

# The Effects of Automate the Marketing operations on Business performance in Confectionery Industry

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## **Abstract:**

Marketing automation informs the knowledge workers about the business performance of an organization. The insights derived from the analysis allow the knowledge worker to make decisions about strategic direction, as well as decisions to add additional resources to an important project or even a shift in the priorities of a project. The knowledge acquired from automate the marketing operations can also assist informing the end user in whether to fundamentally alter the existing organizational strategy.

**Key Words:** marketing automation, business performance, T-test, tools

## **I. INTRODUCTION:**

Why is the usage of and proficiency in marketing automation important? Why is the integration of marketing automation of such significance? To understand, analyze the customers and distributors as well as other factors such as promotional activities, each of these facets enables the organization to achieve improved business performance and a competitive advantage. According to Harmon (2007), most companies are still experimenting with the specification of process-based performance measures. They rarely have their measures aligned with their strategic goals. However, a few companies have begun to explore the integration of frameworks, with their well-defined systems of measures, and the balanced scorecard.

## **II. OBJECTIVE OF RESEARCH:**

The objective of this study is to explore how marketing automation interprets disparate database information and how this information is used in decision making, organize actions and reactions on the dynamic circumstances to enhance the business performance. The marketing automation strategies do not follow the same track but show different pictures in different situations. The variability of the data may make implementation of the process somewhat complex as the success rate may not to be to an anticipated level.

Business performance of the organization can be measured through different factors like knowledge of customers, distributor analysis, promotional performance and market segmentation. There has been a dramatic proliferation in the number of Indian confectionery

companies using marketing automation technologies, this research initiative will help them to examine the impact of automate the marketing operations on their business performance.

### **III. RESEARCH METHODOLOGY:**

The following research methods are employed for the study: A theoretical framework, a paired T-test. Based on review of previous research on marketing automation effectiveness, implementation of marketing automation in Indian confectionery companies, and comprehensive framework to measure the impact of automate the marketing operations on firm's business performance.

Data has been collected through interview and e-mail survey from fifteen confectionery companies out of which we got the considerable response from twelve organizations. This data collection was done through the convenient random sampling methods. We collected the considerable response from the six area sales and marketing managers of the each confectionery companies using marketing automation tools for their various marketing activities.

we got six firm's area sales and marketing managers out of twelve respondent confectionery companies are using marketing automation tools for their various marketing activities.

The research paper has been segregated into four parts:

- In part 1, we introduce an overview of the research topic along with an objective to study the effects of marketing automation on business performance.
- In part 2, we initially investigate the theories behind this research topic. This part provides a brief introduction to automate the marketing operations, business performance. The specific areas of business performance that are elaborated and focused on by the researcher are customer analysis, distributor analysis, promotional analysis and market segmentation. Some of the technical aspects are also considered, however this part merely serves as an extended prelude for the technical concepts on marketing automation process that are presented in greater depth in the literature review.
- The actual quantitative work undertaken for the research is mentioned in part 3. Here we assess the effectiveness of automate the marketing operations tools on business performance of the confectionery companies. The impact of marketing automation tools on business performance for their confectionery companies are then gauged by analyzing the collected primary data from area sales and marketing managers. Four hypothesis are developed and subsequently tested like h1. Area sales and marketing managers using marketing automation tools will have better ability to assess the effectiveness of promotional campaigns than those not using marketing automation tools, h2. Area sales and marketing managers using marketing automation tools will have better ability to collect better data for distributor analysis than those not using marketing automation tools, h3. Area sales and marketing managers using marketing automation tools will have better ability to collect better data for customer analysis than those not using marketing automation tools and h4. Area sales and marketing managers using marketing automation tools will have better ability to collect better data for market segmentation than those not

using marketing automation tools. The obtained result of the hypothesis when interpreted, demonstrate that business performance will be affected and altered.

- In part 4, we summarized the research work along with contribution in real life scenarios such as the relationship between the use of marketing automation tools by area and marketing sales managers and their confectionery company's business performance.

#### **IV. RESEARCH OUTCOME:**

The major contribution of this research paper is as under:

- With the increasing popularity of automate the marketing operations, the paucity of research in this area is a growing concern. This research represents a pioneering effect in measuring the impact of automate the marketing operations on business performance.
- In this research paper, a theoretical framework was proposed which will help academicians better understand the marketing automation evaluation methods and practitioners measure the payback of it.
- In this paper, we tried to measure the relationship between the use of marketing automation tools and business performance. This research represents a fresh attempt at utilizing marketing automation tools for measuring firms nonfinancial business performance which can be used in evaluation the payback in organization.

#### **V. LIMITATIONS:**

We explain the limitations of the research work as well. Here, we acknowledge the narrow parameters of the investigation. Although the results of the study provide unequivocal evidence that Business performance is affected by marketing automation tools used by area sales and marketing managers in their confectionery companies. Moreover, proposals are forwarded as to how the scope of the research could have been broadened. Other limitations are factors including the decision-makers ability, investment in various tools and technologies, usage of the technologies in the organization, firm's own policies regarding advanced emerging technologies all of which may impact on a firm's business performance.

#### **VI. FUTURE EXTENSIONS:**

The future extension of the research work is also discussed for the researcher fraternity like determining the critical success factor on automate the marketing operations, impact of automate the marketing operations on financial business performance etc.

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