

Use of Electronic Marketing Facilities to Optimize the Performance of Manufacturing Companies in Guilan

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ABSTRACT

One of the obstacles that most organizations are faced with it in the business arena is lack of proper marketing techniques and tools. Increasing costs of promotions, slowing speed of responding to customers, thereby the rising cost of traditional marketing finished products has caused from the Internet and new information technologies to be used as the most important marketing tool. Today's marketing from its original state that was as organization task for attraction of customer satisfaction has become achieving to the purpose of competitive advantage. The biggest problem manufacturers is how can sell their products and increase sales. In this research, electronic marketing functions are as the independent variable and performance is as the dependent variable. The objectives of this research include: 1. determining the effect of using information technology (it) and communication in marketing processes. 2. Understanding the interaction and relationship between IT and customer satisfaction (cs) in marketing. 3. increasing the researcher's knowledge and awareness of various kinds of electronic marketing processes. 4. using research results to improve the performance of marketing units in production institutes and industrial units. Method of data analysis was Paired t-test. according to the statistical data and gathered information and Statistical calculations is determined there is significant difference between the speed of responding to orders and improving sale process and reduce costs before and after using electronic marketing facilities.

Keywords: Electronic Marketing, Marketing Commerce, Internet Marketing, Marketing Advertising.

1. INTRODUCTION

Start of the second millennium is accompanied by change unprecedented. Industries have changed dramatically over the last few years. The current business environment is very different from the past (Ziakhossoosi & et al, 2011). In today's world is speed and acceleration world in developed processes (Gilaninia & et al, 2012). Normal order and the treasures of human knowledge have experience some irregularities or in other words a new order. Perhaps the greatest and most important development of present period is tooled called computer and new information technology. In addition, this phenomenon is considered as a big surprise; also it is the origin of the biggest amazing mutations. There is hundreds of thousands of new business from digital technology. Business and marketing as well as one of the fundamental activities of any profit and nonprofit organizations has accepted Profound effects in resulting advent of the Internet (Ahmadi, 2009). This effect has been involves the several advantages for marketing. Several other organizational factors that inhibit technology adoptions were also identified after conducting preliminary interviews and an extensive literature search. Among these are the cost of technology, a lack of managerial and technological skills, a lack of system integration and a lack of financial resources (Pfeiffer, 1992; Saunders and Clark, 1992; Swatman and Swatman, 1991; Cragg and King, 1993; Iacovou, Benbasat and Dexter, 1995; Nilankantan and Scamell, 1990, Gilaninia & et al, 2011). Current era is called post-industrial or information era. In today's world, information is infrastructure and main factor economic and social development of countries and plays an important role in human activity (Taheri & et al, 2012). So companies that want to maintain their competitive advantage in today's world can no longer ignore International trade. In recent centuries triangular with presence of modern trade came into existence the phenomenon of economic globalization and the computer that center of gravity this triangle is called electronic commerce. Electronic commerce is one of the aspects of e-Business (Gilaninia & et al, 2012). Electronic government is one of the important phenomena obtained from deployment of information technology and communications that its implementation has very profound change in lifestyle, administration and leadership and it is combination of information technology and information network website that its aims providing direct services to citizens, government employees, business sectors and other sectors of government (Hanifi & et al, 2012). E-commerce or trade in virtual environments has opened expand way quickly with the introduction of another new category such as electronic marketing. In Electronic Marketing can be tried with integrating of information and communication mechanisms to be placed the most favorable service needed

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customer select and at their disposal so that customers feel that being associated with a dynamic organization. In other words, electronic marketing is resulting use of information technology in traditional marketing. It affects by increasing the efficiency in doing tasks of traditional marketing and change many marketing strategies that it is result of many technologies Electronic marketing (Akkeren, 2000). Field of electronic marketing includes tools that provide interact with customers in an interactive digital environment and the network and includes interactive communication by using digital media. Effective use of information technology in marketing is the same all processes of value chain business has requirements that their met, the application of information technology in marketing provides leverage in order to increase competitiveness. Meet these requirements is requires strength in many aspects such as marketing knowledge, presence and maturation processes of marketing proper mixing of technology and other components of organization with balance and order in organization components, ability adapted to processes and operations or new technologies and most important of all learn cultures and change and ability of change management (Arshadfar & et al, 2003).

2. Statement of Problem

One of the obstacles that most organizations face in the business arena is lack of proper marketing techniques and tools. increasing of promotion costs, reduce the speed response to customers, lack of access to customers' interests and preferences, thereby increasing the prime cost in traditional marketing is caused use of Internet and new Information technologies as the most important marketing tool (Chaffey ,2002).With globalization of market, we will see the accelerating in telecommunications, economic growth and more opportunities for everyone that regardless of geographic limitations through electronic communications will accelerate in the business and marketing. Today marketing from its original state that was as the organization task for customer satisfaction has become tool to achieve the goal of competitive advantage. Now the biggest problem of producers is how to sell products and increase sales. Thus can be seen that most successful companies worldwide apply to reduce costs and enhance to productivity that it is not without important insights of modern marketing. According to the mentioned subjects can be posed questions as follows: (Ahmadi, 2009)

- 1- Is There different significant between the amount of the response rate to orders before using electronic marketing facilities and after application of it?
- 2- Is There different significant between to improve the sales process of Organizations before using electronic marketing facilities and after application of it?
- 3- Is There different significant between amount of Reducing promotional cost of organizations before using electronic marketing facilities and after application of it?

In order to increase the speed of response is for providing the information about customer needs simultaneously, and upon request 24 hours a day and seven days a week and it is more tends, better service and faster response to customer.

To improve the sales process: it is increased ways access to customer. It has greatly increased digital markets, ways of communicating with the customer and the company. Internet, internal networks, electronic commerce and other new methods of trade and commerce has a very diverse facilities relationship between the customers in firms. Increased relationship between customers and companies lead to increase corporate awareness from needs and demands of customers, thus will improve the sales process (Kotler, 2002).

Purpose of facilities electronic marketing is tools for more easily done of the marketing process. Electronic marketing practices can include marketing based on mobile, marketing through the mail, and marketing through electronic data interchange.

Marketing based on mobile: this marketing is wireless marketing or one to one. This marketing play important role in when time is important for us (Fillis & et al,2004).

Marketing via e-mail: E-mail is one of the tools very strong and unique in the internet that by using this tool internet users can with spend low cost and fast, and completely professional; convey their message to another (Sadeghi, 2006, p51).

Marketing through electronic data interchange: Electronic data interchange is the oldest and most basic tools of business activities integration. Also, electronic data interchange is a special type of the relationship between organizations that company hereby establishes a permanent relationship with suppliers of raw materials (Moghadasi, 2004, p44).

Reducing promotional cost: companies with the internet can develop their promotional programs around the world low cost. Company by using receives information about the customer through the internet can provided suitable advertising with preference. This is an important advantage especially when the customer wants detailed and accurate information about the product. So today most companies are designed parts to communicate with customers in its websites. Such as chat rooms where users can share their personalize experiences with other customers about product (Brown & et al, 2004).

3. Research hypotheses

- 4- There is different significant between the amount of the response rate to orders before using electronic marketing facilities and after application of it.
- 5- There is different significant between to improve the sales process of organizations before using electronic marketing facilities and after application of it.
- 6- There is different significant between amount of reducing promotional cost of organizations before using electronic marketing facilities and after application of it.

4. RESEARCH METHOD

According to the research project and expressed hypotheses, studied method in this research to evaluate the hypotheses and its test is causal –comparative method. Research population in this case is food manufacturing companies in Guilan province that use of electronic marketing facilities. According to the research project and how expressed hypotheses and methods of data collection are done analytical-field. Referred to Documents and Computer networks of data collection forms is regarded as the most basic tools.in this study. Data collection and research hypotheses are analyzed by using paired-t-test.

5. Data analysis

Table 1) Paired samples correlations

			N	Correlation	Sig
First hypothesis	Pair x1	y1	30	.617	0.000
Second hypothesis	Pair x1	y1	30	.163	.0390
Third hypothesis	Pair x1	y1	30	.617	0.000

First hypothesis: According to calculations done by comparing pairs test can be seen that test statistic or t is equal to 26.67 and 95% confidence level, the research hypothesis is accepted and words There is different significant between the amount of the response rate to orders before using electronic marketing facilities and after application of it.

Second Hypothesis: According to calculations done by comparing pairs test can be seen that test statistic or t is equal to 11.2 and 95% confidence level, the research hypothesis is accepted and words There is different significant between to improve the sales process of organizations before using electronic marketing facilities and after application of it.

Third hypothesis: According to calculations done by comparing pairs test can be seen that test statistic or t is equal to 10 And 95% confidence level, the research hypothesis is accepted and words There is different significant between amount of Reducing promotional cost of organizations before using electronic marketing facilities and after application of it.

6. DISCUSSION AND CONCLUSION

Result of testing the first hypothesis is show that this hypothesis is confirmed in the 95% confidence level. Thus there is different significant between the amount of the response rate to orders before using electronic marketing facilities and after application of it. Amount of response to orders before the use of electronic marketing facilities was in the lower level whatever amount use of electronic marketing possibilities is done more in result respond speed will more. Research findings show that managers are very sensitive to the speed of service and time savings is important item in increasing tend to use new business. Perhaps these users try to increasing tend to use information and communication technology and speed receive information and orders and speed of information processing and responding speed to customers.

Result of testing the second hypothesis is show that this hypothesis is confirmed in the 95% confidence level. Thus there is different significant between to improve the sales process of organizations before using electronic marketing facilities and after application of it. The sales process of organizations before using electronic marketing facilities was low level that study determines whatever use of possibilities of electronic marketing is more in result will increase ways access to customer. In fact digital market increase routes connection between customers and companies intensity. So the sales process will improve after use of possibilities of electronic marketing. Because between operational accuracy and tend to use electronic communication, there is a significant relationship, It is suggested that companies and institutions through an electronic process to do its business relations.

Based on the results of the test the third hypothesis can be concluded that this hypothesis is confirmed in the 95% confidence level. Thus there is different significant between amount of reducing promotional cost of organizations before using electronic marketing facilities and after application of it. Costs of promotion before use of electronic marketing facilities was in the high extent that with surveys conducted determined that

companies by using the information received from managers. The cost of promotion after use of electronic marketing facilities will be reduced. Because between use of time and place features and convenient access to financial facilities and e-commerce arena with increasing tendency to use this method instead of trade method in form the traditional has significant relationship. So companies and institutions should perform the relationships and transactions through an electronic process.

Based on the results can be offered the following suggestions:

Based on result of the first hypothesis is suggested that company to provide better service and faster response to their customers create websites. In These sites provide necessary information in format that allows customers should give to look before buying, selecting, ordering, and payment, delivery of goods and after sales service. It is suggested that companies attempted to set up an automatic response system that this system is the best way to saving time. Enterprises and institutions that use electronic tools in their dealings, customers are very sensitive towards speed provide services to review technical and technological factors and amount use of electronic marketing.

Based on result of the second hypothesis is suggested that one of the most important advantages of the electronic market, excessive number of ways achieving customer. Internet advertising by using digital market has increase ways of connection between customers and companies. Therefore is suggested that internet advertising companies are designed so that this advertising once being less than the value of their shares to automatically appear in the financial and commercial internet and on the other hand if company can in a communication strategy will be successful, it should consider elegance and being interesting in developing their own advertising message and also is suggested that companies with useful information and correct to customers increase their trust to internet and brands and company. In this way enhance sales of its electronic and improve the sales process (The relationship between social factors and the amount use of electronic marketing).

Based on result of the third hypothesis is suggested that corporate collect required information about their clients from the internet then they proceeded to do according to their preferences (Whatever products offered meet more customer preferences than the buyer is satisfied. This especially when the customer wants detailed and accurate information about a company product, it is considered an important advantage. So companies can design part in their websites to communicate with customers (impact of expansion of telecommunications infrastructure to the amount of the admissibility electronic instruments).

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