



Global Journal of Scientific Researches

Available online at gjsr.blue-ap.org

©2017 GJSR Journal. Vol. 5(3), pp. 39-43, 30 June, 2017

E-ISSN: 2311-732X

Prediction marketing effectiveness by using internal marketing in federations of skate in the Islamic Republic of Iran

M.R. Ismaeelzadeh*, H. Doostmohammadi, S. Ghenaati and K. Faraee

Department of Physical Education and Sport Science, Mashhad Branch, Islamic Azad University, Mashhad, Iran

Corresponding Author: M.R. Ismaeelzadeh

Received: 29 May, 2017

Accepted: 8 June, 2017

Published: 30 June, 2017

ABSTRACT

The purpose of this study was prediction marketing effectiveness by using internal marketing in federations of skate in the Islamic Republic of Iran. This study is descriptive correlational study. The study population included employees skate Federation of the Islamic Republic of Iran, whose number was 169, and given the limitations of society, all individuals were selected as sample. The research tools included two questionnaires of internal marketing Bansal et al. (2001) and Kotler Marketing Strategy Questionnaire (1997) that the validity of research tools by ten professors of sport management review and were approved. Reliability of research by Cronbach alpha test for internal marketing, 0.95, and 0.89 for the questionnaire of marketing strategy, calculation and approved. To analysis of research data, descriptive statistical tests, Kolmogorov-Smirnov test, independent t-test, correlation and regression were used. Results showed that internal marketing and its components were significantly predictive of marketing effectiveness in the skate federation.

Keywords: *Internal marketing, Marketing strategy, Skate Federation of Islamic Republic of Iran.*

©2017 GJSR Journal All rights reserved.

INTRODUCTION

Today, people live in an environment increasingly forward toward a service-based economy. Today the service will not be a small part of the economy, but also as the basis of value creation in the economy, there is a wide range of personalized services, to serve as a product. Quality of service, with the median profit making organizations communicate, and by making more profits through higher prices, growth the organization. A service or administrative action which is done by one side to the other side. Although this process may be associated with a physical commodity, but not necessarily serve intangible property of the factors of production is usually not followed (Ahiauzu, 2016).

Today the sports organizations and sports service provider are increasingly taken into consideration. Today the the sports industry is one of the largest industries in the world and compete with many of the industry has achieved a higher value. Intense competition in all sectors of industry executives in the industry to find a solution for a lasting presence in the business trend. So they have to approaches that seek to find and act more satisfied customers (Kanibiri and nart, 2012). One way to achieve this important goal, improving the quality of services. The industry is due to the importance of the issue, an undeniable fact not only satisfied employees can keep customers satisfied. It can be concluded that improving the quality of internal services organization leads to increase customer satisfaction (Gorege, 2010). The study of internal service quality is very important in sports organizations and increase their market share. The company's successful service must first sell jobs to employees and provide satisfaction of employees and when can service to customers. words are simply, more satisfied internal customers for success is very important, in actually internal marketing concept states that employees are the first market (Donavan, 2010). Barry et al (1976) were the first ones that offered internal marketing as a way of overcoming the problem of providing high quality services. Rationale for the adoption of internal marketing, the increasing importance of the role of employees in service industries, which provide internal marketing approach as a solution to achieve an appropriate level of service quality (Ballantyne, 2010). Cutler

says that in addition to external marketing organizations must have internal marketing. The internal marketing process to recruit, train and motivate employees successfully defines that enable the organization to continuous supply of high-quality services. In other words, the internal marketing must precede external marketing. Before serving as staff prepared to provide correct and befitting to gain customer commitment and promise to provide best service to external customers is meaningless (Mishra, 2010). Marketing in a planning effort that an approach like marketing and to overcome organizational resistance to change and develop, motivate staff, coordinate tasks and integrate employees into effective application and effectiveness Functional strategy and organizational used (Yan-Kai, 2013). In other words, in the view of creating customer satisfaction through customer-oriented thought process and motivation of the staff there. Bansal et al (2001) argue that marketing agents of some of them as key elements of the marketing mix of internal remember include: job security, training a variety of extensive, offering a reward generous, sharing information, empower employees and reduce the distance class among the employees. According to the definitions over the years by researchers presented the need to improve the capability of the organization in providing valuable services to customers in accordance with customer needs, as a basis for competitive strategy and competitive advantage has become to the very important issue in the management literature (Yu and Sharyn, 2014). Manpower ultimate source of sustainable value creation is considered. Therefore, human resources, is responsible to task of achieving a sustainable competitive advantage. If do not meet the needs and expectations of the labor force, and to him as a cost and not as capital assets are considered to be appropriate and valuable products and services to customers will not be possible (Strong and Harris, 2014). The main assumption of internal marketing is that the organization is seen to employees as valuable and they are treated as internal customers, which will lead to gaining competitive advantage. In other words, the concept of marketing and marketing mix of internal marketing, including the use of in internal environment organizations (Papsolomou, 2012). Organization that have satisfied employees, higher competitive ability and higher efficiency, and staff capable and interested in organizations will be more successful in achieving marketing objectives. Employee satisfaction leads to a competitive advantage for the organization, and empowering employees leads to gain more market share for organization (Yu and Sharyn, 2014).

In this regard, Ling (2012) in a study on the effect of internal marketing resources, in management of changes, as reported, that organizations that emphasize on internal marketing, significantly more successful at managing change. Gounaris (2010) In his study reported that internal marketing is one of the most important aspects in marketing theory and leads to increase competitiveness and effectiveness of the organization. Cooper and Cronin (2011) In their study that reported that organizations that have programs for internal marketing, in the long term, in the competitive advantage will be better, and be more successful in achieving marketing strategies. The findings of Bansal and Morris (2011) showed that internal marketing effectiveness in achieving the objectives of external marketing and external marketing strategies have a significant impact. Abazari et al (2011) also examine the impact of internal marketing on the commitment to the pursuit of market share, in the hotel industry in Iran, concluded that the development of internal marketing to increase marketing effectiveness and commitment to the goals of the marketing impact is significant. Ahiauzu and Nwokah (2008) in their study also reported that the ability to manage business organizations in Nigeria such competition within the organization to achieve competitive advantage and effectiveness of the organization had a significant effect. Lee and Chen (2015) in a study entitled Effect of internal marketing and organizational culture on knowledge management, in the industries of information technology, concluded that internal marketing in the organization and business employee satisfaction enhances organizations' ability to manage marketing knowledge. Sanchez and Mirinda (2011) in their study also reported that internal marketing make promotion and development of services in the organization.

Sports organizations, today one of the most important organizations providing services, and among these sports federations, according to a major role in the development of sport and the championship, should be emphasize on the development of marketing performance and effectiveness of marketing strategies and to identify factors affecting marketing effectiveness and marketing performance of Federation to promote their development and pursued attracting people to the sport.

METHODOLOGY

This study is descriptive correlational study. The study population included employees skate Federation of the Islamic Republic of Iran, whose number was 169, and given the limitations of society, all individuals were selected as sample. The research tools included two questionnaires of internal marketing Bansal et al. (2001) and Kotler Marketing Strategy Questionnaire (1997) that the validity of research tools by ten professors of sport management review and were approved. Reliability of research by Cronbach alpha test for internal marketing, 0.95, and 0.89 for the questionnaire of marketing strategy, calculation and approved. To analysis of research data, descriptive statistical tests, Kolmogorov-Smirnov test, independent t-test, correlation and regression were used. Statistical software of SPSS_21 for data analysis were used.

FINDING

To describe the variables in the population of the tests of mean, median and standard deviation were used and results were presented in Table 1.

Table 1. describing the study variables

| Variable | Mean | Median | Standard Deviation |
|-------------------------------------|------|--------|--------------------|
| Effectiveness of marketing strategy | 3.36 | 3.21 | 0.589 |
| Internal marketing | 3.45 | 3.29 | 0.458 |
| Occupational Safety | 3.26 | 3.15 | 0.874 |
| Various training | 3.46 | 2.99 | 0.598 |
| Generous reward | 3.40 | 3.29 | 0.698 |
| Sharing Information | 3.65 | 2.90 | 0.587 |
| Empowering employees | 2.89 | 2.56 | 0.453 |
| Reduce the of stratified gap | 3.01 | 3 | 0.512 |

According to Table 1 it can be seen that the effectiveness of marketing strategies and internal marketing have a mean higher than average. As well as internal marketing component mean was higher than average.

Table 2. Significant variables to evaluate the effectiveness of marketing strategies and internal marketing than the average

| Variable | T Value | P_Value |
|-------------------------------------|---------|---------|
| Effectiveness of marketing strategy | 0.748 | 0.0001 |
| Internal marketing | 0.452 | 0.0001 |
| Occupational Safety | 1.541 | 0.0001 |
| Various training | 0.234 | 0.0001 |
| Generous reward | 0.214 | 0.0001 |
| Sharing Information | 0.98 | 0.0001 |
| Empowering employees | 0.0123 | 0.0001 |
| Reduce the of stratified gap | 0.415 | 0.0001 |

According to Table 2 indicates that all variables are higher than the average and t-test is significant for all variables. To investigate the significant the relationship between variables of the research, according to the normal distribution of data research, the Pearson correlation coefficient was used and the results are presented in Table 3.

Table 3. Correlation between internal marketing and its components and the effectiveness of marketing strategy

| | Effectiveness of marketing strategy | |
|------------------------------|-------------------------------------|---------|
| | correlation coefficient | P_Value |
| Internal marketing | 0.894 | 0.0001 |
| Occupational Safety | 0.692 | 0.0001 |
| Various training | 0.745 | 0.0001 |
| Generous reward | 0.688 | 0.0001 |
| Sharing Information | 0.793 | 0.0001 |
| Empowering employees | 0.578 | 0.0001 |
| Reduce the of stratified gap | 0.652 | 0.0001 |

According to Table 3 can be seen that between internal marketing and all its components and there is a significant positive correlation with marketing effectiveness. As well as between the different components of internal marketing various training component has the highest correlation with marketing effectiveness. To evaluate the effect of the components of internal marketing on marketing effectiveness the multiple regressions were used to predict the marketing effectiveness and results are presented in Table 3.

Table 4. Regression analysis of component of the internal marketing on the effectiveness of marketing strategy

| | Not standardized coefficients | | Standardized coefficients | T | P_Value |
|------------------------------|-------------------------------|----------------|---------------------------|--------|---------|
| | B | Standard Error | BETA | | |
| Constant | 2.697 | 0.041 | | 50.303 | 0.0001 |
| Occupational Safety | 0.789 | 0.026 | 0.397 | 25.257 | 0.0001 |
| Various training | 0.697 | 0.034 | 0.198 | 18.369 | 0.0001 |
| Generous reward | 0.785 | 0.018 | 0.318 | 23.369 | 0.0001 |
| Sharing Information | 1.326 | 0.030 | 0.675 | 36.259 | 0.0001 |
| Empowering employees | 0.777 | 0.020 | 0.230 | 29.369 | 0.0001 |
| Reduce the of stratified gap | 0.475 | 0.026 | 0.216 | 21.252 | 0.0001 |

According to Table 4, it can be concluded that internal marketing component are significantly predictive of marketing effectiveness. Also according to Table 4, the following formula is established between variables:
 Marketing effectiveness = 2.697 + Occupational Safety (0.397) + training varied (0.198) + generous rewards (0.318) + sharing information (0.675) + empowerment of employees (0.230) + Reduction the gap (0.216)

CONCLUSION

The results indicate that internal marketing and marketing effectiveness have significant positive correlation with each other. In other words Skating Federation of the Islamic Republic of Iran, if will develop the internal market and consider their employees, will be successful to gain its goals and strategies in marketing. Sports organizations and sports federations have a particularly delicate and varied and constantly need to respond to environmental changes. To compete with federations of other countries and achieve goals and development status of the federation at the international level should be all the employees in the organization used and so that they can effectively achieved long-term goals and in further improve its position in asian and international level for its ability to development of attract participants in the development of sport and create interest in the sport of skating. Sanchez and Mirinda (2011), Abazari et al (2011), Bansal and Morris (2011), Cooper and Cronin (2011), Gonaris (2010) and Ling (2012) in their research emphasized on the importance of developing internal marketing for organizations to achieve organizations to objectives and strategies and provide better service and increase employee satisfaction and increase market share. In other words, organizations and especially sports federations to improve the marketing function and better access to their marketing purposes should be primarily emphasis on internal marketing and consider their staff so that staff whit satisfaction and more interest fulfill its functions and assist the organization in achieving its goals.

The findings also showed that employee job security can be significantly improved marketing strategies are achieving the organization. If employees feel Occupational Safety in the organization will feel more satisfied and more interest and greater incentive to carry out their duties. As well as organizational citizenship behavior in employees who feel greater Occupational Safety, more can be seen. As a result also employees in the organization to achieve their marketing goals do much more effort. Diversity training provided to employees as well as improve the effectiveness of marketing strategies. Providing ongoing information and knowledge to staff increase technical ability and their awareness. Lee and Chen (2015) and Abazari et al (2011) in their study showed that internal marketing and providing knowledge and information to staff and develop a culture of learning in the organization increase marketing effectiveness in the organization.

Also, according to research findings, the use of fair and generous reward system, and reduce the gap in the organization, one of the most important strategies for increasing staff satisfaction, and thus better achieve marketing goals of the organization. rewards and provide incentives to employees, one of the most important ways to create happy and motivated employees and if job satisfaction increased staff more interested in their duties, and marketing objectives and strategies more effectively achieved. With equitable distribution of resources and reduce the gap in the organization, solidarity can be seen in the organization, and all the employees together trying to achieve common goals. As well as sharing information is one of the factors that affect on the development of internal marketing the Islamic Republic of Iran Skating Federation. Information is one of most important resources within the organization and presentation of information and knowledge of employees, and sharing their knowledge of the organization and the possibility of their access to information, in addition to causing employees' satisfaction iscaused agile-making in an organization. and employees With access to needed information can effectively assist the organization in achieving their marketing objectives. As well as employee empowerment is another dimension of the internal market is positively correlated with the effectiveness of internal marketing.If improve staff capabilities, and with continuous training, promoting their skills and knowledge will have higher productivity, and can help organizations to achieve organizational goals.

According to the research findings recommended the Skating Federation Islamic Republic of Iran in the development of internal marketing and employee skills effort in this way, with empowering employees, in achieving its strategic goals and increase the success of the federation at the national level and international levels.

REFERENCES

- Abzari, M, Ghorbani, H., & Madani, F. (2011). The Effect of Internal Marketing on Organizational Commitment from Market- Orientation View Point in Hotel Indusry in Iran. *International Journal of Marketing Studies*, 3(1) 147-155.
- Ahiauzu AI, Nwokah NG, (2008). "Managerial competency and Marketing ffectiveness in corporate organizations in Nigeria". *J. Manag. Dev.*, 27(8) 58-87.
- Ahiauzu AI (2016). "The Nature and Fundamental Principles of Competency- Based Public Administration", A workshop paper on Transformational managerial leadership in competency-based public service administration for senior civil servants of Imo State, Nigeria.
- Ballantyne, (2010). " Reframing internal marketing for relationship marketing", in proceeding of AMA internal marketing educators, marketing in Golbal economy, Buence Aires, Argentina, june28. 1-12.
- Bansal, H., & Morris, B. (2011). The Impact of Internal Marketing Activity on External Marketing out Comes. *Journal of Quality management*, 6(12), 61-67.
- Cooper, J., & Cronin, J. (2011). Internal Marketing: Competitive Trategy for the Long-Term Care Industry. *Journal of BusinessResearch*, 8(6), 177-181.
- Donavan , D. T , Brown , J , Mowen ,. 24 J. C (2010)" Internal Benefits of Service-Worker Customer Orientation: Job Satisfaction, Commitment, and OrganizationalCitizenship Behaviors" *Journal of Marketing* , Vol. 68(January2010) , pp. 128-146.
- Gorge, W. R. (2010). Internal marketing and organizational behavior: a partnership in developing customer-conscious employees at every level. *Journal ofBusiness Research*, 20(1), 63-70.

- Gounaris, S. (2010). Internal- Market Orientation An Misconceived Aspect of Marketing Theory. *European Journal of Marketing*, 44(2), 160-169.
- Kanibiri, n. ,nart, s. (2012). The Effects of Internal Relationship Marketing on Superior Customer Relations as Competitive Performance: Evidence from Healthcare Industry. *Social and Behavioral Sciences*, Vol58, 1378-1385.
- Lee, C. & Chen, W.,J. (2005). "The effects of internal marketing and organizational culture on knowledge management in the information technology industry", *International journal of management*, 22(4), pp. 661-672.
- Lings, L. (2012). Internal Marketing and Supply Change Management. *Journal of Service Marketing*, 14(1), 27-43.
- Papsolomou- doukakis, I. (2012)." The role of employ development in customer relations. the case of UK retail bank" corporate communications. an international journal, Vol. 7, No. 1, P. 62-76.
- Sanchez-Hernandez,I. & Miranda,F. (2011). "Linking internal market orientation and new service performance", *European Journal of Innovation Management*, 14 (2), pp. 207 – 226.
- Strong, C. A. ,& Harris, L. C. (2014). The drivers of customer orientation: an exploration of relational, human resource and procedural tactics. *Journal of Strategic Marketing*, 12 (3), 183-204.
- Yan-Kai, F. (2013)."The influence of internal marketing by airlines on customer-oriented behavior: A test of the mediating effect of emotional labor".*Journal of Air Transport Management*, Volume 32, P 49-57.
- Yu, T, Sharyn, R. (2014)."The moderating effect of cultural congruence on the internal marketing practice and employee satisfaction relationship: An empirical examination of Australian and Taiwanese born tourism employees".*Tourism Management*, Volume 42, P 196-206.