

Exploring the Relationship between Computerization and Marketing Performance Case Study: Snowa Company

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Abstract : The present study aims to explore the effect of computerization on marketing performance in Snowa Company. In other words, this study intends to respond to this question that whether or not there is a relationship between utilization of computerization in marketing activities and marketing performance. The statistical population included 60 marketing managers of Snowa Company. In order to test the research hypotheses, Pearson correlation coefficient was employed. The reliability was equal to 96.8%. In this study, computerization was the independent variable and marketing performance was the dependent variable with characteristics of market share, improving the competitive position, and sales volume. The results of testing the hypotheses revealed that there is a significant relationship between utilization of computerization and market share, sales volume and improving the competitive position

Keywords : computerization, e-marketing information, information technology, marketing performance

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