generous rewards
				0/000	4/016	0/188	0/031	0/125	Information sharing
				0/000	7/542	0/353	0/109	0/321	Employee integration
				0/000	4/016	0/188	0/031	0/125	Reducing the class gap between employees

According to the corresponding value of F and value-p in Table 2, it is concluded that regression is significant. The results also show that information technology explains and explains the changes related to marketing management and its components in the employees of Shahrvand chain stores. Therefore, it can be said that information technology on marketing management (job security, comprehensive, comprehensive training, Information delivery, employee empowerment and reducing the class gap among employees have a positive and significant effect on the employees of Sherrond chain stores. Therefore, the first hypothesis of the research was accepted.

The Second Test of Research Hypothesis

Table 3 shows the result of a two-variable regression test for the first research hypothesis of "Information Technology on Performance (Job security, extensive training, generous rewards, information delivery, employee empowerment and class gap reduction among employees) in Shahrvand chain store employees " have a positive and significant effect".

Table 3: Multivariate regression test result

Significant test regression		R ²	R	P-value	t	β	standard error	B		
p-value	F									
0/325	0/524	0/005	0/068	0/101	1/147		5/219	14/011	Coefficient constant	Performance
				0/102	0/213	0/014	0/052	0/0154	IT	
				0/421	0/154	0/663	0/037	0/021	Reliability	
				0/214	0/235	0/019	0/067	0/0214	Attitude	
				0/136	0/785	0/048	0/025	0/0135	Quality of work	
				0/154	0/213	0/014	0/052	0/0154	Initiative	
				0/114	0/663	0/037	0/021	0/1140	Verdict	
				0/412	0/785	0/048	0/025	0/010	Cooperation	
				0/328	0/315	0/029	0/065	0/0214	Quantitative work	
				0/215	0/258	0/035	0/059	0/0325	Security	
				0/236	0/128	0/046	0/048	0/0248	Learning and personal development	
				0/1258	0/2368	0/058	0/084	0/0452	Person	
				0/164	0/325	0/037	0/076	0/0349	Leadership	

According to the corresponding value of F and value-p in Table 3, it is concluded that regression is significant. The results also show that information technology explains the changes related to marketing management and its components in the employees of Sherrond chain stores. Therefore, it can be said that information technology on marketing management (reliability). Attitude, quality of work, initiative, judgment, cooperation, the quantity of work, security, learning and personal development, person and leadership components do not affect the employees of Sherrond chain stores. Therefore, the first hypothesis of the research was accepted.

Conclusion and Recommendations

The present study aimed to investigate the effect of information technology on marketing management and the performance of Shervand chain stores. The 5% error level results showed that information technology affects marketing management (job security, comprehensive training, generous rewards, information delivery, employee empowerment, reducing class gaps among employees). Due to the significance, the null hypothesis is not confirmed with 95% confidence, and the first hypothesis of the research is accepted. The results of this hypothesis were consistent with the results of Zhao et al. (2017) and Shahangian et al. (2016), who showed that information technology has a positive effect on performance marketing. To explain the dynamic capability of marketing by focusing on the processes and activities of the marketing people, especially those related to customer relationship management using information technology and creating an area where competitive advantage can be achieved through process elimination. Excellence in service and customer intimacy was used as the primary activator of dynamic marketing capability. Therefore, the capabilities of IT infrastructure and IT support from certain business aspects are highly valued [18, 23].

The 5% error level results showed that information technology does not affect employee performance (reliability, attitude, quality of work, initiative, judgment, cooperation, work quantity, security, learning and personal development, person and leadership component). Due to the significance, then the null hypothesis is confirmed with 95% confidence and the second hypothesis of the research is not accepted. Davoodi (2017), who in their study had shown that information technology positively affected performance, disagreed. To explain, it can be said that choosing the right culture to

implement information technology according to the conditions in Sherrond chain stores can be one of the factors to increase success and improve the company's performance, which provides quality services and products to customers, reduce costs, speed things up and In the end, it is the loss of performance. To improve the company's performance, the government has undertaken various innovations such as total quality management, continuous improvement, organizational transformation, and determining the correct size of organizations. The common goal of all these approaches has been to change the way things are done to improve performance [26].

Information technology helps to improve processes and improve organizational performance by creating the capacity for change, reform and simplification of administrative procedures. The acceptability of methods ultimately leads to eliminating variables such as cost, quality and delivery time of the product. Improve information technology by creating the capacity for change, reform and simplification of organizational processes. The company's performance helps, and the dependability of the methods, in turn, leads to the depreciation in variables such as cost, quality and delivery time of the product.

Based on the findings of the present study, the following is suggested:

1. The managers of Sherrond Chain stores are advised to familiarize experts, personnel, units and other resources with information technology so that they create value for the customer in a coordinated and cohesive manner so that performance is improved.

2. The managers of Sherrond chain stores are advised to pay attention to the needs of personnel and customers in formulating strategies related to information technology and regularly measure the satisfaction of personnel and customers. Maintain a system for handling complaints from staff and customers, and in this regard, pay close attention to issues such as after-sales service.

3. The managers of Sherrond chain stores are advised to evaluate the effect of information technology on performance loss through continuous performance appraisals by implementing performance measurement questionnaires.

4. Researchers are also suggested in other studies, using multi-criteria decision-making techniques to prioritize the factors affecting performance loss.

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