

Scope of IT with Respect to Marketing Research

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Abstract: *The purpose of this study was to identify and analyse the function of information technology in Nigerian marketing research as a foundation for wise decision-making. It was attempted to highlight some of the literature review on information technology and marketing research. For this study, a descriptive research strategy was chosen. The results show that marketing researchers are greatly helped by information technology tools like the internet, online marketing research, computer networks, information technology parks, etc. to conduct studies that give management relevant, accurate, valid, and up-to-date information for sound decision-making. The management, companies, or sponsors of any marketing research study should provide enough funding to the researchers to ensure valid, relevant, and accurate results for sound decision-making, the respondents should be adequately informed about the intended purpose and usage of the research study undertaken by the marketing researchers, and the researchers should be given access to the most up-to-date information technology tools.*

Keywords: Information technology, marketing research