

Analysis of Marketing Strategy Impact on Organizational Performance in the Iran Banking Industry Case Study: Maskan Bank of Kermanshah Province

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Abstract. At the same success in today's competitive world, we need appropriate marketing strategy, and from the other hand, the main objective of any financial organization, improve performance assessment of performance, one of the best ways to improve performance in organizations. The purpose of this study was to analyze the impact of marketing strategy, organizational performance in the banking industry of Iran, Case Study: Maskan Bank is in Kermanshah. The population of this study consisted of 180 employees of the organization, randomly, for example, for the second half of 2014, were selected. This cross-sectional survey study, the correlation type. To collect data, a questionnaire was designed. Validity (professors), and reliability (Cronbach's alpha: 0.77 and 0.76), and suggests that, good reliability and validity of measurement tools, enjoy. The results of the research, software, SPSS, and using inferential statistics (linear regression) showed that marketing strategy, its impact on organizational performance.

Keywords: Marketing Strategy, Organizational Performance, Maskan Bank.

1. Introduction

Banks and Financial Institutions, a very important role in the economic development of any country, play. Now, according to a number of banks and financial and credit institutions in the country, evaluating their performance, great importance is (Motameni et al., 2010). Furthermore, all of the directors of all organizations today called for optimal utilization of resources, and capacities are available in different sectors. Therefore the model, in order to provide feedback in order to improve the performance of the various branches of the organization, and the tools to meet the needs of managers, essential and it seems logical (Momeni et al., 2009). On the other hand, a company or organization to fulfill objectives and goals of your marketing, marketing plan that requires an output of this process is the development of marketing strategies. The correct implementation of marketing strategies, marketing is a guarantee of success (Mamdoohi and Seyed Hashemi, 2008). However, since the strategies are sustainable, and by their own organizations, value creation, they are changing the strategies and assessment tools, foot to foot they have not changed. Each organization to determine the suitability and quality of its activities, especially in complex and dynamic environments, there is a need to evaluate the system. On the other hand, the lack of measurement and control system, in the sense of a lack of communication with internal and external environment can be defined as a consequence of the aging and death. As an integrated system and continuous management, inconsistency and inefficiency of many, the organization that creates the most important measurement issues, and their performance will be, it creates the following key issues:

1. the lack of mechanisms to measure, and feedback on the results of activities
2. lack of attention to the strategy, and the proper use of quantitative techniques in the production and circulation of information within the organization

The top-level managers, always looking for a solution to ensure the implementation of their strategies, because the characteristics of the era of knowledge-based economy and information, the effectiveness of

traditional performance evaluation methods, which are suitable for organizations in the era of industrial economy, appeared severely undermined (Tabari and Arasteh, 2008). So it must be said that, the other organizations and companies with marketing strategies on an ongoing basis, to assess customer needs, and trying to preserve and increase the profitability of the organization, understand customer needs (Panigyrakis and Theodridis, 2007), and satisfaction they provide (Jimenez et al, 2007), and with innovation, flexibility, speed, quality, coordination between task and responsibility (Kirka et al., 2009). This situation makes it, the gap between the customers and the reduction, and improved organizational performance. (Haji Karimi et al., 2008). And whereas, in the past few years many methods and techniques used in the business of accepting organizations, and institutions, and to have achieved satisfactory results. Among these approaches, we can process reengineering, total quality management, continuous improvement, excellence model, organization etc. In this regard, one of the successful implementation of strategic plans, to achieve new performance measurement system, the Balanced Scorecard System (AsghariZadeh and MohamedPoor, 2007), with a great vision and overall performance the views, based on the four perspectives of financial, customer, internal processes, and learning and growth, to assess the organization's performance (Shahai, E, and Rostami, 2004). In other words, the balanced scorecard model, a new method for evaluating the performance of the organization from four perspectives, evaluates the performance of the firm. Financial perspective, customer, internal (internal processes), and learning (innovation) are four views, firm performance are evaluated. In this model, the strategic goals and mission of the organization, and the strategies for achieving these goals are determined. After this step the necessary measures to assess the performance in terms of four dimensions mentioned above are determined. Because this model, the goals and strategies used to determine the performance criteria, an appropriate model to determine the effectiveness of the strategies and policies of the organization, and again because of this property, in accordance with the strategic plan, and the plan itself strategic planning is (ZareiMatin et al., 2010). Balanced Scorecard, a comprehensive view of what is inside and outside the organization is

going to provide managers. Therefore, the aim of this study was to analyze the impact of marketing strategy, to evaluate the performance of banks in the banking industry of Iran, Case Maskan Bank deals in Kermanshah. The main question that researchers are looking for, however, is whether, on the banks affect marketing strategy? Or not.

Countless research, which has taken on global variables, for example, can be used to research the following: Aghazadeh and Mehrnoosh (2011), in a study designed to examine the strategic model of market-oriented bank of trade, to the competitiveness of the banking industry, pay. The findings indicate that, between market orientation and performance of commercial banks, both direct and indirect relationships (by value), there. However, the indirect relationship to the direct connection of greater power. Beigi (2003), in a study entitled effective organizational barriers, market-oriented bank branches welfare, to assess the structural barriers, systemic and strategic bank is being addressed. The findings of this study indicate that, structural and strategic barriers (on rank priority system, structural and strategic), to prevent the bank from being a market orientation. The barrier system, the inefficiency of the personnel system, market-oriented than other barriers negatively affected branches, and finally the strategic barriers, differentiation strategy over other obstacles preventing the market orientation of bank branches welfare be.

2. Materials and Methods

The present study was descriptive, correlational, which, as applied research. For the literature of library research and a questionnaire was used to collect data, and measure questionnaire based on Likert five options that range from "completely disagree" to start, and the "totally agree" ended, the questions are scored, the score from 1 to 5 score was calculated. For the reliability of the questionnaire, the Cronbach's alpha coefficient was used, its reliability, Cronbach's alpha was shown 0.77 and 0.76. Validity, through formal university professors were approved by 3 people. And for the analysis of statistical data, in order to influence the independent variable on the dependent, linear regression was used. At 95%, if the assumption is confirmed (H1) and hypothesis (H0) is

rejected. In order to adjust the statistical tables, data analysis, modeling Spss software is used. The sample size of the study population consisted of 180 employees, according to the Maskan Bank Kermanshah, Iran, and simple random sampling. Second 6-month study period 2014 to be included.

2.1. Research Hypotheses

Hypothesis 1: Marketing strategy, its impact on organizational performance

Hypothesis 2: Marketing strategy, organizational performance, the impact of the financial perspective

Hypothesis 3: Marketing strategy, organizational performance, from the perspective of the customer

Hypothesis 4: Marketing strategy, organizational performance, from the perspective of internal processes affect

Hypothesis 5: Marketing strategy, organizational performance, from the perspective of learning and growth



Figure 1: Research Hypotheses

2.2. Analysis of Data

The results of the fifth hypothesis, suggests that, given the significant level (0.000), and an acceptable level of error (0.05), and 0.95, marketing strategy, its impact on organizational performance. The hypothesis H1, indicating the impact, is approved.

Table 1. Research Hypotheses

Hypothesis					Hypothesis
5	4	3	2	1	Description
Linear regression	The coefficient				
0.05	0.05	0.05	0.05	0.05	Error level
180	180	180	180	180	Count
0.297	0.297	0.298	0.300	0.313	R
0.05	0.05	0.09	0.09	0.01	R ²
0.01	0.01	0.01	0.01	0.10	Significance level
0.95	0.95	0.95	0.95	0.95	Level of confidence
H ₁	Hypothesis is confirmed				

The results of the first hypothesis, suggests that, given the significant level (0.000), and an acceptable level of error (0.05), and 0.95, marketing strategy, organizational performance, from the perspective of financial impact. The hypothesis H₁, indicating the impact, is approved.

The results of the second hypothesis, suggests that, given the significant level (0.000), and an acceptable level of error (0.05), and by 0.95 between marketing strategy, organizational performance, the it is the customer's perspective. The hypothesis H₁, the existence of an impact, is approved.

The results of the third hypothesis, suggests that, given the significant level (0.000), and an acceptable level of error (0.05), and 0.95, marketing strategy, organizational performance, from the perspective of internal processes impact. The hypothesis H₁, the existence of an impact, is approved.

The results of the fourth hypothesis, suggests that, given the significant level (0.000), and an acceptable level of error (0.05), and 0.95, marketing strategy, organizational performance from the perspective of learning, and the growing influence. The hypothesis H₁, indicating the impact, is approved.

3. Conclusion

Since success in today's competitive world, marketing strategy is needed, but the complex conditions prevailing in the market, the arrival of new information technologies, the constant changes in competitive conditions and many others, it is simply not the type of strategy the marketing

decisions. Several factors, which affects the choice of marketing strategies, including competitors, customers, and so on. In the meantime, consumer behavior, one of the key factors that can influence the choice of marketing strategies play. Define the relationship between consumer behavior and marketing strategies can contribute to marketing managers in the banking industry, the better the choice of marketing strategies, market decisions. In the banking industry, as one of the most comprehensive parts and service, customer relationship management is very important, and executives in the industry to pay special attention to the show. The main long-term strategy, successful in all banks in the world, located in the central business customers. Iranian banks, not the rule Exceptional, because trying to increase their share of the market for banking services, the bank will be more successful as a strategy to improve the quality of banking services, as a matter of strategy, not a plan tactical. Systems such as the banking system is very sensitive to the behavior of recovery. Marketing in banks, with increased Industries on the one hand, and rising demand for facilities of the other begins. The role of banks in attracting resources, so it is compatible with the nature of economic and social communities, now, after more than a hundred years of the banking system, this system is a vital, accordingly. As the banking system, as a major factor of sustainable development is undeniable. Also for the future, and predict future trends affecting the banking industry for the use of environmental opportunities and threats against it, in order to achieve the strategic objectives of the Maskan Bank, and the realization of its strategic needs, to know all the factors organizational, and environmental impact of bank marketing, and implementation processes associated with marketing and how to do them, within the organization and what should be done, the need to maintain and expand its market share, for the future and predict future market trends in domestic and international markets and the use of bank resources for strategic investments, addressing the importance of marketing strategies in the banking industry, it is increasingly. Considering the above, this study analyzes the impact of marketing strategy, organizational performance in the banking industry of Iran (Case Study: Maskan Bank in Kermanshah) examined, and the results testify to the fact that, on the marketing strategy corporate Maskan

Bank, impact. The results of this study are in line with previous findings. Aghazadeh and Mehrnoosh (2011) and Beigi (2003) is ...

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