Study the effective factors of products marketing mix in strategic concentration for under coverage corporate of economic complex of Imam Khomeini relief committee

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Abstract: The development of similar products and service, globalization, severe competition and price fluctuations have made corporate to differentiate their products from other competitor's and create value for their buyers. Therefore, economic complex of relief committee tries to promote above purposes in order to provide the suitable field for the establishment of value added for some produced items, and marketing and sales complex is to develop marketing and sell manufactured products of it's under coverage corporate. In this research, we study the effective factors of products marketing mix that influence strategic concentration of corporate that are under coverage of economic complex of relief committee. Statistical population of this research includes 38 managers of market studies office and under coverage corporate of economic complex of relief committee. Information is collected by the tool of questionnaire that is made by researcher. Its validity was confirmed by advisor and supervisor professors. Its reliability was 0.91 using Cronbach *Alpha*. We used equations pattern of SMRT- PLS software to test the hypotheses of research. The obtained results show that customer's prioritization is more important than other variables. Therefore, there is positive and meaningful relationship between effective factors of products marketing mix and strategic concentration of corporate that are under coverage of economic complex of relief committee.

Key words: Marketing mix; Strategic concentration; Economic complex of relief committee

Introduction

Today marketing is one of the important components of agricultural and rural production system that its importance in the process of rural products is very evident.

The importance of this subject is such that marketing is more important than production in developed and developing countries.

Common methods of agriculture products marketing are associated with high costs, and are not consistent with the purchases of sustainable development in Iran. There are many problems in the field of agriculture products marketing including unsuitability of marketing facility infrastructure, price instability, seasonality of agriculture products, unsuitability of market news transmission system, high cost of production and great deal of loss during different stages of production, the presence of many brokers, unsuitability of government supports in the field of market development and marketing policies of rural products. All these factors have prevented the access of farmers to high income, the rise of value added of produced items, and fight against poverty of rural areas. Therefore, agriculture cooperative companies play an important role in the improvement of marketing system of agriculture products, the elimination of brokers, and finally the improvement of agriculture income and production.

Companies can enter new sections of market via producing new patterns or they can seek new market for themselves via selecting new products.

Statement of problem

Today the most important factor of success in the achievement of profitability and the promotion of commercial position of companies and organizations at international level is sales marketing and having complete information about factors that strengthen marketing dimensions for strategic concentration and the rise of market share due to marketing capabilities according to the conditions of unprecedented increase of competition in the field of products and service sales (Ismaeelpour, 2005).

According to the role and position of marketing, the establishment of effective marketing for strategic concentration has always been one of the main concerns of marketing managers. Indeed, many researches have been conducted on marketing patterns. These researches have tried to explain marketing mix. Marketing mix includes product or goods, sales price, the place supply and advancement activities.

Having precise information about effectiveness of each of these factors can play a important role in the increase of service and goods sales of corporate. It can be noted that all activities of market management can be classified under four main

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factors i.e. product, price, place and promotion (Lydia, 2012, pp 395-401)

The main questions of present research are as follows: what are the effective factors of marketing mix in strategic concentration? And how under coverage corporate of Imam Khomeini relief committee use these factors in marketing section?

Necessity and importance of research

One of the important and sensitive strategies in the field of developing profitable activities of organization and qualitative and quantitative decrease of potential challenges in competitive market in today organizations at international level is to use strategic concentration that leads to strategic planning.

Strategic planning's and policies of marketing are based on capabilities and capacities of organization. Managers can achieve the highest profitability with the leads loss and potential risk in different activities of organization including decision making about supply chain, production times, quality and quantity of production, manpower, sales, sales pricing, etc by considering the principles of strategic concentration that are based on the strengths and weaknesses of organization marketing system, and threats and opportunities in the field of organization activities.

Market orientation is conducted after market partitioning. It includes the evaluation and comparison of indentified groups, and selecting one or more groups that have higher potential. In this research, we try to study effective factors of marketing mix that include 4p using existent literature. Then, we deal with the dimensions of strategic concentration.

Finally, we consider this point that is there a meaningful relationship between effective factors of marking mix and strategy concentration? It seems that presenting a research that can consider effective factors of marketing mix in strategic concentration of under coverage corporate of relief committee is useful, and the obtained results will be important.

Main hypothesis of research

Products marketing mix has a meaningful impact on strategic concentration of under coverage corporate of economic complex of Imam Khomeini relief committee.

Subordinate hypotheses of research

1-Products marketing mix has a meaningful impact on market partitioning of under coverage corporate of economic complex of Imam Khomeini relief committee.

2- Products marketing mix has a meaningful impact on identification of different groups in under coverage corporate of economic complex of Imam Khomeini relief committee.

3- Products marketing mix has a meaningful impact on customers prioritization in under coverage corporate of economic complex of Imam Khomeini relief committee.

Theoretical bases

Marketing

Marketing is a process in which individuals and groups meet their needs via producing and exchanging goods. Marketing function is to identify needs and demands, determine target markets for servicing them, design service, goods and scheduled plan for presenting service to these markets, and finally target this point that all individuals of organization service customers (Katler, 2000).

Market partitioning

Market partitioning is a process in which a market is divided into discrete subsections from customers that determine their needs and characteristics.

Since the customers of every section have similar needs and desires, they respond to a marketing plan or special product in a similar manner. Market partitioning divides a large market into smaller parts, and distributes the resources among major customers optimally (Rafiee, 2012).

Customer's prioritization

One of the main challenges of organizations is to produce goods according to the desire and needs of customer. Organization should use the least resources to achieve the needs of customer. Prioritization plays an effective role when organization activities are performed by using common resources and long time (Nazari, 2010).

Identification of different groups of customers

Identification of customers leads to the classification of similar customers, and separates dissimilar individuals. This identification results in more analysis about fewer groups of customers that are representative of subordinate markets for products (Namdari, 2012)

Marketing, marketing position, marketing elements

Marketing is a key link between internal and external shareholders. This means that success of presenting modified performance depends on emphasizing the marketing of these important resources, capabilities and assets of internal and external beneficiaries. The value of marketing as an investment is a continuous discussion than cost part. In addition, resources, assets and important

capabilities have not been understood completely by managers (Vorhies & Norgan, 2013).

Study the factors of market attractiveness for industries

In studying the factors of market attractiveness for every industry, we can refer to a set of factors that are generally considered.
These factors are as follows:
1-marketing growth rate
2-market size
3-Intensity of competition in market
4-Social factors including the changes of demography structure such as age, gender, Job and income, and the changes of life style, social movements, attitudes and consumerism.
5-Market profitability (Zereshki, 2012).

8 key methods for having a strong marketing strategy

Definition of goods or service
Products and different items that are supplied to market by producer, and meet one of the needs of individual are called goods.

Determination of target market

Everyone can be potential customer of your product, but you may not have enough time and money to capture all these markets. Who is your ideal customer? Who will generate this sense in you that you should spend your money and time to advertise your product for them? You may define your customers based on characteristics such as income, age geographical regions, number of employees, industry, etc.

Identification of your competitors

Even if you don't have a direct competitor for your service, there will always be a competition. In other words, there is something along side your product to compete the money of your potential customers. What is it, and why your potential customer should spend his/ her money for you? What is your competitive advantage?

Finding an opening

Is there an opening in the market that you have not paid attention to it? A penetration strategy is a purpose that you concentrate your marketing activities on it, and determines the area of your market.

Awareness development

It is very difficult for a potential customer to buy you product or service if the doesn't know that you enjoy it. Generally your product should be available

for potential customer 5-15 times before customer think your product at need time. Needs are often generated unexpectedly. If you want customer remember your product at needs time, you should continuously exhibit your product.

Reliability

Not only potential customers should be aware of your product and service, but also your product or service should be reliable. Your customers should be assured that they will receive exactly what they have ordered. It is necessary that your customers touch or test product particularly in large and high risk purchases.

Be firm and stable

You should be firm and stable in your work. Being stable is more important than having best product. Here this is a part of your success chain.

Be concentrated

Concentration allows more effective and optimal use of rare resources of time and money.
If you deploy your advertising budget for advertising a single product that has been supplied in target market in a concentrated manner, you will get more income than when you advertise that product in the same target market in a certain time period (Gholipour, 2008).
The summary of activities of economic complex of Imam Khomeini relief committee is as follows:
-Presenting self- reliance services to the poor via Imam Khomeini relief committee.
-Concentration of economic activities of relief, concentration of economic affairs, and exploitation of properties, assets, institutes, corporate and available lands
- The establishment of departments, institutes and other economic activities.
- Sales, exchange, cooperation and disintegration of economic activities
- legal independent of Imam Khomeini relief committee in claims

Research method

The methods of collecting information are library and field methods. In this research for collecting information that is related to research questions, we used electronic questionnaire method.
Questionnaires were available for all members of sample. The number of sample is 38. Therefore, all member of statistical sample were questioned i.e. N=n.

Table 1: Internal and external researches

list	Subject	Writer and year	result
1	The impact of marketing mix factors and corporate picture on special value	Rafiee et al (2012)	The obtained results showed that corporate picture as an intermediary variable plays the most important role in the process of establishment of brand special value. In addition, after sales services, price and promotion by means of this variable influence the dimensions of brand special value. Among dimensions of branch special value, perceived quality and brand loyalty have positive and meaningful impact on brand special value.
2	8 different kinds of marketing pattern for goods, ideas and services	Jaafari, 2012	If demand for goods, services and ideas is balanced, it will try to preserve the status quo. When demand is more than necessary limit, it tries to decrease, and ideas via conducting antimarketing actions.
3	Marketing mix strategy for increasing marketing performance in Indonesia telecommunication companies	Chimodia, 2013	Results show that marketing mix elements have significant impact on the performance of marketing simultaneously
4	Designing a pattern for export marketing of electronic products	Albers, 2013	Findings show that there is a meaningful difference in the relations and impacts of constituting factors of pattern so that research model of interested hypothesis has been confirmed

Table 2: questions of questionnaire

Variable	dimensions	Number of items
Marketing mix	---------------	20
Strategic concentration	Customers prioritization	20
	Market partitioning	6
	Identification of different groups	12
Total number of questionnaire's questions	--------------------------	46

Validity and reliability of questionnaire

The used questionnaire in this research is a researcher made questionnaire that includes dimensions of strategic concentration. Cronbach Alpha coefficient is calculated in the form of mean of internal correlations among measuring items. In this research, we used PLS model analysis for analyzing data.

Table 3: Cronbach Alpha coefficient of existent items in questionnaire

item	Number of question	Cronbach Alpha coefficient
Customers prioritization	6	85%
Market partitioning	12	87%
Identification of different groups	8	90%
Marketing mix	20	89%
Total number of questionnaires questions	46	91%

Illative statistics

The execution of these techniques has its special software's. Among them visual PLS and Smart PLS have been used frequently. Researcher used visual PLS version of this software to formulate structural equation.

Study of data normality hypothesis using Klmvgrf- Smirnov (K-S) test in PLS model

We should test the normality of data to determine we can use which class of statistical tests in SPSS (parametric or nonparametric). Therefore, hypotheses that are related to this section are as follows:

H_0: distribution of data is normal---- meaningfulness level ≥ 0.05

H_1: distribution of data is normal---- meaningfulness level ≤ 0.05

Above hypotheses were studied for the variables of research via conducting Klmvgrf- Smirnov (K-S) test. Their results are presented in table (3).

Table 4: normality test of research variables

Component	Meaningfulness level	Results
Marketing mix	0.18	Data distribution is normal
Strategic concentration	0.22	Data distribution is normal
Market partitioning	0.11	Data distribution is normal
identification of different groups of customer	0.08	Data distribution is normal
Customer prioritization	0.19	Data distribution is normal

In humanities, confirmation or rejection of hypotheses is stated with 95% confidence. The value of meaningfulness level that is obtained by SPSS software shows the extent of error that we can commit in the rejection of H_0. Therefore, when this value is more than 0.05, we cannot easily reject H_0. As it was shown in above table, meaningfulness level of all variables is more than 0.05. Therefore, we can not reject H_0 with 95% confidence. In other words, H_0 that shows the normality of data distribution is confirmed regarding all variables.

Study the main hypothesis of research and its results

Main hypothesis: products marketing mix has a meaningful impact on strategic concentration in under coverage corporate of economic complex of Imam Khomeini committee.

Statistical hypotheses of test are as follows:

H_0: Products marketing mix has not a meaningful impact on strategic concentration in under coverage corporate of economic complex of Imam Khomeini relief committee.

H_1: Products marketing mix has a meaningful impact on strategic concentration in under coverage corporate of economic complex of Imam Khomeini relief committee.

$$\begin{cases} H_0 : P_{xy} = 0 \\ H_1 : P_{xy} \neq 0 \end{cases}$$

Table 5: path coefficients and meaningfulness values of research main hypothesis

Path			hypothesis	Path coefficient (β)	Meaningfulness value(t)	Confirmation or reject of hypothesis	R²
Marketing mix	→	Strategic concentration	main	0.788	18.012	confirmed	0.662
*p<0.01							

The obtained results from resting main hypothesis show that marketing mix has a positive and meaningful impact on strategic concentration with meaningfulness value of 18.012 and path coefficient of 0.788.

Study subordinate hypotheses of research and their results

1-Products marketing mix has a meaningful Impact on market partitioning in under coverage corporate of economic complex of Imam Khomeini relief committee.

2- Products marketing mix has a meaningful impact on identification of different groups in under coverage corporate of economic complex of Imam Khomeini relief committee.

3- Products marketing mix has a meaningful impact on customers prioritization in under coverage corporate of economic complex of Imam Khomeini relief committee.

Table 6: path coefficient and meaningfulness values of research subordinate hypotheses

Path			Hypothesis	Path coefficient (β)	Meaningfulness values (t)	Confirmation and rejection of hypothesis	R²
Marketing mix	→	Marketing partitioning	Subordinate 1	0.762	16.420	Confirmed	0.581
Marketing mix	→	Identification of different groups of customers	Subordinate 2	0.768	14.535	Confirmed	0.589
Marketing mix	→	Customers prioritization	Subordinate 3	0.529	7.532	Confirmed	0.280
*p<0.01							

Finding of this model show that

Marketing mix has a positive and meaningful impact on strategic concentration with path coefficient of .762, p= 0.01 and t= 16.420.

Marketing mix has a positive and meaningful impact on identification of different groups of customers with path coefficient of 0.768, p= 0.01 and t= 14.535.

Marketing mix has a positive and meaningful impact on customers prioritization with path coefficient of 0.529, p= 0.01 and t= 7.532. Therefore, first, second and third subordinate hypotheses are confirmed.

Evaluation of hypotheses test results according to the conditions of variables

The result of main hypothesis

-Products marketing mix has a meaningful impact on strategic concentration in under coverage corporate of economic complex of Imam Khomeini relief committee.

This hypothesis was confirmed after analyzing main hypothesis. In other words, products marketing mix has a meaningful impact on strategic concentration. These results about the impact of products marketing mix on strategic concentration are consistent with research results of Hamdi et al (2012) "the impact of marketing mix elements on the sales of light starter battery" (a case study in Tehran). The results of this research show that study of all demands of customer requires many resources

and efforts. As a result, corporate tries to achieve more desirable results by fewer changes.

The result of first subordinate hypothesis

-Products marketing mix has a meaningful impact on market partitioning in under coverage corporate of economic complex of Imam Khomeini relief committee.

This hypothesis was confirmed after analyzing first subordinate hypothesis. In other words, products marketing mix has a meaningful impact on market partitioning in under coverage corporate of Imam Khomeini relief committee. These results about the impact of products marketing mix on market partitioning are consistent with research results of Noorbakhsh & Pashang (2011) "study the impact of effective factors of purposeful marketing in complete relations between buyer- sellers".

The result of second subordinate hypothesis

-Products marketing mix has a meaningful impact on identification of different groups in under coverage corporate of economic complex of Imam Khomeini relief committee.

This hypothesis was confirmed after analyzing second subordinate hypothesis. In other words, products marketing mix has a meaningful impact on identification of different groups.

These results are consistent with research results of Chimodia (2013) "Marketing mix strategy for increasing marketing performance in Indonesia telecommunication companies"

The result of third subordinate hypothesis

-Products marketing mix has a meaningful impact on customers prioritization in under coverage corporate of economic complex of Imam Khomeini relief committee.

This hypothesis was confirmed after analyzing third subordinate hypothesis. In other words, products marketing mix has a meaningful impact on customers prioritization.

These results are consistent with research results of Alimohammadi (2011) "identification and prioritization of factors that influence the loyalty of Mellat bank valuable clients". This research was conducted by multicriteria decision making approach.

The results showed that service marketing mix elements have meaningful impact on loyalty of Mellat bank clients and their prioritization.

Conclusion and Suggestions

Suggestions based on findings of research:
Based on research findings, corporate can improve their business performance according to the following points:

-Managers should perform practical and effective actions to decrease final cost of produced items for useful competition in market.

- Managers should try to develop products of economic complex corporate in terms of quality and quantity in order to complete their goods basket.

Managers should try to get complete information about their customers and competitors.

Research limitations

1-The absence of similar research regarding this subject: researcher couldn't find a research that directly has dealt with this subject.

2- Information was collected by questionnaire.

Due to the limitations of this method of data collection, correctness of information depends on responding correctness of statistical sample responders.

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