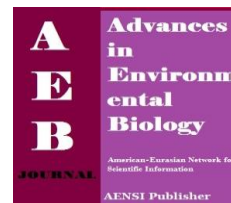




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The Study of Effect of Integration Marketing Strategies and Product Supply Lines of the Company's Overall Strategy (Case study Iran Insurance company of Kermanshah City)

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ABSTRACT

Intensity of market competition and understanding the importance of customer retention for institutions and companies, especially insurance companies cause to attract customers, inclined them to take steps to establish and maintain long-term relationships with customers treated, base on researchers point of view, marketing communications and supply chain management is suitable tactic to provide the most appropriate option for achieving this goal. The purpose of this research is to reduce the cost of marketing and supply chain providing a framework for the integration of these two, and its impact on the overall strategy of the insurance company in Iran. Four hypotheses were proposed for this purpose, the research methods used is descriptive - correlation specifically, based on the structural equation modeling (LISREL), and its target is applied. The population is of managers, experts in Kermanshah, Iran Insurance Company, sampling method is random and sample numbers are 116 people. The results showed that integrates both marketing strategy and product lines in three dimensions of supply chain strategy, supply chain strategy, including customers, suppliers, manufacturers supplying credit and significant positive impact on the company's overall strategy and remove the integration of marketing strategy from evaluated variables with strategic customers and suppliers strategy has the greatest impact on the company's overall strategy.

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INTRODUCTION

The insurance industry is one of the key economic element, they have monetary and financial resources of a major amount of capital on their hand. On the one hand, to collect insurance funds and other investments is necessary to stabilize the financial situation of individuals, families and businesses in order to damage done on them, was a particularly significant. In fact, we can say that insurance is a financial intermediation process, because the production cycle is reversed in it. In other words, individuals before receiving any services they pay the price for it [1]. Thus, policyholders and the general public have more choice power and they will benefit from better service quality than can be achieved in a competitive market. A network-based business model is considered in the past few decades, as vertically integrated companies and in the form of a hierarchical change to a network of co-organizations with the main suppliers [2]. Supply chain strategy, consisting of corporate behavior towards cooperation in the chain [3] or network, including configuring the supply chain process in the main process [4]. As recently "Manterz and colleagues, 2008" was highlighted strategies that supply chain to optimize activities within an organization and the reaction is close to the sources of sales and marketing within the company, processes and skills organization [5]. Important issue that today organizations are followed by it is instability, uncertainty in economic conditions, market and needs of clients. This research organizations in the areas of strategic planning, management and control of the overall strategy of the organization to have a mission to design a minimum cost to the organization, to carry out research in the areas of strategic planning. The strategies which is used for meet the requirement of client also the methods for selecting validity, goods and services supplier all are effective on present the product and service to customers. As selection customers is involved with advertising and marketing of organization and company for products so it is possible to integrate

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these two dimension to one method and apply its effect on strategic planning. This research can help to organization managers, organization strategic planners, and also researchers in marketing and supply chain. As this integrated study is presented in applied unit of organization that sections have close relationship with customers it is helpful to minimize the cost of the most expensive parts of the surface that is actually helpful.

Introducing Variables and Hypotheses:

The study consisted of three main hypotheses:

1. The integration of marketing and customer strategy has positive and significant impact on the overall strategy of Iran insurance company.
2. Integrated marketing strategy and overall strategy suppliers have positive and significant impact on Iran Insurance Company.
3. Integrated marketing strategy and procurement strategy for the overall strategy has positive and significant impact on Iran Insurance Company.

Research questions:

1. What are the effects of the integration of marketing strategy, customer strategy on overall strategy of Iran insurance company?
2. What are the effects of the integration of marketing and strategy on the overall strategy of the Iran insurance company?
3. What are the effects of integrated marketing strategy, procurement strategy on overall strategy of Iran insurance company?

Theoretical Research:

Strategy:

Strategies are the means by which the company can achieve its long term goals. Strategies of companies can expand the geographical area of activity, diversifying activities, purchase other products, production and supply, market penetration, reducing costs, sales of assets, delegation of authority and private partnerships [6].

Supply Chain:

Supply chain management is refer to, the coordination of activities related to the procurement, manufacturing, product transfer points .This construction made distribution of the products among customers. This network, builds units, and connects production facilities, transportation, retail dealers and customers [7].

Marketing:

Marketing is search to find the most appropriate market segments where the organization can be more effective and responsive to the needs and demands of the people. In other words, marketing is a conscious effort to create an optimal allocation of resources and expertise in the market [8].

Insurance:

Is a contract whereby one party promises in return for payment or other funds, or in the event of accident or damage to compensate the funds to pay certain amount [9].

Type and Methodology:

present study is discovery kind which is described the relation between known factors to marketing an supply chain and integrate these two in applied level in Iran insurance company in Kermanshah. First we describe the theoretical description of the study and questionnaire design and distribution conditions necessary data is collected and then analyzed by using statistical software. Considering that the aim of this study was to integrate knowledge about the impact of marketing strategies on product lines insurance companies overall strategy in the Iranian city of Kermanshah, so it this study to be applied to brought to account.

Variable of Research:

In doing research to answer questions or test hypotheses, it is necessary that the variables are identified. In this study, we have used two types of variables:

Dependent variable:

Variable that aim of researcher is to describe or predict the variability in it. In present study overall strategy of company after combination is dependent variable. Naturally it is clear that if this combination is effective on overall strategy of company or not.

Independent variable:

Independent variable is a characteristic and feature, chosen by the researcher after the intervention or manipulation of the levels its impact on the dependent variable is specified. In this research, marketing strategy, product strategy, supply lines (supply chain) are independent variables. It is notable to say that present study is represent to show the impact of combination on overall strategy of company and researcher describe it as separated whole and without separation in combination. It represents including customer strategy, product strategy and strategic suppliers and providers of credit into the marketing strategy of integration by combining any of the above sub -measures.

Research Hypotheses:

The research hypotheses are as follows:

1. Integrated marketing strategy, customer strategy has positive effect on overall strategy on Iran Insurance Company.
2. Integration of marketing strategy and provide strategy has positive effect on overall strategy on Iran Insurance Company.
3. Integrated marketing strategy and supply has positive effect on Iran Insurance Company.

Statistical Population:

Present statistical sample is whole experts and representative of Iran insurance company in Kermanshah. As because the sample is huge and it is not economic to review all experts' opinion so with using sampling method and statistical tries to achieve samples that its output will be reliable enough so because of time constrains and limited equipments and resources we have to use sampling. If the sampling results extend to the community, we have two random sampling.

Sampling:

According to the characteristics of the study population will be selected by random sampling. According to statistics provided by the central agencies of Kermanshah, Kermanshah numbers of official dealers in late spring 1392 were 167 agencies. Sample and interviewed experts from the insurance company is in Kermanshah, Iran, by using random sampling, the sample is selected. Because the sample size of the study sample is restricted it is used to equation (1):

Where; (1)

$$n = \frac{NZ_{\frac{\alpha}{2}}^2 pq}{\varepsilon^2(N-1) + Z_{\frac{\alpha}{2}}^2 pq}$$

P: Estimating the proportion of variable quality; p=0/5

ε : the allowable error = 0/05

Z: normal variable corresponding to 95%; ($Z_{\alpha / 2} = 1/96$)

$$n = \frac{167 \times (1.96)^2 \times 0.5 \times 0.5}{(167-1) \times (0.05)^2 + (1.96)^2 \times 0.5 \times 0.5} = 160.3868 / 1.3754 = 116.61102 \approx 116 \quad (2)$$

Despite having a population of 167 and placing the information in the formula (1) of the sample size is reached to 116 numbers (Formula 2).

Anatomy of the questionnaire:

The survey questionnaire consisted of two main parts:

General Questions:

General, and demographic information will be collected in relation to the respondents, the questionnaire used for the first four questions in this section belong to this category.

Technical Questions:

This section includes 27 questions related to the variables question. The operational question of questionnaire experts were asked to rate of Liquor scale (from very low to very high) to answer questions.

*Validity and reliability of questionnaire:**Validity (Credibility):*

The validity of the measurement is tool to answer this question to what extent the desired trait measure. There are several methods for determining the validity of this study was to examine the validity of the approach, "content validity "and" construct validity " has been used.

In this study, to ensure the validity of the analysis is used Factor analysis, factor analysis is the other method of validity [10].

Also fitted to the sample size used in the factor analysis of the KMO index (if the index is less than 0/6 a factor analysis of the data is not very good). Also check for the factor analysis to identify the structure (factor model) is appropriate, Bartlett's test was used. If sig Bartlett test is less than 0/05, the factor analysis is to identify the appropriate structure [10].

Table 1: KMO and Bartlett's test of "marketing strategy combined with the three components of customer strategy.

0.853	KMO index for sampling adequacy of
E31.275	Bartlett test
351	degrees of freedom
0.000	sig

The first outlet in Table 1, the KMO test of 0/853 is (greater than 0.6) indicate that the adequacy of the sample. Also note that the Bartlett test sig is smaller than 5%, so we can identify the structure of the factor analysis (factor model) is appropriate.

Reliability (Dependability):

In this study, Cranbach's alpha was used to determine the reliability of the questionnaire. The question of the relationship k, for computing coefficient of Cranbach's alpha firstly we should compute score variances of each sub groups of questionnaire and total variance. Then with using formula(3) compute the coefficient of alpha,

Variance Q i, (3)

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum_{i=1}^k S_i^2}{\sigma^2} \right)$$

The sum total variance inquiries,
Mean covariance between questions

Variance are mean the questions (from Allen & Yen, 2002):

In this research a prototype is consisting of 15 pre-test questionnaires, and then using the data obtained from the questionnaires and software Spss statistical coefficient of trust with alpha Coronbach was calculated that the amount of the total inventory of 0.73 to which was indicative of the reliability of the questionnaire or in other words, the reliability is high. It shows that apply questionnaire is reliable. So we can ensure that the difficulty level of questions, the same was also measured and the changing nature of the questionnaire can be justified.

Table 2: Total reliability questions.

Dependability (reliability)	
0.730	Coronbach alpha
27	Number of questions

Table 3: question reliability of Variables of questionnaire.

Stability	Dimension
0.721	Customer strategy (SC)
0.776	Supplier Strategy (SS)
0.864	Supply Strategy (SS1)

Data Analysis methods:

This study is mainly descriptive and inferential statistical methods used in inferential statistics calculated or researcher using sample values and then with the help of statistical estimation and hypothesis testing, regression statistics can be generalized to the population parameters. To analyze the data and test the hypothesis of inferential statistical methods are used.

Using analytical evaluation factors and matrix forming and then it will identify strategies and solutions for the integration of enterprise strategy and presentation.

As most parametric default assumes that the population distribution is normal and researcher in the study of the normal distribution assumption and parametric methods are used to analyze the data.

In general, the methods of analysis in this study include:

The correlation coefficient:

The correlation coefficient, shows intensity and type of relationship (direct or inverse) between two variables. As research data is quantitative and its dependability of variable is important for showing its effect on overall strategy of company so for computing coefficient of both collection use formula (4)

$$r = \frac{\sum xy \cdot n\bar{x}\bar{y}}{\sqrt{\sum x^2 - n\bar{x}^2} \sqrt{\sum y^2 - n\bar{y}^2}}$$

In this equation: (4)

X:the independent variable

Y:variables

N: is the sample size .

Inferential statistics variables:

Table 4 is offered indicator of central tendency and dispersion of the variables under study:

Table 4: indicator of central tendency and dispersion of variables.

Distribution index			Scattering index			Central tendency index			variables
Slenderness coefficient	Coefficient of deviation	Standard deviation	Standard deviation	Variance	variation	mean	median	Idex	
-0.051	-0.828	0.25	1.095	1.199	4	3.81	4	4	Integrated marketing strategy and customer strategy
-1.000	-0.095	0.25	0.972	0.946	4	3.10	3	4	Integrated marketing strategy and supplier
-0.727	-0.525	0.25	1.273	1.621	4	3.43	4	4	Integrated marketing strategy and supply
-0.727	-0.525	0.25	1.273	1.621	4	3.43	4	4	Integrated marketing strategy and supply

Test Klonmgrof - Smirnov:

Before examining the assumptions we study the normality of the variables. So we use non-parametric test Klonmgrof - Smirnov use. In this test the following hypothesis is examined:

H1: normal distribution

H2: abnormal distribution

Note: In the above table, the variables were expressed in all three (integrated marketing strategy and customer strategy, marketing strategy and supplier integration, integrated marketing strategy and supply) are normalized so the hypotheses of their normal matter can be used.

Test research hypotheses:

Pearson coefficient:

To measure the intensity of the relationship and the relationship between independent and dependent variables to test the hypotheses under test Pearson correlation were used in SPSS 16. Assumptions and results of the parametric tests described in Tables 6 and 7:

Table 5: The normal distribution of variables.

conclusions	assumes confirmed	p-value (sig)	Variable	Highlight a variable
normal	H0	0.740	integrated marketing strategy and customer strategy	Y1
normal	H0	0.720	integrated marketing strategy and supplier 0.720 H0 normal	Y2
normal	H0	0.762	integrated marketing strategy and supply 0.762 H0 normal	Y3

Table 6: Correlation assumptions and hypotheses.

the " marketing strategy " and " supply lines " insurance Iran company Kermanshah, there was a significant positive relationship .	The main hypotheses:
Hypothesis 1 : the " marketing strategy " and " strategic customer " city of Kermanshah in Iran insurance company, there is a significant positive relationship. Hypothesis 2 : the " marketing strategy " and " strategic supplier " city of Kermanshah in Iran insurance company, there is a significant positive relationship . Hypothesis 3 : the " Marketing Strategy " and " supply " of Kermanshah in Iran insurance company, there is a significant positive relationship .	Secondary hypotheses:
H0: There is no significant correlation between the two variables, $0 = \rho$ H1: There is a significant correlation between two variables, $0 \neq \rho$	Statistical hypothesis

Table 7: Correlation assumptions and hypotheses.

Pearson Correlation Coefficient	Two way significance	Number of samples	variables
.621**	0.000	116	Marketing strategy and " Customer Strategy "
.654**	0.000	116	marketing strategy " Supplier "
.596**	0.000	116	Marketing strategy and " procurement strategy "

Examples of bilateral variables significant correlation coefficient:

According to the output of SPSS 16 in Table 7 is observed the level of significance (sig) is less than 5 %, then the hypothesis is rejected hypothesis H0 about all one can say with 99% confidence ; between " marketing strategy " and " strategies supply lines " there is a significant positive relationship dimensions (note that the values of variables in the error level is 1 %, which is marked with the symbol *) .

Since the correlation coefficients are positive sign, it can be concluded, to change "marketing strategy "and" supply lines " and the magnitude and direction of the relationship is positive. This means that if you change the "marketing strategy," the strategy could improve the supply lines. The correlation coefficient indicates the strength of this relationship.

The results in Table 7, correlation coefficient between " marketing strategy " and " Customer Strategy " is equal to 0/621, the " marketing strategy " and " strategic supplier " is equal to 0/654, the " marketing strategy " and " procurement strategy " is equal to 0/596. Now there was a clear correlation, causal relationship "marketing strategy" and "strategic supply lines ' impact on the integration of these two general strategies of Iran insurance companies can be assessed using structural equation modeling.

Causal Relation between Variables (Structural Equation Modeling):

Structural equation modeling with Lisrel 8.53 software reviewed causal relationship between variables in the form of hypotheses. Each vector represents the semantic network is a causal relationship, so that the end of the vector are, "reason", and take the head" invalids". At the highest level, are placed main factors [11].

Integrated marketing strategy and supply lines Conceptual model of "integrated marketing strategy and product lines "such hypotheses are shown in Figure1.

**Fig. 1:** Conceptual model of "integration strategy, marketing strategy and product lines. "*The main hypothesis:*

Impact on the overall strategy of integrating marketing and supply lines in Iran insurance companies in the city of Kermanshah.

Sub-hypotheses:

- 1.Integrated marketing strategy, customer strategy has positive impact on overall strategy on Iran Insurance Company.
2. Integration of marketing strategy and supply strategy has positive effect on overall strategy on Iran Insurance Company.
3. Integrated into the overall marketing strategy and supply has positive impact on Iran Insurance Company.

Model fit indices indicated that the model fit indices are fit and in good condition because the degree of freedom chi-square ratio (χ^2/df) is equal to 2/5323, which is less than the allowable 3 the mean square error (RMSEA) amounted to 0/073 which is less than the allowable 0/1. It does not need to be corrected. P-value is less than 0/05. Optimum fit good indicator of fit (GFI) and its modified (AGFI) should be greater than 90 % in value in this model is 97 GFI / AGFI value are equal to 0 and 0/93.

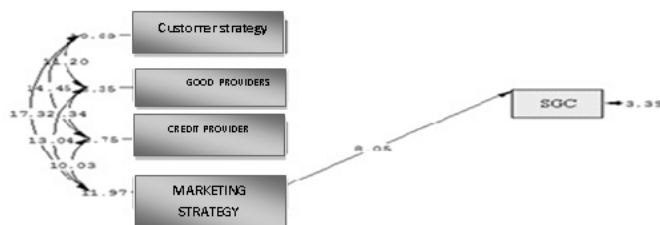


Fig. 2: models a significant number "the integration of marketing strategy and product lines."

As can be seen in Figure 2, all the main aspects of the model, there are significant numbers since the numbers are significantly larger than the 1/96. As a result, all hypotheses are approved 1 to 4. Factors, " the supplier of goods " with a significant number (8/75), " supplier credit " significant number (6/35), " Customer Strategy " significant number (10/83), a " marketing strategy " with a significant number (11/ 97), the relation is meaningful and positive .

Figure 2 shows that in final model each factor to what extent express the marketing combination strategy and product line and hierarchy of factors are as bellow:

- 1."strategic suppliers " path factor of 0/79.
- 2."The strategy of the credit providers ' direction by a factor of 0/82,
- 3."Customer Strategy" by a factor of Route 0/84,
4. " Marketing Strategy" by a factor of Route 0/78.

According to Figure 2, the following results were obtained for each of the dimensions of the model: The major index "Customer Strategy "with a correlation coefficient of 81 %. Figure (4-2) shows a positive and significant is causal relation between "integrated marketing "dimension" product line strategy ". The results in Figure 2 also show that the variable "Customer Strategy" is about 47.61 % (0.692) of the variation, "the company's overall strategy,". The main hypothesis is confirmed and can be expressed as integrated "marketing strategy and supply lines "in the desired confidence level of 95 %, thereby is affecting" corporate strategy ".

Conclusion:

Results of the first hypothesis:

Hypothesis 1: the "marketing strategy" and then supply lines "Customer Strategy" in Kermanshah, Iran Insurance Company, has positive and significant relationship.

A) Pearson Correlation: Correlation of 0/621 confidence level is 99%.

B) SEM results indicate there is positive and significant causal relation between "marketing strategy" and then supply lines " Customer Strategy ". The first sub- hypothesis is confirmed. Therefore, it can be stated that the merger "customer strategy and marketing strategy," the population is affected in 95% overall strategy company and change it.

Results of the second hypothesis:

Hypothesis 2: the "marketing strategy" and then supply lines "strategic suppliers" Iran insurer city of Kermanshah, the relationship is positive and significant.

A) Pearson Correlation: Correlation of 0/654 confidence level is 99%

B) SEM results indicate there is positive and significant causal relation between "marketing strategy" and then offers the product line strategy "suppliers ". The second sub- hypothesis is confirmed. Therefore, it can be stated that the merger "marketing strategy and Suppliers "in the desired confidence level of 95 %, an effect that will change the company's overall strategy.

The results of the third hypothesis:

Hypothesis 3: the "marketing strategy " and then supply lines "procurement strategy" in Kermanshah, Iran Insurance Company, is positive and significant relationship

A) Pearson Correlation: Correlation of 0/596 confidence level is 99%.

B) SEM results indicate there is positive and significant causal relation between "marketing strategy" and then supply lines "procurement strategy ". The third sub- hypothesis is confirmed. Therefore, it can be stated that the merger "Supply strategy and marketing strategy," the population is affected in 95% overall strategy company and change it

Recommendations derived from the results of testing hypotheses:

1 - According to approve the merger of the relationship between " marketing strategy " and " strategic supply lines," must seek ways to implement the models ' integration ' to be further increased awareness of managers, experts and customers, we can " strategy general " in city of Kermanshah Iran insurance company in the formulation of new strategies to improve the company. The recommendations are based on results of standardized tests, including the results are estimating the structural equations models ' integration.

2 - According to the standard model to estimate structural equations models ' integration ' for the promotion of " Customer Strategy " in the Iranian city of Kermanshah insurance company recommended ; significance and inspiration of the company's objectives and review the formulation of new goals It is intended duties as well as customer and employee education and training in dealing with modern principles of marketing their clients, internal staff jobs considered conducive to the interests people feel important and valuable career goals, followed eat share the overall strategy of the organization and strive to achieve important goals that could ultimately affect the company's overall strategy to be effective.

3 - According to the standard model to estimate structural equations models " integration " to promote the " suppliers " of Kermanshah in Iran insurance company recommended; pre-selected credit providers and financial support to develop strategies to advance the organization's goals Due to potential suppliers and select the resources that could have been useful in advancing the goals of the overall strategy affect the organization.

4 - According to the standard model to estimate structural equations models " integration " to promote " procurement (sourcing), " the city of Kermanshah in Iran Insurance Company is proposed, which uses the potential capacity of goods and services provider that meets the needs of customers and needs of old former clients and to offer innovative products and new products to be used in marketing.

Recommendations for future research:

Finally, future research following cases is recommended:

Effect of merger "marketing strategy product lines "on " the company's overall strategy " to other organizations in various industries (due to different possible outcomes in other industries and organizations);

Examine the interrelationships between "marketing strategy "and "strategic supply lines," according to considering environmental uncertainty (including uncertainty of Technology);

The effect of 'integrated marketing strategy and product lines, "the organization's strategy

The effect of 'integrated marketing strategy and product lines,"the corporate culture

Conclusion:

With regard to results of this study and previous studies is suggested for Iran insurance that this organization more than review of its strategy in compile of new strategy and suppliers, is considered procurement strategies can have a proper marketing strategy and integration were examined in this study.

Footnotes:

1. Mentzer, Stank & Espier
2. Simple Random sampling

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