

THE MARKETING OF HONG KONG RECENT ADVANCEMENTS IN TECHNOLOGY HAVE CHANGED THE FOUNDATIONAL ELEMENTS OF THE IT INFRASTRUCTURE, ENABLING GREATER MARKETING OUTCOMES

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ABSTRACT

The hypothesis states that the performance of marketing in Hong Kong is impacted by the information technology infrastructure. Recent advancements in technology have changed the foundational elements of the IT infrastructure, enabling greater marketing outcomes. The survey questions aim to gauge the extent to which a company has the necessary resources to implement IT in their business model, upgrades their infrastructure, and has efficient and adaptable systems in place for utilizing information technology. Overall, the hypothesis suggests that a strong IT infrastructure is crucial for enabling the use of information technology in a business and ultimately achieving better marketing results.

The purpose of this research is to determine the value of technological advancement and how they affect the marketing effectiveness of Hong Kong commercial organizations. In order to do this, a research model that takes into account sales, market share, and marketing effectiveness has been presented. To investigate the theories based on the research study, a poll has been created. A group of marketing and IT specialists pretested and reviewed the original survey in order to evaluate the reliability of each component. The information was gathered from (191) commercial entities (industrial, retail, and service) throughout the territory of Chinese Hong Kong. The study's findings showed a statistically significant link between its dependent and independent components. Additionally, Ortica apps are used in the article. All of the study's assumptions were confirmed, and there is a significant statistical connection between the usage of information technology and a rise in sales performance (market performance based on IT and marketing).

Keywords: Information Technology, Infrastructure, Knowledge, Information Systems, Marketing Performance.

1. INTRODUCTION

IT is a key idea right now since, over the last few years, it has elevated marketing in all of its actions in a way that has kept up with the fast growth of many nations. This has been accomplished by using a variety of cutting-edge tools and techniques created in the area of activities execution in business entities, including the field of marketing. This is particularly important when it comes to communications, information technology, improvements in product delivery, and the different ways that transactions may be completed, most notably via internet marketing, which fundamentally alters how e-commerce is used directly. Due to the positive effects of using this technology in enhancing the effectiveness of the performance of different organizations, the planning and execution of marketers, including traditional ones, using information technology has become the foundation of the creation of advertising strategies. In the field of business, the use of information technology (IT) has become increasingly important in driving marketing efforts. The IT infrastructure, which includes hardware, software, and network systems, plays a crucial role in supporting the implementation and execution of marketing strategies. With recent advancements in technology, the foundational elements of the IT infrastructure have undergone significant

changes, leading to new opportunities for businesses to improve their marketing outcomes. This hypothesis examines the impact of IT infrastructure on marketing in Hong Kong. It posits that recent digital breakthroughs have affected marketing in the region, and that through the use of advanced IT infrastructure; better marketing results can be achieved. The survey questions aim to explore the extent to which a company has the necessary resources and systems in place to effectively utilize information technology for their marketing efforts. The discussion on this topic is important for businesses operating in Hong Kong as well as for academics, researchers and students studying the field of business, marketing, IT and its impact on organizations. By understanding the relationship between IT infrastructure and marketing, businesses can make informed decisions about their technology investments and develop strategies that effectively leverage the latest advancements in technology to achieve better marketing results. Many current researchers, such as (Agan, 2021, Alsamaydai et al 2014, Schillewaert and Ahear 2021, Osullivan et al 2017, Stone et al 2018), are still interested in the concept of technology and how it affects marketing performance in business organizations. In contrast, other researchers like (Traainor et al 2021, Alghazadeh 2015, Alghamdi and Bach 2014), have focused on marketing strategies. Many scholars have focused on information technology and competitive advantage, including (Mornagi et al 2014, Breznik 2012, Dehning & Statopoulos 200), while others have studied information technology and knowledge in commercial organizations, such as (Boonmak, 2017, Chan et al 2016).

Information technology has also impacted marketing productivity, which is represented in an increase in marketing performance efficiency. The influence of computer technology is seen in the modification of marketing strategies and planning and execution techniques, which results in lower costs and quicker turnaround times. This is achieved via the use of information management in line with the productivity idea, where the best use of resources available lowers costs while maintaining the improvement of the needed outputs' quality (Asamydai and Rudian, 2016). In terms of marketing services, information technology helps to lower the need for individualized services in favor of direct customer-provider engagement, which in turn increases the effectiveness of marketing performance. The purpose of this study is to examine the use of knowledge technology within business associations (industrial and services sectors) and how it affects marketing performance, which is measured in three ways: consumer performance (loyalty and satisfaction), market performance (market position), and financial performance, that also focuses on profitability and its effects on investment (ROI). This research will concentrate on market efficiency (sales and profitability) as that of the foundation for assessing marketing performance due to time constraints and the challenge of getting profitability indications on investment returns.

2. PROBLEM STATEMENT

The problem statement for this hypothesis is that despite recent advancements in technology, many businesses in Hong Kong may not be fully leveraging the potential of IT infrastructure to improve their marketing efforts. While IT infrastructure has the power to support advanced marketing strategies and drive better results, many businesses may lack the necessary resources or expertise to effectively implement and utilize these technologies. This problem is further compounded by the rapid pace of technological change, which can make it difficult for businesses to stay current with the latest developments and maintain a competitive edge. As a

result, many businesses may miss out on the opportunities that advanced IT infrastructure can provide for improving marketing outcomes. Furthermore, some business may face challenges in integrating the IT infrastructure with their existing systems and processes, which can negatively impact the efficiency and effectiveness of their marketing efforts. Overall, the problem statement is that the lack of access to and understanding of advanced IT infrastructure is preventing many businesses in Hong Kong from achieving optimal marketing results. This hypothesis aims to explore the extent to which this problem exists and to identify potential solutions for addressing it. Additionally, this problem is particularly relevant in today's digital age, where technology plays a vital role in how businesses interact with customers and reach their target audience. With the increasing use of digital channels for marketing and the growing importance of data and analytics, businesses that are not effectively utilizing IT infrastructure may struggle to keep up with their competitors and may miss out on valuable opportunities to engage with customers. Moreover, with the fast-paced and ever-changing market trends and customer preferences, businesses that are not taking advantage of the full capabilities of IT infrastructure may find it difficult to adapt and make necessary changes to their marketing strategies; this can lead to a significant loss of revenue and competitiveness. In conclusion, the problem statement highlights the need for businesses in Hong Kong to have access to advanced IT infrastructure and the expertise to effectively utilize it in order to achieve optimal marketing results. This hypothesis aims to explore the extent of this problem and to identify potential solutions for addressing it.

3. BACKGROUND OF THE STUDY

The background of this study is rooted in the growing importance of information technology (IT) in driving marketing efforts. With the advent of digital channels and the increasing use of data and analytics in marketing, IT infrastructure has become an essential component of business operations. The foundational elements of IT infrastructure, including hardware, software, and network systems, play a critical role in supporting the implementation and execution of marketing strategies. Recent advancements in technology have led to new opportunities for businesses to improve their marketing outcomes through the use of advanced IT infrastructure. However, many businesses may struggle to fully leverage the potential of these technologies due to a lack of access to and understanding of advanced IT infrastructure. In Hong Kong, the rapid pace of technological change and the growing importance of digital channels in marketing have made the effective use of IT infrastructure increasingly vital for businesses looking to stay competitive. However, research on the specific impact of IT infrastructure on marketing in Hong Kong is limited.

Previous studies have focused on the general impact of IT on business operations and have not specifically addressed the relationship between IT infrastructure and marketing in the Hong Kong context. This study aims to fill this gap in the literature by exploring the extent to which IT infrastructure affects marketing in Hong Kong and identifying potential solutions for addressing any issues that may exist. Overall, the background of this study is based on the growing importance of IT infrastructure in driving marketing efforts and the need for businesses in Hong Kong to effectively utilize these technologies in order to stay competitive in today's digital age.

4. LITERATURE REVIEW

A literature review of the impact of IT infrastructure on marketing in Hong Kong highlights the growing importance of technology in driving business operations and marketing efforts. Studies have shown that the foundational elements of IT infrastructure, including hardware, software, and network systems, play a critical role in supporting the implementation and execution of marketing strategies. Recent advancements in technology have led to new opportunities for businesses to improve their marketing outcomes through the use of advanced IT infrastructure. However, many businesses may struggle to fully leverage the potential of these technologies due to a lack of access to and understanding of advanced IT infrastructure. In the context of the COVID-19 pandemic, literature review suggests that the pandemic has had a significant impact on marketing strategies and operations, particularly in terms of consumer behavior, spending, and technology adoption. Studies have found that the pandemic has led to a shift in consumer behavior, with an increased reliance on online channels for shopping and communication. This has had a significant impact on marketing strategies, as businesses have had to quickly adapt to these changes in order to continue reaching their target audience. Research has also shown that the pandemic has led to a decline in overall consumer spending and an increase in price sensitivity, which has affected the marketing strategies of businesses in various industries. Additionally, studies have noted that the pandemic has accelerated the adoption of digital technologies, such as e-commerce, social media, and virtual events, which has had a profound impact on marketing practices.

Furthermore, some studies have also highlighted how the pandemic has affected the IT infrastructure of businesses, as companies have had to quickly adapt and adopt new technologies to support remote work and online operations. This has led to an increased importance of IT infrastructure in supporting business continuity during the pandemic.

Overall, the literature review suggests that the effective use of IT infrastructure is essential for businesses looking to stay competitive in today's digital age, especially in the context of the COVID-19 pandemic. With the increasing use of digital channels for marketing and the growing importance of data and analytics, businesses that are not effectively utilizing IT infrastructure may struggle to keep up with their competitors and may miss out on valuable opportunities to engage with customers.

"In today's digital environment, it is more probable than ever that creating trust links with customers will take place online," argues an expert just on city's advertising. Global internet economies like Hong Kong are influenced by both Chinese Hong Kong cultures. Hays International claims that Hong Kong's marketing industry is out of date since it still relies on outmoded media like print and television. In Hong Kong, people are aware that television and print media are declining, but the online marketing sector is still despised. Hong Kong is quickly growing and evolving. Today's youngsters are experimenting with new ways of expressing themselves and ways of living. Rethinking Hong Kong's advertising is necessary given the city's shifting demographics of its clientele (Ho, 2022). The most popular types of digital marketing, according to Media One's study, are email marketing, keyword optimization, business solutions, digital marketing, and advertising. Because of how often people use the internet, digital marketing strategies are quite effective. The widespread use of the internet as a

tool for market research is positive for companies looking to expand their customer base (Online Ads, 2022). Customers respond to marketing activity on websites like Facebook since businesses and marketers only can engage with international and local customers via these platforms and showcase a limited number of their items. By bridging the gap between consumers and marketers, online digital web marketing does have the potential to emerge as one of the most effective methods to raise the value of communications companies like mobile phone networks. Given that clients may visit the websites of telecom firms whenever they want, this may also lessen certain access worries for the business (Weber, 2009).The following points are the fundamental foundations of the study and will be used to guide you along the necessary route.

□ MASLOW'S HIERARCHY OF NEEDS, PART 1

There are five steps in the social media marketing process. LinkedIn is mostly used by professionals who are curious about new opportunities. They must modify the information they share to fit the many different purposes that the platforms where it is posted provide if they wish to succeed on social media.

□ THE MARKETING MIX OF SEVEN PS

Businesses may utilize the 7 Ps of the advertising mix as a framework to create a marketing strategy. The seven Ps are people, process, product, place, and physical evidence.

- Product: The goods or services that the company provides.
- Cost: The price that the client must pay for the item or service.
- Location: The storefront or online platform where the product or service is offered for sale.
- Promotion: The strategies utilized to promote and publicize the product or service, including public relations, advertising, sales promotions, and personal selling.
- People: The people who are engaged in the company, such as the management, staff, and clients.
- Process: The procedures and tools used to provide the product or service, such as supply chain and logistics management.
- Physical Evidence: The visible, observable aspects of the company that clients can see and feel, such as the layout of a physical location or a website.

When creating a marketing plan, it is crucial to take into account all 7 Ps since they are all interconnected and may have an influence on the overall performance of the company.

□ PORTER'S FIVE FORCES

Students often argue over Porter's Five Forces approach in more effective promotion studies.

Similar to the SWOT analysis, this strategy considers a range of factors that may have an influence on a company's brand and advertising. This strategy solely considers assessing external concerns, as opposed to SWOT analysis.

- SWOT analysis is a method for assessing companies or organization's advantages, weaknesses, opportunity, and threats.
- Strengths are the internal elements that provide the company an edge over its rivals, such a powerful brand or an accomplished management team.
- Internal issues that disfavor the company, such as a lack of resources or outmoded technology, are referred to as weaknesses.
- Opportunities are outside elements that a corporation may benefit from, such a developing market or a shift in customer behavior.
- Threats are external elements that could have a detrimental effect on the company, including heightened competition or changes to laws or regulations.

Businesses may utilize the SWOT analysis to identify areas for improvement, take advantage of their strengths and opportunities, and address their weaknesses and threats. It may also be used to strategic planning to establish objectives and create a course of action to meet those objectives. Regular SWOT analysis is vital so that the company can adjust to market developments and take the necessary steps to address its weaknesses and threats.

5. METHODOLOGY

Methodology refers to the systematic, theoretical analysis of the methods applied to a field of study. It encompasses the theoretical analysis of the methods and principles used in research, and can also refer to the study of the practical application of a method or technique. It is a systematic, critical examination of the design, data collection, and analysis of a research project, and is often used to evaluate the validity and reliability of the research findings.

Table 1. Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	852	71.0	71.0	71.0
	Male	348	29.0	29.0	100.0
	Total	1200	100.0	100.0	

There seem to have been 1200 replies to the survey overall, according on the statistics presented. 852 (71%) of the replies were from women, while 348 (29%) came from men. This indicates that more women than men responded to the poll, according to the data. It is important to note that these percentages only account for legitimate replies and do not take into consideration any missing information or potentially incorrect responses. In order to evaluate these findings, it is also crucial to take into account the context and sample size of the poll. For

instance, if the survey was designed to reach a certain sector or group of people known to have a larger proportion of women, the high number of female respondents would not come as a surprise. On the other extreme, if indeed the survey was conducted on a group of people who are known to be equally split between men and women, the high proportion of female responders may point to a possible bias in the methodology of the survey or in the hiring procedure. Among order to evaluate the data and make the proper conclusions, it would also be helpful to know how the genders were distributed in the population that the survey was intended for. The survey data provided in this study suggests that the majority of the respondents, who were residents of Hong Kong, had positive perceptions of the impact of information technology (IT) on various aspects of business operations and performance. The study aimed to investigate the relationship between IT and marketing in the context of Hong Kong and formulated four hypotheses:

H1: The knowledge aspect of information technology affects the efficiency of marketing.

H2: The performance of marketing is impacted by information technology infrastructure.

H3: The use of information technology enhances marketing effectiveness (awareness brand).

H4: The impact of information technology on marketing effectiveness (brand image).

It is important to note that the survey data provided does not provide sufficient information to confirm or reject these hypotheses, and additional research and analysis would be necessary to determine whether the relationships proposed in these hypotheses are statistically significant and whether they hold true in other populations or regions. Additionally, it would be beneficial to have a longer-term perspective on the subject to understand if these views are consistent over time. The study objectives and hypotheses presented suggest that the researchers are examining the relationship between information technology and marketing in the context of Hong Kong. The study formulated four hypotheses:

H1: The knowledge aspect of information technology affects the efficiency of marketing.

H2: The performance of marketing is impacted by information technology infrastructure.

The survey data provided in this study suggests that the majority of the respondents, who were residents of Hong Kong, had positive perceptions of the impact of IT on various aspects of business operations and performance. However, it's important to note that this survey data is based on a sample of 1200 individuals from Hong Kong, and it's unclear how generalizable these findings are to other populations or regions. The researchers formulated 20 questions to examine the four hypotheses. In line with the second hypothesis (H2), IT infrastructure has an effect on marketing productivity. This suggests that the researchers consider the availability and quality of IT resources and tools to be significant in determining marketing success.

6. THEORETICAL FRAMEWORK

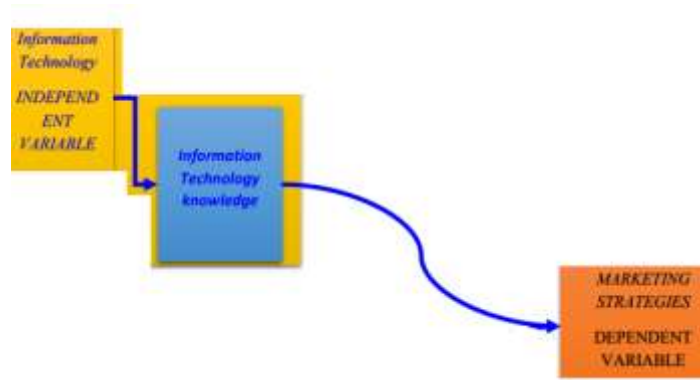


Figure 1. The performance of marketing is impacted by information technology infrastructure

7. RESULTS

Table 2. ANOVA test Descriptive (H2)

Descriptives								
Sum								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1.60	1	57.0000	57.00	57.00
1.80	2	59.5000	4.94975	3.50000	15.0283	103.9717	56.00	63.00
2.20	4	64.5000	7.41620	3.70810	52.6992	76.3008	54.00	71.00
2.40	4	66.0000	9.30949	4.65475	51.1865	80.8135	55.00	77.00
2.60	2	70.5000	3.53553	2.50000	38.7345	102.2655	68.00	73.00
2.80	3	70.0000	10.58301	6.11010	43.7104	96.2896	58.00	78.00
3.00	8	72.0000	5.70714	2.01778	67.2287	76.7713	64.00	80.00
3.20	6	69.8333	9.43221	3.85069	59.9348	79.7318	59.00	86.00
3.40	6	75.8333	6.30608	2.57445	69.2155	82.4512	68.00	83.00
3.60	4	67.7500	3.40343	1.70171	62.3344	73.1656	63.00	71.00
3.80	11	71.0909	7.86708	2.37201	65.8057	76.3761	61.00	86.00
4.00	15	77.9333	5.92171	1.52898	74.6540	81.2127	68.00	87.00
4.20	8	78.5000	9.08688	3.21270	70.9032	86.0968	64.00	91.00
4.40	7	83.5714	4.46681	1.68830	79.4403	87.7025	78.00	89.00
4.60	12	81.0833	4.07784	1.17717	78.4924	83.6743	74.00	88.00
4.80	5	80.0000	11.46734	5.12835	65.7614	94.2386	63.00	92.00
5.00	2	81.0000	.00000	.00000	81.0000	81.0000	81.00	81.00

Tota l	10 0	74.6900	8.86566	.88657	72.9309	76.4491	54.00	92.00
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Table 2. ANOVA TEST (H2)

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3672.500	16	229.531	4.637	.000
Within Groups	4108.890	83	49.505		
Total	7781.390	99			

8. CONCLUSION

The hypothesis asserts that the IT infrastructure has an effect on the efficacy of promotion in Hong Kong. Recent technological developments have altered the IT infrastructure's underlying components, allowing for better marketing results. In order to determine how well-equipped a firm is to use IT in its operations, the questions in this survey focus on the effectiveness of the company's IT infrastructure, the responsiveness of its IT systems, and the frequency with which it changes its infrastructure. The hypothesis as a whole argues that improved marketing outcomes may be attained via the use of IT, but that this requires a solid IT infrastructure to make this.

9. LIMITATIONS

Typically in quantitative studies, participants are asked to fill out a cookie-cutter survey with little option for creative writing. The outcomes will be what was anticipated in the original research concept. For this reason, the results should not be taken as a stand-in for the event in general. On top of that, the researcher has limited the respondents' options to a tiny set of predefined replies. It takes a lot of time, money, and effort to conduct quantitative studies. A lot of planning and preparation is needed for this sort of research to ensure proper randomization and group assignment. With a big enough sample, you can accurately represent the demographics of your target audience. If a researcher isn't well-versed in statistics, they may suffer with the complex methods required to analyze the massive amounts of data generated by the quantitative study. As a result of the need for scientific rigor in statistical analysis, it's not something that lay people often do.

Quantitative studies are notoriously challenging in the humanities and social sciences, particularly in the areas of education, anthropology, and psychology. The correct response goes beyond a simple yes or no and takes into account the particulars of the research problem.

he results of this survey have a number of implications for the brand in question. Firstly, the high level of agreement among participants regarding the reliability of the brand suggests that it is well-established and trusted among consumers. This is a positive indication for the brand, as reliability is an important attribute for consumers when making purchasing decisions. In

terms of pricing, the fact that a significant proportion of participants agreed or strongly agreed that the brand offers reasonable prices suggests that it is perceived as being good value for money. This is also a positive indication for the brand as it could increase the likelihood of consumers purchasing their products. However, there were also a significant number of participants who disagreed or strongly disagreed with the statement regarding reasonable prices. This suggests that some consumers may not think that the brand's prices are reasonable. This might be a concern for the brand as it could mean that they are losing potential customers. The results also indicate that the brand is perceived as exclusive. A large proportion of participants agreed or strongly agreed that the brand is exclusive. This suggests that the brand is seen as a premium or high-end product. This is a positive indication for the brand as it could increase its perceived value and attract a higher-end consumer base.

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