EVALUATING THE RELATIVE IMPORTANCE OF COMPETITIVE INTELLIGENT DIMENSIONS ON EFFECTIVENESS OF MARKETING STRATEGIES IN ENTERPRISES OF INDUSTRIAL TOWN OF ARDABIL

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Abstract  
The main purpose of this study was to study the impact on the of competitive intelligence on effectiveness of marketing companies strategies are exporting food Ardabil Materials. The study method was correlation and population is included all managers and supervisors of companies a food exporter in Ardabil. According to Cochran formula, sample sizes of 132 people were selected from among 200 persons and respondents were selected using simple random sampling. A questionnaire was used to collect data. Validity of questionnaire to strengthen by consulting of faculty members of specializing in the field and monitoring of competitive intelligence questionnaire and effective of marketing strategies was confirmed using Cronbach's alpha coefficient. Data analysis were used descriptive statistics for sorting, preparing charts and frequency tables and to hypothesis test from the correlation coefficient and for finding the relationship of between the dependent and independent variables and the techniques of relative importance for finding of relative weight used competitive intelligence on the effectiveness of the marketing strategies. The results show the competitive intelligence is positive on effectiveness of marketing strategies. The findings of suggest that the effectiveness of marketing strategies, find out the competitors state are the most importance relative.

Keywords: Competitive intelligence, marketing strategies effectiveness, Enterprises in the industrial town of Ardabil, relative importance

Introduction  
Today's organizations are considered using of competitive intelligence capacity as one of tools of improving their performance. The study is also sought to identify the relationship between the aspects of competitive intelligence with the marketing strategies effectiveness. Organizations with competition and continuous of their life growth are always looking for competitive advantage, in this regard, competitions intelligence of the importance ways to achieve it. Intense competition among the low-cost countries that are able to generate, a lot of problems have created for many industries, including food industry. Producers to remain in the competition must find ways to adapt to the changes. Today, organizations are treated as a partnership evolved out of a job in marketing and facing of significant transitions below zero: Time to buy, Time for commodity ordered, reaction of demand from supplier and all of them
need to trend with zero. Combination of the factors is making up the country's comparative advantage. Marketing strategy means to find suitable markets of different sizes whether economically, socially and culturally and strengthening the legal and the resulting positions ongoing to determine the existence and preservation (Poureydi, 2008).

The importance of market research, identifying of numerous opportunities, appropriates election of market to activity in that and strive to provide the best value to meet the needs and demands of target customers is in evitable. and the company must apply to the appropriate staff to be able to analyze marketing and marketing planning and implementation requirements. Similarly, marketing effectiveness is contingent on the ability of managers that, they have to be able sufficient information for planning and allocation of resources to different markets and products, and other areas, also it provides beneficial strategies the organization philosophy and information resources (ApayIdo et al., 2001).Marketing effectiveness is optimizing of short-term and long-term marketing expenses to support the new brand strategy, through the creation of a market model that uses objectively measure the components of marketing and analytics science (Powell, 2008, p. 13).Variables of effectiveness of marketing strategies due to Cutler model is customer-oriented philosophy, integrated marketing agency, adequate marketing information, strategic orientation and operational efficiency. Competitive intelligence is one of the factors that in recent years as a new phenomenon in the com positive advantage of organizations considered by many management science critics (Heydariand Saidi, 2010).Competitive intelligence involves collecting and analyzing of information to help companies in understanding of better feel competitors. Information about competitors' capacity and ability is a solid basis for improving of the market position and build strategic planning. Other information including customer data, cost information, price process research and its development (Pakmaram, Eskandari, Molavi 2009).Competitive intelligence is a process that production formation is evaluated. The most immediate task is to support the decision making processes that are usually performed by administrators (Pirayesh, Alipoor, 2011).

The main purpose of this analysis ,competitive intelligence is better understanding of the industry and its competitors, So that it can be adopted make better decisions, a strategy was developed a competitive advantage and the results of more efficiently to achieve against rival companies higher levels (Chavooshi and Javadipourfar, 2010).School of competitive intelligence in France is divided into 4 main categories: brand awareness (marketing), Awareness of the competition, information of technology and technical, strategic and social consciousness (Najafi, 2004).

The study followed more effective marketing strategies of companies in the industrial town of Ardabil and it endeavors to show the importance of competitive intelligence as well as the relative importance of it on the effectiveness of the company's marketing strategy.

Pirayesh and Alipur in 2012 examined the study the relationship between competitive intelligence and effectiveness of marketing strategies among public and private banks in Zanjan. Correlation test results showed that the between competitive intelligence, effectiveness of marketing strategies positive and significant relationship between the banks. Based on regression, analysis of the components of market opportunities, awareness of the vulnerability of organizations key, aware of the risks of competition, aware of the threats are to have the greatest impact on the effectiveness of marketing. The results show that due to competitive intelligence on the noted banks were not statistically differences significant. Private banks were also high remarketing effectiveness than the state banks.
The studies have been conducted entitled of the competitive intelligence assessment listed in Tehran Stock Exchange and examined the impact of industry by Chavoshi and Javadipourfar in that companies in the 5 industry "Food and beverage, tile and ceramic, petrochemical, automotive parts, cement manufacturing, gates 5 years time (2004-2008) was selected as the study population. The results of statistical analyzes indicate which there are significant differences between competitive intelligence large companies marketing effectiveness in Nigeria in 2009 by the Neka and Francis.5 variable used to competitive intelligence (market opportunities, threats of competitors, risks of competitors, key assumptions, key vulnerability) and the effectiveness of marketing for 5 variables are defined (marketing information, strategic orientation and operational efficiency). 108 companies participated from the Nigerian Stock Exchange in this study as the study statistical community. The results show, there is a significant positive correlation between competitive intelligence and large companies marketing effectiveness.

The hypothesis of this study is as follows.

1. Awareness of business (marketing) impact on the effectiveness of marketing strategies.
2. Awareness of competition position impact on the effectiveness of marketing strategies.
3. Awareness of technology and technical impact on the effectiveness of marketing strategies.
4. Strategic and social Awareness impact on the effectiveness of marketing strategies.
5. The importance / relatively weight is not equal in competitive intelligence aspects impact on the effectiveness of marketing strategies in the industrial town companies of Ardabil.

Method

Directors and Officers create the statistical community all companies of the industrial town of Ardabil. The size of the study statistical community is participate 200 actively company in the industrial town of Ardabil.

According to Cochran formula sample size is determined as follows:

\[
n = \frac{t^2pq}{d^2} \left( \frac{1}{N} \right) + 1
\]

P = 0.5 is desired traits are relatively
q = 0.5 is the relative lack of desired traits
d = the percentage of error in this experiment is equal to 5%
Using Table t = t, based on the confidence level is obtained, which is equal to 95% to 96/1.
N = the number of in the industrial town of Ardabil are 200 company.
n = according to Cochran formula sample size is 132 persons.
Therefore, 132 companies is selected as the sample size. The main feature of this formula is that it could be involved in the sample community and to achieve a reasonable sample, and the sampling method is simple random sampling. It should be noted that of these, only 120 questionnaires were answered by managers and supervisors of companies.
Collecting data are used from standard questionnaires and self-made, based on the theoretical framework and the provided operational definition. Also, it was used this study, field and questionnaire tool. In this research was used to study impact of competitive intelligence aspects from standard questionnaire Dshamps and Nayak (1995) and Roach and Santi (2001), quoting from the website (www. Madsg.com), and to measure of the effectiveness of marketing strategies is used flip Katler et al (2006) standardized questionnaire. In total, 37
questionnaires justified and it has been placed participants (managers and assistants of companies in the industrial town of Ardabil). Cronbach's alpha is used for calculating of reliability coefficient research variable which this value distributed questionnaire for the research variables at the rate of 70%. (0.7) has been calculated that the output is calculated using SPSS software in the attached appendix. Cronbach's alpha coefficients of obtained, is indicating the reliability of appropriate questionnaire. Johnson has provided a way in which variables transformed used to orthogonal variables. Although previous methods used the changing of the variables, but Johnson's advantage is that this approach not only uses regression coefficients of orthogonal variables on the criterion variable, but also considers the relationship between the main independent variables and orthogonal variables (Johnson, 2000). Based on the studies, where possible independent variables are correlated, the best method for calculating the relative importance of the variables using the change of variables, including the method of Johnson. However, the method used Johnson due to the subject nature and a correlate in the independent or predictor variables.

Figure (1): graphical schematic of relative importance using Johnson's method in the case of three independent variables (Johnson, Lybrton, 2004).

According to the graph, if there are the independent or predictor variables \( (X_j) \), the first, variables are obtained orthogonal variable are used \((Z_K)\) to predict of the criterion variable \((Y)\). The regression coefficient of on the Z is showed by \( \beta_k \), there regression coefficients and regression coefficient of \( x_i \) on the \( Z_K \) by \( \lambda_{ik} \) regression coefficient. Since there is \( Z_K \) no correlation, regression coefficients of \( x_i \) on the \( Z_K \) would be equal to correlation between \( x_i \) and \( Z_K \).

Therefore, square of \( \lambda_{ik} \) indicates the proportion of \( x_i \) the variance of \( Z_K \) (Johnson, 2000). To calculate of the relative weight of \( x_i \), the proportion of \( x_i \) in variance \( Z_K \) in the proportion of \( Z_K \) variance in \( Y \) and multiply them together and it pluses its achieved. For example, the relative contribution \( X_1 \) obtained as follows

\[
\varepsilon_1 = \lambda_{11}^2 \beta_1^2 + \lambda_{12}^2 \beta_2^2 + \lambda_{13}^2 \beta_3^2
\]

On the basis of what was said, and based on the studies (Johnson and Labour, 2004). In cases that the independent variables are correlated as possible, the best way is to calculate of the relative importance of variables, using of changes of variable and Johnson methods. However, the method used Johnson due to the subject nature and a correlate in the independent or predictor variables.
Results and Discussion

Descriptive statistics of demographic characteristics are presented in Table 1.

Table 1. Characteristics of the study demographic

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>111</td>
<td>93</td>
</tr>
<tr>
<td>Woman</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associated degree and below</td>
<td>33</td>
<td>28</td>
</tr>
<tr>
<td>Bachelor degree</td>
<td>63</td>
<td>52</td>
</tr>
<tr>
<td>Masters and over</td>
<td>24</td>
<td>20</td>
</tr>
<tr>
<td><strong>Age (years)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;30</td>
<td>40</td>
<td>34</td>
</tr>
<tr>
<td>31-40</td>
<td>64</td>
<td>53</td>
</tr>
<tr>
<td>41-50</td>
<td>16</td>
<td>13</td>
</tr>
</tbody>
</table>

Research hypothesis H1: A competitive intelligence aspect in impact on effectiveness of marketing strategies of companies of industrial city of Ardabil, the importance / relatively weight is not equal.

For this research, the number of independent variables and the independent variables are correlated with each other; it’s used of the relative weights or importance. The technique, direct effects of each independent variable on the dependent variable and showed the independent variables in effect when combined together, on the dependent variable. importance or relative weights reflect the contribution of each independent variable (the determinants) in the \( R^2 \) model.

Regression analysis, a statistical method that can be used in most studies researchers. But when the independent variables (predictors) are correlated, the regression coefficients are inadequate at show the importance of each independent variable. Because the effect of an independent variable on the dependent variable, which is considered as predictor variables and their effects to be assumed constant. There are two methods to calculate the relative importance that the results are similar. One of the methods to calculate of the relative importance is analyzing of dominance (priority) that has been developed by Budesko. Another method related to Johnson's approach is simpler and more up to date than Budesko (In this study, this method was used).
Table 2. The coefficient of variables correlation with effectiveness of marketing strategies

<table>
<thead>
<tr>
<th>Research Variables</th>
<th>Effectiveness of marketing strategies</th>
<th>Awareness of business</th>
<th>Awareness of competition position</th>
<th>Awareness of technology and technical</th>
<th>Awareness of Strategic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pierson’s Correlation</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Significant Level</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Number</td>
<td>120</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Pierson’s Correlation</td>
<td>.506**</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Significant Level</td>
<td>.000</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Number</td>
<td>120</td>
<td>120</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Pierson’s Correlation</td>
<td>435*.0.</td>
<td>.262**</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Significant Level</td>
<td>.000</td>
<td>.004</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Number</td>
<td>120</td>
<td>120</td>
<td>120</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Pierson’s Correlation</td>
<td>.448**</td>
<td>.376**</td>
<td>.254**</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Significant Level</td>
<td>.000</td>
<td>.000</td>
<td>.005</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Number</td>
<td>120</td>
<td>120</td>
<td>120</td>
<td>120</td>
<td>-</td>
</tr>
<tr>
<td>Pierson’s Correlation</td>
<td>.388**</td>
<td>.468**</td>
<td>.243**</td>
<td>.321**</td>
<td>1</td>
</tr>
<tr>
<td>Significant Level</td>
<td>.000</td>
<td>.000</td>
<td>.007</td>
<td>.000</td>
<td>-</td>
</tr>
<tr>
<td>Number</td>
<td>120</td>
<td>120</td>
<td>120</td>
<td>120</td>
<td>120</td>
</tr>
</tbody>
</table>

The correlation is 0.01 as a significant level**

Table(2) show that the companies ‘manager opinion located in the industrial city of Ardabil, there are a significant positive correlation between marketing strategy effectiveness with all
aspects of competitive intelligence, although in some cases is extremely weak correlation coefficient. Among the aspects of competitive intelligence, Awareness of the competitors have greater correlation with effectiveness of marketing strategy (r=0.54).

It can be said that supervisors and managers on a variety of goods and services, the quality of goods, practices, resources provide methods, information about forecasting revenues, and information systems of competing companies effect on average in the effectiveness of marketing strategies discussed companies.

Table (2) shows the correlation coefficients that competitive intelligence aspects are independent of each other and are connected together. For example, the correlation coefficient between Awareness of business and Awareness of technology and technical are (r=0.376), and the correlation coefficient between strategic awareness and social awareness of the competitor are (r=0.243). To find the overall impact of competitive intelligence aspects on the effectiveness of marketing strategies, the techniques of the relative importance used to net effect of each of these aspects and weight. The below table shows the relative importance of each variable in the competitive intelligence with supervisors and managers opinion is known the industrial city of Ardabil:

<table>
<thead>
<tr>
<th>Competitive intelligence aspects</th>
<th>Raw weight of each variable</th>
<th>Raw weight of each variable divided by R² model (percent)</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness of business</td>
<td>0/131</td>
<td>%26.9</td>
<td>120</td>
</tr>
<tr>
<td>Awareness of competition position</td>
<td>0/200</td>
<td>%41.0</td>
<td>120</td>
</tr>
<tr>
<td>Awareness of technology and technical</td>
<td>0/099</td>
<td>%20.3</td>
<td>120</td>
</tr>
<tr>
<td>Awareness of Strategic</td>
<td>0/057</td>
<td>%11.7</td>
<td>120</td>
</tr>
<tr>
<td>Total</td>
<td>R²= .486</td>
<td>%100</td>
<td>-</td>
</tr>
</tbody>
</table>

Results of table 4 show the relative importance that development of effectiveness of marketing strategies is approximately 49% impact on competitive intelligence aspects. Furthermore, 49 percent, 13 percent (about 26.9 % of the relative weight) about variable of business awareness and 20% (0.41% of relative weight) about Awareness of the competitors, and approximately 10 percent (about 20.3 of relative weight) belonging to Awareness, technical and technological and about 6% of those aware of the social strategic.
Conclusion
In this study the effects of competitive intelligence on effectiveness of marketing strategies studied and results of study were approved. Investigate the relationship between competitive intelligence, industry executives small east Azerbaijan province with their development has been conducted by Eskandari and Molavi in 2009 that competitive intelligence in 4 aspects are defined: awareness of business (marketing), Awareness of the competition, awareness of the technology and technical, awareness of strategic and social. In this research, competitive intelligence as an independent variable and development of small industries was introduced as dependent variable. The results show that, there is a significant relationship between competitive intelligence of manager and aspects of with small industry of east Azerbaijan province, and research as competitive intelligence and its relation to the effectiveness of marketing of Nigeria corporations in 2009 has been done by NeKa and Francisth at 5 variable used to competitive intelligence (market opportunities, threats of competitors, risks of competitors, key assumptions, key vulnerability) and the effectiveness of marketing for 5 variables are defined (marketing information, strategic orientation and operational efficiency). 108 companies participated as the investigation of statistical community, from the Nigerian Stock Exchange in this study. The results show, there is a significant positive correlation between competitive intelligence and large companies marketing effectiveness. The present study in term of independent variable and model have been conducted, it is aligned and consistent with a study of entitled of competitive intelligence and its relation to the New Zealand manufacturing conducted by Zhndal in 2002. Because a study was done by Zhndal, managers competitive intelligence model has defined according to the theory of faculty of France management, and organization performance is defined in the 3 variables (growth of sale, market share and profitability) The results show a significant positive relationship between managers competitive intelligence and corporate performance. The research also studies by Chavoshi and Javadipourfar research and survey by the Heydariand Saeidi in 2010 are aligned and consistent.

References


