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## REVIEW ARTICLE

# MARKETING INTELLIGENCE SYSTEM AMONG SUPERMARKETS IN TIRUNELVELI CITY: AN EMPIRICAL STUDY

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### ABSTRACT

This study is initiated to understand and analyse real happening of Supermarkets and their marketing intelligence system in Tirunelveli city. The researcher would tend to study real applications and systems of supermarket towards marketing intelligence that becomes vital and many organizations recent times concentrate highly on this way.

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## INTRODUCTION

Marketing intelligence is an inevitable mechanism for any business that may be SME or MNCs. The researcher in this study has gone through the various applications of marketing intelligence in many areas but rural kind of business. Supermarkets are large self-service grocery stores that offer customers a variety of foods and household supplies.

The merchandise is organized into an organized aisle format, where each aisle is numbered or labeled and has only similar goods placed together. Hypermarkets are large retail establishments that are a combination of supermarket and department stores. They are considered as a one-stop shop for all of the customer's needs. Hypermarkets basically have all the merchandise that could be required by a person on a daily basis. This study has been undertaken with a view to analyse the supermarkets in the Tirunelveli city. Census survey has been adopted. Hypotheses are set up to understand the relationship between the variables and the moderators of the model that has been take for this study. The study would conclude that the Model of Marketing intelligence system (Huster Michael, 2005.Vol.28). The application of Marketing intelligence in supermarkets in Tirunelveli city can be systemized in the support of marketing intelligence system for decision making process and its implications on marketing Decisions.

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## REVIEW OF LITERATURE

Marketing intelligence is done with proper care in many industries that lead to ultimate success. Marketing intelligence comprises the collection of environmental information consists of collection of information economy, political, culture, legal and technological. Specific information that includes many factors like customer, competitor, supplier, channels and influencers. Collecting those information regularly and interpreting in such a way so that the marketing planning, implementing, and controlling can be facilitated (Kavehmorevej) Marketing intelligence can be considered as a more area focused sub-discipline of market intelligence. Klaus Solberg Søylen and Per V. Jenster, Market Intelligence: Building Strategic Insight (Denmark: Copenhagen Business School Press, 2009).

The English roman economic dictionary translates the concept of intelligence through: informative, stire, informatii confidential, intelligent (information, news, Confidential information, intelligence) (Grigorut cornel, 2013, Vol18) There are a number of CI models currently utilized by companies in an effort to organize their CI activities (Kahaner, 1996; Wright & Roy, 1999; Fitzpatrick & Burke, 2003). These range from a process driven approach, typically referred to as the "Intelligence Cycle" (Miller 2007) to an all encompassing, total firm, network type process as proposed by Bertacchini & Dou (2001), April (2002), Wright & Cal of (2006). All CI process models though, will include one or more of the accepted generic "steps" of planning, collection, analysis, dissemination and feedback yet, as with the lack of an agreed definition for CI

activity, there is no recognized ‘definitive’ CI process model which applies to all organisations or all situations. Hakansson and Snehota (1995, p 95) state “for most companies, all Information are not equal; some represent an extremely high share of their sales or profits and are therefore considered”.

**OBJECTIVES OF THE STUDY**

- To identify the Marketing intelligence process in supermarkets in Tirunelveli
- To find out the most important factor that supermarkets are observing and interpreting for marketing intelligence.

**RESEARCH METHODOLOGY**

This study has been undertaken in Tirunelveli city where the city municipal corporation limit is set as boundaries within which 20 super markets are identified. Then census survey has been adopted by the researcher by interview schedule (with the managers or authorities who are undertaking marketing decisions). One way Anova is applied to find out whether the years of existence (Experience) has impact on Marketing intelligence process of supermarkets. Garrett raking method is used to identify Supermarket managers’ focus on the collection and interpretation of information towards the factors of Marketing Intelligence

**ANALYSIS AND INTERPRETATIONS**

**Hypotheses**

**Ho:** Experience does not have any impact on process of marketing intelligence system

**H<sub>1</sub>:** Experience has some impact on process of Marketing intelligence system

**One Way Anova**

A series of statistical procedures for comparing differences among three or more groups, rather than testing each pair of means separately, to determine if differences are due to chance. It is accomplished by examining the differences within the groups as well.

**Table 1. Year of Existence versus observing information for marketing decisions**

Value/ Factor	Observing information	Ho
Significance value	0.663	Accepted

From Table1, the Null hypothesis is accepted since the significance level is above 0.05. The experience does not have any impact on process of marketing intelligence system.

**Table 2. Year of existence of super markets and the mean value are given**

Years of existence	Number of Supermarkets	Mean Value
Below 3 year	3	31.33
3 to 5 years	6	33.50
Above 5 years	11	33.45
Total	20	33.15

Table 2: shows the mean value of observing information and year of existence (experience) of supermarkets are enumerated. As table.1 denotes the existence of supermarkets is not having any impact on process of marketing intelligence system. It is evident from the Table. 2 That there is no huge difference among the group.

**GARRETT RANKING METHOD**

Garrett’s Ranking Technique is employed. It is calculated as percentage score and the scale value is obtained by employing Scale Conversion Table given by Henry Garrett.

$$\text{Percentage Score} = \frac{100(R_{ij}-0.5)}{N_j}$$

Where, Rij is Rank given for ith item jth individual Nj is Number of items ranked by jth individual

It is clear from the table.3 that the managers prefer to collect the information about the availability of products. Then price, Quality, Variety and customer opinion were ranked 2,3,4,5 respectively.

**Table 3. Supermarket managers’ focus on the collection and interpretation of information towards the factors of Marketing Intelligence**

Factors	Rank Scale Value	I	II	III	IV	V	Total Σf	Total Score Σfx	Mean Score	Rank
		75	60	50	39	24				
Information about Price	f	7	5	3	2	3	20	1125	56.25	2
	fx	525	300	150	78	72				
Information about Quality	f	5	4	4	3	4	20	1028	51.4	3
	fx	375	240	200	117	96				
Information about Availability	f	8	4	3	4	1	20	1170	58.5	1
	fx	600	240	150	156	24				
Information about Variety	f	6	3	3	2	6	20	1002	50.1	4
	fx	450	180	150	78	144				
Information about Customer opinion	f	4	4	4	3	5	20	977	48.85	5
	fx	300	240	200	117	120				
Total	Σf	20	20	20	20	20				

Note: x = Scale value; f = Number of Respondents; fx = Score

### Conclusion, Implication and Future Study

It is revealed from the study that Supermarkets in Tirunelveli city has the same level of marketing intelligence system and their preference on collecting and interpretation of information. They collect the information about availability of a particular product internally as well as external at most importantly than other factors like price, variety etc. This study can be further developed by understanding the constructs and moderators that influence the Marketing decisions directly besides indirectly by creating a SEM model. Supermarkets are one of the growing SME that needs to be formed systematic improvements. This study has focused on a part of that system. Marketing intelligence system becomes vital for these Supermarkets. These Supermarkets have to stay with the systematic collection and interpretation of information about environment and specific factors.

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