

INFLUENCE OF MARKETING INFORMATION SYSTEM ON SMALL AND MEDIUM ENTERPRISE PERFORMANCE IN OGUN STATE

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ABSTRACT

This research investigated the influence of marketing information system on small and medium enterprise performance in Ogun State. The study aims to determine the effect of internal records on small and medium enterprise performance, evaluate marketing intelligence on small and medium enterprise performance, and to examine the effect of marketing research on small and medium enterprise performance. A descriptive survey research design was adopted for the study. The study population comprised the entire small and medium enterprise performance in Ogun State. The sample size was 327. Yamane sampling Model was employed in this study. Primary data used for the study were gathered by administering a well-structured questionnaire. Data gathered were analyzed using a regression model. The result showed that internal records positively affect small and medium enterprise performance; it further shows that marketing intelligence affects small and medium enterprise performance and marketing research positively affects small and medium enterprise performance. Thus, it concluded that mobile marketing information system positively affects small and medium enterprise performance in Ogun State.

Keywords: Information System, Management, SMEs, Performance

INTRODUCTION

The proliferation of small and medium sized enterprises (SMEs) is emerging, since the SMEs contribute significantly to job creation, social stability, and economic welfare (Ladzani & Van Vurren, 2002). In a business environment, business leaders have to unlearn traditional management principles and replace them with new thinking and new behaviour that not only incorporate change but also create the necessary change in the market place (Oghene, 2010). For a long time, Nigeria government had taken center stage hoping to carefully and centrally plan the economy. More disheartening is the fact that at least three out of every four small medium enterprises fail every year (Tinubu in Dangana & Bawa, 2018) most small medium enterprises fail

as soon as they are started because those who start them do not properly appraise themselves and their business idea before embarking on the venture (Onodugo, 2004). This shows that the level of awareness of the contents of marketing information systems by small medium enterprise is low and the functions performed by marketing information systems in Nigeria business sector are deficient.

Furthermore, information systems according to Ismaeel (2015), have become one of the important means used in marketing nowadays, it is the most effective tool in marketing through helping in decision-making as well as solving all marketing problems. The success of marketing administration in planning and identifying marketing opportunities is based highly on the

availability of internal and external information. Therefore, every organization must organize and distribute the flow of information for marketing managers and study their needs to provide them with the needed information (Wober, 2006). Today, it is necessary to obtain successful marketing information systems to be able to execute many marketing activities such as attracting customers, evaluating services as well as advertisement and promotion (Abu-qahf, 2002).

The modern business world terrain is compelling organizations to constantly seek for better marketing options, in appealing to and attracting customer's attention, as a result of major changes in market and economic conditions, coupled with rapid advancement in technologies. The changing economic conditions and technologies coupled with increased domestic and global competition, changing customer needs and the emergence of new markets require that organizations take logical and vital actions in competing for better share in the market. Organizations must first determine what its existing and potential customer's needs and desires are, and then builds the product that could possibly satisfy them at a profit. Changing consumer preferences also demand that organization that will compete favourably in a competitive market must ensure that its products have better quality and better packaging that could enhance the organization's market advantages (Adeoti, Olawale & Abolarinwa, 2016).

Absence of relevant marketing information system could cause consumer's response to particular marketing programs difficult to predict accurately. Many organizations fail to realize that the survival of their products in the competitive market is a function of their commitment to building and maintaining reliable marketing information system that is all encompassing and all embracing (Adeoti, Olawale & Abolarinwa, 2016). This is because many companies in developing countries are often successful for a short period of time as they launched a new attractive product or an appealing service, but find it difficult to remain

successful over a longer period of time due to failure to continually gather information about the changes in market situation (Ganeshasundaram & Henley, 2007). To this end, previous studies like Mohammad Said and Freihat (2012), Ezekiel, Eze and Anyadighibe (2013) and Alhadid, Hasan Ali Al-Zu'bi and Barakat (2015) to mention few, have not given the expected link or nexus between marketing information system and small medium enterprise performance in recent time. Most of them focus on the marketing information system in banking sector, transport and pharmaceutical sector in different countries while this study explicitly investigated the influence of marketing information system on small medium enterprise performance considering Ogun State.

Therefore, this study would be of benefits to small and medium enterprise on the knowledge of market information system, its impact on marketing activities and the relationship with small and medium enterprise performance. Furthermore, the study has potential implications for business sectors. It would help to awaken information consciousness among Nigerian business sectors. This study would also broaden the knowledge of marketing firms on the extent to which the marketing information system influences performance. The study would be relevant to the following people: business managers, customers, government, investors and researchers.

LITERATURE REVIEW

Marketing Information System

A marketing information system is a system that is applied for decision-making in the marketing field (Hakhu, Kiran, & Goyal, 2012). Therefore, a comprehensive and systematic framework for marketing information systems, especially for some of the most important marketing objectives (like attracting new customers, retaining old customers, increasing market penetration and new market penetration), is not proposed yet. This article proposed a conceptual framework for marketing information systems. Information

technology has been applied to different aspects of marketing like advertisement, new product development, customer retention, and also recommending products to customers. Some of the researches of these applications are as it would describe in the proceeds of this section.

Marketing information system plays an important role in raising the efficiency of the economic performance to the companies in highly competitive markets, by providing the necessary information for the various administrative levels. The success of marketing process depends to a large extent on the marketing information system and the success in each elements of this system. Marketing information system has been needed by marketing management for the purpose of identifying, measuring, and forecasting marketing opportunities, besides, analyzing of market segments (Mohammadsaid & Freihat, 2012). A marketing information system consists of people, facilities, and integrated procedures that used to provide management with accurate and regulated information about environment-related marketing, which helps decision-makers to hunt opportunities and build strategies and marketing plans.

Components of Management Information System

Management information system is divided into four components by different marketing scholars which are:

Internal Records

Information is usually categorized according to its nature so that there are, for example, financial, production, manpower, marketing, stockholding and logistical data. The internal records that are of immediate value to marketing decisions are: orders received, stockholdings and sales invoices. These are but a few of the internal records that can be used by marketing managers, but even this small set of records is capable of generating a great deal of information.

Marketing managers rely on internal reports such as orders, sales, prices, inventory level, receivables, payables and so on. By analyzing this information, they can spot important opportunities and problems. It gives details about past trends which in turn helps marketing manager to know the possible future implications (Kotni, 2011). Internal records is an aspect of marketing intelligence that handle information about an organization operation system, sales data, core competence and other strategies which include their strength, weakness, opportunities and threat. Internal records are the data collected and stored in a database which pertains to daily marketing activities.

Marketing Intelligence

Marketing intelligence is a component of marketing information system that supplies happenings data to organizations. Marketing intelligence system is a set of procedures and sources managers use to obtain everyday information about developments in the marketing environment (Kotler & Keller, 2009). Marketing intelligence is gathered through talking to customers, monitoring social groups, e-mailing list, facebook, Youtubes, twitters, etc. Information gathered from these sources can assist marketing firm to make vital marketing decisions and improve their performance. Market intelligence is the process of acquiring and analyzing information in order to understand the market (both existing and potential customers) to determine the current, future needs and preferences, attitudes and behaviour of the market; and to assess changes in the business environment that may affect the size and nature of the market in future (Cornish, 1997). Market Intelligence is the process of acquiring, formatting and maintaining key information about customers and prospective customers (leads source article, 2013). Marketing intelligence is the means by which management can keep in contact with new knowledge of competitors emerging conditions. It is a Set of procedures and sources used by managers to obtain everyday information about development in marketing environment.

Market Research

Marketing research is the process of collecting and analyzing data for the purposes of identifying and resolving problems related to companies marketing services and marketing opportunities, it's a planned and managed activity on a scientific basis to ensure efficiency in dealing with those problems and opportunities. Marketing information system is designed properly to solve many information problems facing the administration, like the wrong kind information, in the wrong location, at the wrong time, and the insufficient correct type of information, in the correct location, at the right time (Terrence, O'Brien, Schoenbachler & Gordon, 1995). Organizations could benefit greatly from the analysis of customer data to determine their preferences to improve marketing support decision. Managers face environmental variables and fast competition, which requires them to be more competitive through better decision-making. The decision can be regarded as an outcome of the production activity; its input includes the individual's intellectual efforts or marketing group (Mohammadsaid & Freihat, 2012).

Small and Medium Scale Enterprises

There is no universal definition or criterion for SMEs as they are context dependent and have different definitions for different countries (Abeh, 2017). Small and Medium Enterprises (SMEs) are perceived as the backbone of any country as they are interlinked with almost every facet of the society and economy. According to Madanchian, Hussein, Noordin and Taherdoost (2016), SMEs is also viewed as the engine of growth, and catalysts for economic and social transformation in a country. Every country defines SMEs differently and the main characteristics common in the definition of this term in many countries are the number of employees, annual sales turnover and the management style (Barney & Clark, 2007).

The contributions that the small and medium enterprises have made to the economic development of various countries of the world especially the developing countries cannot be

exhausted. Therefore, Nigeria as a developing country cannot close eyes on the potentials of small and medium enterprises. In developing economies, the role of small and medium enterprises is even more obvious and conspicuous to the degree they dominate economic activities, it can be inferred that they play a significant role in whatever economic growth is recorded (Francis, 2000). Small and medium enterprises have stimulated rural development and the achievement of a meaningful level of broad economic and rural development. To reduce the migration from rural to the urban centres, Some infrastructural facilities which promote small and medium enterprises were provided in the rural area, such as the provision of access roads, increased improvement in communication facilities like telephone, postal services and internet facilities, construction of industrial layouts and estates, and the provision of electricity and water expansion schemes. This is evidence in the many success stories of small and medium scale industries as recorded by the print and electronic media houses, (Ayozie, 2011).

Firm Performance

The issue of firm performance is of large interest on corporate finance research agenda. The performance of companies is an important source of sustainable economic growth. Profitable companies create value, hire people, promote innovation, and pay taxes from which we all benefit. Investigating the determinants of firm performance may provide insights in what drives performance up and down and teach valuable lessons both for business executives and policy makers (Lazer, 2016).

Firm performance measurement has been described in terms of the extent to which a firm's economic and strategic objectives are achieved in the market place. Since essentially all firms regularly set and refine strategic (e.g. market share, brand awareness) and economic (e.g. profits, sales, return on investment) goals for their pursuits, high performance is likely to be a function of the degree to which the firm has achieved its goals (Lei & Slocum, 2005). Some form of general performance must be used in

order to substantially compare the performance of a variety of firms. Most commonly, studies use economic measurements to determine the relative performance of the firm (Hartenian & Gudmundson, 2000). These measurements such as sales, sales growth; and profitability are easiest to attain as well as compare across firms.

METHODOLOGY

The study was conducted on small and medium scale enterprises in Ogun State. The research design employed for this study is a survey research design. The purpose of choosing the survey method is to allow the collection of a large volume of data from a sizeable population in a highly economical way through a questionnaire. The population for the study shall consist of small and medium scale business owners in Ogun State. The number of small and medium scale business owners in Ogun State is one thousand, seven hundred ninety four (1794) according to SMEDAN (2022). Three hundred and twenty seven (327) respondents were sampled using Yamani (1967) model. This is clearly calculated below:

$$N = \frac{N}{1+N(e)^2}$$

Where; n= Sample size to be tested
N= Total population size
e = Acceptable error term (0.05)

Therefore, the total sample size is calculated thus

$$N = \frac{1794}{1+1794(0.05)^2} = 327$$

For the purpose of this study and due to the complex category of small and medium scale enterprise, the study employed convenience sampling in choosing the types or categories of

Small and medium scale enterprises to be sampled. Descriptive statistics is used to present and analyze demographic data of respondents in frequency tables. The demographics were sex, marital status, age, academic background and work experience distribution of respondents. Inferential statistics through multiple regression was used to test the hypotheses and achieve the objectives of the study.

To test hypothesis 1, (internal record) was the independent variable and (SMEs Performance) was the dependent variable. Simple multiple regression analysis was an appropriate method to examine the effect of internal records on Small and medium scale enterprise performance. The level of significance for the hypothesis was 0.05.

H₁: internal record does not significantly affect small and medium enterprise performance in Ogun State. The regression model was given as:

$$SMEP = \alpha_0 + \beta_1 IR + \mu \dots \dots \dots (1)$$

(Where, SMEP = SMEs Performance; α_0 = constant; β_1 = beta co-efficient; IR = information; β_2 = beta co-efficient; PR = price, β_3 = beta co-efficient; PA = Product attributes

To test hypothesis 2, (marketing intelligence) was independent variable and (SMEs Performance) was the dependent variable. Simple multiple regression analysis was appropriate method to examine the effect of marketing intelligence on small and medium enterprise performance in Ogun State. The level of significance for the hypothesis was 0.05.

H₂: marketing intelligence does not significantly affect small and medium enterprise performance in Ogun State. The regression model was given as:

$$SP = \alpha_0 + \beta_1 MI + \mu \dots \dots \dots (2)$$

(Where, SMEP = SMEs Performance; α_0 = constant; β_1 = beta co-efficient; PQ = product quality; β_2 = beta co-efficient;

SC = sales force creativity, β_3 = beta co-efficient; BI = brand image)

To test hypothesis 3, (marketing research) was independent variable and (SMEs Performance) was dependent variable. Simple multiple regression analysis was appropriate method to examine the effect of marketing research on small and medium enterprise performance in Ogun State. The level of significance for the hypothesis was 0.05.

H₃: marketing research does not significantly affect small and medium enterprise performance in Ogun State. The regression model was given as:

$$CP = \alpha_0 + \beta_1 MR + \mu \dots \dots \dots (3)$$

(Where, SMEP = SMEs Performance; α_0 = constant; β_1 = beta co-efficient; CR = customer response; β_2 = beta co-efficient; AI = Accurate Information, β_3 = beta co-efficient; MR = marketing research)

RESULTS AND DISCUSSIONS

Three hundred and twenty seven (327) questionnaires were administered, 300 questionnaires were filled and submitted for analysis. Table 1 shows (100) 33.3% of the respondents are Male while (200) 66.7% of the respondents are Female which implies most of the respondents are Female. From age distribution, it was shown that (253) 84.3% of the respondents falls below 25 years of age while (47) 15.7% of the respondents falls between 25-29 years of age thus implies that majority of the respondent falls below 25 years of age. Form marital status distributions, it was shown that (277) 92.3% of the respondents are single while (23) 7.7% of the respondent are married thus implied that majority of the respondent are single. Considering occupation of the respondents, it was shown that (288) 96% of the respondents are students while (12) 4% of the respondent business owners thus implied that majority of the respondent are students. Finally wok experience of the respondents showed that (152) 50.7% of the respondents have below 5 years work experience, (115) 38.3% of the respondents have between 6-10 years work experience while (33) 11% of the respondent have between 11-15 years work experience thus implied that majority of the respondent have below 5 years work experience.

Table 1: Respondents Demographic Distribution

	Frequency	Percent	Cumulative Percent
Gender			
Male	100	33.3	33.3
Female	200	66.7	100.0
Total	300	100.0	
Age			
Below 25	253	84.3	84.3
25-29	47	15.7	100.0
Total	300	100.0	
Marital Status			
Single	277	92.3	38.5
Married	23	7.7	100.0
Total	300	100.0	
Academic Background			
University	288	96.0	96.0
Polytechnic	12	4.0	100.0

Total	300	100.0	
Work Experience			
Below 5	152	50.7	50.7
6-10	115	38.3	89.0
11-15	33	11.0	100.0
Total	300	100.0	

Source: Author's Field Survey, (2024)

Tests of Hypothesis

Hypothesis One

H₀₁: Internal records do not significantly affect small and medium enterprise performance in Ogun State.

To test this hypothesis, the respondents' scores on internal records and small and medium enterprise performance were computed and subjected to multiple regression analysis. The results are shown in Tables 2 and 3. In Table 2, the results of the analysis were found to be significant with R square = 0.560 showing that

internal records strongly influence small and medium enterprise performance in Ogun State. Adjusted R-square showed that internal records caused 0.559 variance in small and medium enterprise performance in Ogun State. In other words, an estimated 56% of small and medium enterprise performance in Ogun State is accounted for by internal records when all other variables are held constant. The statistical significance of the multiple regression ($F=379.596$, $p=0.000$) shows that the model was significant as $p<0.05$. The result means that we reject the null hypothesis and accept the alternate hypothesis.

Table 2: Model Summary of Regression Analysis for Internal Records Effect on Small and Medium Enterprise Performance in Ogun State

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.748 ^a	.560	.559	.46575	379.596	.000 ^b

a. Predictors: (Constant), SMEs performance

Source: Output of Data Analysis (2024)

Analysis from the regression of variables shown in Table 3, the standardized beta co-efficient of internal records showed the level of contribution of the independent variable to the dependent variable small and medium enterprise performance. From the table, internal records ($\beta = 0.748$, $p=0.000$). The positive beta indicated :

$$\text{SMEP} = 1.282 + 0.922\text{IRD} + e$$

(Where SMEP = SMEs Performance, IR = Internal Records)

that internal records positively affect small and medium enterprise performance in Ogun State. The result showed that internal records has significant effect on small and medium enterprise performance. The regression model estimates are shown below as

Table 3: Multiple Regression Analysis (Beta co-efficient) Internal Records Effect on Small and Medium Enterprise Performance in Ogun State

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
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		B	Std. Error	Beta		
1	(Constant)	1.282	.218		3.290	.000
	Internal Records	.922	.047	.748	19.483	.000

a. Dependent Variable: SMEs Performance

Source: Output of Data Analysis (2024)

Hypothesis Two

H02:Market intelligence does not significantly affect small and medium enterprise performance in Ogun State.

To test this hypothesis, the respondents' scores on marketing intelligence and small and medium enterprise performance were computed and subjected to regression analysis. The results are shown in Tables 4 and 5. In Table 4, the results of the analysis was found to be significant with R square = 0.432 showing that marketing intelligence strongly influence small

and medium enterprise performance in Ogun State. Adjusted R-square showed that marketing intelligence caused 0.430 variance in small and medium enterprise performance in Ogun State. In other words, an estimated 43% of small and medium enterprise performance in Ogun State is accounted for by marketing intelligence when all other variables are held constant. The statistical significance of the multiple regression ($F= 226.292$, $p= 0.000$) shows that the model was significant as $p< 0.05$. The result means that we reject the null hypothesis and accept the alternate hypothesis.

Table 4: Model Summary of Regression Analysis for Marketing Intelligence Effect on Small and Medium Enterprise Performance in Ogun State

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.657 ^a	.432	.430	.43311	226.292	.000 ^b

a. Predictors: (Constant), SMEs Performance

Source: Output of Data Analysis (2024)

Analysis from the regression of variables shown in Table 5, the standardized beta co-efficient of marketing intelligence showed the level of contribution of the independent variable to the dependent variable small and medium enterprise performance. From the table, marketing intelligence ($\beta = 0.657$, $p=0.000$). The positive beta indicate that marketing intelligence positively affect small and medium enterprise performance in Ogun State. The result showed

that marketing intelligence has significant effect on small and medium enterprise performance. The regression model estimates is shown below as:

$$\text{SMEP} = 2.142 + 0.538\text{MI} + e$$

(Where SMEP = SMEs Performance, MI = Marketing Intelligence)

Table 5: Multiple Regression Analysis (Beta co-efficient) Marketing Intelligence Effect on Small and Medium Enterprise Performance in Ogun State

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	2.142	.162	13.244	.000
	Marketing Intelligence	.538	.036	.657	15.043

a. Dependent Variable: SMEs Performance

Source: Output of Data Analysis (2024)

Hypothesis Three

H03: Marketing research will not significantly affect small and medium enterprise performance in Ogun State.

To test this hypothesis, the respondents' scores on marketing research and small and medium enterprise performance were computed and subjected to regression analysis. The results are shown in Tables 6 and 7. In Table 6, the results of the analysis was found to be significant with R square = 0.497 showing that marketing research strongly influence small and medium

enterprise performance in Ogun State. Adjusted R-square showed that marketing research caused 0.495 variance in small and medium enterprise performance in Ogun State. In other words, an estimated 50% of small and medium enterprise performance in Ogun State is accounted for by marketing research when all other variables are held constant. The statistical significance of the multiple regression ($F=294.181$, $p=0.000$) shows that the model was significant as $p<0.05$. The result means that we reject the null hypothesis and accept the alternate hypothesis.

Table 6: Model Summary of Regression Analysis for Marketing Research Effect on Small and Medium Enterprise Performance in Ogun State

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.705 ^a	.497	.495	.49821	294.181	.000 ^b

a. Predictors: (Constant), Marketing research

Source: Output of Data Analysis (2024)

Analysis from the regression of variables shown in Table 7, the standardized beta co-efficient of marketing research showed the level of contribution of the independent variable to the dependent variable small and medium enterprise performance. From the table, marketing research ($\beta = 0.705$, $p=0.000$). The positive beta indicate that marketing research positively affect small and medium enterprise performance in Ogun

State. The result showed that marketing research has significant effect on small and medium enterprise performance. The regression model estimates is shown below as:

$$\text{SMEP} = 1.368 + 0.708\text{MR}$$

(Where SMEP = SMEs Performance, MR = Marketing Research)

Table 7: Multiple Regression Analysis (Beta co-efficient) Marketing Research Effect on Small and Medium Enterprise Performance in Ogun State

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.368	.185		7.384	.000
	Marketing Research	.708	.041	.705	17.152	.000

a. Dependent Variable: SMEs Performance

Source: Output of Data Analysis (2024)

CONCLUSION AND RECOMMENDATIONS

From the findings, it was found that internal records have a very strong and positive effect on small and medium enterprise performance in Ogun State, marketing intelligence has a strong and positive effect on small and medium enterprise performance in Ogun State and marketing research has a very strong and positive effect on small and medium enterprise performance in Ogun State all at 0.05 level of significance. As identified above, three measures were employed for marketing information system and they were found positive and significant. The entire hypotheses have strong and very strong effect on small and medium enterprise performance in Ogun State and that the entire alternate hypotheses were accepted and the null hypotheses were rejected thus concluded that marketing information system is positively related to small and medium enterprise performance in Ogun State.

For improved performance in light of its findings, it is recommended that owners or managers of small and medium-sized businesses must ensure that their marketing information programs effectively communicate with both internal and external stakeholders. This will enable the company to project its products' qualities and benefits to the market with a consistent and powerful voice. This will guarantee that the company's sales will increase quickly. This is so that the company may identify

its target markets, thoroughly assess its opportunities, and survey the market to maximize profit and performance. An efficient marketing information system will make this possible. Additionally, small and medium-scale businesses should create or manage cutting-edge marketing information systems that offer company management quick and amazing information about the needs, wants, preferences, and behaviour of customers. The business will have a significant competitive advantage over its rivals as a result.

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