

IMPORTANCE OF COMPUTER IN MARKETING ORGANIZATION AND ITS CUSTOMERS

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Abstract: This study explores the importance of computer in marketing organizations and customer engagement, focusing on key design elements such as usability, aesthetics, strobability, and security. The rapid evolution of digital commerce has made computer a crucial platform for marketing organizations to engage with customers. However, the role of computer in influencing customer information and record keeping has not been fully explored. The primary objective of this research is to investigate how various aspects of computer contribute to enhanced marketing organizations in their business activities engagement. Using a sample of 200 participants and employing SPSSv22 for data analysis, the study applied descriptive statistics, correlation, and regression analyses to assess the relationship between computer components, marketing organization and customer engagement. The results show strong correlations between the stroge factors and customer's information with security being the most significant predictor of engagement. This study provides actionable insights for marketing organizations, highlighting the need to invest in record keeping, user-friendly, and aesthetically pleasing computer to store customer information and improve marketing activities. The findings contribute to the literature by bridging gaps in understanding the critical role of computer in digital marketing strategies. Recommendations for future research include examining other emerging computer's elements such as personalization and AI-driven interactions.

Keywords: Computer; Marketing; Organization; Stroge; Customers

1 INTRODUCTION

In the current computer age and digital economy, a company's computer plays a pivotal role in shaping its interactions with both existing and potential customers. A well computer manage serves not just as a marketing tool but as a dynamic platform for communication, engagement, and transaction. In many instances, it is the first point of analyzing market improvements by considering the total number of customers's engagment, making it critical to the success of a company's overall marketing strategy. As Kotler and Armstrong point out[1], in the digital era, the computer is often a company's most powerful marketing channel, blending both record keeping and other functional roles. With the exponential growth of e-commerce and the increasingly competitive nature of digital markets, companies must differentiate themselves not only through their products and services but also through their technological presence. Computer has moved beyond its early stages of being purely an aesthetic choice to becoming a vital element of strategic business decisions. Another research findings stress that customers now judge the credibility and reliability of businesses based largely on their technological tools appearance I.e computer. Therefore, optimizing the structure, stroge, and usability of a computer can significantly influence customer's information perceptions, engagement, and ultimately, customer retention.

Moreover, computer impacts a company's ability to drive conversions. According to Palmer [2], businesses with active computers that cater to user organizations' needs are more likely to see improved sales through an ads, higher traffic, and better engagement. The stroge information (SI), visual appeal by sending video or image to customers, functionality, and content all contribute to this outcome. As Nielsen observes[3], computers that are not only visually appealing but also provide smooth, intuitive navigation enhance customer information retention and increase the likelihood of conversions. Despite the proven benefits of computer usage, many businesses still underestimate its importance, either neglecting the user experience or failing to align their technology presence with their brand identity through computer adds. This often results in underperforming computer that alienate potential customers and negatively affect the company's bottom line [4]. There is growing evidence that suggests that Marketing organizations that prioritize computer as part of their overall marketing strategy enjoy a competitive advantage over those that do not.

Given the current state of digital transformation, the motivation for this study lies in understanding how the stroge information of a company's computer influences not only customer retention but also the broader marketing strategies of organizations. While many studies focus on individual components of computers, such as soft ware, hard ware, hard disc, CPU or visual aesthetics, fewer have considered the cumulative effect of these elements on business performance and customer's information. This research aims to bridge this gap by examining the role of computer in shaping both marketing strategies and stroge customer information.

2 OBJECTIVES AND RESEARCH QUESTIONS

2.1 Objectives

1. To examine the role of computer in storing customer information and engagement.
2. To explore the relationship between computer and marketing development.
3. To assess how different computer elements (e.g., IS, visual aesthetics, data) affect customer retention.
4. To identify best practices in computer for marketing organizations aiming to enhance customer retention and loyalty.

2.2 Research Questions

1. How does computer store the customer information and engagement in marketing organizations?
2. What are the key computer elements that impact customer engagement and development?
3. How do customers perceive a brand based on the computer stroge?
4. What strategies can marketing organizations employ to optimize computer for better customer retention?

3 LITERATURE REVIEW

3.1 Concept of Computer

Computer refers to an electronic device for storing and processing data, typically in binary form, according to instructions given to it in a variable program. Computers can perform billions of calculations per second, which allows them to multitask, or perform multiple tasks at once.

In the office, computers are used for writing and sending emails, scheduling meetings, and collaborating with team members and clients. Mobile devices are also widely used in business for sending and reading messages, opening business files, and connecting to social media.

3.2 How Marketers Used Computer in Marketing Organization?

Marketing professionals use computer technology to plan, manage and monitor campaigns. By analyzing and manipulating data on computers, they can increase the precision of marketing campaigns, personalize customer and prospect communications, and improve customer relationship management. Computer technology also makes it easier for marketing professionals to collaborate with colleagues, agencies and suppliers.

ICT systems also allow your marketing to store, process, analyze and share vast amounts of data (better decision making). The information available from marketing organization data enables marketing managers and employees to make decisions quickly and accurately so that they can manage marketing operations effectively and respond rapidly to marketing opportunities or threats. Communication networks also enable marketing decision-makers in different locations to work together easily when they need to take joint decisions.

Furthermore, by automating marketing processes and giving employees ICT tools, your marketing can improve its individual and overall productivity [Increased Manufacturing Productivity]. On the production line, for example, solutions such as computer-aided design can help to reduce set-up times and improve manufacturing accuracy so that employees spend less time on reworking. Access to manufacturing data enables managers to plan production more effectively, making better use of resources and reducing lead times.

Moreover, quality of customer service is an important differentiator for marketing (Improved Customer Service) . Your marketing company can use ICT solutions to offer faster response to and higher standards of service to its customers. If you run a call center, for example, your agents can access databases that provide comprehensive customer information, including purchase history and product preferences. The information helps them deal quickly and efficiently with inquiries, boosting customer satisfaction. Service personnel working in the field can access customer, service and product databases using smartphones with secure Internet connections. This enables them to fix problems quickly and effectively, again boosting customer satisfaction.

And then, communication networks enable your project teams to collaborate effectively (Greater and Virtual Collaboration). By using videoconferencing or web conferencing over the Internet, teams can hold virtual meetings that bring together members from different locations, or different marketing organizations, such as suppliers or marketing partners. This helps to create stronger selling teams and enables the teams to maintain progress on important selling. In a product development program, for example, teams can reduce overall producing time and get new products to market faster, giving the marketing company a strong competitive advantage.

In other hand, ICT solutions can help your marketing organization to reduce costs, increase revenue and improve profitability. Using videoconferencing to host meetings between members in different locations, for example, reduces travel costs. Production data can help staff identify quality problems, reducing waste and reworking costs. Call center agents can use information available on their customer databases to increase revenue by identifying opportunities for selling additional products or services. Cost reductions and revenue gains make an important contribution to overall profitability.

3.3 How Computer Helps Marketers in the Marketing Operational Activities ?

3.3.1 Web-based promotion

The internet provides marketing with an advertising channel that can potentially reach millions of customers all around the world. Web advertising can take many forms, including banner and in-text advertisements on popular websites, emails sent to past or potential customers and video advertisements played before or during online videos, *according to Small Business Trends*.

Advertising on the web (Computer) can be cheaper than traditional advertising through media such as TV, radio and print, which can make it attractive to new companies with small advertising budgets. Using computers to graph the results of different web-based promotions can help small businesses determine which digital marketing tools are providing the best return on investment.

3.3.2 Market research tools

Market research is the collection of data concerning the current state of a market, consumer preferences and competitors. Administering surveys to customers is one of the most common ways that businesses conduct market research. Computers offer a way for companies to give surveys without actually going out and meeting customers. One role of information technology in marketing is the gathering survey data on a company's website, using third-party internet services or sending out email questionnaires [5].

Another major tool for researching marketing results is an analytics programs. Free platforms, such as Google Analytics, can help your small business see where customers are coming from as they visit your website, what keywords they're using to find you and which pages they most visit, explains digital marketing website SEOVY.

3.3.3 Distribution channel tracking

The methods that a company uses to distribute products and services to customers are a core component of its overall marketing strategy. Computers allow companies to distribute their products and services to remote users via the internet, without the need for a physical office or retail storefront. Digital distribution can be advantageous to small companies that want to sell to consumers all across the country and keep start-up costs low.

3.3.4 Creating ads for other media

While the internet allows companies to use computers for promotion, research and distribution, computers are also used to help prepare advertisements for other media. For example, modern print magazines and newspapers often use computers to help design the layouts of pages. Graphic designers and media specialists use computers to edit photographs for print media ads, audio for the radio spots and video for TV commercials.

4 METHODOLOGY

This study aims to investigate the importance of computer in marketing organizations and customer retention. The methodology involves both qualitative and quantitative approaches, ensuring comprehensive data collection and analysis. The study used survey approach. Surveys were distributed to Marketing organizations and customers of those marketing organizations with computers. A total of 200 respondents participated in the survey. The participants were selected using stratified random sampling to ensure diverse representation from different marketing organizations and customer demographics. The survey included structured questions to measure information of customers of computer's elements such as data storage, aesthetics, and interactivity, along with their impact on improving marketing organizations' activities and organizational development. Survey data were analyzed using SPSS version 22. Descriptive statistics were employed to summarize the demographic characteristics and computer perceptions of the participants. Correlation and regression analyses were performed to explore the relationship between computer and information of the customer. For qualitative data, thematic analysis was applied to interview transcripts, identifying common themes related to the strategic importance of computer.

5 RESULTS

The results of the study provide valuable insights into the relationship between computer and information of the customer. This section presents the findings from the descriptive statistics, correlation analysis, and regression analysis.

5.1 Descriptive Statistics

Table 1 summarizes the descriptive statistics for key computer elements as perceived by the respondents. The mean scores indicate the level of importance assigned to each computer element.

Table 1 Descriptive Statistics for Key Computer Elements

Design Element	Mean	Standard Deviation
Aesthetics	4.5	0.62

Usability	4.4	0.68
Interactivity	4.2	0.71
Speed	4.0	0.75
Record keeping	4.6	0.59

The results indicate that respondents rated computer aesthetics (mean = 4.5) and record keeping (mean = 4.6) as the most critical computer elements. Usability (mean = 4.4) and interactivity (mean = 4.2) also received high scores, suggesting that customers place significant value on a visually appealing and user-friendly computer. Speed (mean = 4.0) was also important but received the lowest score among the listed elements, indicating room for improvement in this area.

5.2 Correlation Analysis

Table 2 presents the correlation coefficients between computer elements and customer's information.

Table 2 C&C between Computer Elements and Customer's Information

Variable	Customer information	Usability	Aesthetics	Interactivity	Keeping record
Customer information	1.00	0.78**	0.75**	0.72**	0.79**
Usability	0.78**	1.00	0.68**	0.65**	0.74**
Aesthetics	0.75**	0.68**	1.00	0.60**	0.73**
Interactivity	0.72**	0.65**	0.60**	1.00	0.68**
Keeping record	0.79**	0.74**	0.73**	0.68**	1.00

The correlation analysis reveals a strong positive relationship between all computer elements and customer's information. The strongest correlation is observed between keeping record and customer information ($r = 0.79$, $p < 0.01$), indicating that higher perceived record keeping is associated with greater customer' information. Usability ($r = 0.78$, $p < 0.01$) and aesthetics ($r = 0.75$, $p < 0.01$) also show significant positive correlations, emphasizing their importance in enhancing data stroge.

5.3 Regression Analysis

Table 3 presents the results of the regression analysis, highlighting the relationship between computer elements and customer's information.

Table 3 Result

Variable	Unstandardized Coefficients (B)	Standardized Coefficients (β)	t	p-value
Constant	1.32	-	3.45	0.001
Usability	0.45	0.32	4.21	0.000
Aesthetics	0.30	0.28	3.80	0.000
Interactivity	0.25	0.20	3.00	0.003
Record keeping	0.50	0.36	5.10	0.000

The regression analysis shows that computer elements significantly predict customer information, accounting for approximately 65% of the variance ($R^2 = 0.65$). Among the predictors, security ($\beta = 0.36$, $p < 0.001$) has the most substantial positive effect on customer information, followed by usability ($\beta = 0.32$, $p < 0.000$) and aesthetics ($\beta = 0.28$, $p <$

0.000). Interactivity also contributes positively ($\beta = 0.20$, $p < 0.003$), but to a lesser extent. The results indicate that enhancing these Computer elements can significantly improve customer information in marketing organizations.

6 DISCUSSION

The findings of this study highlight the significant impact of computer in customer information within marketing organizations. The strong positive correlations between computer elements (usability of computer data, aesthetics, interactivity with customers, and record keeping) and customer information reinforce the notion that using with computer in marketing organization is essential for improving, developing organizational activities and retaining customers. The study revealed that usability of customer's data is a key driver of customer information, aligning with existing literature that emphasizes the importance of user-friendly interfaces [6]. Organizations are more likely to engage with computers that facilitate easy navigation and intuitive data storage. This supports the idea that usability of data information directly influences organizational development and decision-making. Aesthetics also emerged as a critical factor influencing customer perceptions and engagement. The findings echo those of Palmer [2], who noted that visually appealing product pictures and send it via an email through computer it can create positive emotional responses, fostering a connection between the organization and the customer. This relationship suggests that organizations should prioritize aesthetic elements in their computer activities to enhance their organizational activities and customer loyalty.

The strongest correlation was found between perceived record keeping and customer information. This is consistent with the findings of other research, indicating that customer's information are increasingly concerned about record keeping for previous customers. Ensuring robust record keeping measures can mitigate losing customer data and boosting sales, which is essential for maintaining long-term customer relationships. The importance of interactivity on customer information is particularly noteworthy. Engaging features such as live chats, interactive content, and personalized experiences encourage user participation and can lead to higher satisfaction levels. This aligns with the insights of other research findings, which highlighted the importance of interactive elements in enhancing customer experiences through computer usage. The results suggest that marketing organizations must invest with using of computer that prioritize usability, aesthetics, record keeping, and interactivity with customer information. By understanding the critical role these elements play, marketing organizations can create a customer's data office that attracts and retains customers.

7 RECOMMENDATIONS

1. Marketing organizations should prioritize usability of customers' data in their computer to facilitate seamless navigation. Regular usability checking to see activities of their customers and customer feedback mechanisms can help identify areas for improvement.
2. Organizations should focus on creating visually appealing computer that reflect their brand's pictures identity. Collaborating with professional computer wizards to ensure a consistent and attractive visual presentation can enhance customer perception.
3. Given the strong link between perceived record keeping and customer information, marketing organizations must implement robust record keeping protocols. Regular record keeping audits and clear communication about record keeping practices can help build customer loyalty and long term relationship with the customers.
4. Incorporating interactive elements, such as live chats, polls, and personalized recommendations through computer with customers, can enhance customer experiences.
5. Marketing organizations should adopt a mindset of continuous improvement, regularly updating their computers to incorporate emerging trends and technologies. Staying informed about advancements in computer can help organizations remain competitive in the modern computer landscape.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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