

**ASSESSMENT OF THE STATUS OF
MARKETING INFORMATION SYSTEM IN
SELECTED MANUFACTURING COMPANIES**

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By

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LIST OF ACRONYMS

AACCSA	Addis Ababa Chamber of Commerce and Sectoral Association
IT	Information Technology
MKIS	Marketing Information System
PC	Personal Computer

ABSTRACT

The main purpose of the study was to assess the status of marketing information system in selected manufacturing companies which are found in Addis Ababa. A set of procedures and methods designed to generate, analyze, disseminate and store anticipated marketing decision information on a regular and continuous bases is important for manufacturing companies. A descriptive survey method of study was employed to study marketing information handling activities, sources of marketing information, marketing environmental data collection and characteristics of marketing information these companies are currently using. Sample manufacturing companies were drawn from business directory prepared by Addis Ababa Chamber of Commerce and Sectoral Association (AACCSA) which is issued in 2008. Manufacturing companies were selected on the basis of simple random (to select sector) and purposive sampling techniques (to select companies from each sector). The subjects of the study were marketing managers of manufacturing companies. Data was collected through questionnaire. The result of the study depicted that manufacturing companies are in general at a fair status in handling marketing information even though they are somewhat poor in collecting and distributing pertinent marketing information to users. In using different sources of marketing information for decision making purpose; they are good in using internal records of the company but poor in gathering marketing intelligence (from customers, competitors, distributors and suppliers) and using marketing research as a source of marketing information. The research result also shows that manufacturing companies are poor in collecting marketing environmental data for decision making purpose except legal/political environmental data. Additionally, the research result shows that, the marketing information manufacturing companies are getting currently is not relevant, timely, current and complete to make sound marketing decisions. It is recommended that, companies should establish a well organized marketing information system in terms of appropriate manpower, equipment and procedures.

CHAPTER ONE

Introduction

1.1. Background of the Study

Industrial development on any significant scale is a recent origin in Ethiopia. Although Ethiopia has had long history of handicraft production such as; weaving, blacksmithing, pottery and wood working, modern industry is of a recent phenomenon which began at the end of the 19th century. Ethiopia's industrial sector at present is at its infant stage and the insignificant contribution of this sector to the national economy is a direct reflection of its underdevelopment (Samson and Tadele, 2002).

As cited from Addis Ababa Chamber of Commerce and Sectoral Association (AACCSA), the manufacturing sector of Ethiopia which accounted for merely (13.3%) of GDP in 2006/2007 is dominated by food, beverage, textile, hides and skins and leather industries. But most recently considerable amount of investment is directed towards the establishment of cement factories in response to the strong surge in demand for cement that emanated from huge construction activities booming in the country.

The manufacturing sector is primarily oriented towards processing of agricultural commodities. It supplies important consumer goods to the domestic market. The major manufactured export products comprise clothing and apparel, canned and frozen meat, semi processed hides and skins, sugar and molasses, foot wear, tobacco, beverage, oil cakes, bees' wax, and leather products (www.addischamber.com). Although it has shown some growth and diversification in recent years, much of it is concentrated in Addis Ababa.

Ethiopian manufacturing companies need information to manage their business. It is said that information is the life blood of successful marketing. Kotler (1999) describes the importance of information as, to manage a business well is to manage its future and to manage its future is to manage information. The importance of system in marketing information management as explained by Ramaswamy and Namakumari (2002) are; to improve the data capture process, smoothens the operation, tailors information outputs to suit needs of executives, to sort out conflicting information, and converts data into information. Therefore, in this highly competitive era, the sustainability of business organizations depends on their ability of information management.

Marketing managers need marketing information to make sound decisions. Hence, to be aware of what is going on around the environment of the business organization, the presence of marketing information system (MKIS) is inevitable. Kotler (1999) defines marketing information system as a consistent system of people, equipment and procedures to gather, sort, analyze, evaluate, and distribute needed, timely and accurate information to marketing decision makers.

According to Gounaries, Panigyrakis and Chatzipzgiotos (2007) well organized MKIS has impact on its decision making, designing of formal marketing plans and to become effective in determining customer's needs. In relation to this point, Li (1995) mentioned as, the efficiency and effectiveness of the business are likely to be severely degraded, and weakening its competitiveness if the company fails to establish MKIS.

Among the many decisions made by marketing managers of manufacturing companies are; the decision of changing customer wants, new competitor initiative, what customer segment to serve, with what product or services, at what prices, through which channels, and with

what type and amount of promotion. To decide on these aspects, marketers need marketing information.

Marketing managers should also give attention to the present day dynamic business environment. As Kumer (2004) states, the external environment of a business is characterised by among others, increased competition, rapidly changing technologies and higher pace of globalization of business. Therefore, to be effective in business operation, business organizations should collect regularly pertinent marketing information from political/legal, economic, social/cultural and technological environment.

1.2. Statement of the Problem

Ethiopian manufacturing companies are subjected to stiff competition from local and foreign companies. To be able stay in a business, a company must gather and analyze pertinent marketing information. Ramaswamy and Namakumari (2002) pointed out the significance of effective handling of marketing information as, it is appropriate to say that today for all business firms, the way they handle marketing information accounts for the difference between winning and losing the business game. Those companies that maintain well organized marketing information system could get competitive advantage over their competitors. However, as Kumar (2004) described, in many business organizations information is not managed as it should be and many companies do not manage it as they manage other resources such as finance.

For manufacturing companies which are subjected to extensive local and foreign competition, effective management of marketing information is unquestionable. To get pertinent marketing information, there should be some system in collection, storing, analysis, interpretation and

distribution of data. This system should contribute to the availability of accurate, timely and relevant information. Well organized MKIS provide such benefits for the business organization.

The information manufacturing companies get for sound decision making purpose should be accurate, current, complete, reliable, timely and relevant to give sound marketing decisions. To compete in this highly competitive era, manufacturing companies should effectively gather, store, retrieve and distribute pertinent marketing information for sound decision making purpose. Companies should also gather effectively marketing information from different sources like internal marketing records, marketing intelligence and marketing researches. Moreover, they have to monitor marketing environments such as legal/political, economic, social/cultural and technological environment. Otherwise they will not be able to stay in a business.

Therefore, it is found important to study the status of marketing information system of manufacturing companies. Specifically, on their marketing information handling activities, sources of marketing information for decision making purpose, extent of marketing environmental information collection, and the characteristics of information they are getting currently for decision making purpose. Hence, the fundamental target of this study is to assess the status of marketing information system in manufacturing companies which are located in Addis Ababa.

The study attempts to offer answers for the following basic questions:

1. What is the status of manufacturing companies in handling marketing information for decision making purpose?
2. What is the status of manufacturing companies in using different sources of marketing information for decision making purpose?
3. What is the status of manufacturing companies in collecting marketing environment information for decision making purpose?
4. Do manufacturing companies get marketing information which helps them to give sound decision?

1.3. Objectives of the Study

The main objective of the study is to examine the status of marketing information system in selected manufacturing companies located in Addis Ababa.

Specifically, the study has the following objectives:

1. To study the status of marketing information handling for decision making purpose by manufacturing companies.
2. To look at the usage of different sources of marketing information for decision making purpose.
3. To determine the status of marketing environmental information gathering by manufacturing companies.
4. To examine the nature of marketing information currently used by manufacturing companies as it helps them give sound decision.

1.4. Significances of the Study

The study has the following significances:

1. Helps managers and owners to be conscious of their weakness and problems in handling marketing information so that they may find ways and means to alleviate the problems.
2. Increases level of awareness for managers and owners of business organizations regarding the significance of marketing information system.
3. Provide companies with constructive ideas that would help them become competent in the market place.
4. Serves as bases for detailed and further study for those who have the intension to make research on marketing information system in Ethiopian companies.

1.5. Delimitation of the Study

Data for the study is collected only from those manufacturing companies which are members of Addis Ababa Chamber of Commerce and Sectoral Association (AACCSA) and found in the business directory published by AACCSA in 2008.

Also, to minimize diversity of characteristics of respondents, data were collected only from large and medium sized manufacturing companies. Small manufacturing companies were purposely excluded from the study.

1.6. Limitations of the Study

Absence of sufficient literature in the area of marketing information system was one of the challenges of the study. The diversity of respondents in their location was also another problem in data collection phase. Companies were scattered at different parts of the city and they

were far from each other. Besides, getting the right person at the right time was another major challenge that was faced during data collection. Inability of getting list of companies with organized MKIS before the study was also one of the limitation of the study.

1.7. Definition of Operational Terms

Marketing Information System (MKIS): A set of procedures and methods designed to generate, analyze, disseminate and store anticipated marketing decision information on a regular, continuous bases (Evans and Berman, 2003).

Internal Records: Is the generation, recording, storage and retrieval of data that all organizations produce as part of the general process of conducting their business (Lankaster and Reynolds, 1999).

Marketing Intelligence: The systematic collection and analysis of publicly available marketing information about competitors and developments in the market place (Kotler and Armstrong, 2004).

Marketing Research: The systematic and objective search for and analysis of information relevant to the identification and solution of any problem in field of marketing (Sumathi and Saravanel, 2004).

Marketing Environment: The competitive, economic, political/legal, technological and socio-cultural forces that surround the firm and affect the marketing activities of the firm (Pride and Ferrell, 2000).

Decision Making: A rational choice among alternatives – making a judgment or reaching a conclusion (Plunkett and Attner, 1989).

1.8. Organization of the Paper

The paper is organized in such a way that it would give a coherent approach and idea to the findings. Thus, the first chapter deals with introduction. The second chapter is concerned with review of related literatures. The third chapter consists of research method and procedures. Chapter four involves the analysis and interpretation of data collected. Finally, chapter five brings the study to an end with summary of findings, conclusions and recommendations of the study.

CHAPTER TWO

Review of Related Literature

2.1. Introduction

Marketing is concerned with creating superior competitive power through the superior use of information (Lankaster and Reynolds, 1999). The fundamental purpose of marketing is also to allow a firm to plan and execute the pricing, promotion, and distribution of products, services, and ideas in order to create exchange that satisfy both the firm and its customers. However, there are always uncertainties in doing so. Uncertainty lies in the fact that consumer behaviour is unpredictable. Concerning this idea Hair, Bush and Ortunua (2003) indicated that in order to reduce uncertainty, marketing managers must have accurate, relevant, and timely information. Ramaswamy and Namakumari (2002) also pointed out that, marketing information is crucial to effective marketing management.

There are different factors that raise up the importance of information. Goni (2001) clearly stated that the existence of more global markets, competitive pressure, growing or expanding markets, and more demanding consumers makes it necessary to rely on highly specialized information. Barker (2008) reached to a similar conclusion that, information requirement of companies is expanding as their competitive environments become more dynamic and due to the increasing importance of establishing meaningful relations with customers.

Information is also vital in developing corporate strategy and carrying out marketing activities. Ramaswamy and Namakumari (2002) unequivocally stated that information has become important not only in launching new businesses and developing corporate strategies, but also in carrying out every major management and marketing activity. Therefore, in this

global market and high competition era, it is necessary to manage information as other assets are managed in a business enterprise.

2.2. An Overview of Information

Information has been defined in various ways. Some would describe information as knowledge regarding the environment that is derived from facts. Others put it simply as facts placed within a context. Hair et al. (2003) defined information as the set of facts derived from data structures when someone-either the researcher or decision maker- interprets and attaches narrative meaning to the data structure. Kumar (2004) also defined information as a set of facts placed in a context in order to offer knowledge regarding a subject or reduce uncertainty regarding elements of environment.

From the above explanation, one can understand that information serves the purpose of reducing uncertainty regarding the alternative courses of action, in the process of decision making. Every decision area of marketing needs the support of marketing information.

2.3. Information as a Corporate Resource

Many authors consider information as a resource. While stressing information as a corporate resource, Gross, Banting, Meredith and Ford (1998) noted that, information is the most unusual resource, whether it comes as text or numbers, from internal or external sources or as a result of an ongoing or a one time research. In support of this, Lankaster and Reynolds (1999) stated that information is an indispensable resource needs to be carefully managed just like any other resource that the organization may have, like human resources, production and finance. It is becoming increasingly accepted that information is a resource like any other and needs to be managed if it is to be used to its

full advantage. So, information should be considered as one of the most important corporate resources of business organizations.

In contrast to this, many business organizations see information handling, processing and storage as a cost, which can always be reduced at a first economy in times of economic downturn, rather than an investment in their future competitive position (Lankaster and Reynolds, 1999).

2.4. Information as a Source of Competitive Advantage

Other authors consider information from having competitive advantage over their competitors. As Kotler (1999) indicates, in today's information based society, companies with superior information enjoy a competitive advantage. In support of the above idea, Panigyrakis and Chatzipanagiotou (2006) indicated that the value of information increased since it becomes one of the most valuable assets in ranking the competitive rivalry of the modern markets.

Furthermore, Turner (1991) noted that if a firm is to succeed in its business objectives, it will need to access information which adds value to decision making, and which, when analyzed, enhances competitive advantage. Hence, managers must learn to recognize information as a source of competitive strength and pursue actively to generating an information bank of the enterprise (Kumar, 2004).

Therefore, companies must start to consider marketing information as a weapon of getting competitive advantages over their competitors.

2.5. System for Marketing Information

A System is a set of interacted or inter-related elements that are joined together to achieve common goals. A system is essentially an integral procedure which inputs are received, processed and stored, and the

outputs are transmitted from absorption in the main stream (Kumar, 2004).

A system framework grants several advantages in managing information. Ramaswamy and Namakumari (2002) outlined the need for a system in marketing information as:

System helps to improve the data capture process, to smoothen the operation, to tailor information outputs to suit needs of executives, to help using the same information several times and for different purposes, to integrate all information, and to sort out conflicting Information.

Ramaswamy and Namakumari (2002) also outlined the advantages of having a system for marketing information as follows:

- It provides a set of procedures and methods for regular, planned, purposeful and systematic gathering of data, and its analysis, storage and retrieval.
- Helps improve the data capture process, checking for reliability, and consistency.
- Tailors information outputs to suit the needs of the concerned executives.
- Converts information into insights. Creates customer insights out of data.

2.6. Marketing Information System

The marketing oriented firm needs a system devoted to the management of the entire information needs of the organisation. Such a system is known as Marketing Information System (MKIS). Marketing information system was defined in a number of different contextual ways by different authors. One common thing of all the definition is related to the supply of information that will be helpful to make decision related to marketing.

The first definition of marketing information systems was presented by Cox and Good (1967) cited in Li (1995) who referred to it as a group of procedures and methods for the planned analysis and the presentation of information to be used in marketing decision making. Later this definition was extended by several authors such as Brien and Stanform (1988) who defined MKIS as:

MKIS is a structured, interacting, complex of persons, machines and procedures designed to generate an orderly flow of pertinent information collected from both intra and extra-firm sources, for use as the basis for decision making in specified responsibility areas of marketing management.

According to Gounaris et al. (2007) the purpose of MKIS applications is to integrate inputs from various organizational functions into a holistic and meaningful map of company's activities, depicting its interactions with suppliers, customers, and so on.

Companies must study their manager's information needs and design marketing information system to meet these needs (Kotler, 1999). It is MKIS that assist marketing management conduct all of their necessary information duties in a systematic and planned way. This management process anticipates and delivers customer value more effectively and efficiently than the competition and, in a profit making organisation, does so at an acceptable level of profit (Buttery and Buttery, 1991).

As Li (1995) suggested, to be able compete today, business organizations must have MKIS. It helps business organizations to make rational decision based on timely, appropriate and accurate information. Therefore, the entire rationale for a firm adopting MKIS is that the system assists members of the marketing team to make improved decisions, or enables them to make decisions faster and more efficiently.

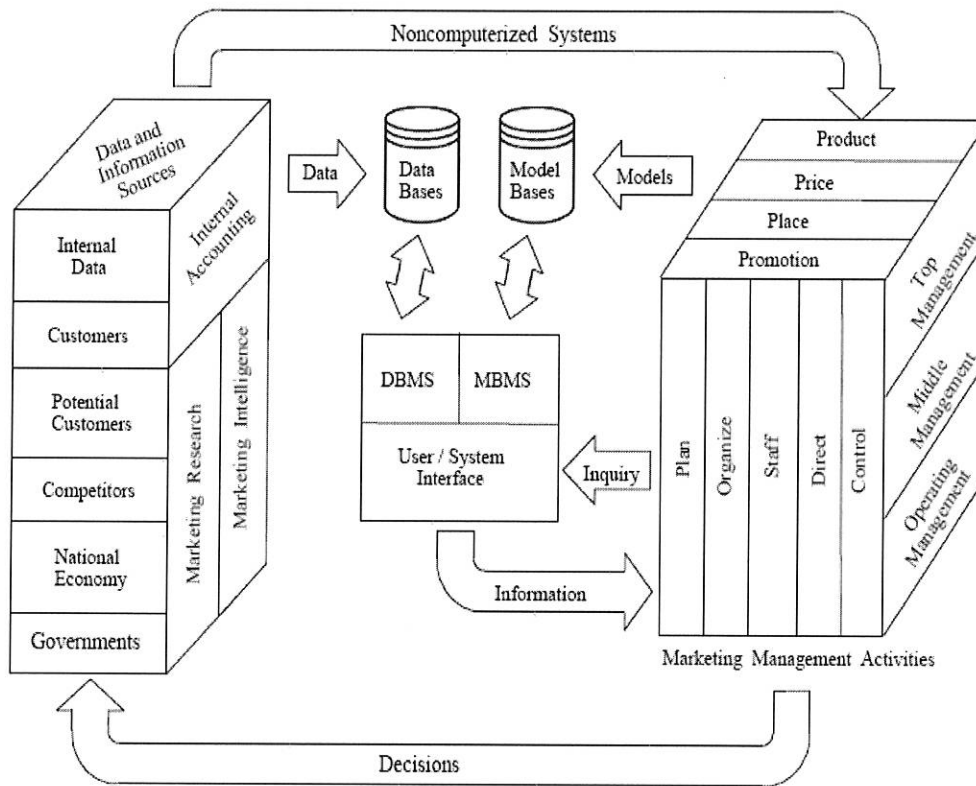


Figure 1: Framework of Marketing Information System

Source: Li (1995), Marketing Information System in the Top US Companies. (p.2)

The above figure shows that the company collect, store and distribute marketing information for decision makers. The company collect data from internal data sources, customers, potential customers, competitors, national economy and governments. The company use different sources of marketing information like internal accounting (internal records), marketing intelligence and marketing research and store them in a data base.

The company utilize data base to store marketing management information. Then the company process, classifies, analyse and organize marketing information. Finally, the company produce information from data. Through this information, marketing managers can make decision

on pricing, product, promotion and placing. This system also supports marketing management functions – planning, organizing, staffing, directing and controlling.

It is true that in many organizations MKIS is integrated as part of a computerised system. But it is not the case at all. Lankaster and Reynolds (1999) reached to the conclusion that MKIS doesn't mean using complicated information technologies; so small organizations can manage MKIS manually with the use of reference cards and files:

The term system often summons up thoughts of computers in the minds of many people. They incorrectly feel it must be too complicated for their firm and requires a lot of technical skill to design implement and manage. This is not the case at all. Such system can be purely manual and the level of technical knowledge required in getting a basic system up and running can be acquired by virtually everybody. Manual system will lack only the ease of storage and retrieval of a computer system. Firms of all sizes and types are carrying out information audits in an attempt to design system that will meet their information needs and gives them a competitive advantage over the competition.

2.7. Significance of Marketing Information System

MKIS has much significance for business organizations. Among the significances, Li (1995) pointed out that MKIS makes it possible for a firm to react rapidly to customer needs. Gounaris et al. (2007) also describes decoding customers' behaviour allows the company not only to understand customers' present needs but also to foresee their future needs more clearly.

Kelley and Gummesson (1999) in Gounaries et al. (2007) clearly put the significance of marketing information system in the following way:

Through the integration of pertinent and timely information, MKIS allows marketing executives to build a well-defined picture of customer's needs, which in turn allows them to perform better and meet their job requirements, particularly when it comes to such tasks as sales and customer service.

The other benefit of MKIS is the ability to monitor a company's market environment more effectively, specifically with respect to customer relations, and thus to assist managers and salespeople in meeting their marketing objectives (Speier and Venkatesh, 2002). The MKIS also provides marketing managers with marketplace information and this may be used to modify, improve, or delete products and services (Li, 1995).

MKIS benefit the firm more when there is cooperation and willingness to share information between the departments of the organization. In the work of Brien and Stanform (1988), the need of cooperation for successful MKIS is well explained as it requires the coordinated effort of many departments and individuals including: top management, marketing management and sales management, new product development, marketing research group, system analysts and designers.

2.8. Characteristics of Good Marketing Information

Ramaswamy and Namakumari (2002) outlined Characteristics of good marketing information as follows:

- **Relevance to the decision-making:** Describes having some logical connection with the decision needed.
- **Completeness:** Describes having all important or full information required.
- **Reliability:** Describes the information marketing managers get should be trusted to do what is expected or has been promised.
- **Accuracy:** Describes the correctness or truthfulness of the information for their intended use.
- **Timeliness:** Describes receiving information quickly and on time.

- Currency: Refers to the age of the information appropriate for decision making.
- Objectivity: Describes information should be free from any bias caused by personal feeling.
- Confidentiality: Describes that all information should not be available to the public.

On the other hand, Kumar (2004) outlined the following as characteristics that adds value to the quality of information:

- Promptness in availability and updation: Decision is to be taken within a time frame and therefore, information must be available within the desired time frame. It is well said that 'information delayed is information denied'.
- Accuracy: It is the degree of the absence of error in the process of generation of information.
- Precision: Too much information sometimes results in dumping if important information in the heap of details that may not be required at a particular point of time. Excessive detail of information results in information overload causing what is now being termed as information fatigue syndrome.
- Completeness: Information communicated to a manager should be complete and meet all his needs. Incomplete information can be misleading and may result in wrong decisions.
- Unambiguity: Information must be unambiguous and should be communicated in such a way that it conveys the same meaning to different users.

Thus, to make sound decisions, marketing managers should get information which is characterized by relevance to the decision-making, complete, confidential, reliable, accurate, timeliness, objective and accurate.

2.9. Marketing Information Handling Activities

All aspects of information handling; its collection, storage, retrieval and distribution must be managed to succeed in this global market. Fletcher (1995) indicated that, in today's global market place, the success of a company depend on how well it can gather, manage, and utilize pertinent information and integrate it into the marketing managers' decision making processes.

Information gathering (collecting) is concerned with locating information that is needed by or is relevant to the tasks of marketing management (Kotler and Armstrong, 2004). Based up on marketing management's need, the company search certain types of marketing information and data.

Collection of marketing information can be done through scanning trade journals, reports, magazines, newspapers and any other secondary source that may provide useful information to marketing manager. Then companies store the collected information appropriately. In support of the above idea, Gross et al. (1998) identified that well-run organizations are creating in-house information centres that store their own marketing transactions and activities of others, such as competitors, suppliers, distributors and regulators.

Marketing information collected in the above way should be stored effectively in such a way that it is possible to retrieve back data. Marketing information has no value unless managers use it to make better marketing decisions. The information gathered and analyzed through marketing intelligence and marketing research must be distributed to the right marketing managers at the right time (Kumar, 2004).

2.10. Sources of Marketing Information

The importance of information and significance of MKIS has been discussed thoroughly. But one can ask from where companies get pertinent marketing information? In response of this question, Turner (1991) pointed out that information will enter the firm through various functional areas and at different management levels. Among the many ways of marketing information gathering, some of them as mentioned by Gross et al. (1998) are own ideas and experience; internal operating reports; contacts with customers, suppliers and outside experts; a random sample of published items, and surveys by their own research staff.

The sources used to gather marketing information can take a personal and impersonal format. Ashill and Jobber (2001) discussed the issue in detail as:

Personal sources of information were described as involving direct contact with other individuals and includes face to face /telephone/, verbal contact with external customers, suppliers, competitors; and distributors; impersonal sources were described in terms of written documentation such as marketing reports, professional/trade journals and computer generated reports.

Basically, sources of marketing information are categorized in to three parts namely; internal record system, marketing intelligent system and marketing research system. Hereafter, each sources of marketing information are discussed in detail.

2.10.1. Internal Records

Internal record system refers to all information received and generated by the firm with in the company. According to Brien and Stanform (1988) internal record includes fundamental records of costs, shipments, and sales and any analysis of these that can be made to measure the firm's performance (distribution, cost analysis, market share, and the like).

Lankaster and Reynolds (1999) further explained internal record system as the generation, recording, storage and retrieval of data that all organizations produce as part of the general process of conducting their business. Similarly, Kotler (1999) identified marketing managers rely on internal reports on orders, sales, prices, costs, inventory levels, receivables, payables and so on.

Many firms do not use information that is available with internal record of the firm as much as needed. They don't analyze and summarize information in such a way that convenient for marketing decision making purpose. In support of the above idea, Gross et al. (1998) indicated the underutilization of internal record system for decision making as:

There are internal statistics on characteristics of customers, seasonal sales patterns, frequency of purchase, export shipments, and other relevant business activities, but they may be hidden in folders or file drawers. To serve as valuable marketing information the files must be located, organized, and shared with all colleagues one can make use of them.

2.10.2. Marketing Intelligence

The second type of marketing information source is marketing intelligence. According to Ramaswamy and Namakumari (2002) marketing intelligence furnishes information on changes in market conditions, changes in market customer requirement, emerging strategies of competitors and emerging opportunities in the business.

Hair et al. (2003) defined marketing intelligence as a procedure for collecting daily operational information pertinent to the company and the markets it serves. The basic difference between internal record system and marketing intelligence system as Kotler (1999) explained is that internal record system supplies result data where as the marketing intelligence system supplies happening data. Marketing intelligence is the sort of information that many employees generate or come across

every day as part of their regular job. In support of this Lankaster and Reynolds (1999) identified that in many firms such information is thought to be of little or no consequence and hence no one bothers to report it and it simply becomes a wasted resource.

The different ways of marketing intelligence collection by companies was reviled by Kotler (1999) as follows:

1. The company can train and motivate the sales force to spot and report new developments. Sales representatives are positioned to pick up information missed. Many companies hire specialists to gather marketing intelligence.
2. The company can motivate distributors, retailers, and other intermediaries to pass a long important intelligence.
3. Companies can collect competitive intelligence by purchasing competitor's products; attending open houses and tradeshow, reading competitor's published reports; attending stock holder's meetings, talking to employers, dealers, distributors, suppliers; collecting competitor's advertising, and looking up news stories about competitors on the internet.
4. The company can purchase information from outside suppliers. Some research firms gather consumer-panel data at a much lower cost than the company could manage on its own.
5. Some company circulate marketing intelligence. The staffs scan the internet and major publication, abstracts relevant news, and disseminates a new bulletin to marketing manager.

The use of sales person as gatherer of marketing intelligence is not well developed by many firms. Lankaster and Reynolds (1999) elaborated this idea as:

Sales professionals often possess a treasure of marketing intelligence assembled during the course of their sales activities, but only a relatively small number of firms make full commercial use of this potentially valuable, readily available, relatively inexpensive and important source of commercial marketing intelligence.

Internet is also one means of collecting marketing intelligence for the company. Hair et al. (2003) identified the use of internet for marketing intelligence source of data as:

The internet has dramatically accelerated the speed at which anyone can track down useful information. The internet houses company websites describing products and services and containing information that can be used to evaluate corporate structure and marketing positioning strategies. An additional use of the internet is to track and monitor current alerts about competitors. Press releases and news stories contain a wealth of information about a competitor's services, products, and markets.

2.10.3. Marketing Research

The third way of generating marketing information is marketing research. The marketing research is the function that links an organization to its market through the gathering of information. Kotler (1999) defined marketing research system as the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company. Most of the time, research is defined as a process. Specially, the collection of information as it applies to marketing research is a systematic process.

The specific task in marketing research process include designing methods for collecting information, managing the information collection

process, analyzing and interpreting results, and communicating findings to decision makers. A research is not done for its own sake, but to help managers make better decision. According to Lankaster and Reynolds (1999) the primary objective of marketing research is to find, in a systematic way, reliable, unbiased answer to questions about the market for goods or services and to look at ideas and meaning on many issues. In support of this, Wrenn, Stevens and Loudon (2004) added that the basic purpose of marketing research is to reduce uncertainty of the outcome surrounding a decision that makes decision making difficult. Goni (2002) also elaborated marketing research system as it consists of studies purposely designed to meet the needs of the organization; it has a beginning and an end, and it is translated into a research report.

The goal of marketing research is to provide facts and direction that managers need to make their more important marketing decisions. Marketing research by itself does not arrive at marketing decisions, nor does it guarantee that the organization will be successful in marketing its products. However, when conducted in a systematic, analytical, and objective manner, marketing research can reduce the uncertainty in the decision-making process and increase the probability and magnitude of success (Xu, 1999).

Hence, companies should use different sources of marketing information like internal marketing records, marketing intelligence and marketing research for effective operation of the business and for sound decision making.

2.11. Marketing Environment

The marketing environment is changing at an accelerating rate, so the need for real time marketing information is greater than at any time in the past. More and more, companies are faced with the need to control an ever larger and rapidly changing marketing environment. Panigyrakis and Chatzipanagiotou (2006) described as a great number of companies today are confronted with a continuously changing and highly competitive marketing environment. Therefore, marketers must continue to modify their marketing strategies in response to dynamic environmental forces.

Changes in marketing environment create uncertainty, threats, and opportunities for marketers. In support of this, Fletcher (1995) describe that the types of decision made in marketing requires constant scanning of the environment to recognize opportunities and threat, and a corresponding analysis of the firm to identify its strength and weakness. Furthermore, Talven (1995) pointed out the quest for winning business strategy will force a firm to match its internal capabilities to external market opportunities.

Some authors categorize marketing environment as part of MKIS. For example, Kumar and Meenakshi (2006) pointed out as environmental analysis where by economic, social, legal, technological forces are monitored and should be considered part of marketing information system.

To avoid risks that arise in relation to changes in marketing environment, firms must constantly scan their marketing environment. According to the definition of Pride and Ferrell (2000) environmental scanning is the process of collecting information about forces in the marketing environment. Kumar and Meenakshi (2006) explained importance of environmental scanning as it enables an organization to

act upon rather than react to opportunities and threats. Scanning involves observation, secondary sources such as business, trade, government, and general - interest publications, and marketing researches.

Kumer (2004) classified marketing environments as internal and external:

The external marketing environment is characterized by among others, increased competition, rapidly changing technologies and higher pace of globalization of business. On the other hand, the internal environment is subject to varying degrees of centralization and decentralization of operations, fattening of organizations structures mergers /acquisitions/ and disinvestment leading to diversification of business including the product mix.

It has been discussed that constant scanning of environment is essential for the existence of business firm. But one can ask what would happen to a firm if it fails to scan environment constantly? So, according to Pride and Ferrell (2000) marketing managers who fail to recognize changes in environmental forces leave their firms unprepared to capitalize on marketing opportunities or cope with threats created by changes in environment.

Marketing environment consists of political/legal environment, economic environments, social/cultural environments and technological environments. Here after, each marketing environment is discussed one by one.

2.11.1. Political/Legal Environment

Marketing decisions are strongly affected by developments in the political and legal environment. This environment according to Kotler (1999) is composed of laws, government agencies, and pressure groups that influence and limit various organizations and individuals. Political environment has several aspects. Form of government adopted by the

country is the first. Political stability of government is an essential requirement of economic growth. Elements like social and religious organizations, media and pressure groups, and lobbies of various kinds are also part of the political environment.

Turner (1991) also pointed out legal and regulatory information will have elements which are general (society-wide legislation and broad political developments) as well as specific to the industry in which the firm operates (trade practices, legislation and industrial laws). Legal information is also important in the firm's legal framework through contract considerations or declaration of company intentions in the areas of acquisition or joint venture.

2.11.2. Economic Environment

The economic environment can have a major impact on businesses by affecting patterns of demand and supply. One of the most important factors under economic environment is the income of consumers. This indicates their ability to spend on the products sold by the marketer. According to Kumar and Meenakshi (2006) the marketer not only needs to estimate the income of customers, but they have to decipher the products on which the customer would be willing to spend his money. Inflation is also an important economic indicator of an economy. As Pride and Ferrell (2000) inflation refers to an increase in prices without a corresponding increase in wages, resulting in lower purchasing power of consumers.

Turner (1991) classified economic environment into macro and micro economic level:

At macro economic level the following information; aggregate demand, gross domestic product, current inflation rates and forecast government fiscal policy are important. At the micro economic level, labour economies, i.e. business wage rates, individual demand components and purchasing power are

additional information that should be noted by managers for effective decision making purpose.

2.11.3. Social/Cultural Environment

The society in which people grow up shapes their beliefs, values, and norms. People absorb, almost unconsciously, a world view that defines their relationship to themselves, to others, to nature, and to the universe. Culture, traditions, beliefs, values and lifestyles of the people in a given society constitute the socio cultural environment (Kotler, 1999). These elements decide to a large extent, what the people will consume and how they will buy. Therefore, it is important for marketers to gather information regarding social/cultural environment.

2.11. 4. Technological Environment

According to Hair et al. (2003) today, technology is a major force which industry and business have to think with. For a business firm technology affects not only its final products but also its raw materials, processes and operations as well as its customer segments. New technologies that provide superior value in satisfying needs stimulate investment and economic activity.

Technological development through information processing and IT are critical to successful operational management in many industries. Indeed, technological developments are key components in securing competitive advantage in industries where a high level of information is necessary for both product design and process management (Turner, 1991).

2.12. Support of Information for Managerial Functions

Managerial functions; planning, organizing, staffing, directing and controlling are functions that need the support of marketing information system.

2.12.1. Planning

Marketing managers use the service of marketing information system to plan marketing activities. Each step on the planning process requires a lot of information regarding the internal and external environment in which the plans have to operate (Turner, 1991).

2.12.2. Organizing

Organization structure and information systems are closely related to each other. If the organization structure is the body of the business enterprise, information system is its nervous system. The organization structure should be designed keeping in view the natural flow of information in the business enterprise (Ashill and Jobber, 2001).

2.12.3. Staffing

Well designed information systems can gather information on various critical success factors for each managerial position and monitor the performance on regular basis. The advancement in multimedia technologies can help in automation of training and development systems (Kumar and Meenakshi, 2006).

2.12.4. Directing

Dissemination of information plays a crucial role in directing the efforts of people in the enterprise. The facility of e-mail and use of the intranet has transformed the way formal communication takes place in business enterprises. Seamless flow of information across various departments with the help of information systems can also help in reducing the

communication gaps that are many-a-time the main cause of employee dissatisfaction (Ashill and Jobber, 2001).

2.12.5. Controlling

The information systems play an important role in the controlling process. These systems not only help in measuring the performance of operations but also help in identifying deviations of performance from plans. The comparison between planned and actual performance is then analysed with the help of information systems to identify reasons for deviations (Barker, 1994).

2.13. Support of Information for Marketing Mix

2.13.1. Price

A price represents the value of a good or service for both the seller and the buyer. According to Bolt (2002), marketers should get information while select competitive price policies among cost plus, average pricing, marginal pricing, premium pricing, skimming market segment pricing and penetrating pricing. Evans and Berman (2003) also described that before a price is set for the product, business firms should get information whether customers are price shoppers, brand-loyal customers feature shoppers and convenient shoppers.

2.13.2. Product

Product is a key element in the marketing offerings. Product may be defined as the array of utilities or benefits anticipated by the buyer. It includes the brand name, trademark, design, packaging, instructions, availability of replacement parts, repair and maintenance, warranties, and so on (Pride and Ferrel, 2000).

The process of new product development or modifying existing ones can be better aligned with customer needs. It is true that all the marketing activities are done for the satisfaction of customers and the producers

must know their customer and their needs. To know their customers needs of a product feature, marketers should get marketing information about their product (Turner, 1991).

2.13.3. Promotion

The other area of strategy for which information is vital for effective decision making purpose is adverting and promotion. Promotion is any communication used to inform, persuade, and remind people about an organization's goods, services, images, ideas or impact on a society (Evans and Moutinho, 1999). This includes the sales process, advertising and public relations. Both advertising and promotion strategies are enhanced by information. The reaction of customers to advertising message, the types of media used and the effectiveness of a campaign can be qualified, measured and assessed for effectiveness (Turner, 1991).

The communication effort also becomes more effective and efficient because the marketing information system allows the company to understand consumers' media habits, even at the individual level, permitting enhanced targeting of direct marketing efforts (Barker, 1994).

2.13.4. Placing

Specific information needed to cover the relationship between the type of distribution route chosen and the position of the product in the life cycle, whether distribution channels should be established on a global basis.

The firm may need information on its distribution options which cover such broad issues as whether to market directly or indirectly; what is the most appropriate option in target markets, and what will be the effect of the distribution route chosen on the firm's competitive position (Turner, 1991).

CHAPTER THREE

Research Methods and Procedures

This chapter describes the research method, source of data, samples and sampling technique, data collection instrument, data collection procedures and data analysis technique.

3.1. Research Method

The main purpose of the study was to assess the current status of MKIS in selected manufacturing companies that are found in Addis Ababa. MKIS of companies was studied from the perspective of marketing information handling, sources of marketing information, environmental data collection and characteristics of marketing information used by respondents. To gain current perspective of MKIS in manufacturing companies, descriptive survey method was used. As, Hair et al. (2003) pointed out, descriptive study is more appropriate to gather adequate information when the nature of the study is to describe specific characteristics of existing phenomenon. Survey method helps to obtain first hand information from small samples representing large size population.

3.2. Source of Data

The source of data for this study were marketing managers of selected manufacturing sectors. Primary data were collected from marketing managers of 36 selected manufacturing companies through questionnaire. Marketing managers were selected since the position they hold help them to analyze marketing information system of the company more than any other person.

3.3. Sampling Procedures and Sampling Technique

3.3.1. Sample Selection

Sample of the study were drawn from Addis Ababa Chamber of Commerce and Sectoral Association (AACCSA) business directory which is issued in 2008. The specific sector “produce/Manufacturing” was selected for the study among the many sectors available in the directory. This sector is selected assuming MKIS is much more vital for the sector as manufacturing companies operate in competitive environment and hence tend to have intensive marketing activities.

This business directory is used since it is convenient to get list of manufacturing companies that are found in Addis Ababa and their addresses so as to get their office easily. In the directory, information like: Name of company, product of the company, telephone number, P. O. Box, fax and e-mail address are available. In the business directory of AACCSA issued in 2008, there are 122 manufacturing sectors that are used as population for the study. For this study 36 manufacturing sectors were selected as sample size. It was believed to be representative and adequate for manufacturing companies which are located in Addis Ababa and specifically, for manufacturing companies which are large and medium in their size.

3.3.2. Sampling Technique

Simple random sampling followed by purposive sampling was used to select the sample of the study. Since an accurate list of all sectors is available and to enable each sectors have an equal chance of selection, simple random sampling technique was employed to select sectors under manufacturing. To select sectors 122 small cards were prepared which contain name of sectors, then by facing down cards 36 sectors were selected randomly with a lottery system.

Whereas, in selecting company (from each sector selected in the above procedure), purposive sampling method was employed. Because as Sumathi and Saravanavel (2004) stated, purposive sampling technique is used in order to meet same predetermined criteria that have been deemed important. It is assumed that large and medium sized companies have better performance and dedication to marketing information system. Small manufacturing companies thus are excluded from study due to the concern that small sized companies may not have marketing department and may not committed to MKIS to a significant extent.

Number of employees is the most widely used yardstick in classifying companies in different size. According to, Haylay (2007), a company with (20-100) employees are classified under small enterprises, where as (101-500) employees are medium enterprises and above 500 employees are large sized enterprise.

3.4. Data Collection Instrument

The instrument used to gather data was questionnaire (see appendix B for English version). Questionnaire is an appropriate method to obtain large amount of factual data, opinion and attitude in structural framework from respondents at a time. The instrument used to collect data in the study was prepared on the intended data to be collected, on the bases of the review of related literature and adopting previous research questionnaire by (Li, 1995) in Ethiopian context. The questionnaire was constructed initially in English. For convenience and easy understanding by the respondents, the English version was translated to Amharic by English teachers with MA degree in English.

The questionnaire is classified into five sections. The first section contains the general background information of respondents and the company. The second section deals with information handling activities

of the companies in terms of collection, storage, retrieval and distribution. The third section raise questions related to sources of marketing information in relation with internal records, marketing intelligence and marketing research. The fourth and fifth section of the questionnaire tries to find out marketing environment data collection by the companies (political/legal, economic, social/cultural and technological) and regarding characteristics of information marketing managers are getting currently respectively. For most of the questions, a 5-point likert scale type questions with end anchors “1=very poor” to “5=very good” was used for section two, three and four while for section five “1=strongly disagree” to “5=strongly agree” were used.

3.5. Data Collection Procedures

After questionnaire is developed and before the actual investigation takes place, it was found important to make pilot test of the questionnaire. Pilot test was conducted to make the necessary correction. Accordingly, the drafted questionnaire was distributed so as to make some corrections and to exclude ambiguous questions. Pilot test was conducted using eight manufacturing enterprises located at “Kolfe Keranio” sub city industry zone. Based on the feed back received from sample respondents, the questionnaire was revised. Some questions which were vague to respondents have been rephrased and items also removed from the questions. The final questionnaire was distributed to 36 selected manufacturing companies and all of them were collected and used for analysis.

3.6. Data Analysis Techniques

Data gathered through questionnaire, were edited, categorized, tabulated, and transformed into frequencies. Then the gathered data were analyzed using descriptive statistical methods like; percentage, frequency, and mean. Percentage was used to describe the personal characteristics of respondents. Also, in all tables, data are presented in both figures and percentages to add more clarity to the presentation of the finding of the study. Mean is employed to determine where average respondents fall in the rating scales.

CHAPTER FOUR

Analysis and Interpretation of Data

This chapter deals with the analysis and interpretation of data collected through questionnaire from sample manufacturing companies which are located in Addis Ababa. The responses of marketing managers to each of the questions are analyzed and interpreted. The data gathered through questionnaire are organized using tables or graphs followed by discussions.

This chapter is grouped in to two main parts to satisfy the coherent presentation of data. The first part of the chapter deals with analysis and interpretation of data related to the background information of respondents.

The second part of this chapter contains four sub-parts. The first sub-part deals with analysis and interpretation of respondent companies' marketing information handling in terms of; collection, storage, retrieval and distribution of marketing information. The second part presents the sources of marketing information (internal records, marketing intelligence and marketing research) used by respondent companies. The third is about marketing environmental data (economical, social/cultural, political/legal and technological information) collected by respondent companies. The final part deals with the nature of marketing information (relevancy, accuracy, timely, currently, reliability and completeness) used by respondent companies.

4.1. Background Information of Respondents

The purpose of this topic is to provide basic background information about the target group. The target group of this study are medium and large sized manufacturing companies which are located in Addis Ababa. Background of respondents is presented in two parts. The first part describes the profile of the marketing manager's sex, age, educational status, and years of service. The second part describes profile of the company's number of employee and type of ownership.

Table 1: Background of Respondents by Their Sex and Age

No.	Item	Number of Respondents	Percentage (%)
1	Sex:		
	Male	19	52.8
	Female	17	47.2
	Total	36	100
2	Age in years:		
	18-25	-	-
	26-30	4	11.1
	31-35	9	25.0
	36-40	16	44.4
	41-45	5	13.9
	Above 45	2	5.6
	Total	36	100

Regarding the respondents' sex, a little more than half 19(52.8%) of them are reported as male and the remaining little less than half 17(47.2%) of them as female (Table 1). It is possible to say respondents are somewhat proportional sex wise.

In terms of age of respondents, the great majority 25(69.4%) of them are claimed to be in the middle age group (31-40); about one-tenth 4(11.1%) of them fall in younger age group (18-30); and one fifth 7(19.5%) of them are senior age group which is above 41 years old. From the data one can infer that the majority of them are middle aged group (Table 1).

Table 2: Background of Respondents by Their Educational Status and Service Years

No	Item	Number of Respondents	Percentage (%)
1	Educational Status:		
	12 grade completed & below	-	-
	Certificate	-	-
	College Diploma	11	30.6
	First Degree	23	63.8
	Masters and above	2	5.6
	Total	36	100
2	Service Years of Respondents:		
	Less than 1 year	-	-
	2 – 5 years of service	9	25.0
	6-10 years of service	21	58.3
	11-15 years of service	6	16.7
	16 and above years of service	-	-
	Total	36	100

Concerning educational status of respondents, the majority 23(63.8%) of them are reported to be first degree holders; followed by 11(30.6%) with college diploma. The remaining 2(5.6%) of them are second degree and above holders (Table 2).

As far as years of service of respondents in the area of marketing and related activities is concerned, the majority 21(58.3%) of respondents are claimed to have served for (6-10) years. One-fourth 9(25%) of respondents are from (2-5) service years, the remaining 6(16.7%) of them are with service of (11-15) years in marketing and related activities (Table 2). Therefore, it is possible to say that most of the respondents have better educational status and work experience to assess marketing information status of their company.

The companies' background is also studied by the number of employees and type of ownership.

Table 3: Background of Companies

No.	Item	Number of Respondents	Percentage (%)
1	Number of employees:		
	Under 200	-	-
	201- 400	8	22.2
	401- 600	12	33.3
	601- 800	7	19.5
	801- 1000	5	13.9
	Above 1000	4	11.1
	Total	36	100
2	Type of ownership:		
	Private	20	55.6
	Government	16	44.4
	Total	36	100

Item 1 of Table 3 describes number of employees respondent companies have. According to the information obtained, 12(33.3%) of respondent companies have employees from (401-600); followed by 8(22.2%) of the

respondent companies with (201-400) employees. Moreover, 7(19.5%) and 5(13.9%) of companies have employee from (601-800) and (801-1000) employee respectively. Finally, 4(11.1%) of the companies are reported to have more than 1000 employees. From this it can be said that the majority of respondent companies have more than 400 employees. Therefore, the sample companies are medium and large in their size as cited in (Haylay, 2007).

It has been also recorded in Table 3 that the majority 20(55.6%) of respondent companies are privately owned and the remaining 16(44.4%) of the companies are government owned.

4.2. Analysis of Information Handling, Sources of Information, Environmental Data collection and Characteristics of Marketing Information of Companies

Hereafter, the companies' marketing information handling activities, sources of marketing information used by them, marketing environmental information collection and nature of marketing information currently used by companies under the study is analyzed one by one.

4.2.1. Analysis of Marketing Information Handling of Companies

a. Companies Information Handling Activities

To investigate the companies' status in handling marketing information, respondents were asked about their collection, storage, retrieval and distribution of marketing information for decision makers.

Table 4: Companies' Response on Information Handling Activities

No.	Item	Rating Scales					\bar{X}	SD
		Very Good (5)	Good (4)	Fair (3)	Poor (2)	Very Poor (1)		
		No	No	No	No	No		
1	The company's collection of pertinent marketing information from different sources is	1 (2.8%)	5 (13.9%)	9 (25%)	13 (36.1%)	8 (22.2%)	2.39	1.07
2	The company's storage of the already collected marketing information is	7 (19.4%)	20 (55.6%)	6 (16.7%)	3 (8.3%)	-	3.86	0.83
3	The company's retrieval system of the already stored marketing information is	10 (27.8%)	12 (33.3%)	7 (19.4%)	5 (13.9%)	2 (5.6%)	3.64	1.19
4	The company's distribution of marketing information for decision makers on time is	2 (5.6%)	6 (16.7%)	9 (25%)	12 (33.3%)	7 (19.4%)	2.56	1.16
Grand Mean		3.11						

\bar{X} = mean

SD= Standard Deviation

In order to assess marketing information handling activities of respondent companies, 4 items were raised for rating. Among these, the first item in Table 4 which says "The company's collection of pertinent marketing information from different sources" was rated as a good status by 6(16.7%) of companies, fair status by 9(25%) of companies and poor status by majority 21(58.3%) of companies. The mean score of the item is (2.39) on five point scale which is below average.

The data reveals that, one-fourth of the companies (25%) report as they are fair in collecting marketing information, while most of them (58.3%) of them are poor in collecting marketing information from different sources for decision making purpose. From this data, one can infer that marketing information collection by manufacturing companies is in its poor status. This may happen due to inefficient effort by companies to gather information from different sources and poor consideration of information as a resource of the company.

Item 2 of Table 4 which says "The company's storage of the already collected marketing information" was asked to assess the companies' marketing information storage efficiency. The item is rated as a good status by the majority of respondents 27(75%) of companies, as a fair status by 6(16.7%) of companies and as a poor status by 3(8.3%) of companies. The mean value of the item is scored above average (3.86).

This reveals that most of the companies (75%) of them are in a good status in storing marketing information they have already gathered. This could be true due to the development of information technology (IT) in storing pertinent marketing information. Companies are using personal computers (PC) in storing marketing data.

Respondents were also asked about retrieval aspect of the already collected and stored marketing information. The data on Table 4, item 3 reveals that, the majority 22(61.1%) of companies respond as they are in a good status, while 7(19.4%) and another 7(19.4%) of them respond at they are in a fair and poor status. As the mean value of the item (3.64) shows, companies rated the item above average.

From the data one can infer that, most of respondent companies are in a good status in getting back marketing information they already collected and stored. This could happen due to the presence of appropriate storage

system of marketing information. Use of PC may also contribute a lot for retrieval of marketing information.

Finally, respondents were asked about company's status in distributing pertinent marketing information for decision making purpose on time. The data shows that, 8(22.3%) of them are at a good status; whereas, 9(25%) of them are at a fair status and the remaining 19(52.7%) of them are at a poor status. The mean value of the item (2.56) shows that respondents rated the item below average (Table 4).

The data reveals that the majority of manufacturing companies (52.7%) of them are in a poor status in distributing marketing information they got to users on time while a considerable number of companies (25%) report as they are in a fair status with this regard. This shows that pertinent marketing information is flowing in moderately fair way to the marketing managers on time.

Even though there is difference in mean value of; collection (2.39), storage (3.86), retrieval (3.64), and distribution (2.56) the overall grand mean of information handling by respondent companies is found to be (3.11) which is slightly above average on five point scale. This shows as respondent companies are in general found to be at a fair status in handling marketing information.

b. Presence of Personal Computer for Marketing Managers

Table 5: Availability of Personal Computer in Office

Item	Number of Respondents	Percentage (%)
Is personal computer available for you in your office?		
yes	30	83.3
No	6	16.7
Total	36	100

To study the automation of marketing information handling, respondents were asked about the availability of PC in their office. The great majority 30(83.3%) of respondent companies have PC in their office. It is only 6(16.7%) of them who do not have PC in their office (Table 5).

This implies that the great majority of marketing managers of respondent companies can manage marketing information with the use of PC.

C. Purpose of Usage of Personal Computer

Marketing managers use computers for different purposes. Those respondents with PC in their office were asked for what purposes they use personal computer. Their responses are analyzed in the following way:

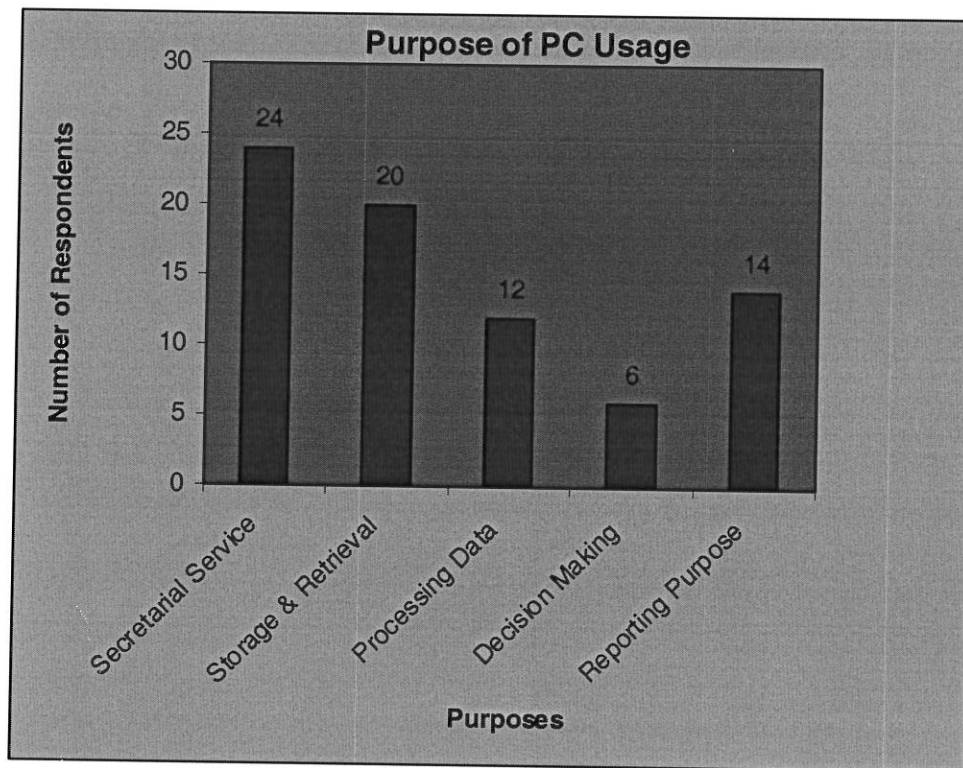


Figure 2: Uses of Personal Computer

As indicated in Figure 2, the top two purposes of using PC in these manufacturing companies are performing secretarial services as well as storage and retrieval of marketing information. Sending and receiving marketing reports, processing marketing data and decision making purpose are the next three purposes of using personal computer in their order.

d. Availability of Internet with Personal Computer in Office

Table 6: Availability of Internet in Office

Items	Number of Respondents	Percentage (%)
Is internet access available with your personal computer?		
Yes	7	23.3
No	23	76.7
Total	30	100

Respondents were asked about the availability of internet with their PC. According to the data obtained on Table 6, the great majority of respondents 23(76.7%) of them do not have internet access in their office. Only 7(23.3%) of them have internet access in their office.

Those companies which have internet access in their office, were asked about the usage of internet. According to their responses, they use internet for intelligence gathering purposes and communication purposes.

Respondent companies use internet to gather marketing intelligences such as: To get current information about the market place, to get information regarding the competitors' move from their website, to know new developments in marketing, to get research results regarding marketing management and to know the technological advancement in production.

Communication purpose of internet includes: To contact with different foreign companies so as to sell their product, to know the price of raw materials the company import, to import raw materials from foreign company, to communicate with customers through e-mail and to search

buyers are some of the uses of internet by companies who have internet access in their office.

e. Presence of Section to Handle Marketing Information

Table 7: Availability of Responsible Section to Handle Marketing Information

Item	Number of Respondents	Percentage (%)
Is there any section responsible to collect and handle marketing information in your company?		
Yes	3	8.3
No	33	91.7
Total	36	100

Respondents were asked about the availability of responsible section to handle marketing information. The great majority 33(91.7%) of respondent companies report as they do not have responsible section in the company to collect and handle marketing information (Table 7).

This implies that, the great majority of manufacturing companies lack section which is responsible to collect pertinent marketing information for the company daily. This could happen due to low level of concern by top level managements or owners to the daily pertinent marketing intelligence the company should get.

f. Presence of Organized MKIS in the Organization

Table 8: Presence of Well Organized MKIS

Item	Number of Respondents	Percentage (%)
Does your company have well organized Marketing Information System?		
Yes	5	13.8
In process of establishing	11	30.6
No	20	55.6
Total	36	100

A well organized MKIS which is organized in appropriate human resource, equipment and procedure can improve company's ability to process information from various sources in a more timely fashion (Barker, 2008). Respondents were asked about the presence of well organized marketing information system in their companies. As Table 8 shows, the majority 20(55.6%) of respondent companies do not have well organized marketing information system in their companies while 11(30.6%) of them report as they are in the process of establishing. It is also noted that only 5(13.8%) of companies have well organized MKIS in their company.

From this, one can understand that the majority of companies do not have well organized MKIS although a considerable number of companies are in the process of establishing it. This may happen due to the reason that information system in marketing area is not well developed in respondent companies.

g. Causes that Hinder Establishment of MKIS

Table 9: Cause for not Establishing Well Organized MKIS

Item	Number of Respondents	Percentage (%)
Cause for not establish well organized MKIS?		
Lack of awareness	2	10
Anticipated benefit is not sought	4	20
Poor effort to establishing the system	11	55
Cost of running the system is high	3	15
Total	20	100

Those companies who do not have well organized MKIS were asked to mention the cause for not having the system. According to the data found on Table 9, poor effort to establish the system is the major cause. Benefit not sought, high cost of running the system and lack of awareness are not the major problem in establishing well organized MKIS in companies under study.

From this one can conclude that, manufacturing companies under the study not only have awareness about MKIS, but also know the benefit provided by the system. What they lack is effort to establishing the system.

h. Marketing Information Collection for Marketing Mix Decisions

The type of marketing information collected by respondent companies in terms of marketing mix ingredient has been studied.

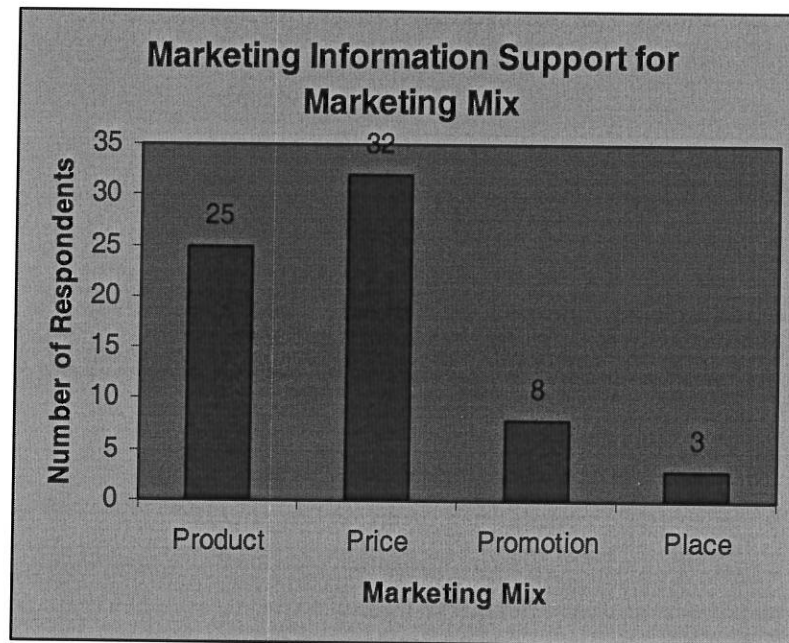


Figure 3: Support of Marketing Information for Marketing Mix Decisions

The marketing mix ingredients: product, price, promotion and placing are among the many types of marketing information needed by the manufacturing companies (Pride and Ferrel, 2000). To this end, respondents were asked about the types of marketing mix elements for which they collect marketing information.

From Figure 3 above, one can understand that price and product related marketing information are the two most important marketing mix elements for which much information is gathered by the companies. On the other hand, promotion and placing marketing mix ingredients receive least proportion of marketing information these companies collect for marketing decision making purpose.

i. Marketing Information Collection for Marketing Management Functions

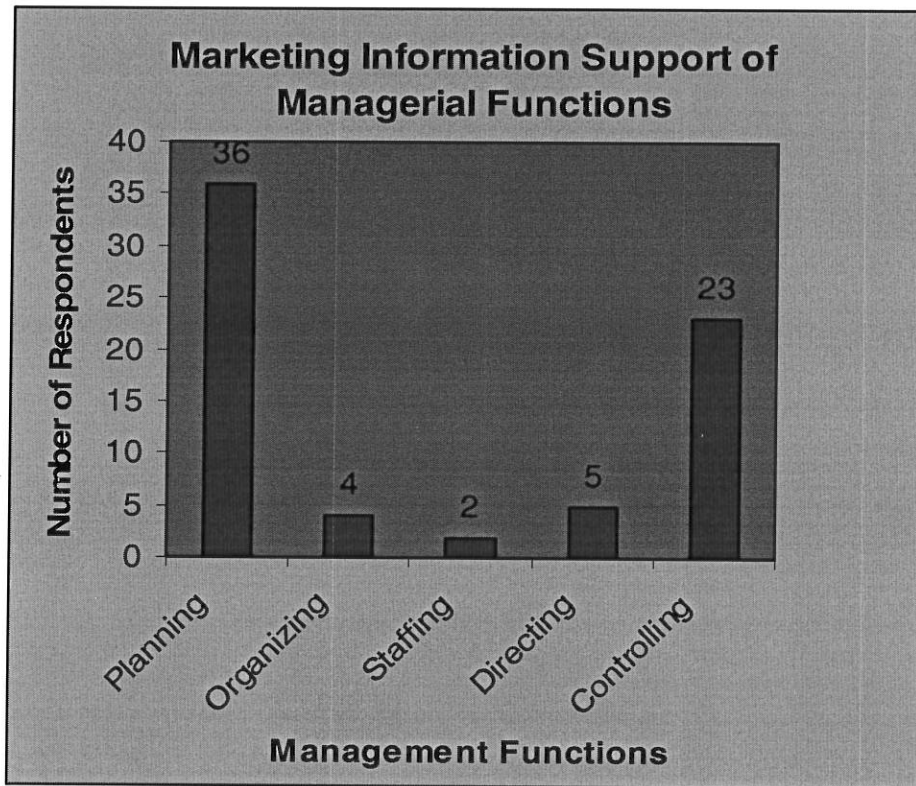


Figure 4: Support of Marketing Information for Marketing Management functions.

Respondents were also asked about for which type of marketing management functions they collect information for marketing decision purpose. Management function ingredients like: planning, organizing, staffing, directing and controlling needs information for sound decision.

To this end respondents were asked to answer for which management function ingredients they gather information. Figure 4, shows that all companies marketing managers collect information for marketing planning activities and majority of them also collect marketing information for controlling purpose. Staffing, organizing and directing management functions receive least support as reported by respondent companies.

In general, the overall level of marketing information handling by companies is good in storage and retrieval aspect. This could happen due to the reason that majority of the companies store marketing information in PC even though only few of them have access of internet. On the other hand, a limitation in collection and distribution of pertinent marketing information is observed. This could be related to the fact that absence of responsible section to collect and distribute pertinent marketing information and absence of well organized MKIS by the majority of responding companies. Pricing and product related information are the most collected marketing information among the marketing mix ingredients. Planning and controlling related information are also the most collected marketing information among the managerial functions.

4.2.2. Analysis of Sources of Marketing Information

Marketing managers get marketing information from different sources. The most basic sources of marketing information as discussed in the literature review are: internal records, marketing intelligence and marketing research. Hereafter, the responses of companies' marketing managers regarding the three sources of marketing information are analyzed one by one.

a. Internal Records Usage of Companies

Table 10: Internal Records as a Source of Marketing Information

No.	Item	Rating Scales					\bar{X}	SD
		Very Good (5)	Good (4)	Fair (3)	Poor (2)	Very Poor (1)		
		No	No	No	No	No		
1	The company's usage of internal records as a source of marketing information is	11 (30.6%)	11 (30.6%)	7 (19.4%)	4 (11.1%)	3 (8.3%)	3.64	1.27
2	The company's organization of internal records in such a way that it helps for marketing decision making purpose is	9 (25%)	12 (33.3%)	6 (16.7%)	8 (22.2%)	1 (2.8%)	3.56	1.18
3	The cooperation and willingness of departments of the company in sharing internal marketing records is	13 (36.1%)	8 (22.2%)	9 (25%)	6 (16.7%)	-	3.78	1.02
	Grand Mean	3.66						

\bar{X} = mean

SD= Standard Deviation

In Item 1 of Table 10, respondents were asked about their usage of internal records as a source of marketing information. Out of the total 36 respondents, the majority 22(61.2%) of them reported as they are at a good status, 7(19.4%) of them as fair and the remaining 7(19.4%) of them reported as they are at a poor status in this regard. The calculated mean value indicates that the item is rated above average (3.64) on five point scale. This shows that respondent companies are at a good status in using internal records for marketing decision making purposes.

In the same Table, item 2, respondents were asked about the companies organization of internal records in such a way that it helps them for marketing decision making purpose. It is indicated that 21(58.3%) of respondents are at a good status, while the rest 6(16.7%) and 9(25%) of them reported as they are at a fair and poor status respectively. The calculated mean value (3.56) shows that manufacturing companies rated the item above average. From the data, it can be understood that respondent companies are at a good status in organizing internal records to be convenient for marketing decision making purpose.

Finally, respondents were asked about the cooperation and willingness of departments of the company in sharing internal marketing records. As indicated on item 3 of Table 10, the majority, 21(58.3%) of them are at a good status while, 9(25%) and 6(16.7%) of them report as they are fair and poor in their status respectively. Respondents also rated the item above average (3.78). The data reveals that there is good cooperation and willingness between departments in sharing internal marketing records.

Table 10 shows as respondents rated all items related to internal records above average. The grand mean result (3.66) also shows as respondent companies in general are at a good status in using internal records for decision making purpose. This could happen due to appropriate keeping of companies' internal marketing records.

b. Marketing Intelligence Usage of Companies

Manufacturing companies gather marketing intelligences from their customers, competitors, distributors, retailers and suppliers of raw materials. There are also different methods of intelligence gathering like: through sales persons of the company, talking to customers, reading published materials and purchasing product of competitors.

Table 11: Marketing Intelligence as a Source of Marketing Information

No.	Item	Rating Scales					\bar{X}	SD
		Very Good (5)	Good (4)	Fair (3)	Poor (2)	Very Poor (1)		
		No	No	No	No	No		
1	The company's usage of sales persons as marketing intelligence gatherer from customers is	3 (8.3%)	4 (11.2%)	12 (33.3%)	14 (38.9%)	3 (8.3%)	2.72	1.06
2	The company's usage of distributors and retailers to gather marketing intelligence from customers is	4 (11.1%)	4 (11.1%)	10 (27.8%)	13 (36.1%)	5 (13.9%)	2.69	1.19
3	The company's status in studying the competitor's move by reading their published reports is	2 (5.6%)	2 (5.6%)	8 (22.2%)	14 (38.9%)	10 (27.7%)	2.22	1.1
4	The company's status in studying the competitor's move by talking to their customers is	2 (5.6%)	3 (8.3%)	10 (27.8%)	12 (33.3%)	9 (25%)	2.36	1.14
5	The company's gathering of information regarding the suppliers of raw materials move is	3 (8.3%)	4 (11.1%)	8 (22.2%)	11 (30.6%)	10 (27.8%)	2.42	1.25
6	The company's gathering of information regarding the move of distributors of its product is	1 (2.8%)	5 (13.9%)	5 (13.9%)	17 (47.2%)	8 (22.2%)	2.28	0.87
	Grand Mean	2.45						

\bar{X} = mean

SD= Standard Deviation

In item 1 of Table 11, respondents were asked to rate collection of marketing intelligence from customers using sales persons. The data

reveals that 7(19.5%) of them are at a good status, 12(33.3%) of them are at a fair status and the remaining 17(47.2%) of them report as they are at a poor status in this regard. The mean value (2.72) indicates as respondents rated collection of marketing intelligence from customers by using sales persons slightly below average. From the data one can understand that respondent companies are moderately fair in collecting marketing intelligence from customers.

With regard to company's usage of distributors/retailers in collecting marketing intelligence from customers, 8(22.2%) of them are at a good status, 10(27.8%) of them are at fair status and 18(50%) of them are at a poor status. The mean value of the item as rated by respondents is (2.69) which is slightly below average. From the result one can infer that respondent companies are moderately fair in collecting marketing intelligence from customers through distributors/retailers.

Respondent companies were also asked whether they collect marketing intelligence regarding competitors through reading their published reports. Table 11 item 3 shows that, 4(11.2%) of them are at a good status, 8(22.2%) of them are fair in their status and the majority 24(66.7%) of them are poor in their status. The mean value (2.22) shows that respondents rated the item below average. From the result one can conclude that respondent companies appears to be in a poor status in collecting marketing intelligence from their competitor's published report.

In item 4 of Table 11, respondents were asked whether they collect marketing intelligence from their competitors by talking to their competitors' customers. The data shows that 5(13.9%) of them are good in their status, 10(27.8%) of them are fair and 21(58.3%) of them are poor in their status. The mean value of the item as rated by respondents is (2.36) which is below average. From the data one can infer that respondent companies are at a poor status in gathering marketing

intelligence regarding their competitors through talking to their competitors' customers.

In item 5, question related to gathering of marketing information about the move of suppliers of raw material was raised for rating. Seven (19.4%) of them are good in their status, 8(22.2%) of them are fair and the majority 21(58.4%) of them are poor in this regard. The mean value of the item (2.42) shows as the item is rated below average. Thus, it can be said that respondent companies are poor in gathering marketing intelligence regarding the move of their suppliers of raw materials.

Respondent companies were also asked about their status in collecting marketing intelligence regarding the move of distributors of their products. Item 6 of Table 11 shows that, 6(16.7%) of them are at a good status, 5(13.9%) of them are fair and the majority 25(69.4%) of them are poor in this regard. The mean value of the item (2.28) shows as the item is rated below average on five point scale. Therefore, respondent companies are poor in studying their distributors move.

From the above finding one can understand that, respondent companies are moderately fair in collecting pertinent marketing intelligence from their customers through sales persons and retailers/distributors. Respondents are poor in collecting marketing information from their competitors through, reading their published reports and talking to competitor's customers. Moreover, they are poor in studying move of their suppliers and distributors. The grand mean (2.45) on five point scale shows that respondent companies under study in general collect marketing intelligence poorly. This could happen due to the reason that the majority of respondent companies concentrate highly on what they are doing internally and they do not bother about what their customers, competitors, suppliers and distributors are thinking and doing.

c. Marketing Research Usage of Companies

One of the sources of marketing information needed by marketing managers to give sound decision is marketing research. Here are questions provided to respondents regarding marketing research.

Table 12: Marketing Research as a Source of Marketing Information

No	Item	Rating Scales					\bar{X}	SD
		Very Good (5)	Good (4)	Fair (3)	Poor (2)	Very Poor (1)		
		No	No	No	No	No		
1	The company's usage of marketing research in solving marketing problems is	-	5 (13.9%)	8 (22.2%)	10 (27.8%)	13 (36.1%)	2.14	1.07
2	The company's usage of marketing research as a source of marketing information is	3 (8.3%)	4 (11.1%)	7 (19.5%)	12 (33.3%)	10 (27.8%)	2.39	1.25
3	The company's status in studying wants of its customers is	2 (5.6%)	5 (13.9%)	14 (38.9%)	9 (25%)	6 (16.6%)	2.67	1.09
4	Measuring the level of customers' satisfaction by the company is	3 (8.3%)	6 (16.7%)	6 (16.7%)	8 (22.2%)	13 (36.1%)	2.39	1.36
Grand Mean		2.40						

\bar{X} = mean

SD= Standard Deviation

Respondents were asked about the companies' usage of marketing research in solving marketing problems. As it can be seen from Table 12 of item 1, 5(13.9%) of them are at a good status, 8(22.2%) of them are at a fair status and the majority 23(63.9%) of them are at a poor status in this aspect. The mean result of the response of companies regarding this item is (2.14) which is below average. The data reveals that, respondent

companies are poor in conducting marketing research to solve marketing problems which are occurred in the company.

Respondents were also asked about usage of marketing research as a source of marketing information. In item 2 of Table 12, 7(19.5%) of them are at a good status, another 7(19.5%) of them are at a fair status and the majority 22(61.2%) of them are at a poor status. The mean result (2.39) shows as respondents rated the item below average. The data reveals that respondent manufacturing companies are poor in using marketing research results for marketing decision making purpose.

Studying customer needs and wants allows the company not only to understand customers' present needs but also to foresee their future needs more clearly (Turner, 1991). In this regard, respondents were asked whether they study needs and wants of their customers. In item 3 of Table 12, 7(19.5%) of them reported as they are at a good status, 14(38.9%) of them report as they are fair in this regard and 15(41.7%) of them report as they are at a poor status in this regard. The computed mean result (2.67) shows that companies rated the item fairly below average. From this data one can conclude that respondent companies are somewhat fair in studying needs and wants of their customers.

They were also asked to respond on the study conducted by them in relation to their customers' satisfaction. Nine (25%) of respondents reported as they are at a good status, 6(16.7%) as fair and the majority of them 21(58.3%) report as they are at a poor status in this regard. The mean value (2.39) shows that companies rated the item below average. From this one can understand that respondent companies are poor in studying satisfaction level of their customers with the service provided by them.

The grand mean value (2.40) on five point scale tells that respondent companies rated marketing research activities of their companies as poor in its status (Table 12). From this one can deduce that marketing research is not well developed by respondent companies as a way of marketing data collection and a tool for decision making purpose.

d. Frequency of Marketing Research Conducted

Table 13: Frequency of Marketing Research Conducted

Item	Number of Respondents	Percentage (%)
Does your company conduct marketing research when the need arises?		
Always when needed	7	19.4
Sometimes when needed	4	11.1
Rarely even needed	20	55.6
Never even needed	5	13.9
Total	36	100

Companies were asked about the frequency of marketing research conducted in their company when the need arises. It is only about one-fifth 7(19.4%) of the respondents who conduct marketing research always when the need arises to do so. About one-tenth 4(11.1%) of companies conduct marketing research sometimes when the need arises to do so. The majority 20(55.6%) of respondent companies conduct marketing research rarely even if marketing research is needed. The remaining 5(13.9%) of them never conduct marketing research even if it is important to do so.

The above data reveals that the majority of respondent companies conduct marketing research rarely even if there is problem which needs marketing research.

e. Reasons for not Conducting Marketing Research

Those companies which conduct marketing research rarely and never were asked why it happened so. Figure 5 below shows reasons for not conducting marketing research while the problem needs it to be done.

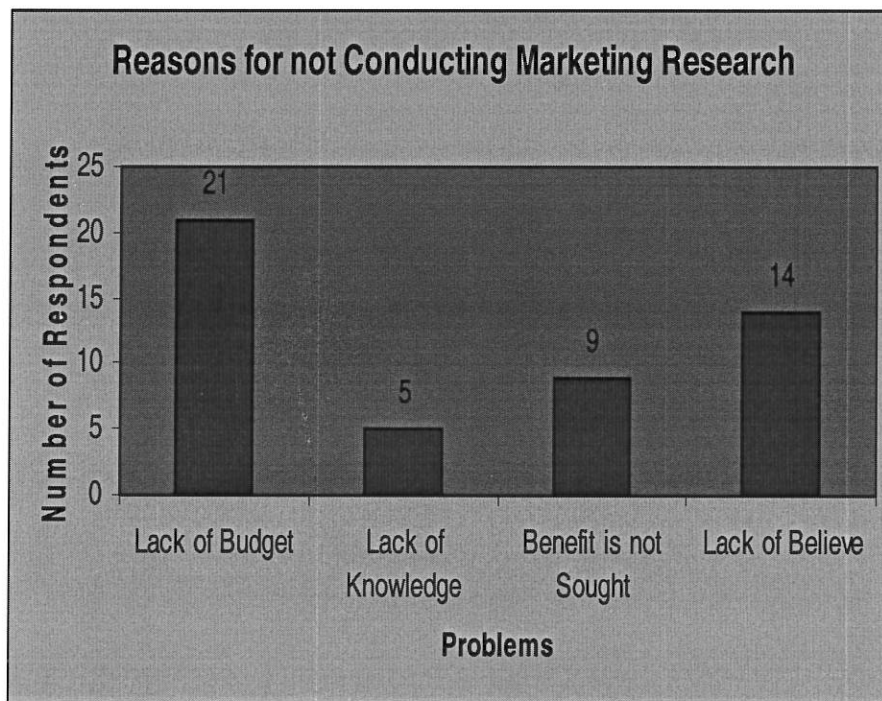


Figure 5: Reasons for not Conducting Marketing Research

Lack of sufficient budget to conduct marketing research, lack of believe that marketing research solve the problem from the side of top managers/owners, poor understanding of the benefit of research by top managers/owners and lack of sufficient knowledge to conduct marketing research are reasons in their order from high to low (Figure 5).

The above data reveals that lack of sufficient budget is the major problem that hinders most respondent companies to conduct marketing research.

4.2.3. Analysis of Marketing Environment Information Collection by Companies

One of the information needed by marketing managers in making sound decision is marketing environment information. Gathering marketing environmental data is important for monitoring current performance, and it helps managers in identifying the opportunities and the threats from the changing environment (Ashill and Jobber, 2001).

Table 14: Companies' Marketing Environment Information Collection

No	Item	Rating Scales					\bar{X}	SD
		Very Good (5)	Good (4)	Fair (3)	Poor (2)	Very Poor (1)		
		No	No	No	No	No		
1	The company's collection of economic environment information (inflation, demand and supply, income level of customers) for decision making purpose is	1 (2.7%)	4 (11.1%)	11 (30.6%)	9 (25%)	11 (30.6%)	2.31	1.12
2	The company's collection of social/ cultural (life style, norm, belief, custom) information for decision making purpose is	-	-	3 (8.3%)	7 (19.5%)	26 (72.2%)	1.36	0.64
3	The company's collection of technological development information is	3 (8.3%)	5 (13.9%)	10 (27.8%)	12 (33.3%)	6 (16.7%)	2.64	1.17
4	The company's collection of legal /political (Rules, Laws, Regulations and proclamation) information to decision making purpose is	9 (25%)	15 (41.7%)	8 (22.2)	4 (11.1%)	-	3.81	0.95
Grand Mean		2.53						

\bar{X} = mean

SD= Standard Deviation

Questions related to marketing environment of the company were presented to respondents. These are the legal/political, economical, social/cultural and technological questions. Responses are analyzed in the following way.

Item 1 of Table 14 requires respondents to rate economical environment information collection. Five(13.8%) of them respond as they are at a good status in gathering economical data; 11(30.6%) of them respond as they are fair in this regard and the majority 20(55.6%) of them respond as they are poor in collecting economic data from the environment. The mean result shows that respondents rated economic environment (2.31) which is below average. From the data one can understand that respondent companies gather economic environmental information (inflation, demand and supply, income level of customers) poorly.

Respondents were also asked to rate their social/cultural marketing information collection. As it can be seen from Table 14, 3(8.3%) of them indicated as they are at a fair status and the great majority 33(91.7%) of them indicated as they are at a very poor status in collecting social/cultural marketing information. The mean value (1.36) also indicates that respondents are at a very poor status. From this one can infer that respondent companies are at a very poor status in collecting social/cultural environment (lifestyle, norm, belief and custom) information for sound decision making purpose.

Regarding technological environment information collection, 8(22.2%) of them respond as they are at a good status while 10(27.8%) and 18(50%) of them rated the item as they are fair and poor in their status respectively. The mean score of the item is (2.64) which is slightly below average. From this one can understand that respondent companies are found in a moderately fair status in collecting technological marketing environmental data.

Finally, respondents were asked about legal/political marketing environmental data collection. As it can be seen from Table 14 item 4, the majority 24(66.7%) of them rated the item as they are at a good status. Whereas, 8(22.2%) and 4(11.1%) of them rated the item as they are at a fair and poor status in collecting legal/political environmental data respectively. The mean result of the item as rated by respondents is (3.85) which is above average. The data reveals that respondent companies are at a good status in collecting legal/political environmental data for marketing decision making.

From the above data one can deduce that respondent companies are poor in collecting economic and socio/cultural marketing environmental information, moderately fair in collecting technological environmental information and good in collecting legal/political environment. Extensive legal/political information is collected probably due to strict follow up on the side of the government and because of fear of shutting down of the company if not operating in line with the rules and regulations that are stipulated by government.

4.2.4. Analysis of Marketing Information Characteristics

Relevant, accurate, timely, current, reliable and completeness are some of the characteristics of good marketing information (Kumar, 2004). To this end, respondents were asked about the characteristics of information marketing managers currently get. Respondents gave their agreements on five point likert scale of “5 - strongly agree” to “1- strongly disagree”.

Table 15: Information Characteristics Used by Respondents

No	Item	Rating Scales					\bar{X}	SD
		S.A.	A.	N.	D.	S.D.		
		(5)	(4)	(3)	(2)	(1)		
		No	No	No	No	No		
1	The company gets relevant marketing information to the decision that is going to be made	3 (8.3%)	4 (11.1%)	6 (16.7%)	16 (44.5%)	7 (19.4%)	2.44	1.19
2	The company gets accurate marketing information currently	8 (22.2%)	15 (41.7%)	5 (13.9%)	7 (19.4%)	1 (2.8%)	3.61	1.13
3	The company gets timely marketing information for decision making purpose	2 (5.6%)	4 (11.1%)	3 (8.3%)	20 (55.6%)	7 (19.4%)	2.28	1.09
4	The company gets current marketing information for decision making purpose	2 (5.6%)	6 (16.7%)	4 (11.1%)	17 (47.2%)	7 (19.4%)	2.42	1.16
5	The company gets reliable marketing information for decision making purpose	9 (25%)	19 (52.8%)	2 (5.6%)	6 (16.6%)	-	3.86	0.99
6	The company gets complete marketing information for decision making purpose	3 (8.3%)	5 (13.9%)	4 (11.1%)	18 (50%)	6 (16.7%)	2.47	1.18
	Grand Mean	2.85						

S.A. = Strongly Agree, A. = Agree, N. = Neutral, D.= Disagree,
S.D. = Strongly Disagree \bar{X} = mean SD= Standard Deviation

Respondents were asked to rate the relevance of information they get for the decision that is to be made. Out of the total 36 respondents, the majority 23(63.9%) of them expressed their disagreement to the statement that state the marketing information the company currently

gets is relevant for decision making, while few 7(19.4%) of them agree. The mean value of the respondents for this item is (2.44), which is below average on five point scale. This shows that currently most of respondent companies do not get relevant marketing information for the required purpose.

Respondents were also asked about the accuracy of information they use currently for marketing decision making purpose. Information accuracy refers to the extent to which the output information is sufficiently correct to satisfy its intended uses (Ashill and Jobber, 2001). The majority 23(63.9%) of respondents agree to the statement that states the company gets accurate marketing information currently while 8(22.2%) of them disagree. The mean value of the item indicates that respondents rated the item above average (3.39). This shows that companies' marketing managers agree on the accuracy of marketing information they get currently.

Business firms need timely information to make sound decision. Timely information describes receiving information quickly and on time (Ashill and Jobber, 2001). To this end, respondents were asked whether they get important marketing information on time or not. The majority 27(75%) of respondent companies disagree on the statement that states the company gets timely marketing information for decision making purpose while 6(16.7%) of them agree. The mean value of the item shows that respondents rated it below average (2.28). This implies that most of respondent companies are not getting timely information for decision making purpose.

Current information is also one of the important characteristics of good marketing information. The majority of the respondents 24(66.6%) disagree to the statement that states the company gets current marketing information for decision making purpose while 8(22.3%) of

them agree. The mean result (2.42) for this item shows that respondents rated the item below average. This implies that the majority of marketing managers do not get current marketing information for decision making purpose.

Regarding the reliability of marketing information companies get, the majority of them 28(77.8%) of them gave their agreement to the statement that states the information the company gets for decision making purpose is reliable while few 6(16.6%) of them disagree. The mean value of the item indicates that respondent companies rated the item above average (3.86). This shows that most of the respondent companies get reliable marketing information for decision making purpose.

The last item deals with the completeness of marketing information the company gets for decision making purpose. The majority 24(66.7%) of them stated their disagreement on getting complete marketing information which is used for decision making purpose while 8(22.2%) of them agree to the statement. The mean value of the item as rated by respondents is below average (2.47). This shows that most of marketing managers of respondent companies do not get complete information to give sound decisions.

The data presented in Table 15 reveals that, respondent companies agree as they get reliable and accurate marketing information for decision making purpose, but not much relevant to the decision that is going to be made. Yet, limitations are observed in getting timely, current, and complete marketing information for decision making purpose. Therefore, it can be said that most of the respondent companies under study are not getting marketing information which helps them give sound decision. This may happen due to the absence of well organized marketing information system in most manufacturing companies.

CHAPTER FIVE

Summary of Findings, Conclusions and Recommendations

5.1. Summary of Findings

The main focus of this study was to assess the status of marketing information system in selected manufacturing companies which are located in Addis Ababa. The subjects of the study were 36 manufacturing sectors. Respondents were selected with random sampling followed by purposive sampling techniques. The following were questions, which are raised and treated:

1. At what status do manufacturing companies found in handling marketing information for decision making purpose?
2. At what status do manufacturing companies found in using different sources of marketing information for decision making purpose?
3. At what status do manufacturing companies found in collecting marketing environment information for decision making purpose?
4. Do manufacturing companies get marketing information which helps them give sound decision?

In order to answer these research questions and carry out the study, a descriptive method of research was employed. To collect the required data, questionnaire was used. Percentage and mean were employed to analyze the data through out the study; finally the study comes up with the following findings.

The following are the major findings of the study:

1. Regarding to marketing information handling activities, respondent companies were good in storage and retrieval of the already collected marketing information but poor in collection and distribution of marketing information for decision making purpose.
2. The majority of respondent companies (83%) have PC in their office. Respondents use PC mostly for secretarial services and “store and retrieve” marketing information. With regard to availability of internet access with their PC, the great majority (77%) of them do not have internet access in their office.
3. The great majority (92%) of respondent companies do not have a section which is responsible to collect and handle pertinent marketing information daily.
4. The majority (56%) of respondent companies do not have well organized marketing information system in their organization. Poor effort (initiation) to establish the system is the major cause.
5. From marketing mix ingredients, price and product related decisions are supported much by marketing information. Among the information collected by respondent companies, promotion and distribution related information is the least.
6. With respect to marketing management functions’ ingredients, planning and controlling related decision are supported much by marketing information. Whereas, staffing, directing and organizing functions get least support by marketing information.
7. The study shows that internal marketing record is the highly used source of marketing information for companies under the study. Respondent companies are at a good status in using internal marketing records for decision making purposes.

8. Regarding usage of marketing intelligence as a source of marketing information, companies are poor in collecting pertinent intelligence from customers, competitors, suppliers and distributors. Respondent companies are at a poor status in using marketing intelligence as a source of marketing information for decision making purpose.
9. Respondent companies are at a poor status in conducting marketing research and solving marketing problems with the use of marketing research. They are also poor in determining wants and satisfaction level of their customers.
10. According to the data obtained, most respondent companies conduct marketing research rarely even if it is needed. Lack of sufficient budget and lack of believe that marketing research solve the problem from the side of top managers/owners are the two main problems that hinder companies not to conduct marketing research.
11. Regarding marketing environmental information collection, respondent companies are at a poor status in collecting economical and socio/cultural information whereas at a fair status in collecting technological information. In contrast, they are at a good status in collecting legal/political environmental information.
12. According to the data, marketing managers of respondent companies agreed that the marketing information currently they are getting is accurate and reliable. On the other hand, the information they are currently getting is not relevant, timely, current and complete to make sound marketing decisions.

5.2. Conclusions

Based on the above findings, the following conclusions were drawn.

1. Since pertinent marketing information is not collected well and distributed timely, marketing managers are not getting marketing information which enables them give sound decision.
2. Due to absence of internet in their office, majority of marketing managers may not get current marketing intelligence regarding new developments in marketing and research results. In addition, they may not get information regarding their competitors from press releases and news stories on competitor's website. Moreover, they may not communicate easily with their customers, distributors and suppliers.
3. Absence of well organized MKIS and responsible section to collect pertinent marketing information daily resulted to poor status in marketing information handling by most of the respondents.
4. Most of marketing information used by responding companies is from internal marketing records. Respondent companies are not using marketing intelligence and marketing research at a sufficient level. They are concentrated only on what they do internally; they do not open their eyes to monitor what is going on around their environment.
5. There is poor system of getting pertinent marketing intelligence from customers, competitors, retailers and distributors. Sales persons, distributors and retailers are not trained and motivated to pass through along important marketing information from customers and competitors. There is also poor trend of getting marketing intelligence through reading competitor's published reports, and talking to customers of competitor.

6. Most top managers/owners believe that marketing research do not solve marketing problems. This could be the main reason to allocate insufficient budget for marketing research. Due to this reason, marketing research is conducted rarely in most manufacturing companies under the study.
7. Manufacturing companies under the study worked little to monitor marketing environmental information such as economical, social/cultural and technological.
8. Current marketing decisions made by marketing managers lack relevancy, timely, currently and completeness among characteristics of good marketing information. With the absence of these characteristics, it is difficult to make sound marketing decisions. So, they are not getting marketing information that enables them to give sound decision.

5.3. Recommendations

On the bases of the findings obtained and conclusions arrived at, the following suggestions are forwarded:

1. It is found that manufacturing companies do not collect and distribute marketing information well to users. But, to make sound decision, pertinent marketing information should be collected from different sources and distributed on time to decision makers. Therefore, manufacturing companies should establish a well organized marketing information system in their company that enables them for effective collection and distribution of marketing information.
2. It is essential to give top priority and concern to establish soon a well organized MKIS in terms of specialized manpower, equipments and other important facilities. The system should be designed systematically to collect, filter, store and distribute marketing

information throughout the company. It should provide relevant, current, timely and complete information to the users.

3. Getting marketing information only from internal records may not lead the company to success. Therefore, companies should facilitate things in getting marketing intelligence from customers, competitors, suppliers and distributors. Moreover, sufficient fund should be allocated to marketing research.
4. Sales persons and intermediaries should be trained and motivated to gather pertinent marketing information from customers. Moreover, companies have to develop ways of gathering information from competitors' published reports and talking to customers of competitors.
5. Environmental factors such as changes in economic conditions, social and cultural patterns, technology innovation and explosion should be monitored as they significantly affect company's operation. This proposes that the well organized marketing information system needs to be embodied with market environmental scanning function through which an external orientation is maintained.

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APPENDICES

Appendix A

List of Sectors and Companies Included in the Study

No	Sectors	Name of company
1	Glass and Bottles	Addis Ababa Bottle and Glass S.C.
2	Aluminum Products	Kolfe Household Utensils Factory
3	Edible Oil	Addis Modjo Edible Oil Complex S.C.
4	Bees Wax	Ghion Industrial and Commercial plc
5	Bread and Cake	Misrak Flours and Bread Factory
6	Medicines & Pharmaceuticals	Ethiopian Pharmaceuticals Manufacturing Sh.Co.
7	Canvas and Rubber Products	Ethiopian Tire & Rubber Economy Plant plc
8	Carton box/Packets/Trays	Burayu Packaging and Printing Industry
9	Alcoholic Drinks	National Alcohol and Liquor Factory
10	Leather, Skin and Hides	Addis Ababa Tannery S.C.
11	Manufacturing Machineries	Faffa Foods S.C.
12	Soft Drinks	Amboo Mineral Water Factory
13	Wine	Awash Wine S.C.
14	Shoes	Tikur Abay Shoe Factory S.C.
15	Marble /Granite/	Ethiopian Marble Processing Enterprises
16	Soap /detergent/	Gullele Soap Factory
17	Adhesives/Glues/	Kadisco Chemical Industry plc
18	Antirust, Varnish and Paint	Nifas Silk Paints Factory
19	Shoe and Shoe Accessories	Ethiopian Canvas and Rubber Shoe Factory
20	Yarn and Thread	Adey Ababa Yarn S.C.
21	Tires and Parts Thereof	Matador Addis Tire S.C.
22	Tobacco	National Tobacco Enterprise (ETH) S.C.
23	Books and Other Printed Items	Berhanena Selam Printing Enterprise
24	Flour	ASTCO Plc
25	Cosmetics	Berchaco "Eth" plc
26	Carpets and Curtains	Trio Craft plc
27	Wire and Wire Products	Ethiopia Plastic S.C.
28	Napkins, Paper & Stationery	Yekatit Paper work
29	Biscuit	Nas Foods
30	Spring of Vehicles	Ethiopian Spring M.B. S.C
31	Spare Parts of Vehicles	Akaki Spare Parts & Hand tools S.C.
32	Poly Prop line, Bags, Sacks Jutes, Ropes	ROTO plc.
33	Metal, Iron and Steal Works	Akaki Metal Product Factory
34	Prefabs	Kaliti Construction Production Enterprise
35	Household and Office Furniture	Finfine Furniture Factory (3F)
36	Canned Food/Sweet/Confectionery	K.O.JJ Food Processing Complex plc

Appendix B

**Addis Ababa University
School of Graduates Studies
Department of Business Education**

My name is Getu Sebokssa. I am a post graduate student of Addis Ababa University in Marketing Management Education. I am conducting this study for the completion of my MA program. The objective of the research is to study the status of marketing information system for decision making purpose by Ethiopian manufacturing enterprises that are found in Addis Ababa. Therefore, as it is a purely academic research, I am confident enough that my respondents will honestly fill on the items here below. The responses are treated in strict confidentiality.

Thank you for your active cooperation!

SECTION I. PROFILE OF RESPONDENTS

1. Sex: Male Female
2. Age: 18-25 26-30 31-35 36-40 41 - 45 above 45
3. Educational Status: 12 grade completed and below Certificate
 College Diploma First Degree Masters and above
4. Service year in the position related to marketing and sales.
 Less than 1 year 2-5 years 6-10 years
 11- 15 years 16 and above
5. Number of employees of the company _____
6. Type of ownership of the company
 Private State Owned

Section II: The following questions are related to the company's information handling activities. Please respond to the questions by checking (✓) mark on the space provided. In addition to this, give appropriate responses on the space provided.

No	Statements	Very Good	Good	Fair	Poor	Very Poor
1	The company's collection of pertinent marketing information from different sources is					
2	The company's storage of the already collected marketing information is					
3	The company's retrieval system of the already stored marketing information is					
4	The company's distribution of marketing information for decision makers on time is					

5. Is personal computer available for you in your office?
 Yes No
6. If your answer to question number 5 is 'yes', for what purpose do you use it? (you can mark on more than one)
 Secretarial purposes
 Storage & retrieval of marketing data
 Processing marketing data
 Decision making purpose
 Sending and receiving reports
 Others _____
7. If your response to question number 5 is 'Yes', is internet access available with your personal computer?
 Yes No
8. If your answer to question number 7 is 'yes', for what purpose do you use it?

9. Is there any section responsible to collect and handle marketing information in your company?
 Yes No
10. Does your company have well organized marketing information system?
 Yes In process of establishing No
11. If your answer to the question number 10 is 'No', what is the cause? (Tick one which is appropriate for you)
 Lack of awareness
 Anticipated benefit is not sought
 Lack of effort (initiation) to establish the system
 Cost of running the system is high
 Other reasons _____

12. For which of the following marketing mix ingredients your company gather marketing information for decision making purpose (you can mark on more than one).
 Product Pricing Promotion Placing
13. For which of the following marketing management functions your company gather marketing information for decision making purpose (you can mark on more than one).
 Planning Organizing Controlling Directing Staffing

Section III: The following questions are related to the company's sources of marketing information. Based on experience of your firm, respond to the following questions by putting (✓) mark on the space provided. In addition to this, give appropriate response on the space provided.

No	Statements	Very Good	Good	Fair	poor	Very Poor
14	The company's usage of internal records as a source of marketing information is					
15	The company's organization of internal records in such a way that it helps for marketing decision making purpose is					
16	The cooperation and willingness of departments of the company in sharing internal marketing records is					
17	The company's usage of sales persons as marketing intelligence gatherer from customers is					
18	The company's usage of distributors and retailers to gather marketing intelligence from customers is					
19	The company's status in studying the competitor's move by reading their published reports is					
20	The company's status in studying the competitor's move by talking to their customers is					
21	The company's gathering of information regarding the suppliers of the raw materials move is					
22	The company's gathering of information regarding the move of distributors of its product is					
23	The company's usage of marketing research in solving marketing problems is					
24	The company's usage of marketing research as a source of marketing information is					
25	The company's status in studying wants of its customers is					
26	Measuring the level of customers' satisfaction by the company is					

27. Does your company conduct marketing research when the need arise?

- Always when needed Sometimes when needed
 Rarely even needed Never even needed

28. If your answer to question no. 27 is 'rarely or never' what is the possible reason? (You can mark on more than one)

- Lack of sufficient budget to conduct research
 Insufficient knowledge /skill/ to conduct research
 Poor understanding of the benefit of research on the side of top managers
 Lack of believe that marketing research solve the problem by top managers

If other specify _____

Section IV: The following questions are related to the company's collection of marketing environment information. Based on experience of your firm, please respond to the following questions by putting (✓) mark on the space provided.

No	Statements	Very Good	Good	Fair	Poor	Very Poor
29	The company's collection of economic environment information (inflation, demand and supply, income level of customers) for decision making purpose is					
30	The company's collection of social/cultural (life style, norm, belief, custom) information for decision making purpose is					
31	The company's collection of technological development information is					
32	The company's collection of (Policy, Rules, Regulations, Proclamation and Laws) information to decision making purpose is					

Section IV: The following questions are related to the characteristics of information the company gets. Based on experience of your company, please respond that shows your agreement to the following questions by putting (✓) mark on the space provided.

No	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
33	The company gets relevant marketing information to the decision that is going to be made					
34	The company gets accurate marketing information currently					
35	The company gets timely marketing information for decision making purpose					
36	The company gets current marketing information for decision making purpose					
37	The company gets reliable marketing information for decision making purpose					
38	The company gets complete marketing information for decision making purpose					

Certificate

I certify that the thesis entitled "Assessment of the Status of Marketing Information System in Selected Manufacturing Companies" is his own work and has been done under my supervision. It is recommended that this thesis be placed before the examiner for evaluation.

Signature: _____

Name: _____

Appendix C

አዲስ አበባ ዩኒቨርሲቲ
ድህረ ምረቃ ትምህርት ክፍል
የማርኬቲንግ ማናጅመንት ዲፓርትመንት

ስሜ ጌቱ ሰቦቅሳ ይባላል። በአዲስ አበባ ዩኒቨርሲቲ በማርኬቲንግ ማናጅመንት የትምህርት ዘርፍ የድህረ ምረቃ ተማሪ ነኝ። የዚህ መጠይቅ ዓላማ በኢትዮጵያ ውስጥ የሚገኙ የማምረቻ ተቋማት ያላቸውን የገበያ መረጃ አያያዝና አጠቃቀም ስርዓት (marketing information system) ምን ደረጃ ላይ እንዳለ ለማወቅ የተዘጋጀ መጠይቅ ነው።

ከመጠይቁ የሚገኘው መረጃ ለትምህርታዊ ግልጋሎት ብቻ የሚውል ሲሆን የሚሰጡት መረጃም በሚስጥር ይያዛል። በመሆኑም መጠይቁን በታማኝነት እንዲሞሉ ከአደራ ጭምር እየጠየቅኩ ለትብብርዎ በቅድሚያ አመሰግናለሁ።

ክፍል አንድ፣ ዳራዊ መረጃዎች

1. የታ: ወንድ ሴት
2. እድሜ: 18-25 26-30 31-35 36-40 41 - 45 ከ45 በላይ
3. የትምህርት ደረጃ: 12ኛ ክፍል ያጠናቀቀ/ች/ና በታች ሰርቲፊኬት የኮሌጅ ዲፕሎማ
 የመጀመሪያ ድግሪ ሁለተኛ ድግሪና በላይ
4. ያገልግሎት ዘመን በአመት (ሽያጭ ወይም ገበያ ክፍል ውስጥ)
 ከ 1 ዓመት በታች ከ2-5 ዓመት ከ6-10 ዓመት
 ከ11-15 ዓመት 16 ዓመትና በላይ
5. የድርጅቱ ስራተኞች ብዛት _____
6. ባለቤትነት: የግል የመንግስት

ክፍል ሁለት፣ ከዚህ ቀጥሎ የድርጅትዎን የገበያ መረጃ አሰባሰብ፣ አቀማመጥ እንዲሁም አሰራራዎችን በሚመለከት የቀረቡትን ጥያቄዎች የ(✓) ምልክት በማድረግ ይመልሱ። እንዲሁም በተሰጡት ክፍት ቦታዎች ላይ ተገቢውን መልስ ያስገቡ።

ተ. ቁ.	ጥያቄ	በጣም ጥሩ	ጥሩ	በቂ	ደካማ	በጣም ደካማ
1	ድርጅቱ የሚያስፈልጉትን የገበያ መረጃዎች ከተለያዩ ምንጮች በአግባቡ የመሰብሰቡ ሁኔታ					
2	ድርጅቱ የሰበሰባቸውን የገበያ መረጃዎች በአግባቡ የማከማቸቱ ወይም የማስቀመጡ ሁኔታ					
3	ድርጅቱ ያከማቻቸውን የገበያ መረጃዎች በተፈለገበት ጊዜ በቀላሉ መልሶ የማግኘቱ ሁኔታ					
4	ድርጅቱ የሰበሰባውን የገበያ መረጃዎች በፍጥነት ለሚፈልጉት አካላት የማሰራጨቱ ሁኔታ					

5. በስራ ቦታዎ (ቢሮ) ለስራ ቅልጥፍና የሚረዳዎ ኮምፒውተር አለ?
 አለ የለም

6. ለ5ኛው ጥያቄ መልስዎ “አለ” ከሆነ፣ ለምን ለምን ተግባር ይገለገሉታል? (ከአንድ በላይ መምረጥ ይቻላል)
- ለጽህፈት ስራ ተግባር (Secretarial Purpose)
 - የገበያ መረጃዎችን ለማከማቻትና መልሶ ለማግኘት (Store & retrieve marketing information)
 - መረጃዎችን ለማጠናቀር (to process data)
 - ትክክለኛ ውሳኔ ላይ ለመድረስ (decision making purpose)
 - ሪፖርቶችን ለመላክና ለመቀበል (to send and receive reports)
- ሌሎች ካሉ ይግለጹ _____
-
7. ለ5ኛው ጥያቄ መልስዎ “አለ” ከሆነ፣ የኢንተርኔት አገልግሎት ያገኙታል?
- አዎ አይ
8. ለሰባተኛው ጥያቄ መልስዎ “አዎ” ከሆነ፣ ኢንተርኔቱን ለምን ለምን ጉዳዮች ይገለገሉታል?
- _____
-
9. በድርጅቱ ውስጥ የገበያ መረጃ (marketing Information) የመሰበሰብ ኃላፊነት ያለው አካል (ክፍል) አለ?
- አለ የለም
10. ድርጅቱ የተደራጀ የገበያ መረጃ ስርዓት (marketing Information System) አለው?
- አለው በማደራጀት ሂደት ላይ ነው የለውም
11. ለ10ኛው ጥያቄ መልስዎ “የለም” ከሆነ፣ ምክንያቱ ምንድነው? (አንዱ ላይ ብቻ ምልክት ያድርጉ)
- የንቃተ ህሊና ጉድለት
 - የሚያስገኘውን ጥቅም ያለመረዳት
 - ስርዓቱን ለመዘርጋት ተነሳሽነት (ጥረት) ያለመኖር
 - ስርዓቱን ለመዘርጋት የሚያስፈልገው ወጪ ከፍተኛ ነው ብሎ በማሰብ
- ሌሎች ምክንያቶች ካሉ ይግለጹ _____
-
12. ከሚከተሉት የገበያ ውህዶች (marketing mix) ድርጅቱ ለየትኞቹ የገበያ መረጃ ይሰበሰባል? (ከአንድ በላይ መምረጥ ይቻላል)
- ለምርት (product) ለዋጋ (price)
 - ለማስተዋወቅ (promotion) ለማከፋፈል (distribution)
13. ከሚከተሉት የማናጅመንት ተግባራት (management functions) ድርጅቱ ለየትኞቹ የገበያ መረጃ ይሰበሰባል? (ከአንድ በላይ መምረጥ ይቻላል)
- ለማቀድ (planning) ለማደራጀት (organizing) ለመምራት (directing)
 - ለቅጥር (staffing) ለቁጥጥር (controlling)

ክፍል ሶስት፤ ከዚህ ቀጥሎ የድርጅትዎን የገበያ መረጃ ምንጮች የሚመለከቱ ጥያቄዎች የቀረቡ ሲሆን የ(✓) ምልክት በማድረግ ይመልሱ። እንዲሁም በተሰጡት ክፍት ቦታዎች ተገቢውን መልስ ያስገቡ።

ተ. ቁ.	ጥያቄ	በጣም ጥሩ	ጥሩ	በቂ	ደካማ	በጣም ደካማ
14	ድርጅቱ የውስጥ መረጃዎችን (Internal records) ማለትም በድርጅቱ ውስጥ ያሉና ተመዝግበው የሚገኙ የገበያ መረጃዎች እንደ ገበያ መረጃ ምንጭ አድርጎ የመጠቀሙ ሁኔታ					
15	በድርጅቱ ውስጥ ተመዝግበው የሚገኙትን የውስጥ መረጃዎች (Internal records) ለገበያ ውሳኔ ለጨነት በሚያመች መልኩ የማደራጀቱና የማዘጋጀቱ ሁኔታ					
16	በድርጅቱ ውስጥ የሚገኙ ዲፓርትመንቶችና ክፍሎች በውስጣቸው የሚገኙትን የገበያ መረጃዎችን (Internal records) ለመስጠት ያላቸው የትብብርና ፍላጎት ሁኔታ					
17	ድርጅቱ የሽያጭ ሰራተኞችን በመጠቀም ከደንበኞች የገበያ መረጃዎችን (marketing intelligence) እንዲሰበሰቡ የማድረግ ሁኔታ					
18	ድርጅቱ አከፋፋዮችንና ቸርቻሪዎችን በመጠቀም ከደንበኞች የገበያ መረጃዎችን (marketing intelligence) የማግኘቱ ሁኔታ					
19	ድርጅቱ የተፎካካሪዎችን እንቅስቃሴ ከሚያሳትሙት የህትመት ውጤት ጠቃሚ የገበያ መረጃዎችን በየጊዜው የማግኘቱ ሁኔታ					
20	ድርጅቱ የተፎካካሪዎችን እንቅስቃሴ ደምበኞቻቸውን በማግኘት/በማነጋገር/ ጠቃሚ የገበያ መረጃ በየጊዜው የማግኘቱ ሁኔታ					
21	ድርጅቱ ስለ ጥሬ እቃ አቅራቢዎቹ (suppliers) እንቅስቃሴ መረጃ የመሰብሰቡ ሁኔታ					
22	ድርጅቱ ስለ አከፋፋዮቹ (distributors) እንቅስቃሴ መረጃ የመሰብሰቡ ሁኔታ					
23	ድርጅቱ የሚያጋጥሙትን የገበያ ችግሮች የገበያ ጥናት (marketing research) በማድረግ ችግሮቹን ለመፍታት የሚያደርገው ጥረት					
24	ድርጅቱ የገበያ ጥናቶችን እንደ ገበያ መረጃ ምንጭ አድርጎ የመጠቀሙ ሁኔታ					
25	ድርጅቱ የደንበኞቹን ፍላጎት በየጊዜው የማጥናት ሁኔታ					
26	ድርጅቱ የደንበኞቹን የእርካታ መጠን የመለካት ሁኔታ					

27. ድርጅትዎ የገበያ ጥናት (marketing Research) አስፈላጊ ሆኖ ሲገኝ ያካሂዳል?
 ሁል ጊዜ ያካሂዳል አልፎ አልፎ ያካሂዳል በውስን መልኩ ያካሂዳል በጭራሽ አያካሂድም

28. ለ27ኛው ጥያቄ መልስዎ “በውስን መልኩ ወይም በጭራሽ” ከሆነ የገበያ ጥናት (marketing research) የማይካሄድበት ምክንያት ምንድነው? (ከአንድ በላይ መምረጥ ይቻላል)
 የገበያ ጥናት ለማካሄድ በቂ በጀት/ገንዘብ/ ያለመኖር
 የገበያ ጥናት ለማድረግ በቂ ዕውቀት ያለመኖር
 በበላይ አካላት የገበያ ጥናት አስፈላጊነትን ባለመረዳት
 የበላይ አካላት የገበያ ጥናት ችግር ይፈታል ብሎ ያለማመን

ክፍል አራት፡ ከዚህ ቀጥሎ የቀረቡትን የማርኬቲንግ ኢንቫይሮንመንት (marketing environment) ጥያቄዎች የ(✓) ምልክት በማድረግ ይመልሱ። እንዲሁም በተሰጡት ክፍት ቦታዎች ላይ ተገቢውን መልስ ያስገቡ።

ተ. ቁ.	ጥያቄ	በጣም ጥሩ	ጥሩ	በቂ	ደካማ	በጣም ደካማ
29	ድርጅቱ የኢኮኖሚ ሁኔታዎች (የዋጋ ግሽበት፣ የደንበኞች የገቢ መጠን፣ የምርት ፍላጎትና አቅርቦትን) መረጃ እየሰበሰበ ለውሳኔ መስጫነት የመጠቀሙ ሁኔታ					
30	ድርጅቱ ማህበራዊና ባህላዊ (የአኗኗር ዘይቤ፣ እሴት፣ እምነት፣ ልማድ) መረጃዎች እየሰበሰበ ለውሳኔ መስጫነት የመጠቀሙ ሁኔታ					
31	ድርጅቱ አዳዲስ የቴክኖሎጂ ውጤቶች መረጃዎችን የመሰብሰቡ ሁኔታ					
32	ድርጅቱ የሚወጡትን (ህጎች፣ ደንቦች፣ መመሪያዎችና አዋጆች) የመሳሰሉትን መረጃዎችን እየሰበሰበ ለውሳኔ መስጫነት የመጠቀሙ ሁኔታ					

ክፍል አምስት፡ ድርጅትዎ የሚጠቀምባቸው የገበያ መረጃዎች ለውሳኔ ሰጭነት የሚኖራቸውን ብቃት የሚለኩ ጥያቄዎች ቀርበዋል። ስለዚህ በጥያቄዎች ትይዩ በተሰጠው ክፍት ቦታ የራይት (✓) ምልክት በማድረግ ይመልሱ።

ተ. ቁ.	ጥያቄ	በጣም አስማማህሁ	አስማማህሁ	አልወሰንኩም	አልስማማም	በጭራሽ በጭራሽ አልስማማም
33	ድርጅቱ የሚያገኛቸው የገበያ መረጃዎች ውሳኔ ለመስጠት አግባብነት (relevant) ያላቸው ናቸው					
34	ድርጅቱ የሚያገኛቸው የገበያ መረጃዎች ውሳኔ ለመስጠት ትክክለኛ መረጃዎች (Accurate) ናቸው					
35	ድርጅቱ የሚያገኛቸው የገበያ መረጃዎች ውሳኔ ለመስጠት ጊዜያቸውን የጠበቁ (timely) ናቸው					
36	ድርጅቱ የሚያገኛቸው የገበያ መረጃዎች ውሳኔ ለመስጠት ወቅታዊ (current) ናቸው					
37	ድርጅቱ የሚያገኛቸው የገበያ መረጃዎች ውሳኔ ለመስጠት አስተማማኝ (reliable) ናቸው					
38	ድርጅቱ የሚያገኛቸው የገበያ መረጃዎች ውሳኔ ለመስጠት የተሟሉ (Complete) ናቸው					

Declaration

I hereby declare that the thesis entitled "Assessment of the Status of Marketing Information System in Selected Manufacturing Companies" is my original work and has not been presented by any one else for any degree or diploma or at any seminar or workshop in any university or college. All the materials used for the thesis has been duly acknowledged.

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