Strategic Management of the Application of Information Technology in the Retail Market

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Abstract

This study uses the information technology (IT) adoption methods to apply the marketing strategy for retail market. The purpose is to reduce lower cost and enhance production and marketing efficiency. The retailing competitive strategy has become increasingly blurred with conflicting trends, diversity in the service, price transparency, emphasis on fast, convenient times and all the formats working in the information technology and using more services and integration. In addition to the strengthening of internal management mechanisms and processes, identifying positive innovation in the business model and integrate goods and services of the actual situation gaps. This study is the key issues and managerial challenges related to retailing marketing innovations.

Keywords: Information technology, marketing strategy, retail market, innovations and business.

Introduction

Due to rapid consumer demand changes and information technology development, different industry types and formats and different business models (Venkatesh et al., 2003), such as convenience stores, 24-hour mode of operation and commercial demands for social and night life, discount stores and supermarkets require marketing channels to shorten the process of improvement. Services are deeds, processes, and performances provided or co-produced by one entity or person for another entity or person. Services innovation is typically a greater resource than individuals and works as a management system to marshal those resources in the retailing industry for a collective purpose. The new competition in retailing is no longer between independent business units but between whole systems of centrally programmed networks (corporate, administered, and contractual) competing against one another to achieve the best cost economies and customer response. A lot of retailing store suppliers deal with a variety of items, management inefficiency problems and attempt to control outlet inventory, sales situation, etc. The cost and product quality have been emphasized as the core issues in obtaining and retaining competitive advantages (Brown and Dant 2011).

Pauwels et al. (2011) research about the factors of environmental competition has made retail business across the industries increasingly fuzzy regarding multi-services development trends. Wang et al. (2013) thinks that the rise of the service sector has generated more and more interest in relationship quality and has become service-oriented. The retailing industry may be a competitive advantage and might face strong incentives to develop differentiating new services, too. The retailing environment will emphasize the coming quick and convenient era. The problems that arise are: how to improve good service quality, enhance service experiences and create differentiated products so as effectively to expand the business managing opportunities and customerization. The retailing environment must focus on the information technology (IT) and services for more innovations. However, in information processing efficiency, the business innovation models have been built by strengthening internal management mechanisms, processes and through the integration of virtual platforms.

Today's marketers have to be good at creating customer value, engaging customers, and managing customer relationships. This innovative customer value and engagement framework is the five-step marketing process model (Kotler and Armstrong, 2021), which details how marketing creates customer value and captures value in return. By creating value for consumers, they

in turn capture value from consumers in the form of sales, profits, and long-term customer equity (see Figure 1).

Figure 1. The Marketing Process Creating and Capturing Customer Value
(Kotler and Armstrong, 2021)

Literature Review

The information technology (IT) used by the company can sustainably accelerate supply chain practice and is useful in improving company performance (Mavengere, 2013; Chae et al., 2018)). Information technology had significant effects on the productivity of retailing. Another focus is the alliance and cooperation with other industries with the aim of developing business opportunities. Setting up special stores for sales and displays in various outlets, offering kiosk machines and building online shopping website platforms and convenient ways of encouraging local consumers and tourists to go shopping are also explored. Also, the process needed to build vendor management platforms and improve supplier delivery orders. These trends have led to reducing operating and expanding the scale of procurement and purchase costs in order to improve business performance (Tarigan et al., 2019). Consequently, it is the diversity in the service and the emphasis on fast price transparency, that formats all working and convenient times in the information technology (Sorescu et al., 2011).

A successful strategy in technology implementation should be aligned with the customer, retailer, and product manufacturer (Wojciech and Cuthbertson, 2014). Store employees should be involved as technology users, and solutions such as tablets can support them. At the same time, store employees are perceived as a potential barrier to technology implementation; thus, training and technology promotion among staff are required. In-store technology should be "invisible" to customers and well tested before implementation to ensure that glitches and problems are eliminated, as these can quickly alienate customers. The main issues that emerged from the focus groups were integrated and are presented in Figure 2. The following section explores them further (Wojciech and Cuthbertson, 2014).
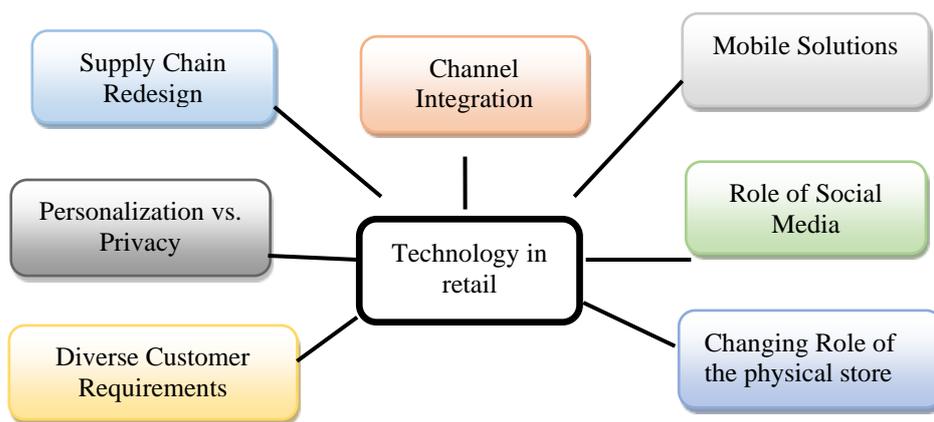

Figure 2. Technology in Retail: Main issues That Emerged from the Focus Group Discussions (Wojciech and Cuthbertson, 2014)

Vu et al. (2020) stated that supply chain activity as a form of supply chain practices for retailer business found that collaboration, information technology, inventory, manufacturing, location, and transportation determine the direction of the supply chain strategy. The value customers place on a product reflects the utility they get from a product, the satisfaction gained or the happiness from consuming or owning the product. Utility is something that customers receive as a product, it is a function of the attributes of the product, such as its design, quality, performance, and point-of-sale and after-sale service. Competitive advantage leads to superior profitability. At the most basic level, a company's profitability depends on the price, value, and cost. First the price that a company charges for its products. Second the value customers place on the company's products. And last the costs of creating those products. The conceptual framework development of the strategy management in the retail market of application system (see Figure 3).
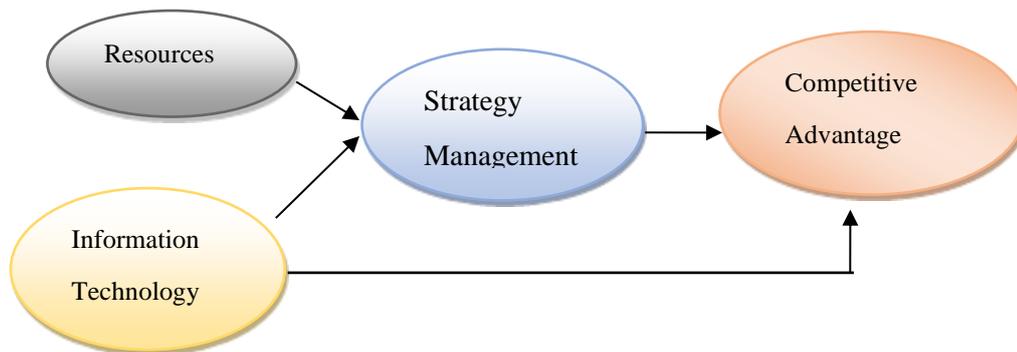

Figure 3. Conceptual Framework

Strategy Management in Retail Market

To enhance retailing industry competitiveness

Through business integration the application of the external and internal information management system and through strengthening the interface with consumers, rapid and immediate responses to suppliers and consumers can be made. They can effectively reduce the manpower and purchase costs, improve the quality of customer service, and increase the retailing industry's competitiveness.

Improving retailing management effectiveness

The integration of information management systems, the supermarket chain store retail sales information, real-time statistics and analysis, asking the authorities and operators and the ability to make decisions immediately, effectively improve the quality of decision-making and operational management effectiveness.

To enhance corporate human resources information application functions

This paper will be imported in the direct marketing centre for the retail store management systems and the operation of the integrated management systems. To extend production channels, facilitate product flow and the sales force.

To enhance brand image and reputation of retailing

Brand marketing through multi-brand marketing channels using a virtual interlace mode and the application of information technology in a wide range and establishing a real-time information channel can not only improve customer satisfaction but can also improve the brand image and reputation.

The Implement Cooperation Partners (Ex. Suppliers)

To improve customer service satisfaction

By the order of a platform application from the dealer the supplier can make full use of the platform's capabilities, be ready to immediately control the various retail market inventory status, initiate replenishment operations, have more real time inventory to meet their security requirements and increase their service satisfaction.

Ability to raise operational distribution management

Intelligent operations management services by supplier's order platform, access through real-time access to the market inventory status for cargo management and logistics and higher operating flexibility of the schedule, can improve the operating efficiency of the supplier.

Improving information utilization of human resources functions

This study used tools including computer equipment and smart mobile devices. The managers and the operational staff of the supplier will be required to have the ability to use the information. This study will also be available for the functional description of training courses for the dealer information system. It can also enhance supplier workforce information application functions.

Conclusions

Business innovation models are increasingly critical for building sustainable advantages in a marketplace defined by escalating customer expectations, unrelenting change, and intense competition (Sorescu et al., 2011). Peter Drucker pointed out that it is more important to "do the right thing" (effectiveness) than "to do things right" (efficiency). The most successful companies excel at both. Resource planning is a process for getting higher operation plans and sales; processes information in the way of time standards, routings, and other information on how services or products are produced; and then plans the input requirements. Changes in the external environment, emphasis on differentiation, cost leadership and high-quality marketing objectives have been unable to meet the rapidly changing requirements of the market. A retailer's motivation to engage in a marketing strategy may be inhibited by inertial forces due to either cognitive barriers to change or resources commitments (Padgett and Mulvey 2007).

A fit structure of service innovation systems must be established to ensure that the process moves smoothly. The retailing industry of the data centre will use special energy technologies to maximize energy-saving efficiency. As a result, it will make customers lives more convenient to through online shopping. The integration of innovative technology and multi-functions of applications, will aid retailers in the implementing system. The model used IT for the implementation procedure that should provide a useful strategy for other traditional industries that want to integrate information systems into their companies in the future. Retail market demand service advantages to overtake their competitors, and improve their value-added service replenishment and provision.

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