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The Role of Marketing Information in Shaping Organizational Marketing Plans

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Abstract:

In today's dynamic and competitive business environment, marketing information forms the backbone for effective organizational marketing plans. The role of marketing data in the success of a campaign and its strategic objectives will be explored. Key drivers of marketing performance, including data analysis, resource allocation, and consumer targeting, will be discussed in light of challenges like corporate culture, team collaboration, and leadership adaptability. A mixed-method approach uses the combination of qualitative and quantitative analysis to provide actionable insights. The primary data was collected from surveys of 70 respondents taking interest in 13 variables across demographic factors and marketing success metrics. Quantitative analysis, using regression models and descriptive statistics, presents the importance of Return on Allocated Capital (ROAC) as a performance metric.

Findings emphasize the need for historical data analysis, skilled personnel, and technology in optimizing marketing strategies. The study concludes that effective utilization of marketing information aligns business strategies with market requirements, enhances resource allocation efficiency, and improves overall marketing efficacy. Practical recommendations are provided to address organizational barriers and leverage marketing data for superior outcomes. This study contributes to the knowledge on data-driven marketing research as it provides insights for organizations looking to improve their marketing effectiveness.

Keywords: Marketing information, ROAC, marketing strategy, data-driven marketing, targeting consumers.

Introduction

Marketing is a vital business function in the highly competitive world of modern commerce. As indicated by Niemand et al. (2021), marketing helps align a business's vision with the expectations of its potential consumers. Hence, the integration of marketing information is critical for effectively delivering business value through strategic marketing. A well-designed marketing plan can make the success of campaigns even better, as reported by Hanaysha et al. (2022). This study attempts to analyze the importance of marketing information in shaping organizational marketing plans and achieving success in competitive markets.

Although integrated marketing information is highly recognized as an important factor, its effective translation into actionable strategies is challenging. According to Lehnert, Goupil, and Brand (2021), understanding and analyzing marketing data is essential to develop successful strategies. According to Olson et al. (2021), data misutilization could decrease the effectiveness of marketing plans by up to 50% to 90% through inadequate targeting, insufficient resources, and poor location choices. As such, an enhanced understanding of these

Economic Sciences
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challenges and opportunities is needed to fully realize the potential of integrated marketing information.

Objective

The main purpose of this study is to determine how the use of integrated marketing information affects organizational marketing plans' effectiveness.

Research Objectives

RO1: To determine the relevance of marketing information to the implementation of successful marketing programs.

RO2: To discuss important factors determining organizational marketing plan effectiveness.

RO3: To investigate the barriers encountered in implementing the integrated marketing information.

RO4: To present practical recommendations to overcome barriers of effective marketing information.

Research Questions

RQ1: What is the role of marketing information in developing successful marketing campaigns?

RQ2: What factors significantly impact the success of organizational marketing plans?

RQ3: What are the challenges faced in leveraging integrated marketing information?

RQ4: What strategies can address the barriers to utilizing marketing information effectively?

Hypotheses

H1: Influence of data analysis and visualization on the performance of marketing

- **Null Hypothesis (H0):** The performance of marketing is not significantly influenced by data analysis and visualization.
- **Alternate Hypothesis (H1):** The performance of marketing is significantly influenced by data analysis and visualization.

H2: The impact of allocation of financial resources on marketing performance.

- **Null Hypothesis (H0):** The allocation of financial resources does not directly impact marketing performance.
- **Alternate Hypothesis (H1):** The allocation of financial resources directly impacts marketing performance.

H3: the relationship between efficient consumer segment targeting and marketing performance.

- **Null Hypothesis (H0):** Efficient consumer segment targeting does not have a direct and positive relation to marketing performance.
- **Alternate Hypothesis (H1):** Efficient consumer segment targeting has a direct and positive relation to marketing performance.

H4: The impact of marketing performance on ROAC for any firm.

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- **Null Hypothesis (H0):** Marketing performance does not impact directly on ROAC for any firm.
- **Alternate Hypothesis (H1):** Marketing performance impacts directly on ROAC for any firm.

Literature Review:

Marketing information forms the foundation of successful marketing planning that helps organizations to be responsive to the changing consumer demands and competitive environment. In India, with diverse markets posing unique challenges, marketing information assumes an important role in creating tailored strategies suited to regional nuances. This review integrates global and Indian perspectives on marketing information systems, big data, market intelligence, and their role in crafting organizational marketing plans.

Marketing Information Systems (MIS) and Decision-Making

Globally, Kotler and Keller (2016) highlight how MIS plays a crucial role in data gathering, analysis, and dissemination for strategic purposes. In the Indian context, Kumar and Sharma (2014) explain that small and medium-sized enterprises (SMEs) are adopting MIS on a large scale to beat the competition with large players. The adoption of MIS by Indians is influenced by ease of affordability, user-friendliness, and government initiatives such as the Digital India program, which was launched to promote technology adoptions across industries (Dutta, 2018).

Big Data and Predictive Analytics

Big data analytics have revolutionized marketing strategies worldwide. Chaffey and Smith (2022) note that predictive analytics help organizations anticipate consumer behaviour and optimize marketing campaigns. In India, the explosion of e-commerce platforms like Flipkart and Myntra has driven the use of big data to understand consumer preferences and predict buying patterns (Singh & Verma, 2021). These companies use tools like machine learning and AI to derive actionable insights, enhancing their ability to target consumers effectively.

Moreover, Gupta and Sharma (2019) discuss the adoption of big data analytics by Indian FMCG companies for supply chain optimisation and enhancing customer satisfaction. The granular data stemming from various sources, including transactions linked to Aadhaar and mobile use patterns, has been available to Indian marketers as treasure trove information for localised campaigns.

Market Intelligence in Strategic Planning

Day (1994) holds that firms with the capacity to develop strong market intelligence perform better than their peers. The Indian cultural, economic, and linguistic diversity necessitates local market intelligence for the purpose of planning. Patel and Mehta (2020) suggest that Indian firms in retail and telecom sectors are making use of market intelligence for managing the regulatory environment and the tastes of consumers.

Banerjee et al. (2021) examine how Indian start-ups are using competitive intelligence to disrupt existing markets. Banerjee et al's work indicates the role of more affordable tools like Google Analytics or even more India-centric platforms like Razorpay Insights in making small start-ups compete against some large incumbents.

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Challenges in Marketing Information Use

Organizations worldwide face challenges in managing marketing information. Alsharif et al. (2021) identifies data overload and ethical concerns as significant barriers. In India, consumer privacy concerns are amplified by the lack of robust data protection laws. Srivastava and Jain (2020) highlight that Indian consumers are increasingly aware of their data rights, prompting firms to adopt transparent data collection practices.

Indian companies also have to face other challenges, for example, the cost of advanced analytics tools is very high and there is a dearth of professionals who can manage complex data systems. However, government initiatives like Skill India are providing an opportunity to bridge such gaps by nurturing talent in data analytics and marketing.

Role of Marketing Information in Formulating Marketing Plans

Marketing information allows organizations to strategize appropriately to the needs of the market. Across the world, Varadarajan (2010) demonstrates how data-driven marketing enhances customer engagement and strategic decision-making. Indian firms like HDFC Bank and ITC have started integrating customer data into their marketing plans in order to personalize offerings and optimize customer experiences (Mukherjee & Roy, 2021).

A case study on Reliance Jio (Kumar & Sharma, 2021) shows how marketing information informed the company about gaps in the telecom sector, which further led to a disruptive entry based on data-driven pricing and promotional strategy. Similarly, Dabur India uses consumer information from rural markets to provide products that are customized to certain needs, thus showing how marketing information is used in formulating geographically and demographically adjusted marketing plans.

Return on Allocated Capital (ROAC)

The Return on Allocated Capital-ROAC-gauges an entity's operating profitability and operating efficiency of investments in specific assets allocated to capital units, business units, divisions, or any other projects or ventures. Thus, ROAC is defined by NOPAT/Allocated Capital wherein firms can actually measure returns using this metric versus Return on Invested Capital when returns are generalized at a relatively broader level. Damodaran, 2012; Brealey, Myers, and Allen, 2019: ROAC is very critical in industries where capital is an important requirement to operate, including banking, manufacturing, and energy, as it provides actionable information on the level of performance by segment and hence supports resource optimization. The measure also closely resonates with the creation of shareholder value since capital utilization is connected to profitability (Jensen, 2001).

The literature indicates that ROAC is applicable in different industries. For example, Roe (2003) indicates its use in banking for profit measurement at business-line level without violating the requirements of regulatory capital. In manufacturing, Kaplan and Norton (1996) have suggested the use of profitability to assess the returns from certain plants or product lines to facilitate strategic decisions. Similarly, in energy, Ross, Westerfield, and Jaffe (2019) discuss its use while considering the analysis of big infrastructures or investment in renewable sources of energy. Despite its strengths, it is weakened by issues of accurate capital allocation (Graham & Harvey, 2001) and possibly focusing on short-term returns (Jensen, 2001).

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New studies point to further possible applications of ROAC through integration with sustainability metrics and digital transformation initiatives (Khan, Serafeim & Yoon, 2016). The inclusion of risk measures such as Value at Risk (VaR) or methodologies like real options valuation could make it better suited for high dynamic environments (Trigeorgis, 1996). In general, ROAC represents a key measurement of profitability for strategic capital deployment, as mentioned by Damodaran (2012) among others, based on the high importance of utilizing resources efficiently, especially in service industries.

Other Contributions

Indian scholars have contributed meaningfully to the study of marketing information systems. Sinha and Gupta (2017) give a framework for SMEs in India on integrating traditional and digital marketing information. They stress that cost-effective solutions enable business ventures with resource constraints to compete. Another study, Rajan and Iyer (2020), discusses the role of marketing information for Indian agricultural startups in reducing the gap between farmers and markets, as well as improving supply chain efficiency and transparency.

Research Methodology

A study's methodology is linked to the elements and procedures crucial to the creation of an empirical investigation. Thus, Primary quantitative analysis is offered in order to examine the intricate link that exists between the elements that propel the success of marketing. Purwanto (2021) believes that the primary technique for gathering data makes it possible to obtain up-to-date information on the subject. Thus, primary data was gathered in order to obtain information in real time. A survey was administered to 70 people for this purpose using a random data-collection procedure. Furthermore, a total of 13 survey questions were developed, comprising three demographic inquiries and 10 questions pertaining to variables.

Additionally, a quantitative analysis method was used once the real-time data was compiled and sorted. Quantitative methods of analysis, according to Fasya, Darmayanti, and Arsyad (2023), help gather authentic data for research that helps evaluate the overall dependability among variables. Thus, a quantitative method of analysis was used to analyse the complex relationship between multiple elements and the success of marketing. The data set was subjected to regression analysis using IBM SPSS software. ANOVA tables, model summaries, and the coefficient were further shown with correlation and descriptive data. Participants' responses and the dataset as a whole are influenced by demographic characteristics (Ketkaew et al., 2023). Thus, the demographic frequency and percentages were examined as part of the quantitative analysis procedure to better understand the behaviour of the data set.

Findings

Statistical Analysis: Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
DV	70	2.00	8.00	4.2857	1.76227
IV1	70	2.00	8.00	4.1429	1.82006
IV2	70	3.00	8.00	4.1429	1.89802
IV3	70	2.00	8.00	3.7143	1.84267
IV4	70	3.00	8.00	4.4286	1.69031
Valid N (listwise)	70				

Table 1: Statical Descriptive data of different variables
(Source: Quantitative Analysis)

Economic Sciences
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The descriptive analysis of the study's many variables is linked to Table 1. Mishra et al. (2019) state that descriptive statistics enable us to consider the link between several variables. Furthermore, descriptive statistics may be used to consider factor outliers. Descriptive statistics were thus incorporated into the research. The DV's standard deviation is 1.76227 and its mean is 4.2857. The mean value of the first independent variable is 4.1429 with a standard deviation of 1.82006, whereas the mean value of the second independent variable is 4.1429 with a standard deviation of 1.89802.

The mean value of the fourth independent variable is 4.4286 with a standard deviation of 1.69031, while the mean value of the third independent variable is 3.7143 with a standard deviation of 1.84267. Consequently, each variable's mean value exceeds the standard deviation value, suggesting that the data are centred around the mean (Siedlecki, 2020). It is also evident that the data set is extensively dispersed and that there are relatively few outlines. Moreover, it is plausible to contemplate that the data's velocity is not exceptionally rapid.

Hypothesis 1: Influence of data analysis and visualization on the performance of marketing

- **Null Hypothesis (H0):** The performance of marketing is not significantly influenced by data analysis and visualization.
- **Alternate Hypothesis (H1):** The performance of marketing is significantly influenced by data analysis and visualization.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755	.570	.564	1.16356

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.223	1	122.223	90.278	.000
	Residual	92.062	68	1.354		
	Total	214.286	69			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.256	.348		3.611	.001
	IV1	.731	.077	.755	9.501	.000

Table 2: Quantitative regression data

(Source: Quantitative Analysis)

Table 2 is quantitative regression data related to the statistical analysis of the influence of data analysis and visualization on the performance of marketing. As per the suggestion of Saura (2021), data analysis and visualization of the marketing aid to reduce risk and improve the efficiency of the marketing campaign. Therefore, a relation between the performance of marketing (DV) and the first IV of data analysis and visualization is presumed. It can be seen that the R-value for the study is 0.755 and the R-square value is 0.570. Thus, based on the data it can be stated that a 75% change in the independent variable can impact the dependent variable. Moreover, there is a 57% chance of such occurrence. It can be stated that there is a highly significant correlation between IV1 and DV, as indicated by the extremely significant F-statistic of 90.278 and p-value of 0.000 (Ali & Younas, 2021). Further, the significance value

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of 0.000 indicates that there is sufficient evidence in support of the first hypothesis additionally, the null hypothesis for the same can be rejected.
Hence the alternate hypothesis, i.e., "The performance of marketing is significantly influenced by data analysis and visualization" is accepted.

Hypothesis 2: The impact of allocation of financial resources on marketing performance.

- **Null Hypothesis (H0):** The allocation of financial resources does not directly impact marketing performance.
- **Alternate Hypothesis (H1):** The allocation of financial resources directly impacts marketing performance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768	.589	.583	1.13789

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	126.240	1	126.240	97.498	.000
	Residual	88.046	68	1.295		
	Total	214.286	69			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.333	.328		4.059	.000
	IV2	.713	.072	.768	9.874	.000

Table 3: Quantitative regression data
(Source: Quantitative Analysis)
Table 3 is related with the quantitative regression data of the impact of allocation of financial resources on marketing performance. According to the suggestion of Tarsakoo & Charoensukmongkol (2020), financial resources and the allocation of the same are some of the essential factors related to the second hypothesis of the study. Thus, a relation between the performance of marketing (DV) and the second independent variable is presumed in the second hypothesis. Compared to the prior figure of 90.278, the F-statistic has grown to 97.498. This adds even more weight to the idea that your IV2 and the DV have a statistically meaningful relationship. At the same time, the R-statistics is 0.768 which indicates a 76% change in the second independent variable can impact the dependent variable (Shrestha, 2020). Additionally, the R-statistic is 0.589 which indicates there is a 58% chance of such occurrence. Moreover, a significance value of 0.000 indicates that the hypothesis is supported with sufficient evidence and the null hypothesis can be rejected.
Hence the alternate hypothesis, i.e., "The allocation of financial resources directly impacts marketing performance" is accepted.

Hypothesis 3: The relationship between efficient consumer segment targeting and marketing performance.

Economic Sciences
ISSN: 1505-4683
Vol. 25, No. 1 (2025)
DOI: https://doie.org/10.10399/ES.2025257956

- **Null Hypothesis (H0):** Efficient consumer segment targeting does not have a direct and positive relation to marketing performance.
- **Alternate Hypothesis (H1):** Efficient consumer segment targeting has a direct and positive relation to marketing performance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829	.687	.682	.99316

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147.213	1	147.213	149.247	.000
	Residual	67.073	68	.986		
	Total	214.286	69			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.341	.269		4.993	.000
	IV3	.793	.065	.829	12.217	.000

Table 4: Quantitative regression data
(Source: Quantitative Analysis)

Table 4 is quantitative regression data of the regression analysis of the relationship between efficient consumer segment targeting and marketing performance. As per the statement of Rosário & Raimundo (2021), targeting the consumer segment through understanding their performance success of marketing can be ensured. Therefore, a relationship between the performance of marketing (DV) and consumer targeting (IV3) is presumed. As can be observed, the study's R-square value is 0.829 and its R-value is 0.687. Therefore, it can be concluded from the data that the dependent variable can be affected by an 82% change in the independent variable. The F-statistic for IV2 has increased dramatically to 149.247, which is considerably greater than its prior value (Gomila, 2021). This offers even more proof that your IV3 and the DV have a very statistically significant link. A significance value of 0.000 shows that the initial hypothesis is sufficiently supported by the available data. Furthermore, it is likely to reject all the null hypotheses for the same.

Hence, the alternate hypothesis, i.e., “Efficient consumer segment targeting has a direct and positive relation to marketing performance” is accepted.

Hypothesis 4: The impact of marketing performance on ROAC for any firm.

- **Null Hypothesis (H0):** Marketing performance does not impact directly on ROAC for any firm.
- **Alternate Hypothesis (H1):** Marketing performance impacts directly on ROAC for any firm.

Economic Sciences
ISSN: 1505-4683
Vol. 25, No. 1 (2025)
DOI: https://doie.org/10.10399/ES.2025257956

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.931	.867	.865	.64632

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	185.880	1	185.880	444.974	.000
	Residual	28.406	68	.418		
	Total	214.286	69			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.014	.218		-.066	.947
	IV4	.971	.046	.931	21.094	.000

Table 5: Quantitative regression data

(Source: Quantitative Analysis)

Table 5 is quantitative regression data of the impact of marketing performance on ROAC for any firm. As per the views of Adema & Moore (2021), ROAC aids in understanding the performance of a marketing campaign. Moreover, based on the ROAC further planning related to the marketing can be prepared. Thus, a relation of IV4 which is ROAC, and the performance of marketing (DV) is presented in the fourth hypothesis for the study. With an R-squared value of 0.867, the model can now account for an astounding 86.7% of the variation in the dependent variable. This match is remarkable, suggesting a robust and dependable model. For every other variable, the F-statistic has risen to an astounding 444.974, which is far higher than its prior values (Keele, Stevenson & Elwert, 2020). This offers statistically significant and compelling proof of the correlation between your aIV4 and the DV. moreover, the significance value of 0.000 indicated that the null hypothesis for the study can be rejected and the hypothesis is supported accordingly.

Hence, the alternate hypothesis, i.e., “Marketing performance impacts directly on ROAC for any firm” is accepted.

Correlation Test

Correlations

		DV	IV1	IV2	IV3	IV4
DV	Pearson Correlation	1	.755**	.768**	.829**	.931**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	70	70	70	70	70
IV1	Pearson Correlation	.755**	1	.917**	.877**	.781**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	70	70	70	70	70
IV2	Pearson Correlation	.768**	.917**	1	.923**	.884**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	70	70	70	70	70
IV3	Pearson Correlation	.829**	.877**	.923**	1	.924**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	70	70	70	70	70
IV4	Pearson Correlation	.931**	.781**	.884**	.924**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	70	70	70	70	70

Table 6: Correlation analysis of the of all IVs and DV

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Vol. 25, No. 1 (2025)
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(Source: Quantitative Analysis)
The correlation study of the variables is related to Table 6 of the statistical analysis. The correlation matrix can be utilized to ascertain if there is a positive or negative relationship between two variables, (Chatterjee, 2021). Therefore, correlation data from research can be used to comprehend modifications and their effects. Every item of data has shown a positive correlation with each variable. At the 0.01 level, there are significant positive correlations between all independent variables (IV1 through IV4) and the dependent variable (DV). With a DV correlation of 0.931, IV4 is the most correlated, followed by IV3 (0.829), IV2 (0.768), and IV1 (0.755). This rating provides more evidence for IV4's dominant position in your earlier assessments.

Discussion

To know how the integrated marketing data of an organization would influence its marketing strategy, a quantitative analysis was performed. Pandey, Nayal, & Rathore (2020) suggest that there are several factors affecting the performance of marketing and the present study used descriptive and regression analyses to identify these factors. Hypotheses were developed for the analysis of the interrelations between the variables.

The statistical results show:

- **Hypothesis 1:** The significance value of 0.000 confirmed that data analysis and visualization significantly influence marketing performance. The R-value of 0.755 and R-square of 0.570 indicated a strong and significant relationship between these variables. This suggests that marketing campaigns can be optimized by leveraging data analytics to reduce risks and enhance efficiency.
- **Hypothesis 2:** The regression analysis for financial resource allocation resulted in a significance value of 0.000, an R-value of 0.768, and an R-square of 0.589. This indicates a strong relationship between financial resource allocation and marketing performance. The F-statistic of 97.498 further confirms the relationship, underlining the critical role of resource allocation in driving marketing success.
- **Hypothesis 3:** Effective consumer segment targeting has been determined to be a direct and positive predictor of marketing performance with the significance value 0.000. With the R-value 0.687 and an R-square value of 0.829, the impact of the effective targeting of consumer segments upon marketing performance could be established significantly. This has further been substantiated by an F-statistic value of 149.247.
- **Hypothesis 4:** The relationship between marketing performance and ROAC (Return on Advertising Cost) had a significance value of 0.000, an R-value of 0.867, and an R-square of 0.867. The F-statistic of 444.974 shows that the relationship is highly significant, with marketing performance playing a critical role in driving ROAC and aiding future strategic planning.

The correlation analysis in Table 6 confirmed positive and statistically significant relationships between all independent variables (IV1 through IV4) and the dependent variable (DV) at the 0.01 level. IV4 (ROAC) showed the strongest correlation with the dependent variable (0.931), followed by IV3 (0.829), IV2 (0.768), and IV1 (0.755). These findings validate the hypotheses and highlight the dominant influence of ROAC in determining marketing performance.

Recommendations

Based on the findings, the following recommendations are proposed:

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- **Leverage ROAC for Strategic Planning:** The utilization of ROAC metrics in monitoring and analyzing marketing performance can make marketing strategies significantly more efficient. Firms must monitor ROAC to ensure optimum resource allocation and better results.
- **Integrate Advanced Data Analytics:** Implementation of technologies like data analysis and visualization tools can enable the identification of trends, predicting consumer behaviour, and risk mitigation, thus better marketing campaigns.
- **Improve the Work Environment:** Better organizational work environment can improve productivity among employees as well as bring better collaboration toward the development of marketing strategy, thus more harmonious and effective marketing plans.
- **Recruit More Skilled Marketing Professionals:** Use experienced and skilled marketers who can apply past data to make decisions for better targeting and higher ROAC. Training programs should also be provided to enhance employees' technical skills.

Limitations and Future Directions

The recommendations made are limited by the financial and time constraints. Therefore, there may be some limitation in terms of immediate application. In the future, newer solutions like artificial intelligence and machine learning could be considered to better enhance marketing performance and overcome such limitations. They can automate procedures, optimize the allocation of resources, and offer more accurate insights about consumers.

By implementing the recommendations based on these findings, organizations can significantly improve their marketing performance and strategic decision-making.

Conclusion:

This study establishes the pivotal role of marketing information in crafting effective organizational marketing plans, emphasizing its direct impact on strategic alignment, resource efficiency, and market competitiveness. The findings reinforce that integrating data-driven insights into marketing strategies optimizes campaign outcomes, improves Return on Allocated Capital (ROAC), and fosters sustainable organizational growth.

The research, by means of highly quantitative analysis, identifies four pillars on which marketing success is built: advanced data analytics, efficient allocation of financial resources, targeted segmentation of consumers, and strategic evaluation of performance. Each of the factors shows statistically significant correlation with improved marketing performance, thus forming an interrelated set of causes for organizational success. In particular, ROAC is the most critical performance metric since it gives information on resource use and profitability enhancement.

Critical organizational barriers such as data misutilization, skills deficits, and collaboration challenges restrict the realization of the full potential of marketing information. Addressing such challenges calls for advanced analytics tools, an effective collaborative culture in organizations, and upskilling initiatives in order to address gaps that have developed. These suggestions include taking predictive analytics for optimal business practices, ROAC should be tied up with strategic decisions, and create a work environment where it's data centric. End.

This research further aids in the development of discourse on data-driven marketing and, in that context, offers a robust framework for incorporating big data analytics and visualization

tools into the strategic plan. Even though there are limitations within the paper, including financial constraints and time-bound analysis, it further opens up avenues for advancement toward cutting-edge solutions, such as artificial intelligence and machine learning, to increase the agility and precision of marketing responses.

Ultimately, it emphasizes that well-marketing-information-gathering organizations are better poised to align strategy with market needs, reduce the risks of an inappropriate strategy, and achieve higher performance. This proposed strategy for business will cross current barriers by embracing innovation in the pursuit of competitive advantage over a data-driven global economy.

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