The Impact of Information and Communication Technology on Marketing Performance: Case Study at the Majid Mall Supermarket at Sulaimania in the Kurdistan Region of Iraq

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Abstract— **Technology advancement has supported the market performance around the world even in the developing world. Moreover, firms in the market seek finding best means to reach to customers and also develop their business gradually and efficiently. This study is a quantitative study, the survey aims to identify and clarify how information and communication technology affect marketing performance at Majid Mall in Sulaimania. The survey has close-ended question, seeking the answers of the questions aimed at examining all of the hypotheses tested in this study. The research community in this study consisted of employees at Majid mall supermarket in Sulemani. This survey is descriptive and correlational. This survey was a random sampling for employees in Majid mall, in which 120 participants from the administrative staff of the mall have taken part voluntarily. For analyzing the collected empirical data the researchers used the software package for statistical analysis SPSS V.21 and for testing all hypotheses through the regression method. The results showed that the statistical process of hypothesis testing has revealed the remarkable role of ICT based on using (network, database, and software) is the greatest significance where (Beta= 0.366, Sig= 0.004) it positively and straightway retreats on marketing performance. The researchers recommend improving ICT facilities in Majid mall shopping for the sake of improving their market performance in the long-run. Moreover, it supports employee's development in terms of quantity, quality, and promotes the ICT culture through the formulation and implementation of more frequent technology-specific training programs for their staff.**

Keywords— **ICT, Network, Database, Software, Majidi mall, Employees, Marketing Performance.**

I. INTRODUCTION

Existing literature is full of information about technology and telecommunication development and their influence on human life and their careers in different parts of the world. As Gupta (2000) avers that information and communication technology (ICT) has not just massively influenced their employee's efficiency in work place and marketing performance, importantly it has drastic impact on the work style of organizations.The relationship between investment in ICT and its impact on marketing performance continues to be of interest to academics researchers and professionals.

Marketing performance is an essential and central core for any organization, however, for the supermarket and hospitality industry is a major component of customer infrastructure building in any country (Koski, 1999). Now a days many supermarkets around the world use ICT applications to support their activities. The way of hospitality organizations conduct their duties highly depends on evolution of ICT. The review of the literature indicates that the supermarket industry is a fast-growing business sector which focuses on inducing ICT for adding value, improving customer satisfaction, and attracting more customers and keeping an eye on competitive advantage on the long-rung.

Defining the special characteristics of ICT as (software, network, and database) and the entertainment industry; the nature and form of marketing are regularly developing. For example, the rapid expansion of software, networks, and databases has rapidly reconfigured the growing electronic channels for marketing performance. (Ruiz-Molina et al. 2010; Ip et al. 2011).

Based on the existing experiences of ICT usage, it worth mentioning that ICT plays an important role in the development and expand of any company or business. Moreover, good production techniques and intelligent human

resources development (HRD) has become highly reliable on using of ICT specifically (Morgen, 1998). Information and communication technology is a part of computer science and it is an umbrella term of information technology (IT) which alludes to all correspondence advances, including the Internet, wired and remote organizations, PCs, (programming, information bases, cell phones, informal organizations, applications programs, and other interactive media applications. These features allow employees to be displayed as needed in desired form at the desired location, which takes into improve employee performance and marketing performance. (Zuboff, 2008).

There are various expectations and estimations, among the debated ones is investing in ICT means, it results in increase in employees' performance. ICT has made rationalization promising in marketing by minimizing human error. These ICT characteristics are called automation. (Zuboff, 2008). Specifically, ICT has been widely used in knowledge work. Over the past decades, ICT applications have grown rapidly and become a dominant force in today's global society. The arrival of ICT and computers is perhaps the single big push affecting marketing (Setia et al. 2013). According to Greaves (2005) the ICT develops all forms of life and changes all characteristics of life styles as well. Computers and communications have become an integral part of today's life. Indeed, ICT has greatly influenced life on our planet and added various opportunities for firms in the market, and business owners use ICT potentially to make more interest in their business. Not on the economic aspects, ICT is known as a useful source to increase economic growth, productivity, and customer satisfaction and employee performance. (Limayem, 2006).

Adding, ICT are transforming the marketing operations that are eagerly seeking effective IT strategies and applications to take advantage of these technologies. The fast growth of innovations, shorter product lifecycles, diverse employee needs, and increasing business internationalization has made service marketing performance critical to the survival and prosperity of business entities (Setia et al.2013).

In accordance with marketing ICT has been an important aspect of marketing, especially in the front line of the marketing process, which is essential for income generation and business growth. The use of information systems has attracted a large concentration of professionals and continuing interests of researchers (Lili Tan et al.2019). The gauge of ICT relationship with marketing performance assists with explaining the showcasing advantages of taking on different ICT devices in the grocery store, commonly for malls and the food business. Obviously, ICT executions are alterable after some time. Besides, ICT ventures need a great deal of cost, preparing, and work to perform and keep up with. Subsequently, many shops are compelled to be specific in their ICT work choices.

Quality, quantity and efficiency are three key points of marketing performance in marketing process operations that

can be affected by ICT. This paper focuses on the relationship between dependent variable (marketing performance) and independent variables (network, software and database) as a part of ICT, Because these aspects are directly associated with the performance of marketing and have gained a great deal of attention from researchers and practitioners.

II. LITERATURE REVIEW

The existing literature discusses crucial factors that affect market performance through the development of ICT and advancement the Internet connections in the shopping centers around the world. Considering the survey Abdu Al-Mahdi (2016) aimed to identify the impact of use information and communications technology (ICT), with dimensions (hardware, software, and information security) in addition to the elements of the marketing mix that include (promotion and place) on the quality of health care (empathy and emphasis) at King Hussein Cancer Center – Jordan. The sample of this survey was adopted amounted to (203) responsive managers in the top and middle management in King Hussein Cancer Center, while the method of gathering the data based on the questionnaire. The survey was carried out according to the analytical descriptive method style. This survey reached the result that the statistically significant effect of using information and communication technology and in terms of (hardware, software, and information security) on the quality of health care through the elements of the marketing mix in the King Hussein Cancer Center. This survey provided a set of recommendations; actions to develop the use of ICT in terms of providing appropriate devices to accomplish work, improve the systems used by the Center and that will contribute to increase the comfort for patients.

In their study, Belhouchet et al (2020) sought to know the role of information and communication technology in marketing the banking products of the Algerian Bank. They used the questionnaire to an intentional sample consisting of 35 bank workers, in the Algerian Foreign Ministry Agency 46 in Tebessa and used SPSS version 22 to analyze their hypotheses. The aftereffect of the review is that there is a critical connection among data and correspondence innovation and advertising of banking items, and banking showcasing was influenced by data and correspondence innovation It was found through the regression relationship that there is a significant impact. The findings of the study lead to indicate that information and communication technology has a major role in banking marketing. Moreover, it contributes to increasing the marketing of banking products through the use of modern technology means that improve banking service for the better contribute to satisfy customers, increase their confidence and achieve a competitive advantage.

According to, Albert & Mercedes (2016) is an analysis of what is happening at schools regarding the integration and use of information and communication technologies (ICT) and an examination of teachers' impression of instructing and learning measures that can be worked on using ICT, case

overview the schools have been picked in every space of the review (Galicia, Madrid, Valencia, the Basque Country, and Catalonia) in Spain. Information was gathered utilizing the accompanying devices: a meeting with the Executive Board of the school, proof of good practices and different wellsprings of data from various schools (reports, showing plans and vital plans). Also, a survey given to teachers from the 1546 instructors working in the 35 schools, sums of 1222 surveys have been accumulated, addressing 78.9% of the universe of the example. An examination of the 1222 answers was completed with the SPSS. This review arrived at the outcome that the educators foster proper and solid climate in schools and assist them with expanding the utilization of ICT. They take an interest in a worldwide venture that considers viewpoints, for example, consistent preparing and inspiration and feel that the schools have solid administration. This study made a progression of proposals; the thought of ICT as a device that can add to nonstop instructive development in schools should be remembered for the school's essential plans, and surprisingly more thus, in the instructive arrangement of each course.

Furthermore, Mahmood (2016), Measures the impact of information technology on the marketing performance of business organizations. The exploration model fuses data innovation in; deals, piece of the pie, and showcasing execution has been proposed. The analyst utilized surveys as a device to gather information to quantify the impact of data innovation on promoting execution. The example comprised of (66) business associations (mechanical and administration) in the area of Amman, Jordan, and the researcher used SPSS to analyze their hypotheses. Similarly, the finding results dedicated to show a statistically significant correlation between the information technology and marketing performance.

III. TERMINOLOGIES OF THE STUDY

A. INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)

Since the improvement of information and communication technology (ICT), it has been tended to by many creators and researchers all throughout the planet, yet the undertones are likewise similar. In this viewpoint, Cash et al. (1983) address ICT as "joining, information preparing, correspondences, and office robotization". Adding to, The International Foundation for Information Technology (2010) defined ICT as the technology used in the management and processing of data, information and knowledge. However, for the purpose of this study, the researchers define ICT as it refers to technologies (software, database and networks) that have the ability to gathers, process and generate information as well as provide access to information through communication tools that help to achieve the organization goals. ICT will be measured by software, database and network components (Abu Moghli, 2012 and Gupta, 2000).

a. Software: is a series of instructions and computer programs that direct the operations and help a computer to do a specific work (Gupta, 2000).

b. Database: is an electronic collection of data, generally organized systematically in a computer system so that can be accessed easily and controlled by a database management system (DBMS). (Abu Moghli, 2012).

c. Networks: is a group of connected computers and devices via communication device to allow share data and resources using transmission media (Gupta, 2000).

B. MARKETING PERFORMANCE

Indeed, market performance is the core of the business and the main strategy for growing fast and for sustainable competitive advantage. From his view, Otley (2009) defines Marketing Performance as marketing's results or product compared averse to the set goals. Market performance is the effectiveness of suppliers in a market in implementing economic resources to their farthest competence and to the eventual benefit of consumers. Furthermore, marketing performance overall covers all the interactive marketing activities that include e-marketing and advertising programs, payment for performance, meaning that advertisers pay the publisher only when a certain return is obtained, such as the number of site visits, the number of sales, or the percentage of attracting potential customers through their advertising (Mathis & Jackson 2009).

C. RELATIONSHIP BETWEEN ICT AND MARKETING PERFORMANCE

In this globalized and high-tech developed era, Information and communication technology (ICT) is the driving forces that affect business and marketing the products and services. The arrival of computers and ICT has perhaps been the great motivation that has affected organizations over the past decades. ICT is a branch of computer science It is not just a traditional keyhole, data storage, report processing and printing, but the collection, transmission, recording of information, intelligent decision making and visualization as needed at the desired place (Dalain AF, Najeeb AZ 2018). Furthermore, the scale of improving marketing performance and the quality is associated with using ICT in the supermarket (Sahadev and Islam 2005). While, considering the ICT employment and labor performance in enterprises supermarket a positive relation is being addressed, as the ICT infrastructure affects productivity of an organization and its business efficiently. (Byrd and Turner 2001). Moreover, the established supermarkets have often adopted ICT to raise operational efficiency and output, support employees, get better service quality, earning time, set up an online system and replace the existing paper systems, minimize costs and improve long-term interest (Ham et al. 2005).

Importantly, the researchers including; Bailey 1986, Roach 1987, Morrison and Berndt 1991, have observed a negative relationship between variables related to ICT and performance. On the other hand, many studies documenting

the positive impact of ICT investments (Kelley 1994, Siegel and Griliches 1992), while other studies by (Berndt and Morrison 1995) and (Kosky 1999) did not reveal any significant advantage of ICT investments. At a more detailed company level, (Diewert and Smith 1994), (Hitt and Brynjolfsson 1995), and (Dewan and Min 1997) provide results that indicate a positive relationship between technology and performance. Other company-wide studies by (Menon et al. 2000) and found evidence of positive influence between ICT and organizational performance (Devaraj and Kohli 2000).

D. STATEMENT OF PURPOSE

This survey aims to identify and clarify how information and communication technology affects marketing performance at Majid mall in Sulaimania city in Kurdistan Region-Iraq. Moreover, the survey investigates the effect of ICT that consists of Network, Database, and Software on marketing performance.
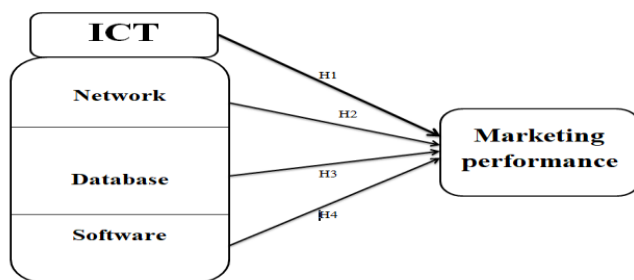
IV. RESEARCH MODEL

Figure 1: Conceptual Model

A. RESEARCH QUESTION

The research answered four main questions as:
- What is the impact of ICT on marketing performance?
- What is the impact of Network on marketing performance?
- What is the impact of Database on marketing performance?
- What is the impact of Software on marketing performance?

B. HYPOTHESES

The survey proposed the following hypotheses:
- Main H1: ICT has an impact on marketing performance.
- Sub H2: Network has an impact on marketing performance.
- Sub H3: Database has an impact on marketing performance.
- Sub H4: Software has an impact on marketing performance.

V. METHOD

This examination depends on positivism theory, the analysts try to acquire and examine necessary information in a target way to accomplish these purposes. For gathering data quantitative research method was applied in this survey. This exploration is expressive and correlational. The exploration is made out of the dependent variable (marketing performance) and an independent variable (ICT). The exploration stresses on factual tests for making the hypothetical area. The gathered information (the distributed surveys that have been filled by workers) was analyzed by utilizing (SPSS) adaptation 21. The ICT is taken as an independent variable in this survey and the marketing performance is taken a dependent variable as discussed below.

A. Participants:

The research communities of this survey sample were the administrative staff at Majid mall in the Sulaimania city-Kurdistan Region-Iraq. Majid mall is among the most populated shopping centers in the city of Sulaimania. The Researchers used a basic random probability sampling technique to select the participants of the survey. They used simple random probability sampling technique to provide equal chance for participants and to avoid any bias and subjectivity from the researchers' side. Sample of the thesis was (230), randomly selected 120 individuals from administrative staff. The researchers distributed 120 questionnaire and 97 questionnaires were returned back so the response rate was 81%.

B. Materials:

In this study the researchers used primary and secondary sources for giving clear-cut analyses to this topic of concern marketing performance in the context of Majid Mal. The essential source was the questionnaire that was utilized to gather the data from the administrative staff. The questionnaire was separated into three fundamental segments. The first segment required the demographic data of the representatives; the second part comprises of the survey inquiries with a five Likert-style scale about ICT, where the last part comprises of study's essential inquiries regarding marketing performance. The auxiliary sources incorporate applicable books, articles, diaries; papers, journals, proposition, theses and websites were used especially in the literature review section. Finally input the data to analyze and write conclusions and recommendations according to the information collected.

VI. PROCEDURES

Apparently, the researchers gathered data through a survey. Researchers circulated composed assent structures among the members and in the wake of marking the composed assent structures, Researchers gathered their responses. Prior to data collection, the analyst given full details about the study and the survey content and the purpose of carrying out this

research for the sake of participant's confidence and assurance that their information would be kept confidential and their right to participate is respected.

The Data were examined by using the SPSS adaptation 21 as referenced beforehand, for noting all the reason sets, both graphic and inferential measurable examinations were executed.

▪ Descriptive Statistics catches the recurrence and the dispersion of the multitude of expressions as rates that make up demographic information.

▪ The measurable examination in this study demonstrates that the aftereffects of the unmistakable factual investigation through mean worth of number-crunching normal estimation and the standard deviation with their fundamental capacity. For playing out the reliability examination through inferential statistics, the Pearson Correlation and Multiple Regressions Analysis with important of all the variables of the survey are blended with each variable.

In this study the Likert scale technique is used to know the correlation and significant between independent and dependent variables. The hypotheses were tested through level of significant that is $p > 0.05$ is rejected the null hypothesis H0 and accept the alternative hypothesis H1. In the same while the null hypothesis H0 is accepted, if the value of the level of significant becomes $p < 0.05$ and is rejected the alternative hypothesis H1.

A. Reliability tests:

Table 1 shows the reliability of the factors. The Cronbach's alpha reliability was checked before information assortment utilizing SPSS, the coefficient regularly stretches out somewhere in the range of 0 and 1, While there is no lower breaking point to the coefficient, the closer the Cronbach's alpha coefficient is to 1.0, the more noteworthy the interior soundness of the things in the scale, furthermore, the fundamental objective is that Cronbach's alpha values that are basically 65% will offer reliable evaluations. According to the results, all of the factors acceptable since their Cronbach's alpha is high accept only Network with is a little bit is low.

Table 1: Cronbach's alpha coefficient for dependent and independent variables

Variables	NO. Sample	NO. of Questions	Values of Cronbach's alpha
Network	97	3	.639
Database	97	3	.800
Software	97	3	.865
Marketing Performance	97	3	.929

B. Demographic analysis of the participants:

Table (2) represents the gender, age, Years of work experience, Academic qualification, and Current job position of the respondents. The result indicates that 63.9% of employees were male and 36.1% were females. Most of the

sample individuals are the members who fall inside the age groups first, and the second. We track down that the first age group for individuals matured less than 30 years and their rate 28.9%, while the subsequent age group for individuals matured between 30-39 years by rate 40.2%. The last two groups for individuals matured between of 40-59 years and 50 years or more by rate 17.5% and 13.4%. Considering the age groups in general, we find that they fall within the youthful class. This shows that the work needs the energies and innovative capacities that are accessible in youth more than in the older age groups. The quantity of people in the age group (5 to 9 years) of work experience was 44.3% and it was the example of the survey addressed the biggest rate, while people in the group of (under 5 years) contained 40.2% of people. The level of people of the group of (10 to 14) in the work experience got to 12.4%, and the level of people in the (15 or more) reached just 3.1% it shows have fewer experience persons in the Majid mall and for marketing also for using ICT need more experience worker. The respondents' qualifications are likewise introduced, the most percentage of the respondents (43.3%, n =42 and 35.1%, n=34), were those with the qualification of 2 years diploma and Secondary education. While the respondents with the qualification of bachelor (18.6% n=18). However, the rest of the other groups, Master's degree were only (3.1%, n=3). Most of the sample is from the fourth classification: the individuals who involve the situation of Executive employee representative the service and they were 56 workers at a pace of 57.7%. It is additionally obvious to us that the functional degree of head department with 26 employees is at a pace of 26.8% and the situation of assistant manager and manager are 12 and 3 employees were at a pace

Table 2: Demographic analysis

Variable	Description	Responses	Percentage
Gender	Male	62	63.9
	Female	35	36.1
	Total	97	100
Age	Less than 30 years	28	28.9
	30-39	39	40.2
	40-49	17	17.5
	50+	13	13.4
	Total	97	100
Years of work experience	5 years	39	40.2
	5-9 years	43	44.3
	10-14 years	12	12.4
	15+	3	3.1
	Total	97	100
Academic qualification	Secondary education	34	35.1
	2 years diploma	42	43.3
	Bachelor	18	18.6
	Master	3	3.1
	Total	97	100
Current job position	Manager	3	3.1
	Assistant Manager	12	12.4
	Department Head	26	26.8
	employee/worker	56	57.7
	Total	97	100

of 12.4% and 3.1% respectively.

the p- value is significant at 1%, according to sig, statistically; all independent variables in ICT have a positive impact on dependent variables.

C. MODEL SUMMARY:

Model summary consequences were acquired from computations conducted using SPSS 21 and the results indicate that 96% changes in Majid mall marketing performance is explained by ICT. This therefore implies that 04% changes in Majid mall marketing performance is explained by variables outside the estimated model.

Table 3: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.980[a]	.960	.959	.589

a. Predictors: (Constant), Network, Database, Software

D. CORRELATION COEFFICIENT TEST

The table (4) shows the relationship between ICT and marketing performance based on using Network, Database and Software. It shows that there is a positive significant relationship between the Network and marketing performance as reflected by the 87.4% figure. It also indicates the results display that there is a significant and positive relationship between Database and marketing performance as reflected by the 86.3% figure. The correlation table also demonstrates a positive relationship between Software and marketing performance as reflected in the 91.9% correlation figure. Major finding: according to the test there is a significant correlation between independent and dependent variables.

Table 4: Pearson Inter-Correlations between the variables

		Network	Database	Software	Marketing performance
Network	Pearson Correlation	1	.824[**]	.853[**]	.874[**]
	Sig. (2-tailed)		.000	.000	.000
Database	Pearson Correlation		1	.943[**]	.863[**]
	Sig. (2-tailed)			.000	.000
Software	Pearson Correlation			1	.919[**]
	Sig. (2-tailed)				.000
Marketing performance	Pearson Correlation				1
	Sig. (2-tailed)				

**. Correlation is significant at the 0.01 level (2-tailed).

E. ANALYSIS OF VARIANCE (ANOVA)

ANOVA shows a sign of the portrayal of the assessed model and the thought is to accept that the model is appropriately determined when the acquired p- value is significant at 1%. Utilizing the got results, it would thus be able to be reasoned that the model is accurately indicated since

Table 5: Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	779.326	3	259.775	747.904	.000[a]
	Residual	32.302	93	.347		
	Total	811.629	96			

a. Predictors: (Constant), Network, Database, Software

b. Dependent Variable: Marketing Performance

F. REGRESSION COEFFICIENT ANALYSIS

According to the process of regression analysis consequences, the results of the regression analysis presents that there is an important positive alliance between network on marketing performance of .422 this clarifies that an improvement network will results in an improvement in marketing performance by 42.2%, The outcome also indicates that an improvement in database by 1% will generate a notable improvement in Majid mall supermarket's employee marketing performance by 30.3%, In addition, positive changes in software will be the cause of rising Majid mall supermarket's employee marketing performance by 30%.

Table 6: Regression coefficients analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.366	.280		1.307	.004
	Network	.422	.140	.398	3.012	.003
	Database	.303	.107	.289	2.839	.006
	Software	.300	.123	.300	2.437	.017

a. Dependent Variable: Marketing Performance

G. HYPOTHESIS TESTS

Hypothesis results were derived from correlation coefficient analysis which is the consequence of this survey, which has been accomplished through the analysis of the information accumulated from the workers of Majid mall supermarket in sulemani, depends on the pre- discussed about writing survey. The results of this survey describe that all hypotheses have been accepted, However, it can be accepted from the point that improvements in ICT have positive significant impact on marketing performance, thus content that the organization's approach towards ICT are positively contributing towards improving the educational organization

employee marketing performance.

Table 7: Hypothesis test

	Hypothesis (H0)	p-value	Decision
H1	ICT has an impact on marketing performance.	.000^a	Accepted
H2	Network has an impact on marketing performance.	.000^a	Accepted
H3	Database has an impact on marketing performance.	.000^a	Accepted
H4	Software has an impact on marketing performance.	.000^a	Accepted

VII. DISCUSSIONS

This section represents the discussions based on the findings of the present study. Creating ICT based on marketing performance. It clarifies the results of the survey, which were discovered through primary data collected by the researchers during the phase of this research. In terms of the data analysis, the descriptive test was utilized to supply statistics that include the socio demographic of the respondents. Moreover, the researcher distributed (120) questionnaires, which consists of all employees at Majid mall supermarket. While only (97) respondents have responded, and this represents (%81). Researchers depended on the SPSS software V.21 for analyzing the collected data. The statistics of the members of the survey sample containing (gender, age, years of experience, academic qualification, and current job position) were analyzed.

The cycles of the hypothesis testing of this paper exhibit that there is a significant correlation between the independent variables and dependent variable, as per the aftereffects of the testing ICT has an marked effect in improving and creating marketing performance, which is addressed by the fundamental inquiries of the survey that communicated distinguishing the role of ICT for analyzing marketing performance, likewise the testing system genuinely demonstrated that the ICT segments that incorporate (network, database, software) have an important positive role in boosting marketing performance. In addition, it is necessary for shopping centers, malls and supermarkets to improve their human resources abilities in seek to be able of benefiting from the use of ICT. Benefiting from ICT development, comes with special trainings that are possibility defined in the company or the stakeholder's policies and strategies for strategic development of the human resource and also the marketing performance that they go hand in hand in most businesses. To conclude, using and developing ICT has great effect on marketing performance, thus to meet the needs of the customers and the market, ICT is a condition for growth and competitiveness of a business.

VIII. CONCLUSION

Concluding from the findings of this survey the

theoretical and empirical discussions have indicated that the ICT (network, database, and software) has a significant impact on marketing performance in shopping centers like Majid Mall. Moreover, the results of this survey indicate that ICT is a critical and highly effective tool for boosting and enhancing marketing performance and increasing their efficiency and effectiveness.

Importantly, the researchers several important conclusions are drawn from the empirical data, which include: the majority of the staff, who hold academic qualifications, this shows that shopping centers and mall nowadays seek to hire educated and skilled staff for the sake of better performance in the market and for delivering better customer service. That is to say this survey has went well because the level of understanding the topic was high and employees had different administrative role but the general knowledge was adequate regarding ICT and market performance, which shows that even the staff are aware that technology and communication means are crucial for market performance.

Moreover, in today's marketing experience of employees and training to be considered as crucial means for market performance, because maintaining customer service and attracting more customers for shopping centers means focusing on market share strategy which means sustainability of the business in the long-run. To summarize adjusting according to technological changes is very fundamental as a benchmark for survival in competitive markets.

IX. RECOMMENDATION

Based on the results of this survey there is a necessity of expanding the ICT networks and means for Majid mall supermarket, for better market performance, maintaining high quality of service to the customers and greater market shares in the future.

Furthermore the researchers recommend for Majid Mal to keep an eye on updating technology infrastructure which also will assist staff to play their labor accurately, efficiently, and effectively, as well as transferring employees' practicing platforms connected to modern software implementations is indispensable to improve marketing performance due to its practical role in the knowledge process in the market firm.

It is recommended to promote the ICT culture through the formulation and implementation of more frequent technology-specific training programs. As technology and globalization have accelerated changes in the business especially for marketing thus employees and staff in shopping malls need to be updated and aware about the changes in their employed business.

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