

Research Paper

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Examining the role of using electronic marketing and information technology in the business of Minoo food industry in the period of economic recession

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Abstract

The purpose of this research is to investigate the role of using electronic marketing and information technology in the business of Minoo food industry in the period of economic recession. The current research is applicable in terms of purpose, and descriptive-survey in terms of the nature and method of data collection, positivist in terms of research philosophy, and deductive in terms of approach. The statistical population of this research includes 41 experts and managers of sales, finance, and IT in Minoo food industry; and the sampling method used in this research is a combination of simple and available random methods. The collection tools in the current research include the questionnaires of Akbari (2011), Hersi and Goldsmith (2000), and Hoyz (1855). SPSS software was used for data analysis, and PLS software was used for structural equation modeling. According to the findings of the research, the results of the survey showed that information technology support has a positive and significant effect on the business of the food industry in Minoo food industry in the economic recession. Knowledge of information technology does not have a positive and significant effect on the business of Minoo food industry in the economic recession. The managerial beliefs of marketing preparations and the implementation of electronic marketing have a positive and significant effect on the business of the food industry in Minoo food industry in the economic recession, and information technology and electronic marketing have a positive and significant impact on the business of the food industries of Minoo food industry, but with the introduction of the moderator of the economic recession, no effect significance was observed.

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Extended Abstract

Introduction

Today, social media is the voice of customers as a communicative way and helps them to interact and share their wishes with the whole world. According to these cases, social media has been accepted as a necessary and widespread platform in the world of e-commerce (Shaltoni, 2017). Although marketing through social media has had a great impact on the business world, there still is no social scale in the field of electronic commerce in current publications to evaluate the level of understanding and awareness of consumers towards marketing activities through social media (Zhang & Berghall, 2021).

Today, with a deep look at the surrounding world, it can be stated that in today's world, the increasing development of information technology has tremendous and significant effects on the dimensions of human life, and it can be claimed that information is the main factor and platform for gaining power. Based on the characteristics and conditions of the contemporary period, the nature of employment, human resources, and the workplace; it has undergone fundamental changes that is mixed with human life and requires it the use of information. The emergence of information and communication technology dates back to a few decades ago, and since then, it has affected various areas of human life at a speed beyond imagination (Mehdinezhad Nori et al, 2019). The main question of the present research is; to what extent electronic marketing and information technology can be effective in the business of food industries in Minoo during the economic recession?

Theoretical framework

Information technology deals with issues such as the use of electronic computers and software to convert, store, protect, process, transmit and retrieve information in a safe and secure manner. Recently, a slight change is given in this term so that it clearly includes the circle of electronic communications. Therefore, some people prefer to use the term "information and communication technology" (Rezaei et al, 2015).

In economic definitions, negative growth in the economy of a country for two consecutive three-month periods is considered economic stagnation. Increase in unemployment rates, stagnation in production, decrease in investments, disorder in business activities, as a result of which prices are inappropriate and purchasing power decreases, all occurs during economic recession. In other words, recession is a period when there is a significant decrease in the four factors of employment, production, income, and trade. This period usually lasts at least six months to one year. According to this, recession means a decrease in the real GDP growth rate (Kevin & Whyte, 2018).

Ashjaei et al, (2022) discussed the alignment of information technology, business and marketing strategies and its effect on export and business performance in crisis situations. The results showed that information technology strategies have an effect on commercial performance; marketing strategies have an effect on commercial and export performance; and finally, organizational strategies have an effect on the overall performance of Razavi's food industry in the Covid-19 crisis. Also, the effect of information technology strategies on export performance and the effect of business strategies on export and commercial performance were not confirmed.

Jalilvand (2021) investigated the impact of information technology on the empowerment of employees of Tehran Municipality, Region 14. The results showed that information technology has a positive and significant effect on the empowerment of employees of Tehran Municipality, Region 14. In other words, the results of the analysis indicate that the empowerment of employees is affected by the use of information technology in the organization.

Methodology

This research is applicable in terms of purpose, descriptive-survey in terms of its nature and method, positivist in terms of research philosophy, and deductive in terms of approach. The statistical population of the research includes managers and experts of Minoo food industry factory, whose number is 41 people.

Discussion and Results

SPSS software was used for data analysis and PLS software was used for structural equation modeling. The results of the first hypothesis showed that at the confidence level of 0.95, based on the results of the table, the path coefficient for the information technology support variable is 0.293. Considering that the significance level of T is greater than 1.96, it is determined that technology support information has a positive and significant effect on the business of Minoo company in the economic recession. Also, the path coefficient for information technology knowledge variable is 0.0292. Due to the fact that the significance level of T is smaller than 1.96, it is determined that the knowledge of information technology does not have a positive and significant effect on the business of Minoo company in the economic recession. The results of the second hypothesis showed that at the confidence level of 0.95, the path coefficient regarding the managerial beliefs variable is 0.093. Due to the fact that the significance level of t is greater than 1.96, it is determined that Managerial beliefs have a positive and significant effect on the business of Minoo company in the economic recession. At the confidence level of 0.95, based on the results of the path coefficient regarding the variable of marketing preparations, the amount is 0.293. Due to the fact that the significance level of T is greater than 1.96, it is determined that marketing preparations have a positive and significant effect on the business of Minoo company in the economic recession. At the confidence level of 0.95, the path coefficient regarding the electronic marketing implementation variable (implementation) is 0.476. Considering that the significance level of T is greater than 1.96, it is clear that the implementation of electronic marketing (implementation) has a positive and significant effect on the business of Minoo company in the economic recession. The results of the third hypothesis showed that at the confidence level of 0.95, based on the results of Table 9, the coefficient of the path regarding the information technology variable is 0.134. Due to the fact that the significance level of T is greater than 1.96, it is determined that information technology has a positive and significant effect on the business of Minoo Food Company in the economic recession. The results of the third hypothesis showed that at the confidence level of 0.95, based on the results of the table, the path coefficient regarding the electronic marketing implementation variable is 0.640. Considering that the significance level of T is greater than 1.96, it is clear that electronic marketing has a positive and significant effect on the business of Minoo Food Company in the economic recession. Examining the moderating role of economic recession showed that although this variable was able to reduce the impact of the two variables of information technology and electronic marketing on the business of Minoo Company, this reduction was not significant.

Conclusion

The current research was conducted with the aim of investigating the role of using electronic marketing and information technology in the business of Minoo food industry in the period of economic recession. The research findings are consistent with the results of Milani et al, (2021), Jalilvand (2021), and Cepeda et al, (2021). The examination of the central and dispersion indicators showed that the respondents in this organization evaluated the state of being involved in electronic business as an average strategic necessity. Emphasis on

employees for the dependence of organizational success on accepting advanced e-marketing resources has been assessed as moderate, and encouraging activities related to e-marketing in the organization has also been reported as moderate. Also, half of the respondents believed that the organization should be seriously involved in electronic marketing activities. According to the results of the research, it is suggested to formulate a long-term plan in the field of information technology and human resources systems in the company in the form of three main axes of using the information technology system and human resources systems in the company, including people, infrastructure and applications. Based on this program, structural changes may also be predicted.