

Mohsenidoust Fatemeh,
*MBA in Marketing, Department of Management,
 College of Human Science, Saveh Branch, Islamic Azad University (Saveh, Iran);*
Amini Sabegh Zeinolabedin,
*PhD in Public Administration, Department of Management,
 College of Human Science, Saveh Branch, Islamic Azad University (Saveh, Iran)*

STUDYING THE ROLE OF MARKETING MIX ON PERFORMANCE OF LEASING SERVICE PROVIDERS FIRMS (CASE: GHADIR LEASING COMPANY)

The main purpose of this article is to study of the effect of marketing mix using on the performance of service providers Ghadir leasing and to evaluate the impact of marketing mix (price, place, promotion, physical factors, people, processes and productivity) in improving market performance of the company. This study is applied research. According to the results, it is determined that among the factors of examined marketing mix price and product have the highest impact on improving performance in Ghadir leasing company market.

Keywords: marketing, marketing mix, performance, market performance, leasing.

Problem statement. The growing demand for leasing has been caused to create industry with annual revenues of more than \$ 900 billion. Leasing is a specific type of financial operations that is the best equivalent of Persian rent credit [3, p. 371]. In this context, leading companies have been discovered in the application of the principles of management and marketing at all stages from design to goods and services sale [9, p. 3]. Customers are favorably than goods that first, the product is available, secondly, it is a good price, and third, consumer needs are done appropriately [11, p. 200]. There are three tasks of management that are related – marketing, operations and human resources. The Figure bellow shows the relationship between these tasks [6, p. 371].

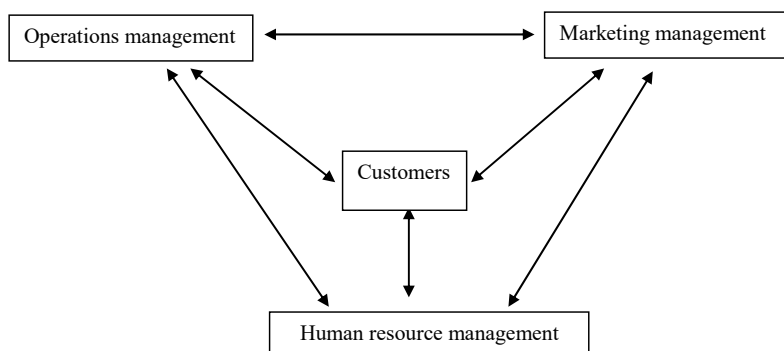


Figure 1 – Relationship between tasks

Many factors may be influenced on consumer decision-making process. Marketers need to understand these influences and their importance in the process of purchase in order to take effective marketing decisions [12, p. 305].

What is important in this regard, marketing and strategic planning of marketing is through the use of marketing mix. It should be noted that the marketing environment elements such as social and cultural factors, political factors, legal and economic, competitive factors, technological factors, effect on the marketing activities. Marketing process involves analyzing of marketing opportunities, search and selection of target markets, designing of marketing strategies, marketing programs and eventually plan to organize, run and manage all of the marketing activities [2, p. 993]. Marketing strategy design, design and implementation of strategies of differentiation and positioning of the product in the target market is the next step. To do this, enterprises need to determine two measurement criteria (e.g., price and quality) and assessed their position according to these two factors and to competitors. Choosing the right strategy depends on the company policy and desired role in the market [4, p. 3].

The basis of strategic planning at all levels, identify of threats is in order to prevent and avoid them and identifying opportunities. In order to exploit of the strategic responsibilities of any manager [7, p. 305], is control and external care in order to keep pace the company or its activities with changes in the environment [13, p. 8]. Marketers when discussing about strategies which are used for marketing of manufactured goods, usually are pointed to four strategic element of product, price, place (distribution) and promotion (communication) [6, p. 356], but the customer involvement in the production of services and the importance of the time factor, requires other strategic elements to be considered in this context. Some marketing specialists, include in marketing mix product (service), price, place, promotion, personnel, physical facilities and operations management (7P) [12, p. 356].

According to the service of the leasing industry, can be said that used marketing tools must be in appropriate approach in the industry. Correct analysis of a marketing mix elements of services (product, price, place, promotion, physical factor, people, processes, productivity), their appropriate utilization can be assisted by companies in improving their performance (attract new customers, retain previous customers and meet their needs) [1, p. 231]. In this article, efforts have been made to study the impact of marketing mix elements on the performance of service providers of leasing market, to identify the main contributing factor, and prioritize them, and to present proposals to those in charge and later researchers [5, p. 43]. So the main question that this research is: what is the impact of marketing mix on the performance of service providers of leasing?

Literature review. Gandamayu et al. [4] have been presented the relationship between the satisfaction of the elements of the marketing mix and plan to buy doctors of Ganjuran General Hospital. The results of this research showed that price is the only element of the marketing mix which had a significant relationship with customer purchase intention, and the marketing mix has only affected on 11 percent of changes in customer purchase intention.

Satit et al. [13] have presented a study in 2012 and entitled “The relationship between the elements of the marketing mix and customer decision making travel agency”. The results of 215 questionnaires of this study in Indonesia showed that only the product and price with customers' purchase decision have been linked in travel agencies. Beltran et al [2] have been provided a study entitled “The Impact of Marketing Mix on the intention to buy organic products in Mexico”. This study has been followed to provide evidence of market views towards clients marketing mix factors and their impact on organic foods purchase. The results of the hypothesis of this study have been suggested rejection of the impact of price assumption of an intention to purchase the desired product.

Taqik Tovei and Mohammad Abdullah [8] have provided a study as part of the marketing mix on customers' purchase decision of dairy products. This study has been followed “Study

consumer preferences and identify of factors influencing the purchase decisions of customers in Khartoum, Sudan”. The results showed that dairy producers should pay more attention to new concepts of marketing and removing of customer needs, and to create satisfied customers need to use their marketing mix elements.

Partuvy Rad [10] has provided that a study to review the most important factors influencing consumer purchasing Takdaneh agricultural products with an emphasis on marketing mix elements. The findings of the study have been reflected the impact of price factors product and sales promotions on consumer purchasing decision. Doosti Kandesari has presented a study in 2010 and by title promotion mix effect on consumer behaviour and decision-making in the Puffila company's bulk grain buyer home land, and has emphasized the combined effect of promotion.

Kouhestan Najafi [7] has presented a study in 2009 and as review and prioritize the influencing factors on shopping behavior of consumers of Pars Electric company by using cutler purchasing behavior model. Investigator in the research has evaluated the impact of price and product factors more than any other factors. Noori [9] has provided a study in 2009 and he reviewed and assessed the impact of marketing mix elements on sales of poultry and eggs in Tehran. The results of this research suggest the impact of all factors on sales.

Ghadir leasing company (LLP) is among the affiliated companies to Iran Khodro and Iran Khodro Diesel Company Group. The main activity of the company is in the field of purchasing durable goods and consumer business, car and vehicles and machinery manufacturing industry, housing and the workplace, appliances, equipment and tools and their assignment to applicants (individuals and entities). The strategic goal is optimizing the financial and credit system to reduce the potential risk for increased profitability and enhance and improve talent lies in the leasing industry.

The aim of this study is to evaluate the efficiency of any mix of services to improve the market performance of Ghadir leasing company (product, price, place, promotion, physical factor, people, processes, productivity).

The main hypothesis of the research: recruitment of marketing mix affects on the performance of leasing service providers.

And hypotheses are that each mix services are influenced on improving market performance Ghadir of leasing company:

First hypothesis: product mix has an impact to improve the performance of leasing company Ghadir market.

The second hypothesis: price mix is influenced on improving of the performance of leasing company Ghadir market.

The third hypothesis: location mix has an impact on improving of the performance of leasing company Ghadir market.

The fourth hypothesis: progress mix has an impact on improving of the performance of leasing company Ghadir market.

The fifth hypothesis: mix of physical factors is affected on improving of the performance of leasing company Ghadir market.

The sixth hypothesis: individual mix is affected on improving of the performance of leasing company Ghadir market.

The seventh hypothesis: process mix is affected on improving of the performance of leasing company Ghadir market.

The eighth hypothesis: productivity mix is affected on improving of the performance of leasing company Ghadir market.

Methodology. This study is practical in the view of aim, and is descriptive type. To collect the data library and free methods were used. Experts and middle managers of Ghadir leasing company in Tehran have been questioned in the period from the beginning to the end of June 2015. In this study simple random sampling is used. By using of Cochran formula 108 people to test the hypotheses as statistical sample were selected. The questionnaire used in this study consisted of 20 questions: questions 1 to 4 on the combined price; 5 to 8 questions are related to product mix: questions 9 and 12 are related to the promotion mix: questions 13 to 16 are related to access and the location interwoven; questions 17 to 20 are related to market performance. To get answers to these questions 5-valued Likert (strongly disagree to strongly agree) was used.

Cronbach's alpha measurement formula is as follows:

$$r_a = \frac{J}{J-1} \left(1 - \frac{\sum s_j^2}{s^2} \right), \quad (1)$$

where J – number of the subsets of test or items of the questionnaire; s_j^2 – variance under test j ; s^2 – total variance of questionnaire or test.

Using Cronbach's alpha formula, 25 people of the statistical population with the help of SPSS software have checked the reliability of questionnaire (Table 1).

Table 1 – The reliability of break down dimension

Cronbach's alpha	Variable
0.86	Price mix
0.89	Product mix
0.88	Promotion mix
0.92	Integrated of access location
0.89	Market performance
0.86	Total

The purpose of the test is to assess the reliability that results of the research have been at various times, places, and stability application, and the test is valid. To measure the reliability, the reliability coefficient is used. Its size is usually between zero and one. In the present study, the main tool of measuring is questionnaire, reliability of the questionnaire or credibility to it by using "Alpha Cronbach" has been calculated separately for the main sectors. The obtained value was identified for this study (0.86%).

Data analysis was done through descriptive and inferential. In descriptive statistics level such statistics indexes as mean, standard deviation, maximum score, minimum score and frequency were used. In inferential statistics level and to test the hypothesis, multiple regression and test of data normality were used.

Descriptive results of research. Demographic and descriptive data of this study show that single people had the highest percentage of frequency 62.96%, the highest statistics is 37.03 in the age group of 41-50 years.

Distribution of educational level shows that the education level of 36.11% are people with master degree and 4.62% also have higher education of masters and 41.66% of them are between 11-15 years of experience.

Results of hypothesis testing of data normality (Kolmogorov-Smirnov test) are in Table 2.

Table 2 – Results of Kolmogorov-Smirnov test

Statistic quantity K-S	Significant Sig.2-taild	Variable
1.34	0.06	Price mix
1.28	0.07	Product mix
1.29	0.06	Promotion mix
1.24	0.08	Integrated of access location
1.25	0.08	Integrated of physical agents
1.32	0.06	Individual mixed
1.31	0.08	Process mix
1.30	0.07	Productivity mix
1.25	0.06	Market performance

As can be seen all the statistics discussed is above 0.05 and assuming of being normal is confirmed.

In order to analysis the relation among research variables Regression statistical technique was used. The results of research hypothesis are in Table below.

Table 3 – Results of the research hypothesis

Hypotheses	Degrees of freedom	FBI statistics	Beta	Significance level
The first hypothesis	108	167.434	0.81	0/000
The second hypothesis	108	115.588	0.73	0/000
The third hypothesis	108	220.969	0.64	0/000
The fourth hypothesis	108	250.969	0.66	0/000
The fifth hypothesis	108	167.434	0.74	0/000
The sixth hypothesis	108	167.210	0.40	0/000
The seventh hypothesis	108	267.102	0.44	0/000
The eighth hypothesis	108	117.200	0.60	0/000

The results of ANOVA and Coefficients show the significance of the regression and β -coefficient in a regression equation (Sig = 0/000 <0/05). So the null hypothesis for all hypothesis is rejected, and all of them are confirmed.

Conclusion and perspectives for further researches. In this research has been studied an impact of mixed factors on performance of Ghadir leasing company market, and the effect of this agent has been approved. According to the findings of regression tests all hypotheses of the research are confirmed. Findings of the research showed that product mix has been with the highest impact on the performance of Ghadir leasing company market, and the price mix is located. According to research findings reveal that among the evaluated factors price and product mix have the highest impact. This means that by focusing on products and services offered to customers and the price of services offered higher performance levels can be achieved in the market.

It can be concluded that the results of the first hypothesis are consistent with the results of Satit and others (the relationship between elements of marketing and customer decision making banks have been pointed to the effectiveness of product element). The second hypothesis results of the study is consistent with Gandamayu research and others [4] (prices is the most important

influencing elements on the purchase intention).

In relation to the third hypothesis confirmation can be said that the findings of the research have been similar with the Nouri findings [9], and both researches have emphasized on the impact of these factors. Obtained results of the fourth hypothesis have been represented the compound effect of promoting on the improvement of market of Ghadir leasing company. The findings of this study with Partovi Rad research [10] is pointed as study the most important factors affecting on consumer of Takdaneh cultivation and industry products to promote mixed effectiveness, and is consistent besides price and product that have been an important factor in the decision to purchase of the buyer.

Obtained results of the fifth hypothesis have been indicated the compound effect of physical factors on the performance of Ghadir market leasing company that have been similar with the Nouri findings [9]. As well as Nouri [9] and Heidarzadeh researches are similar with the results of the sixth hypothesis of this study that has been in the case of mixed effect of the improve market performance of Ghadir leasing company. The findings of the seventh hypothesis are in relation to the mixed impact on improving market performance of Ghadir leasing company that has been similar with the research results of Heidarzadeh, and both researches have been focused on the impact of marketing mix. In conjunction with the eighth hypothesis, findings of this research have been similar with Partovi Rad [10] and Nouri [9] findings, and both studies have focused on the impact of marketing mix.

Due to the high impact of product mix on market performance could be suggested that companies providing products and services are focused on product features and their service before any policy, and are provided services due to the positioning of products. To companies providing of leasing services is offered to used different price package according to the different seasons to achieve a variety of pricing and the ability to deal with competitors. Due to the impact of attitude and purchasing behavior of the people can be suggested that manufacturers and suppliers of goods and services in their marketing plans has been considered a special place to introduce the benefits of a variety of goods. Due to the promotion mix on market performance of companies providing of leasing services has been recommended that promoted new techniques, such as advertising on web pages. Pay special attention to affecting factors on the location mix as ease access to companies providing of leasing services has been offered. On the other hand, due to the influence of personality or gender on their purchase behavior separate marketing programs for companies providing of leasing services for these products have been offered.

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Ф. Мохсенідоуст, магістр ділового адміністрування, кафедра управління, Коледж гуманітарних наук, філія в м. Саві, Ісламський університет Азад (м. Саві, Іран);

З. Аміні Сабег, PhD, кафедра управління, Коледж гуманітарних наук, філія в м. Саві, Ісламський університет Азад (м. Саві, Іран)

Дослідження впливу маркетингу на результативність діяльності лізингових компаній (на прикладі лізингової компанії "Гадір")

У статті здійснено аналіз впливу комплексу маркетингу на результативності діяльності лізингової компанії Гадір на основі дослідження окремих складових комплексу маркетингу (ціна, місце, просування, фізичні фактори, люди, процеси і продуктивність) з метою посилення результативності діяльності компанії на ринку. Згідно з результатами дослідження встановлено, що серед складових маркетинг-міксу найбільший вплив на підвищення результативності діяльності лізингової компанії "Гадір" на ринку чинять такі складові комплексу маркетингу як ціна і товар.

Ключові слова: маркетинг, комплекс маркетингу, результативність, ефективність ринку, лізинг.

Ф. Мохсенідоуст, магістр делового администрирования, кафедра управления, Колледж гуманитарных наук, филия в г. Сави, Исламский университет Азад (г. Сави, Иран);

З. Амини Сабег, PhD, кафедра управления, Колледж гуманитарных наук, филия в г. Сави, Исламский университет Азад (г. Сави, Иран)

Исследование влияния маркетинга на результативность деятельности лизинговых компаний (на примере лизинговой компании "Гадир")

В статье осуществлен анализ влияния комплекса маркетинга на результативность деятельности лизинговой компании Гадир на основе исследования отдельных составляющих комплекса маркетинга (цена, место, продвижение, физические факторы, люди, процессы и производительность) с целью усиления результативности деятельности компании на рынке. Согласно результатам исследования установлено, что среди составляющих маркетинг-микса наиболее сильное влияние на повышение результативности деятельности лизинговой компании "Гадир" на рынке оказывают такие составляющие комплекса маркетинга как цена и товар.

Ключевые слова: маркетинг, комплекс маркетинга, результативность, эффективность рынка, лизинг.

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