

# A Study on Success Factor in Innovation Due to ICT Used in Marketing

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**Abstract:** Reason: This paper looks to investigate the job that Data and Correspondence Advances (ICT) plays in the cycles of item advancement and showcasing - as a component that fortifies the collaboration and correspondence among specialists inside the development project, decreasing the deterrents to development and upgrading the improvement of separated items also.

Design, methodology, and approach: The study of 2,038 companies from every sector of Catalonia's economy allows for the contrast of the initial hypotheses and creates a profile of an innovative company based on the significant connections between innovation and the use of ICT in marketing and cooperation.

Findings: The analysis reveals two distinct ideas. In the first place, escalated ICT use in advertising makes the organization more imaginative, as it sees that its use separates hindrances to development and velocities up processes that thus become more efficient. Second, expanding ICT use in showcasing urges organization inclination to team up with and coordinate specific specialists inside the business climate in the advancement of the development cycle, working on the level of transformation of the new item to advertise requests.

Limitations and implications of the research: The use of dichotomic scales to measure variables and the limitation of the study sample to any new product, regardless of its novelty or intangibility in terms of the company and market, may make the paper less useful.

Practical implications: The study demonstrates the connection between the innovation process, cooperation, and the use of ICT.

Creativity/esteem: This study offers significant commitments, and reaches determinations for those chiefs engaged with the advancement of new items. Another structure is introduced for recognizing the job that escalated ICT use in advertising plays as a component that reinforces the participation and correspondence connections in new item advancement processes. The CHAID analysis, on the other hand, enables us to identify the primary characteristics of an innovation company..

**Keywords:** Marketing strategy, Product innovation, Communication technologies

## I. INTRODUCTION

We have witnessed a significant process of entrepreneurial transformation since the middle of the 1990s. Organizations are changing their hierarchical and plans of action, as well as the manner in which they lay out and foster their useful and vital exercises (Achrol and Kotler, 1999; Prasad and other, 2001; Trim, 2002). As a result, a market-oriented business culture places the customer at the center of its strategy (Schulze et al., 2001). According to Gronroos (2000), ICT, relationships, and knowledge are also recognized as internal strategic elements of an organization. 1996, Raval and Groos; Vorhies and other, 1999). The relevant literature has looked at where the companies got their success and found that the most important success factors were marketing and innovation activities and how well they were managed. In this sense, Achrol and Kotler (1999), Badaracco (1991), and Webster(1992), among others, consider that these exercises give the central pivot on the customer's worth creation process, and their combination make conceivable to build firms' serious and efficiency.

Marketing serves two purposes because it is a global, interactive process that includes all internal and external departments and functions. First, it can guarantee the development and upkeep of relationships of cooperation and communication between agents within and outside the organization. Second, the marketing department ensures that the company has market intelligence that can be used in decision-making (Jaworski and Kohli, 1993; Jaworski and Kohli, 1993; Jaworski and Kohli, 1993; Vorhies et al., 1999). On the other hand, it is recognized that innovation, particularly product innovation, is an essential component of the process of creating value (Han et al., 1998; Weerawardena, 2003). Therefore, Froehle et al. 2000) and; According to Schilling and Hill (1998), businesses frequently choose to innovate or revamp their product portfolios in order to improve their competitive position. This strategy ensures that customers will be more satisfied and will remain loyal (Atuahene-Gima, 1996a, b; Vorhies and other, 1999).

Product innovation is acknowledged as a complicated and risky process that calls for significant investments in capital and human resources. This interaction ought to be created rapidly to stay serious inside the present powerful market-driven conditions (Rangaswamy and Lilien, 1997). However, when dealing with the process of product innovation, it is necessary to take into consideration factors relating to product launch times or market requirements. During this cycle, hence, it is fundamental that the organization not just focuses every one of its endeavors and assets on the improvement of a perplexing specialized process that prompts the making of extremist or gradual item developments. It must also accept marketing's complete integration in the innovation process and consider its significance (Leenders and Wierenga, 2002; 1998, Li and Calantone).

Late investigations stress the advertising commitment to item development achievement.

Han et al. (1998), Hillebrand and Biemans (2004), Johne and Storey (1998), Kahn (2001), Rothaermel (2001a, b), and Weerawardena (2003), for instance, assert that market information availability and cooperation among various environmental agents are crucial to the success of new product development. In addition, as can be seen above, marketing-oriented businesses work toward the establishment of cooperative and communication relationships with a variety of agents, provide the necessary assistance and knowledge for the timely launch of the new product, and tailor it to the requirements of the market (Atuahene-Gima, 1995, 1996 a, b; Han and other, 1998; 1998, Johne and Storey; 1988, Johnston and Lawrence; Kahn, 2001; 1997, Ottum and Moore; 2003, Weerawardena). However, the impact of ICT marketing on the success of new product development (NPD) processes has not been the subject of many studies. This shouldn't come as a surprise given that the new competitive environment is largely defined by the use of ICT in marketing and the importance of ICT knowledge and use in business strategy.

As a consequence of this, the purpose of our work is to investigate how ICT use in marketing influences the innovation processes as a factor that enhances the degree of integration of agents within the relationship, favoring the development of relationships geared toward cooperation and the acquisition of useful market intelligence during product innovation.

### **ICT use in marketing breaking down barriers to cooperation**

The marketing department has benefited greatly from the fundamental transformation that ICT use has brought about at all organizational levels. The majority of authors concur that incorporating ICT into marketing activities can provide any business with a real competitive advantage by improving innovation processes and outcomes (Bond and Houston, 2003; Prasad and other, 2001; 2000, Roberts; 2003, Tatikonda and Stock; Saren and Tzokas, 1997).

As Tzokas and Saren (1997) and Argyres (1999) demonstrate, the utilization of ICT as a source of market information acquisition and generation contributes significantly to the advantages. ICT are one of the most suitable media for drawing near to the climate and procuring or making information about the various specialists that are part of it. As a result, the business is able to gain quick, simple, and inexpensive access to a vast amount of current, pertinent information.

However, knowledge creation is not guaranteed by the availability of information. Information is the outcome of an intricate course of securing, translation (investigation and assessment) and combination of that data (Li and Calantone, 1998). As Nonaka (1991) proposes for the association to gain information, it needs to go through a complicated educational experience to change the data into information. ICT are an important part of the NPD process because they give companies the tools they need to treat, manage, analyze, and store information, which encourages the creation of market knowledge (Swan et al., 1999). As a result, the learning process and subsequent creation of knowledge are

sparked by the storage and treatment of information derived from the analysis of data obtained from primary and secondary sources (Argyres, 1999; 1991 Nonaka As Lundh-Snis and Sorensen; 2001) suggest that ICT also make it easier and more encouraged for the organization as a whole to share and spread knowledge and use it in decision-making. Because they influence the design and development of actions directly undertaken in markets, a significant portion of the decisions to be made correspond to the marketing function. Others, on the other hand, are more strategic and have an impact on the company's organizational structure as well as the development of relationships, both of which necessitate the search for a strategic partner.

ICT make it easier to make decisions about marketing because they give you quick access to a lot of global information resources. They also make it easier to get valuable information about competitors and customers, which makes the decision-making process easier. Furthermore, Pine et al. (1995) and Prasad et al. (2001) recommend, ICT bless showcasing with an

exceptional ability to target specific gatherings of people with accuracy, and empower mass customisation and coordinated techniques by adjusting interchanges and different components of the advertising blend to purchaser portions.

According to previous research, ICT serve as a socializing element and a generator and transmitter of information and knowledge when decisions are related to the creation of cooperation relationships (Chua, 2001; The information provided by the environment and its agents enables the organization to identify and measure the degree of attraction of potential relationship partners (Sorensen and Lundh-Snis, 2001; Gronroos, 2000; 1985, Porter and Millar; Lilien and Rangaswamy, 1997). Additionally, ICT provide the company with the means to establish fluid, rapid, and in both directions synchronous and asynchronous communication with other agents (Daneshgar and Van der Kwast, 2005; Magretta (2000). Prasad and other, 2001). Time, space, and financial barriers can thus be removed (Argyres, 1999; 2002, Leenders and Wierenga; 1985, Porter and Millar; 1994 Rothwell; Sammut-Bonnici and McGee, 2002), which makes it possible to transmit both implicit and explicit knowledge in an effective and efficient manner (Argyres, 1999; Groenewald, 2000). In addition, authors like Leenders and Wierenga (2002) suggest that ICT support the creation of new knowledge in other areas in addition to facilitating the transfer of knowledge among team members.

Leenders and Wierenga (2002) recommend that ICT use in the foundation of interchanges straightforwardly influences the level of collaboration. Members of close-knit relationships typically have the same principles, culture, and values, and they are willing to put in a lot of effort and resources to reach the same strategic goal. In addition, according to Wilson (1995), Argyres (1999), Heide and John (1992), and Argyres (1999), ICT-supported communication can be essential for the clear and unanimous establishment of: the rules of government, each party's rights and responsibilities, working practices, the resources each party must contribute, and the goals the relationship was established to achieve.

McDonough and others 2001) and Gronroos (2000) point up that ICT support favors right initiative of the relationship, decreasing administration costs, and with it, specialists begin to shape social connections that lead to an extending of the relationship. In addition, Argyres (1999), Gurviez (1997) and O'Malley and Tynan (1997) think about that ICT support permits to make a climate of trust and responsibility between specialists that empowers social collaboration and cooperation even to the detriment of losing some autonomy.

According to O'Malley and Tynan (1997), theories of social relationships, social psychology, organizational theory, and agreements-based social theories all support the idea that long-term relationship success is built on trust and commitment. These authors justify the predominance of trust and commitment in the construction of agreements and the future development of the relationship by highlighting the affective-emotional aspect. As a result, it's hard to imagine a long-term relationship if both parties don't show a positive attitude that is based on affinity and affection for the other over time. All parties will work hard to keep a relationship that is based on trust and commitment. This is good for everyone. As Andaleeb (1996) demonstrates, a lack of trust can lead to suspicion among the parties, lowering their level of commitment and rendering the relationship merely temporary.

Some studies demonstrate that using ICT improves an organization's capacity to establish and maintain relationships over time with agents and functional areas within and outside the organization. Consequently, McDonough et al. (2002) Leenders and Wierenga 2001) and Rothwell (1994) come to the conclusion that ICT strengthen collaborative links between various organizational functional areas (such as Marketing, R&D, and Design). ICT improves communication

and cooperation with agents who are a part of the relationship while they are outside the organization, making it possible for them to integrate into the organization.

At the point when connections are laid out with outside specialists, ICT can build up the organization's capacity to arrange these exercises, causing the individuals from that relationship to completely take part (Kahn, 1996, 2001). McDonough and others ICT can encourage collaboration, knowledge transfer, and application among partners when they do not work in the same location or share a common culture, history, or future. This is demonstrated by Smith and Blanck (2002) and others. Even Roberts (2000) comes to the conclusion that worldwide virtual working parties have been made possible by extensive ICT use. Roberts suggests that ICT use increases the level of integration among members in two ways by analyzing the willingness and capacity to collaborate. First, it speeds up and simplifies the process of transferring knowledge, and second, it strengthens the trust and commitment that group members had previously established during face-to-face meetings.

To summarize, ICT can be viewed as an endogenous component of the organization, and a key piece of the executives and promoting practice today (Brady et al., 2002). As an essential showcasing factor, ICT improve the NPD cycle by shortening distances and saving money on expenses and time, as well as working with data move and the advancement of cooperative way of behaving that favors authoritative information and works on the nature of independent direction (Sorensen and Lundh-Snis, 2001). ICT use comprises an development in itself that can be planned and used to work with the actual NPD process. However, ICT use also contributes to other NPD and decision-making processes. By Altering development determinants, ways of behaving and the idea of NPD, ICT advance interior and outside participation and an organization culture that is market-arranged also.

## II. CONCLUSION

The information investigation shows the presence of a significant connection between ICT use in promoting and item advancement. Over the most recent two years, just 53.1 percent of organizations have embraced item advancement, yet as associations expanded their utilization of ICT in promoting, so the degree of item advancement raised. While only 26.0% of companies involved in product innovation made a low use of ICT, the percentage of companies with a medium use of ICT rose to 34.8% and reached 35.2% when ICT use in marketing advanced. We can consider sub-hypothesis 1.1 to be demonstrated on the basis of these results because the relationship between product innovation and ICT use in marketing can be categorized as direct and positive.

The advantages that ICT provides when the organization develops product innovation processes explain in large part the strong connection between ICT use in marketing and innovation. Organizations see ICT as a very useful tool in the innovation processes, as evidenced by the relevant literature. ICT speeds up, simplifies, and reduces the risk of NPD processes and aids in the establishment and maintenance of cooperative and communicative relationships within and outside the organization.

When this practice was established with the intention of developing new products, there was a high percentage of organizations that acknowledged cooperating with other agents. Data analysis demonstrated that innovation and cooperation are directly linked. Up to 74% of businesses acknowledged that product innovation was made possible by the assistance of other agents. For various kinds of cooperation, the connection between cooperation and product innovation was also significant. 88.4 percent of associations engaged with item advancement proclaimed to collaborate with scientific establishments. Even though they have reached the level of scientific cooperation, horizontal cooperation and cooperation with agents within the value chain both score high, at 81.9% and 73.6%, respectively.

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