

Title:

**The impact of modern technology on marketing management in the
Kingdom of Saudi Arabia**

أثر التقنية الحديثة على إدارة التسويق في المملكة العربية السعودية

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1.1. Introduction

The Kingdom of Saudi Arabia (KSA) has experienced significant economic growth and development in recent years, with the adoption of modern technology playing a major role in this transformation. With the widespread use of the internet and digital technologies, the marketing landscape in KSA has also undergone a significant shift (Zaman, K., & Al-Abdin, A. (2020).

This essay aims to explore the impact of modern technology on marketing management in the KSA. It will examine how the adoption of digital technologies has influenced various aspects of marketing management, including market research, product development, pricing, distribution, and promotion (Yousuf, M., & Alshehri, M. (2021).

The essay will begin by supplying an overview of the current marketing landscape in the KSA, followed by a discussion of the key technological advancements that have influenced marketing management. It will then examine the impact of digital technologies on each aspect of marketing management and explore the opportunities and challenges they present for businesses running in the KSA.

One of the key technological advancements that has influenced marketing management in the KSA is the widespread adoption of the internet and digital technologies. With most of the population now using smartphones and other digital devices, businesses have had to adapt their marketing strategies to reach consumers through digital channels such as social media, email, and mobile apps (Salem, F. A., & Kabbani, A. K. (2019) .

Digital technologies have also had a significant impact on market research, with businesses now able to gather data and insights from a wide range of sources, including social media, online surveys, and customer feedback. This has enabled businesses to gain a better understanding of

consumer preferences and behaviour, and to develop more targeted and effective marketing strategies (Khan, I. U., & Khan, S. (2020).

Digital technologies have also had an impact on pricing and distribution, with the growth of e-commerce platforms and online marketplaces allowing businesses to reach a wider audience and sell products more easily. This has led to increased competition and pressure on businesses to offer competitive prices and efficient delivery options (Baabdullah, A. M. (2020).

Overall, this essay looks to supply a comprehensive analysis of the impact of modern technology on marketing management in the KSA, and to highlight the importance of embracing digital technologies to remain competitive in today's rapidly evolving business environment.

1.2. Problem solving

Problem statement: The marketing landscape in the Kingdom of Saudi Arabia (KSA) has undergone significant changes due to the widespread adoption of modern technology, including the internet and digital technologies. While these changes offer many opportunities for businesses to reach consumers through new channels, they also present challenges, such as the need to keep up with rapidly evolving technologies and changing consumer behavior (Hassan, A. M., & Hasan, S. (2020).

There is a need for research to find the specific ways in which modern technology has affected marketing management in the KSA, and to explore the opportunities and challenges presented by these changes (. Alzahrani, A. A. (2021).

1.3. Research question:

According to the problem statement, the current research tries to answer the following question:

- How has the widespread adoption of modern technology, including the internet and digital technologies, affected marketing management in the Kingdom of Saudi Arabia?
- What are the opportunities and challenges presented by these changes for businesses running in the KSA?
- How have digital technologies affected pricing and distribution strategies in the KSA?
- What are the key technological advancements that have influenced marketing management in the Kingdom of Saudi Arabia (KSA)?

1.4. The research objective

The current research aims to the impact of modern technology on marketing management in the Kingdom of Saudi Arabia by achieving.

- Studying the spread of modern technology, including the Internet and digital technologies, on marketing management in the Kingdom of Saudi Arabia
- Find the opportunities and challenges posed by these changes to companies running in the Kingdom of Saudi Arabia
- The impact of digital technologies on pricing and distribution strategies in the Kingdom of Saudi Arabia
- Technological developments that affected marketing management in the Kingdom of Saudi Arabia

1.5. The Research Significance

1.5.1. Scientific Significance:

The scientific significance of the study lies in its potential to advance our understanding of the impact of modern technology on marketing management in a specific cultural and

economic context, namely the Kingdom of Saudi Arabia. By finding the key technological advancements that have influenced marketing management in the KSA, the study can contribute to the development of theories and frameworks that can be applied to other contexts. Additionally, the study can inform future research on the adoption of digital technologies in marketing management, supplying a foundation for further investigation.

1.5.2. Practical Significance:

The practical significance of the study lies in its potential to inform the development of more effective marketing strategies for businesses running in the KSA. By finding the opportunities and challenges presented by the adoption of modern technology in marketing management, the study can help businesses to develop strategies that are tailored to the needs of the local market. Additionally, the study can help businesses to navigate the changing marketing landscape in the KSA and stay competitive in the face of increasing competition and rapidly evolving technologies. Ultimately, the study can contribute to the growth and success of businesses operating in the Kingdom of Saudi Arabia.

1.6. Research Definition

- Marketing management

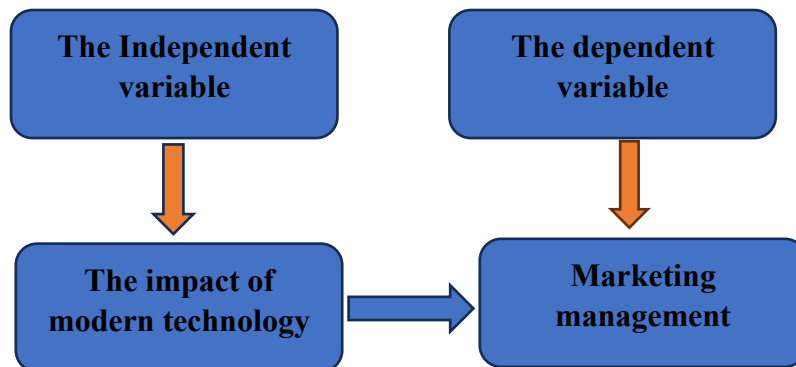
is the process of planning, organizing, implementing, and controlling marketing strategies and tactics that satisfy customer needs, achieve organizational goals, and enhance profitability. It involves finding target markets, analyzing consumer behavior and preferences, developing products and services, creating promotion, and pricing strategies, and managing distribution channels to ensure that products and services reach the right customers at the right time and place (Kotler and Keller (2016).

Marketing management is "the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value." Similarly, Armstrong and Cunningham (2021) define marketing management as "the process of managing the marketing mix to achieve organizational objectives by satisfying customers' needs and wants."

1.7. Research Framework

In the statement "The impact of modern technology on marketing management in the Kingdom of Saudi Arabia

- The Independent variable is. The impact of modern technology
- The Dependent variable is marketing management.



1.8. Research Hypothesis

Therefore, the current research is based on the following hypotheses:

- ✓ The impact of modern technology on marketing management in the Kingdom of Saudi Arabia 2030?
- ✓ The impact of digital technologies on pricing and distribution strategies in the Kingdom of Saudi Arabia

1.9. **Research Tools**

The data collected from the sample were entered using the program (SPSS-V.22). The statistical methods that were used to process the data varied, including:

- ✓ Cronbach's Alpha coefficient to ensure consistent performance.
- ✓ Use frequencies and percentages to decide the significance of the sample's responses to the questionnaire items.
- ✓ Correlation coefficient for the calculation of honesty.
- ✓ Regression analysis.

1.10. **The Literature Review**

The article "Research on the application framework design and realization technology of power Marketing management information system" by **Ruan and Rong (2022)** focuses on the design and implementation of a marketing management information system for the power industry. The authors propose an application framework that incorporates various technologies such as big data analysis, cloud computing, and artificial intelligence to enhance the efficiency and effectiveness of marketing management activities in the power industry. The article supplies a detailed description of the proposed application framework, including its architecture, components, and functionalities. The authors also discuss the key technologies involved in the system's design and implementation, such as data mining,

machine learning, and natural language processing. The study highlights the significance of marketing management information systems in the power industry, where data-driven decision-making is becoming increasingly important. The article suggests that the proposed system can help power companies improve their marketing strategies, customer engagement, and brand awareness.

The article "Customer relationship management and its impact on entrepreneurial marketing: a literature review" by **Guerola-Navarro et al. (2022)** supplies a comprehensive review of the literature on the relationship between customer relationship management (CRM) and entrepreneurial marketing. The authors explore the concept of CRM, its evolution, and its relationship with entrepreneurial marketing.

The article discusses the various strategies and tools used in CRM, including data analytics, customer segmentation, and loyalty programs, and how these strategies impact entrepreneurial marketing. The authors also highlight the importance of effective communication, collaboration, and innovation in CRM and entrepreneurial marketing.

The study emphasizes the role of CRM in enhancing customer loyalty, retention, and satisfaction, which are essential for the success of entrepreneurial marketing. The article suggests that a well-planned and executed CRM strategy can help small businesses and startups overcome the challenges of limited resources and compete with larger companies. Overall, the article offers valuable insights into the relationship between CRM and entrepreneurial marketing, highlighting the importance of customer-centric strategies and technologies to drive business growth and success. The article supplies a useful resource for entrepreneurs, marketers, and researchers interested in understanding the role of CRM in entrepreneurial marketing.

The article "The impact of social media on consumer behavior: A case study of Saudi Arabia" by **Alghamdi (2018)** examines the influence of social media on consumer behavior in Saudi Arabia. The study uses a case study approach and collects data through a survey of 400 respondents in the country.

The article highlights the growing importance of social media in shaping consumer behavior and buying decisions in Saudi Arabia. The study finds that social media has a significant impact on consumer behavior, particularly in terms of information search, opinion formation, and online shopping. The study also reveals that social media usage is higher among younger consumers and females in Saudi Arabia.

The article supplies insights into the role of social media in consumer behavior and its implications for marketers in Saudi Arabia. The study suggests that marketers can use social media to reach and engage with their target audience effectively. The article also highlights the need for marketers to understand the cultural and social context of Saudi Arabia to develop effective social media strategies.

The article "The impact of digital marketing on customer satisfaction in Saudi Arabia" by **Almusharraf and Alkubaisi (2020)** examines the relationship between digital marketing and customer satisfaction in Saudi Arabia. The study uses a survey research method to collect data from 400 respondents and analyzes the data through structural equation modeling (SEM).

The article highlights the growing importance of digital marketing in the context of increasing internet and mobile phone usage in Saudi Arabia. The study finds that digital marketing has a significant positive impact on customer satisfaction, particularly in terms

of improving brand awareness, product information, and customer engagement. The study also reveals that social media advertising and search engine optimization (SEO) are the most effective digital marketing strategies in Saudi Arabia.

The article supplies insights into the role of digital marketing in enhancing customer satisfaction and its implications for marketers in Saudi Arabia. The study suggests that marketers can use digital marketing to improve customer satisfaction and loyalty by supplying relevant and personalized content to their target audience. The article also highlights the need for marketers to understand the cultural and social context of Saudi Arabia to develop effective digital marketing strategies.

The article "The impact of mobile marketing on the customer engagement process in Saudi Arabia" by **Alqahtani (2019)** focuses on the impact of mobile marketing on the customer engagement process in Saudi Arabia. The study uses a survey research method to collect data from 200 respondents and analyzes the data through structural equation modeling (SEM). The article highlights the growing importance of mobile marketing in the context of increasing mobile phone usage in Saudi Arabia. The study finds that mobile marketing has a significant positive impact on the customer engagement process, particularly in terms of improving customer experience, trust, and loyalty. The study also reveals that mobile applications and mobile advertising are the most effective mobile marketing strategies in Saudi Arabia. The article supplies insights into the role of mobile marketing in enhancing the customer engagement process and its implications for marketers in Saudi Arabia. The study suggests that marketers can use mobile marketing to improve customer engagement and loyalty by supplying personalized and relevant content to their target audience. The

article also highlights the need for marketers to understand the cultural and social context of Saudi Arabia to develop effective mobile marketing strategies.

1.11. Research Structure

- ✓ Chapter 1: Introduction
- ✓ Chapter 2: Literature Review
- ✓ Chapter 3: Methodology
- ✓ Chapter4: Resulting and Finding
- ✓ Chapter5: Discussion and Conclusion
- ✓ References

1.12. Research schedule

Chapter Name	Strating	Finishing
Chapter 1: Introduction	Week 1	Week 2
Chapter 2: Literature Review	Week 3	Week 6
Chapter 3: Methodology	Week 7	Week 8
Chapter4: Resulting and Finding	Week 9	Week 11
Chapter5: Discussion and Conclusion	Week12	Week13
References	Week14	Week15

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