



Survey of Relation Between Organizational Factors and Marketing Intelligence On Iran's Saderat Bank (Case Study Saderat Bank in Zabol City)

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ABSTRACT

Banks as one of the pillars of the economy in recent years due to the competitive market for banking services and the emergence of private banks one after another and the bank loan and the necessity of survival at that time in seeking effective the marketing activities themselves raised. The purpose of this paper is to explain Relation Among Factors Organizational And Intelligence Marketing At Bank Saderat Iran. This Research One Research Descriptive - Correlation Is That Just Survey Performance The Is And From Opinion Type, One Research Practical Is. The study population included all employees of Bank of Zabol which is not so 94. A sample of census method used to determine the number of 94 people elected. Census sampling will be also. In this study, library studies and field surveys to collect information on the variables of research. A use is also trying to use the standard questionnaire to collect information that also confirmed its validity and reliability. In this study, statistical analysis of data obtained from the techniques of descriptive statistics, set tables and graphs, descriptive used to measure the relationship between variables of proper research, such as Pearson correlation and multivariate regression will be used for the purpose software SPSS was used. The results showed that organizational factors (culture) and its components with marketing intelligence in Zabol Bank has a positive and significant relationship.

Keywords: organizational factors ‘organizational culture, Grouping culture, hierarchical culture, Developmental culture ‘ marketing intelligence

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INTRODUCTION

Today, educational institutions and higher education, as the highest center of thinking and generation of science in the society, consisted of thoughtful innovators, scholars and students have fundamental roles in scientific promotion, directing the intellectual movements, and cultural and political beliefs of the society (Ezzati , 2013, p. 24). Researchers believe that paying attention to abilities and technical and cultural capabilities, identification and reinforcement of its dimensions, leads to growing success in the functions of this organization (homfris, 2003). Organizational culture, also known as a type of social environment of the organizations, that influences the placement of human resources and organizational activities in the organizations (ferris et al, 1999, p, 394), is one of the effective factors in the development of the planned routes. In fact, caring about the culture in the organizational level and society is not a new subject, but its importance has proved evident in the past few decades, and many authorities have studied in the field of culture. Today, organizations face many environmental changes. Changes occur so rapidly that if the organization does not prepare them beforehand to deal with them, their survival

would be at stake. One of the new tools that contribute to the organizations to gain rightful positions in today's turbulent environment is the use of marketing intelligence, because, in our country, still there is no proper understanding of marketing intelligence, and marketing researches. Today, in order to continue their economic life in this highly competitive environment , organizations need new tools for generation of decisions and decision-making, including s intelligence or marketing intelligence that has been growing and expanding rapidly globally and among the companies and it is becoming the benchmark that can help managers and organizations to make intelligent decisions (Krishna Mochtar, 2010). Smart marketing is a process, with evaluated information as its product, the most important of its duty to support decision-making processes that is mostly the task done by the executives. The necessity of intelligence in the reduction of uncertainty and risk taking is evident in the issue of decision making. The main purpose for carrying out the analysis of marketing is better understanding of the market and the rivals , and consequently , gaining better results in business (deragi, 2010, 149). According to kotler the marketing intelligence is daily information the changes in marketing environment that helps the managers prepare and adjust marketing programs. In fact, the marketing intelligence system determines what kind of

information is needed and receives it from the environment and presents it to the organization (Kotler and Keller, 2006). Since the competitiveness is emerging in the industries of the country, and also attention to international markets and entry into the WTO are the major concerns of the country, thus, the issue of marketing intelligence with respect to its novelty in the country, receives more importance. The purpose of marketing intelligence, is encountering managers with the realities of the information and insights that help them in business decisions. (Asvmar, sarafraz et al, 2014). Through implanting marketing intelligence, appropriate tools for management are created to cope with costumers and rivals of the organization in a long run (vakola, 2015). Factors that have been investigated in this study are organizational factors. The role and effects of organizational-cultural factors (Grouping culture, developmental and hierarchical culture) on marketing intelligence in Iran's Saderat Bank has been studied.

Tomorrow's success in the field of business belongs to the organizations that have more information about itself and competitive environment. Information is as one of the most important items of strategic properties and marketing tools (alovdari, Hassan, 2007). As the company manages to obtain more information about market, the probability of implementing more effective and successful strategies, increases. Therefore, tracing and understanding and reacting to the changes in the market, has been presented as a special aspect of marketing activities and it is required for the companies to implement an effective program as marketing intelligence.

Iran's banking industry is also moving towards to more competitiveness in recent decades. The Field of competition in bank system is becoming very difficult and complex. And in anticipation of the future market situation it draws even much more complex situations, because still the place of foreign banks in addition to the existing banks is yet to be filled. Saderat Bank of Iran as the biggest banks in the country in recent years, due to private banks as well as sanctions on other countries has stuck in various problems in providing resources, to the extent that, in recent years, it has faced the losses. In order to deal with this issue, implementation of modern marketing strategies, which requires a marketing intelligence, appears absolutely necessary.

Hypothesis

The main hypothesis:

- Organizational factors (culture) has significant relationship with marketing intelligence of Saderat Bank in Zabol.

Sub-hypotheses:

- Organizational culture has significant relationship with marketing intelligence of Saderat Bank in Zabol.
- Grouping culture has significant relationship with marketing intelligence of Saderat Bank in Zabol.
- Developmental culture has significant relationship with marketing intelligence of Saderat Bank in Zabol.
- Hierarchical culture has significant relationship with marketing intelligence of Saderat Bank in Zabol.

Conceptual Model of the Research

Marketing intelligence is an art that various organizations need it. Achieving marketing intelligence is possible only by the simultaneous use of science and art. Intelligence is not only the individual capability, but it is an organizational capability that is acquired from the organization environment. (Faryabi, 2012: 23)

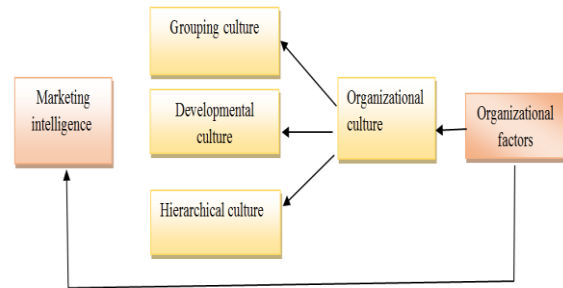


Figure 1. Conceptual model of the research (Farshid Hosseini, Hamzeh raiej, Mehrdad eSteeri, seyed Mehdi Sharifi, 2010; George Lil Jamil, 2013)

Research Methodology

According to its goal, it is an applied research. In terms of implementation, it is a survey. Due to the limited number of the subjects and accessibility, all subjects were not selected and as a survey all of the population of the study was studied. In order to determine the sample size a census method was used and 94 people were selected. In order to determine the validity and reliability of the questionnaire, content validity was used in this study. In order to establish the validity, due to the standard questionnaire and according to the opinion of the assistant professor, counselor, and also the experts of this field, the validity of this questionnaire was proven. To statistical analysis of the obtained data, descriptive statistics, tables and charts were used and to assess the relationship between the variables, appropriate tests for this study such as Pearson correlation and multivariate regression were used. SPSS software was used to this end.

Research findings

Normality test of the variables.

In order to test the hypotheses, first, Normality test must be done, if the variables are normally distributed, Pearson correlation coefficient is used, if not, the spearman correlation coefficient is used. The results of normality of the data were presented in the table below.

Table 1. The results of test of normality (Kolmogorov - Smirnov test) Summarized

Variable	sig	α (degree of error)	Test result
Organizational culture	0.258	0/ 05	Data is Normal
Grouping culture	0.077	0/ 05	Data is Normal
Developmental culture	0.623	0/ 05	Data is Normal
Hierarchical culture	0.368	0/ 05	Data is Normal
marketing intelligence	0.124	0/ 05	Data is Normal

Findings of study

The main hypothesis: Organizational factors (culture) has significant relationship with marketing intelligence of Saderat Bank in Zabol.

As it is observed in table 1, all of the variables are normally distributed, because the significance level for them is higher than 0/05, in this case, Pearson correlation coefficient must be used to test the hypothesis. In addition to the Pearson test, in this study, Spearman test was also conducted.

Table (2): Pearson and Spearman correlation test statistics relating to the relationship between Organizational factors and marketing intelligence

Variable	marketing intelligence								
Test	Pearson			Spearman			Significance relationship	Type of relation	R ²
	The correlation coefficient	Significance	Number	The correlation coefficient	Significance	Number			
Organizational factors	0/740	0.000	94	0/753	0.000	94	has	direct	0/54

Analysis of the data shows that the coefficients of Pearson and Spearman correlation between the two variables of Organizational factors and marketing intelligence is 0/740 and 0/753. And with -P significant amount is equal to 0.000 and they are smaller than the significance level $\alpha = 0/05$.

Therefore, at this level, H₀ assuming that no relationship is rejected. And thus Organizational factors (culture) has significant relationship with marketing intelligence of Saderat Bank in Zabol.

In addition, a positive correlation coefficient indicates a direct relationship between these two variables. The coefficient of determination between the two variables is equal to 54/0 ($R^2 = 54/0$) or in other words 54% of the changes are common between the two variables (54% of marketing intelligence changes are justified by Organizational factors).

Sub-hypothesis1 • Organizational culture has significant relationship with marketing intelligence of Saderat Bank in Zabol.

Table (3): Pearson and Spearman correlation test statistics relating to the relationship between Organizational culture and marketing intelligence

Variable	marketing intelligence								
Test	Pearson			Spearman			Significance relationship	Type of relation	R ²
	The correlation coefficient	Significance	Number	The correlation coefficient	Significance	Number			
Organizational culture	0/656	0.000	94	0/593	0.000	94	has	direct	0/430

Analysis of the data shows that the coefficients of Pearson and Spearman correlation between the two variables of Organizational culture and marketing intelligence is 0/656 and 0/593. And with -P significant amount is equal to 0.000 and they are smaller than the significance level $\alpha = 0/05$.

Therefore, at this level, H₀ assuming that no relationship is rejected. And thus Organizational culture has significant relationship with marketing intelligence of Saderat Bank in Zabol.

In addition, a positive correlation coefficient indicates a direct relationship between these two variables. The coefficient of determination between the two variables is equal to 43/0 ($R^2 = 43/0$) or in other words 43% of the changes are common

between the two variables (43% of Marketing intelligence changes are justified by Organizational culture).

Sub-hypothesis2: • Grouping culture has significant relationship with marketing intelligence of Saderat Bank in Zabol.

Table (4): Pearson and Spearman correlation test statistics relating to the relationship between Grouping culture and marketing intelligence

Variable	marketing intelligence								
Test	Pearson			Spearman			Significance relationship	Type of relation	R ²
	The correlation coefficient	Significance	Number	The correlation coefficient	Significance	Number			
Grouping culture	0/675	0.000	94	0/634	0.000	94	has	direct	0/455

Analysis of the data shows that the coefficients of Pearson and Spearman correlation between the two variables of Grouping culture and marketing intelligence is 0/675 and 0/634. And with -P significant amount is equal to 0.000 and they are smaller than the significance level $\alpha = 0/05$.

Therefore, at this level, H₀ assuming that no relationship is rejected. And thus Grouping culture has significant relationship with marketing intelligence of Saderat Bank in Zabol.

In addition, a positive correlation coefficient indicates a direct relationship between these two variables. The coefficient of

determination between the two variables is equal to 455/0 ($R^2 = 455/0$) or in other words 45% of the changes are common between the two variables (45% of Marketing intelligence changes are justified by Grouping culture)

Sub-hypothesis3: • Developmental culture has significant relationship with marketing intelligence of Saderat Bank in Zabol.

Table (5): Pearson and Spearman correlation test statistics relating to the relationship between Developmental culture and marketing intelligence

Variable	marketing intelligence								
Test	Pearson			Spearman			Significance relationship	Type of relation	R ²
	The correlation coefficient	Significance	Number	The correlation coefficient	Significance	Number			
Developmental culture	0/737	0.000	94	0/723	0.000	94	has	direct	0/543

Analysis of the data shows that the coefficients of Pearson and Spearman correlation between the two variables of Developmental culture and marketing intelligence is 0/737 and 0/723. And with -P significant amount is equal to 0.000 and they are smaller than the significance level $\alpha = 0/05$.

Therefore, at this level, H₀ assuming that no relationship is rejected. And thus Developmental culture has significant relationship with marketing intelligence of Saderat Bank in Zabol.

In addition, a positive correlation coefficient indicates a direct relationship between these two variables. The coefficient of determination between the two variables is equal to 54/0 ($R^2 = 54/0$) or in other words 54% of the changes are common between the two variables (54% of Marketing intelligence changes are justified by Developmental culture).

Sub-hypothesis4: • Hierarchical culture has significant relationship with marketing intelligence of Saderat Bank in Zabol.

Table (6): Pearson and Spearman correlation test statistics relating to the relationship between Hierarchical culture and marketing intelligence

Variable	marketing intelligence								
Test	Pearson			Spearman			Significance relationship	Type of relation	R ²
	The correlation coefficient	Significance	Number	The correlation coefficient	Significance	Number			
Hierarchical culture	0/456	0.000	94	0/531	0.000	94	has	direct	0/207

Analysis of the data shows that the coefficients of Pearson and Spearman correlation between the two variables of Hierarchical culture and marketing intelligence is 0/456 and 0/531. And with -P significant amount is equal to 0.000 and they are smaller than the significance level $\alpha = 0/05$.

Therefore, at this level, H₀ assuming that no relationship is rejected. And thus Hierarchical culture has significant relationship with marketing intelligence of Saderat Bank in Zabol.

In addition, a positive correlation coefficient indicates a direct relationship between these two variables. The coefficient of

determination between the two variables is equal to $207/0$ ($R^2 = 207/0$) or in other words 20.7% of the changes are common between the two variables (20.7% of Marketing intelligence changes are justified by Hierarchical culture).

Discussion and conclusion

The obtained results in this study showed a significant relationship between organizational factors and marketing intelligence. Marketing, for large organizations, especially banks that face a very changing and competitive environment in marketing their services, is very important. Detailed, up to date, and transparent information reduces the risk of making wrong decisions. This is one of the major reasons for the necessity of conducting marketing research and promotion of competitive intelligence and intelligence marketing in organizational departments. All of these are underlying factors to achieve a competitive advantage. It is due to the contribution of competitive intelligence and marketing that organizations overcome their rivals and occupy a special position in the field of competition. Relying on old data and studying of old information is not much compatible with today's world, but precise study of the business environment continues the life of the organization. In today's world with rapidly growing features, relying on old information, leads to decline in the insights and losing the chance ahead of the organization, thus increasing the degree of intelligence that lightens the view and understanding of the organization in respect to environmental changes and increases the analyzing power of the Organization about emerging processes. Therefore, the saderat bank, in order to be able to succeed in competition with other banks, particularly private banks and interest-free loan banks, is compelled to improve its competitive intelligence and marketing, and in this way, all of the factors in this issue such as personal and environmental and organizational factors must be exploited. In this study, The effect and the relationship between organizational factors such as Queen organizational culture with aspects of group culture, developmental culture and hierarchical culture, and marketing intelligence of the organization was investigated, which showed a relationship between these factors and marketing intelligence, because culture has an impact on decision making and problem solving, motivation, satisfaction and morality, creativity and innovation, generally, nothing of independent and free from the role of culture in managing can be found. If the organizational culture is appropriate in the saderat Bank and creative directors in establishing a desired organizational culture, because managers play the most critical role and they have a key role in organizational culture that it would provide the perfect environment for creative people, which raises awareness and continuous education of them and provides proper ground for the promotion of marketing intelligence, and inevitably, reduces tension and conflict in the organization and leads to creativity and innovation and abundant advertisements that is considered as the most essential features of marketing intelligence. One of the components of organizational culture was group culture that had a positive relationship with marketing intelligence. In order to establish consistency and harmony between the goals of the staff members of saderat bank, the forces who are able to adjust themselves to the organizational culture are employed and kept.

involved in integration of the goals of the organization in decision-making and the managers encourage more group culture and they welcome the changes in approaches, methods of performing jobs, comments and criticisms of the employees that create a sense of responsibility in them towards the goals. And the individuals can do their duty in a favorable way and eventually, make the fulfillment of the goal

possible in the bank. Creating motivation and heightening the motivation in each of the staff members leads to the increase of marketing intelligence. Other component of the culture which was hierarchical has also a significant association with intelligence. In the hierarchical culture, Saderat Bank, is very formal culture and requires a formal structure. And appropriate organizational culture and its role in promoting the standard of administrative system for the employees and the managers' concern about their current situation, conservativeness and their risk aversion, can reduce marketing intelligence in saderat bank. Thus, managers should be encouraged to take risk, and by providing necessary trainings, appoint people who do not avoid taking risks and do not have conservative personality, and in this culture the training program for the staff members of the bank and appropriate training for each of the personnel and employees appointed in the official system. And people affected by organizational culture as the reports contained in the profiles, bonuses are praised and promote them in their jobs. And finally result in increase of marketing intelligence in saderat bank. The findings also showed that developmental cultural is also associated with marketing intelligence. Focusing and relying on the outdoor environments and having a flexible system, the field of innovation becomes possible in the bank and due to the fact that developmental culture focuses on entrepreneurial behaviors of the employees, commitment to innovation, development of risk-taking and creativity in organizations, thus, the managers of saderat bank should welcome innovation and creativity of the staff members that motivates the staff, the staff members develop sense of responsibility and indicate enough commitment towards the organization and also by creating new marketing and spreading new and extensive advertisements, specific changes and considering the customers' needs, the development path is paved for the organization and leads to internal focus and the need for stability and control in the bank and jobs go on smoothly, the rules and official policies of the of the saderat bank maintained areas an integrated organization and marketing intelligence increases in the saderat bank. Revealing the relationship and impact of each of these factors on marketing intelligence in the saderat Bank, senior managers and high ranking officials of the bank make decisions necessary about changing and modifying each of the factors affecting marketing intelligence thus maintain the position of the saderat bank and improve it.

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