



(RESEARCH ARTICLE)



## Influence of marketing information system on SME performance: A case of electrical/electronic dealers in Ekiti state, Nigeria

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### Abstract

This study examined the influence of marketing information system (MIS) on organization performance among selected electronic dealers association in Ekiti State, Ado-Ekiti. The study assessed the influence of internal record, marketing intelligence, market research, decision support system on organization performance. The study adopted descriptive research design. The population comprises of members of the electronic dealers association, they were 76 and census sampling techniques was adopted. Data were gathered through the use of a well-structured questionnaire as 76 questionnaires were distributed. The data generated were analyzed using descriptive statistics and linear regression analysis. Cronbach's Alpha's test was carried out to determine the questionnaire reliability of the study variables. The study reveals that (MIS) internal records ( $\beta=0.724$ ,  $P=0.000$ ), marketing intelligence ( $\beta=0.703$ ,  $P=0.000$ ), market research ( $\beta=0.734$ ,  $P=0.000$ ) and decision support system ( $\beta=0.887$ ,  $p=0.000$ ) are all less than 0.05 level of significance and have significant influence on organization performance of electronic dealers in Ekiti State, Ado Ekiti. The study concluded that marketing information system have significant influence on organization performance of electronic dealers in Ekiti State, Ado Ekiti. The organization should maintain and develop advanced marketing information system that provides company management with rapid and credible information about consumer needs, preferences and behaviour.

**Keywords:** Marketing Information System; Internal Records; Marketing Intelligence; Market Research; Decision Support System

### 1. Introduction

According to Mekwunye (2018) Nigeria is unarguably one of the largest economy in the sub – Sahara Africa; though she rely majorly on oil, her economy is also grown by pocket of corporate organization covering almost all sphere of activities within the country, ranging from multinational corporations with offices within the country, indigenous companies, and largely by small and medium scales Enterprises (SMEs). SMEs are non-Subsidiary independent firms/Organizations which employ fewer numbers of employees; this number varies across countries. According to the European Union (EU) SMEs are categories of micro small and medium sized enterprise which employ fewer than 250 persons and which have and annual turnover not exceeding 50 million Euros. In Nigeria, the Central Bank of Nigeria in it monetary policies circular No. 22 of 1988 defined SMEs as enterprises which annual turnover not exceeding five hundred thousand Naira (500,000). For the sake of clarity, the National Policy on Micro Small and Medium Enterprises (MSMEs) has given a clear distinction of enterprise based through their Capital, scope and cost of projects, annual turnover, financial strength and number of employees amongst other things. This research will examine the influence of marketing Information System on Organization performance among SMEs in Ekiti State.

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Nowadays, most of large and small scale companies access to system technology and communication network which enables them to increase their efficiency and obtain better commercial situation and appropriate informational system enables company to develop its activity and offers new product and services, amending job process and even greatly evolving organization and business process. Marketing manager require information in order to analyze, plan, execute and control marketing. Marketing information system is one of the information system for determining performance of organization. Such system consists of many sub systems for producing different information that is necessary for making correct decisions.

Marketing information system is one of the bedrock for SMEs successful survival in Nigeria. James (1998) defined marketing information system as 'a structured, interacting complex of persons, machines and procedures designed to generate an orderly flow of pertinent information collected from both intra and extra form sources for use as the basis for decision making'. Boone and Kurt (2007), defined marketing information system as a planned computer based system designed to provide managers with continuous flow of information relevant to their specific decisions and area of responsibility. Marketing Information system is essentially a customer oriented approach to information gathering and handling, because it provides large amount of customer data and its advantage is in the technique it uses to apply computer communication technology to marketing analysis to equally ensure that everyone in the organization is motivated to deliver high quality and superior value, leading to high levels of customer satisfaction. Marketing Information System is the efficient tool providing past, present and projected Information relating to internal Operations and external intelligence (Armstrong & Litter, 2007; Dangana & Bawa, 2018).). Marketing information system focuses on the collection, processing and dissemination of information to enable organization to make better decisions. Marketing information includes all facts, estimates, opinions and other information used in marketing decisions which affects the marketing of goods. The aim of marketing information system is to know and understand the customer so well that the services rendered will be key to marketing decisions (Kotler, 2007). This study attempts to present an overview of the components of MKIS as well as decision making and to explore the proper role of marketing information systems; what managers do and what information they need for decision making and determining whether information systems will be a valuable tools and how they should be designed.

Good marketing information system provides accurate information on controllable and non-controllable factors and consumers which enhances the effectiveness of decisions are by marketing managers. Unfortunately greater number of Nigeria companies which are struggling to survive in the rapidly changing turbulent global business environment at present, have not realized the value of marketing information system which provides the holistic view of business strategies. Many organizations fail to realize that the survival of their product in the competitive market is a function of their commitment to building and maintaining reliable marketing information system that is all encompassing and all embracing (Dangana & Bawa, 2018).. This is because many companies in developing countries are often successful for a short period of time as they launched a new attractive product or an appealing service, but find it difficult to remain successful over a longer period of time due to failure to continually gather information about the changes in market situation. Thus, this study examined the impact of marketing information system on organization performance among SMEs

Despite the agreement that Marketing Research Information is a key for business success (Wahu & Assumptah, 2017; Masai, 2017; Revenio, 2017; Chairu *et al.*, 2015), they have been few that examined the link between marketing information system and organization performance among SMEs with specific interest in electronic dealers who gradually adopting computer-based information management. Thus, this study will examine the influence of Marketing Information system on organization performance among SMEs in Ekiti State: Electrical dealers in Ado-Ekiti. This research is on information system and organization performs which is based on examining the relationship between the information system and organizational performance, how to tackle factors affecting organization performance in order to attain set goals and objectives, how organizations can break even, grow, mature and survive in order to satisfy customers effectively and efficiently and how to use quality information in making strategic decisions so as to be able to remain ahead of your competitors in a global market.

Organizational performance partly depend on the information system in order to offer services with greater satisfaction to customers, accessing a wider range of valuable information, handling business changes at greater speed and increasing the productivity of workers effectively and efficiently. Fisher and Kenny (2000) "suggested that organizations infuse the information systems into their operations so as to enhance competitiveness and facilitate growth and success". It is important to note that, for every organization that function and perform very well, there must be timely, accurate, relevant, pertinent and unambiguous information behind it. Despite numerous studies on MIS and customer experience in market in individual countries in developed countries(Butkouskaya et al. (2024); developing countries (Suttan, 2012; Venter & Rensburg; 2014; Alhadid, Al-zu'bai & Saner, 2015; Alateef, 2015); Malaysia (Theodosiou & Beheshti, 2021); Nigeria (Kayode, 2010; Dangana & Bawa, 2018); few studies properly compare

customers experience in organizations between different countries. The use of information technology as increasingly transparent financial sector have become key driving forces in business operations, strategies, structures, ownership and performance. These forces cut across many industries to force changes that in turn, have had significant economic and social impacts on the organizational performance (Doms, Jarmins & Klimek, 2004) therefore this study seek to examine the influence of Marketing Information system on Organization performance among SMEs in Ekiti State, using electronic dealers as a case study.

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## 2. Literature review

### 2.1. Internal records (data base)

This is an aspect of marketing information system that handles information about an organization operation system, sales data, core competence, price level, cost, service offered and other strategies which includes their strength, weakness, opportunities and threat. Internal records are the data collected and stored in a data base which pertains to daily market activities. The information technological changes are stored in a company's database and only the assigned member of the internal control unit has the relevant access to such information based on sensitivity. The term "database" as an internal records contains information about prospective customers which stored in a computer with software to process the information. A significant technological innovation is database marketing, the collection and use of individual customer specific information to make marketing more efficient. Computer technology provide the ability to pull apart and recombine information in ways previously impossible but which presently permit the company to identify customers who are more predisposed to their products and to whom and to whom they direct their marketing effort.

The fundamental resources of information which is accessible easily and comprises of all marketing operations records available within the organization are obtain from internal record system. This system is concerned with gathering, analyzing, interpreting, and distributing needed information from different department of firm's record. Management of electrical dealers association need to analyze and sustain the internal records such suggestion and complain box, receipt etc. to obtain an opportunity to solve such performance and better decision making. Nasir (2011) indicated that marketing managers deem the internal record system as the most credible information source and has an efficient role in the firm's performance and decision making alike (Nasir, 2011). Internal database can be accessed more easily, quickly, and cheaply than other information source. The records on current sales and also the inventory degrees aid the management to choose its purpose, as well as the online marketers, who can take advantage of these detail to create their future sales method. The companies maintain a number of data sources such as consumer database: this is where the complete information regarding the clients name, address, phone number, and the regularity of acquisition, economic placement etc. are conserved. Sales representatives database: this is where the total information concerning the sales person, his name, address, phone number, sales target, and so on Is saved. The organization saves their data in the data stock room from where the information can be recovered anytime the demand occurs. Once the data is stored, the analytical specialist extract it by applying a number of computer system software programs as well as methods to converts it into meaningful details that provide truth as well as figures. This study hypotheses as follows:

*H<sub>01</sub>: Internal records (Data Base) has no significant influence on performance of electrical dealers in Ekiti State*

### 2.2. Marketing Intelligence

Marketing intelligence (MI) system increasingly provide the data that derives both strategic and tactical decision for enterprise. Many businesses have already invested heavily to aggregate data from diverse system and application in order to create a whole enterprise view to fully reflect the daily state of business as well as support more effective, informed decisions (Jazdtech, 2010; Pride & Ferell, 2016). A marketing intelligence system is a set of procedures and data sources used by marketing managers to shift information from economic and business environment that they can use in their decision making (FAO, 2019). Marketing intelligence as Igbaekamen (2014) explained is everyday information about development in the marketing environment that helps managers prepare and adjust marketing plans. The MI system determines the intelligent needed and collecting same by searching the environment and deliver to the marketing manager who needs it. Marketing intelligence comes from diverse source such as; the company's personnel executives, engineers and scientist, purchasing agents and sales force. But, company are often busy and fails to pass on important function. The company must sell its people on their important as intelligence gathers, to spot new development and urge them to report intelligence back to the organization. Sometimes, in wide networking companies, the intelligence information is usually contracted to external agent or suppliers and at the extreme level "hidden hackers" to break and capture for the company all relevant information from their competitors for their effective utilization. However MI as an organizational strategy can perfectly work for a company as well as against the company.

Therefore organization must act fast and take every necessary step towards protecting themselves from the snooping of competitors. This study hypothesises as follows:

*H<sub>02</sub>: Marketing intelligence has no significant influence on performance of electrical dealers association of Ekiti State*

### **2.3. Marketing Research**

Marketing research is a proactive search for information to solve perceived marketing problem; marketing research is a systematic and objective identification, collection, analyzing, dissemination, and use of information and solution of problems and opportunities in marketing (Malhotra, 2007). The American Association formally defines marketing research as a function that links consumer, customer, and public to the marketer through information. Information used to identify and define marketing opportunities and problems. Generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing process. This study hypothesises as follows:

*H<sub>03</sub>: There is no significant relationship between marketing research and performance of electrical dealers in Ekiti State*

### **2.4. Decision Support System**

A decision support system (DSS) is an integrated set of computer tools allowing a decision maker to interact directly with computer to retrieve information useful in making semi structured and unstructured decisions (Power, 2002; Ezine, 2010; James, 1998). A decision support system (DSS) is an interactive computer system that is easily accessible to, and operated by non-computer specialists to assist them in planning and decision making functions. While DSS may differ in their emphases on data-access and modeling functions, there is an overriding in all such system on user accessibility to data decision making (Power, 2002, Ezine, 2010). This decision making applicability permits managers to stimulate problems using formal mathematical models and to test the outcomes of various alternatives for reaching the best possible decision (Bernard and Allan, 1985). The term decision support system refers to a class of systems, which support the process of making decision. DSS allow the decision maker to retrieve data and test alternative solution during the problem solving (Ezine, 2010). The meaning of DSS is based on following assumption about data the role of computer in effective decision - making (power, 2002, Ezine, 2010). The DSS can provide analytical models for forecasting, simulation and optimization. DSS tools include simple spreadsheets such as Excel, statistical analysis packages such as SPSS and SAS, online analytical processing (OLAP) tools, data mining applications, and neural networks. The DSS provides the user with the ability to explore multiple option. The DSS must provide ease of access to the database containing relevant data and interactive testing of solution. The computer neither try to provide the answer nor impose a predefine sequence of analysis. The main advantage of computer support is the computer, but where the decision makers' insight and judgment are needed to control and process. This study hypothesises as follows:

*H<sub>04</sub>: Decision support system has no significant effect on performance of electrical dealers in Ekiti State*

### **2.5. Organizational Performance**

Hove and Banjo (2015) suggest that organizational performance is a subset of organizational effectiveness. Dobrin, Popescu and Popescil (2012) define performance in organizations as reaching the strategy objectives, the focus of this definition is on efficiency which is measured quantitatively and it has overtime been considered in many diverse areas with varying interpretation.

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## **3. Research methodology**

### **3.1. Research Design**

The research adopted the descriptive research design. According to Ghauri and Gronhaug (2005), descriptive research is used when the problem is structured; that is, it gives answer to who, where, what, how, and when of a phenomenon under study. Therefore, descriptive research studies are based on some previous understanding of the nature of the research problem. This design allow researcher to collect both qualitative and quantitative information that captures information on the demographic characteristic of the population studied within a short time and at minimal cost.

### **3.2. Population of the Study**

According to Mugenda and Mugenda (2003), a population can be defined as an entire set of relevant units of being studied. The study will be making use of selected electronic dealers in Ado Ekiti metropolis.

**Table 1** Population of the study

S/N	Electronics Dealers	Offices	Owner/Staff
1	Ausbright Okeafor Electric/Electronics	Ijigbo, Ado-Ekiti	4
2	De Chidex Electrical	Ojumose, Ado-Ekiti	4
3	Dimma Electrical and Electronic Enterprise	Ilawe Ekit Road	4
4	Henry Electronics	Oke Iyinmi, Ado-Ekiti	4
5	HenryBros Electronics Venture	Ereguru, Ado-Ekiti	4
6	Jewako Electronics Nigeria	Ereguru, Ado-Ekiti	4
7	Kara Kata Multibiz Global Company Ltd	Ayinmi Complex	4
8	LG Main Show Room	Basiri, Ado-Ekiti	4
9	Real Heskey Electronic	Ado-Ikere Road	4
10	Samsung Electronic Depot	Ado-Iworoko Road	4
11	So fine Electronics	Atikankan, Ado-Ekiti	4
12	Solamed Electronics and Electrical	Ojumose, Ado-Ekiti	4
13	T Electronics Store	Adebayo, Ado-Ekiti	4
14	Thermocool Showroom	Bank Road, Ado-Ekiti	4
15	Tripple Cee Electronic	Ereguru, Ado-Ekiti	4
16	Veejay Electronics and Interiors	Ereguru, Ado-Ekiti	4
17	Vicky Chief Priest	Ereguru, Ado-Ekiti	4
18	Walex Electronic	Ifelodun Avenue	4
19	Workman ICT	Adebayo, Ado-Ekiti	4
	Total		76

Source: Electrical Dealer Association, Ado-Ekiti Chapter, (2025)

### 3.3. Sample Size and Sampling Technique

Sample size is a smaller set of a larger population (Cooper & Schindler, 2006). The sample size was seventy-six respondents using census sampling techniques since the population is small, the population of the study shall be total population obtainable from the owner/branch manager, and three staff of the organization.

### 3.4. Validity and Reliability of research instruments

The term validity refers to the degree of consistent and or systematic error in management while reliability concerns the consistency with which an instrument measured whatever it measures. The face and content validity of the instrument were determined by expert's opinion comprising of expert, past researcher and measurement. Hence, the instrument was adjudged reliable and stable. To ensure content validity of the research instrument, the researcher incorporated the opinion of research experts and his supervisor in designing the questionnaires. Reliability is the degree of consistency and precision in which the measuring of the instrument demonstrates under circumstances, same research respondents using the same instrument and should generate the same result under identical conditions (Amin, 2005).

**Table 2** Variable identification and measurement

S/N	Variables	Measurement	No of items	Cronbach's Alpha	Source
1.	Internal records (Data base)	Internal record scale	11	0.971	Shkeer, A. S. & Awang, Z. (2019)
2.	Marketing Intelligence	Marketing Intelligence scale	12	0.980	Shkeer, A. S. & Awang, Z. (2019)
3.	Marketing Research	Marketing Research scale	14	0.982	Shkeer, A. S. & Awang, Z. (2019)
4.	Decision Support system	Decision Support system scale	12	0.978	Shkeer, A. S. & Awang, Z. (2019)
4.	Organisational Performance	Organisational Performance scale	4		Ibojo, B. O. (2013)

Source: Shkeer, A. S. &amp; Awang, Z. (2019)

The scoring pattern of the questionnaire follows summative model of a five point likert scale questionnaire. The choice of Likert scale is based on the fact that its helps in facilitating generation of quantitative information expected from respondent in this study. The scoring range for the scale was: Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD).

## 4. Results

### 4.1. Demographic Distribution of Respondents

Results from Table 3 show educational qualification of the respondents showed that one (4%) of the respondents is a primary school leaving certificate, seventeen (68%) of the respondents are ND/NCE graduate, seven (28%) of the respondents are B.Sc./HND graduates. The position of the respondents revealed that nine (36%) of the respondents are supervisors while sixteen (64%) of the respondents are assistant managers. Sex distribution of the respondents indicated that thirteen (52%) of the respondents are male while twelve (48%) of the respondents are female. Age distribution of respondents showed that one (4%) of the respondents is below 20Year, four (16%) of the respondents are between 31-40years, twelve (48%) of the respondents between 41-50years, eight (32%) of the respondents are 51year and above. Marital status of the respondents indicated that sixteen (64%) of the respondents are single, eight (4%) of the respondents are married while one of the respondent have divorced the wife as claimed. The length of service of the respondents revealed that two (8%) of the respondents are below 1year working with the organisation, sixteen (64%) of the respondents have being working with the organisation between 1 and 5years while seven (28%) of the respondents indicated they have being working for the organisation between 5 and 10years.

**Table 3** Demographic Distribution

Variables	Frequency	Percent
Educational Qualification		
Pry School Leaving Certificate	1	4.0
ND/NCE	17	68.0
B.Sc./HND	7	28.0
Total	25	100.0
Position		
Supervisor	9	36.0
Assistant Manager	16	64.0
Total	25	100.0
Sex Distribution		

Male	13	52.0
Female	12	48.0
Total	25	100.0
<b>Age Distribution</b>		
Below 20Years	1	4.0
31-40Years	4	16.0
41-50Years	12	48.0
51Years and Above	8	32.0
Total	25	100.0
<b>Marital Status</b>		
Single	16	64.0
Married	8	4.0
Divorced	1	32.0
Total	25	100.0
<b>Length</b>		
Below 1Year	2	8.0
Between 1 and 5Years	16	64.0
Between 5 and 10Years	7	28.0
Total	25	100.0

Source: Field survey (2025)

## 4.2. Results from tests of hypotheses

### 4.2.1. Hypothesis One

*Internal records (Data Base) has no significant influence on performance of electrical dealer association in Ekiti State*

To test this hypothesis, the respondents' scores on internal records (database) and organisational performance were computed and subjected to simple regression analysis. The results are shown in Tables 4 & 5. In Table 4, the results of the analysis was found to be significant with R square = 0.724 showing that internal records (data base) influence organisational performance. Adjusted R-square showed that internal records (database) caused 0.724 variance in organisational performance. In other words, an estimated 72.4% of organisational performance is accounted for by internal records (data base) when all other variables are held constant. The statistical significance of the simple regression ( $F= 25.398, p= 0.000$ ) shows that the model was significant as  $p < 0.05$ . The result means that we reject the null hypothesis and accept the alternate hypothesis.

**Table 4** Model Summary of Regression analysis for internal records (Data base) effect on Organisational Performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	0.724 <sup>a</sup>	0.525	0.504	0.440	25.398	0.000 <sup>b</sup>
a. Predictors: (Constant), Internal records (Data base)						

Source: Output of Data Analysis (2025)

Analysis from the simple regression of variables shown in In Table 5, the standardized beta co-efficient of internal records (data base) showed the level of contribution of each independent variable to the dependent variable organisational performance. From the table, internal records ( $\beta = 0.579, p=0.000$ ). The positive beta indicate that the internal records of the electronic shop/showroom gives essential data information. However, the result showed that internal records (data base) has significant effect on organisational performance. The simple regression of the model is shown below as:

$$OP = 2.033 + 0.579IR$$

(Where OP = Organisational performance, IR = internal records (Data Base))

**Table 5** Simple Regression analysis (Beta co-efficient) for Internal Records (Data base) effect on Organisational performance

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.033	0.369		5.506	0.000
	Internal Records (Data base)	0.579	0.115	0.724	5.040	0.000

a. Dependent Variable: Organisational Performance; Source: Output of Data Analysis (2025)

4.2.2. Hypothesis Two

*Marketing intelligence has no significant effect on performance of electrical dealers in Ekiti State*

To test this hypothesis, the respondents' scores on marketing intelligence and customer patronage were computed and subjected to multiple regression analysis. The results are shown in Tables 6 and 7. In Table 6, the results of the analysis was found to be significant with R square = 0.494 showing that marketing intelligence influence performance of electrical dealers association of Ekiti State. Adjusted R-square showed that marketing intelligence caused 0.703 variance in performance of electrical dealers association. In other words, an estimated 70.3% of organisational performance is accounted for by marketing intelligence when all other variables are held constant. The statistical significance of the simple regression ( $F= 22.456, p= 0.000$ ) shows that the model was significant as  $p < 0.05$ . The result means that we reject the null hypothesis and accept the alternate hypothesis.

**Table 6** Model Summary of Regression analysis for marketing intelligence effect on Organisational Performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	0.703 <sup>a</sup>	0.494	0.472	0.454	22.456	0.000 <sup>b</sup>
a. Predictors: (Constant), Internal records (Data base)						

Source: Output of Data Analysis (2025)

Analysis from the simple regression of variables shown in In Table 7, the standardized beta co-efficient of marketing intelligence showed the level of contribution of each independent variable to the dependent variable organisational performance. From the table, food quality ( $\beta = 0.680, p=0.000$ ). The positive beta indicate that the electronic shop/showroom depends on internal sources of information from the managers, consultants, sales representatives and delegates of purchase about the customers for adequate and valuable data. However, the result showed that marketing intelligence has significant effect on organisational performance. The simple regression of the model is shown below as:

$$OP = 1.664 + 0.680MI$$

(Where OP = Organisational Performance, MI = marketing intelligence)

**Table 7** Simple Regression analysis (Beta co-efficient) for marketing intelligence effect on Organisational performance

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.664	0.468		3.555	0.002
	Marketing Intelligence	0.680	0.143	0.703	4.739	0.000

a. Dependent Variable: Organisational Performance; Source: Output of Data Analysis (2025)

4.2.3. Hypothesis Three

*There is no significant effect of marketing research on performance of electrical dealers in Ekiti State*

To test this hypothesis, the respondents' scores on marketing research and organisational performance were computed and subjected to simple regression analysis. The results are shown in Tables 8 and 9. In Table 8, the results of the analysis was found to be significant with R square = 0.539 showing that marketing research influence performance of electrical dealers association of Ekiti State. Adjusted R-square showed that marketing research caused 0.519 variance in performance of electrical dealers in Ekiti State. In other words, an estimated 51.9% of performance of electrical dealer is accounted for by marketing research when all other variables are held constant. The statistical significance of the multiple regression ( $F= 26.888, p= 0.000$ ) shows that the model was significant as  $p < 0.05$ . The result means that we reject the null hypothesis and accept the alternate hypothesis.

**Table 8** Model Summary of Regression analysis for marketing research effect on Organisational Performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	0.734 <sup>a</sup>	0.539	0.519	0.433	26.888	0.000 <sup>b</sup>
a. Predictors: (Constant), marketing research						

Source: Output of Data Analysis (2025)

Analysis from the multiple regression of variables shown in In Table 9, the standardized beta co-efficient of marketing research showed the level of contribution of each independent variable to the dependent variable performance of electrical dealers. From the table, marketing research ( $\beta = 0.634, p=0.000$ ). The positive beta indicate that the marketing research provides the required data for decision making in a convenient and timely way. However, the result showed that marketing research has significant effect on performance of electrical dealers in Ekiti State. The simple regression of the model is shown below as:

$$OP = 1.787 + 0.634MI$$

(Where OP = Organisational Performance, MI = Marketing Research)

**Table 9** Simple Regression analysis (Beta co-efficient) for marketing research effect on Organisational performance

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.787	0.405		4.407	0.000
	Marketing Intelligence	0.634	0.122	0.734	5.185	0.000

a. Dependent Variable: Organisational Performance Source: Output of Data Analysis (2025)

#### 4.2.4. Hypothesis Four

*There is no significant effect of decision support system on performance of electrical dealers in Ekiti State*

To test this hypothesis, the respondents' scores on decision support system and performance of electrical dealers in Ekiti State were computed and subjected to simple regression analysis. The results are shown in Tables 10 and 11. In Table 10, the results of the analysis was found to be significant with R square = 0.786 showing that decision support system influence performance of electrical dealers association of Ekiti State. Adjusted R-square showed that decision support system caused 0.887 variance in performance of electrical dealers in Ekiti State. In other words, an estimated 88.7% of performance of electrical dealers in Ekiti is accounted for by decision support system when all other variables are held constant. The statistical significance of the simple regression ( $F= 84.640, p= 0.000$ ) shows that the model was significant as  $p < 0.05$ . The result means that we reject the null hypothesis and accept the alternate hypothesis.

**Table 10** Model Summary of Regression analysis for decision support system effect on Organisational Performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	0.887 <sup>a</sup>	0.786	0.777	0.295	84.640	0.000 <sup>b</sup>
a. Predictors: (Constant), marketing research						

Source: Output of Data Analysis (2025)

Analysis from the simple regression of variables shown in In Table 11, the standardized beta co-efficient of decision support system showed the level of contribution of each independent variable to the dependent variable organisational performance. From the table, decision support system ( $\beta = 0.667, p=0.000$ ). The positive beta indicate that the computer programs characterize the outcomes of a change in marketing constructs and give helpful data used to attain marketing targets effectively. However, the result showed that decision support system has significant effect on organisational performance. The simple regression of the model is shown below as:

$$OP = 1.333 + 0.667DSS$$

(Where OP = Organisational Performance, DSS = Decision support system)

**Table 11** Simple Regression analysis (Beta co-efficient) for decision support system effect on Organisational performance

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.333	0.279		4.783	0.000
	Decision Support System	0.667	0.072	0.887	9.200	0.000

a. Dependent Variable: Organisational Performance Source: Output of Data Analysis (2025)

## 5. Discussion of findings

The findings of this study agrees with the results from Theodosiou and Beheshti (2021) which found that the marketing information system has a positive effect on the performance of SMEs in Malaysia. The study indicated that a marketing information system is a management information system designed to support marketing decision making. This finding was similar to the study of Suttan (2012) who examined the role of marketing information systems in marketing decision making in Jordanian shareholding medicine companies. The result of the study shows that there is a satisfactory significant relation between each of internal records, marketing research, and marketing intelligence and decision making. The study also agrees with Kayode (2010) who studied the impact of marketing research on profitability in business enterprise. The findings revealed that marketing research is a veritable tool for increasing the profitability in service organization as well as for increasing customer's satisfaction and customer's patronage on the organization products. The findings of this study also supports the findings of Alhadid, Al-zu'bai and Saner (2015), their study found significant relationship between internal records, marketing research and marketing intelligence towards achieving a competitive advantage in the Jordan Banking sector. Venter and Rensburg (2014) in their study conducted to determine the relationship between marketing intelligence and strategic marketing in South African organization. The findings show that the availability of various categories of marketing intelligence has an indices effect on strategic marketing. The study of Alateef (2015) established that there was statistical significance between marketing information systems and sales growth. Their study recommended that firms must invest in the effective and activated marketing information system because it has a role raising firm productivity which results enhance sales growth. The result of this study aligns with Wahu and Assumptah (2017) and Masai (2017) who investigated the influence of ICT strategies on performance and service delivery in the airline industry and public universities in Kenya respectively. The results also confirm findings of Revenio (2017) and Chairu et al (2015) that ICT contribute to high performance, the study focused only on ICT adoption and ignored the influence of market expansion and cost cutting strategies on performance. The result from hypothesis four, confirms the study of Garg et al. (2005) conducted research on effect of computerized clinical Decision Support System on practitioner performance and patient outcomes. The study established that improved practitioner performance was associated with DSSs that automatically prompted users compared with requiring users to activate the system. The study of Butkouskaya et al (2024) established the effect of integrated marketing communications on SMEs performance in a developed country Spain and a developing country Belarus. The results confirms that IMC implementation significantly affects the Marketing Orientation relationship with both customer-related and market performance.

However, the finding of this study was in contrast with the study of Dangana and Bawa (2018) which showed that result of t-test on mean difference between small and medium scale enterprises on the adoption MKIS using t-test, SMEs do not differ significantly on their adoption of MKIS. That is, there was no significant difference in the adoption of marketing information system among SMEs in the study area.

## 5.1. Summary

The study investigated the influence of marketing information system on organizational performance among SMEs in Ekiti State while the specific objectives are to determine the influence of internal records (Data Base) on performance of electrical dealers association in Ekiti State; examine how marketing intelligence influence performance of electrical dealers association in Ekiti State; ascertain how (decision support system) can affect performance of electrical dealers association in Ekiti State and determine if there is any relationship between marketing research and performance of electrical dealers association in Ekiti State.

The population of the study comprised of the seventy-six selected electronic dealers in Ado Ekiti metropolis while the sample was seventy-six respondents using census sampling techniques since the population is small, the population of the study was the total population obtainable from the owner/branch manager, and three staff of the organization. Descriptive statistics were used to present and analyse demographic data of respondents in frequency tables. The demographics were sex, age, marital status, position of the respondents, and length of service distribution of respondents. The result of the study revealed that that marketing research has significant effect on performance of electrical dealers in Ekiti State, the result showed that decision support system has significant effect on organisational performance.

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## 6. Conclusion

Based on the findings, the study concluded that:

- The internal records of the electronic shop/showroom gives essential data information,
- the electronic shop/showroom depends on internal sources of information from the managers, consultants.
- sales representatives and delegates of purchase about the customers for adequate and valuable data,

the marketing research provides the required data for decision making in a convenient and timely way and the computer programs characterize the outcomes of a change in marketing constructs and give helpful data used to attain marketing targets effectively.

### *Recommendations*

Relying on the findings and conclusion, the study proffered the following recommendations for better performance:

- The electronic shop/showroom should develop/ maintain advanced marketing information systems that provide company management with rapid and incredible information about consumers' needs and wants, preferences and behaviour.
- This will provide the company with a good market advantage over its competitors. This is because effective marketing information system will enable the company to effectively survey the market and to obtain the information it requires to carefully evaluate its opportunities and choose its target markets to maximize profit.
- Moreover, the marketing information programs must communicate more internally to employees and externally with the customers so that the company can reach the market with a consistent, strong voice projecting the qualities and benefits of its products. This will ensure rapid improvement in sales volume of the company.
- This because companies that incorporate effective business-to-customers components into their MIS plans stand a better chance of making their products to remaining successful in future years.

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## Compliance with ethical standards

### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

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