



Studying Effect of Social Factors on Marketing Management among Livestock Product Industry from Managers and Experts Viewpoint

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Abstract

Marketing as success factor is at ever-growing center of attention by governmental and private organizations and nowadays, marketing is turned into a complicated philosophy for establishing dynamic relations of organizations with desired markets. The livestock section is regarded as most important section in economy of Iran and marketing livestock products in comparison to other products has higher level of complexity and problems and one of the necessary requirements of directors and organizations, is to undersigning and developing marketing plans for products and services. In this research in order to obtain designed goals, it is benefit from statistical society consisting of 184 managers and 56 experts among conversion industry of ministry of agriculture and shows that from viewpoint of directors, level of influence of social factors on improving marketing of livestock product is at medium to high level and from viewpoint of experts, the influence of social factors is at high level.

Key Words: Marketing Management, Social Factors, Livestock Product Industry

Introduction

Marketing management is in fact process of allocating resources of organization in the way of marketing activities; thus, a marketing manager is a person who directs marketing budget costs (Higgins, 2005). One of the problems of most of small units is negligence to scientific methods in most of organizational duties including: planning, production and marketing. Marketing plays key role on management of small enterprises and American Marketing Association (AMA) has defined marketing as sum of activities that direct

the process of goods and services from producer until reaching to consumer (Efi, 2010). One of the most important fields in small enterprises and food industry is producing livestock products and this activity is faced with fundamental problems in the field of production and marketing.

- Simpson et al (2006) in order to examining the model of role and importance of marketing have considered some factors including: Existence of marketing section, marketing database, presence of agent at sessions of board of directors,

independent marketing budget, coherent marketing plan. Related studies show that in order to assess the effect of variables on role of marketing in organization the following factors shall be considered: Studying cash-flow, number of employees, financial capacity and lifetime

- Massa and Testa (2008) studies 2 small Italian company producer of food with this pre-assumption that innovative behavior influences on properties of marketing management system. Results of this case-study and comparison showed that both companies are faced with following problems: Globalization, increasing power of retailers, changing at policy-making atmosphere, introducing ISO9000 certificate, HACCP system (Hazard Analysis and Critical Control Points), change in level of customers from demographic and social structure and viewpoint of requirements and demands

- Evitt (2007) for designing innovation process model have performed multiple case-study and deeply examined 3 companies separately and the information of each company was collected qualitatively. A list of questions were designed and through holding session with directors and employees among each company, the related questions were responded and in each company the process of turning to innovation was recognized and simplified and adjusted within a model.

Research Methodology

Type of research is applied and its goal is development and in this research it is benefit from qualitative and quantitative methods for

obtaining to goal of research. In the quantitative section, through selecting and studying selected samples from statistical society, frequency and relationship between variables, it was studied through survey method and its goal is describing marketing management for using its results at decision making and in qualitative section, it is benefit from interview and targeted groups. The reliability was measured by the application of Cronbach coefficient and its alpha was 0.79 for managers and 0.82 for experts.

Results

First Goal: Prioritizing of viewpoint of managers of food industry in relation to effective social factors on management of marketing livestock products

Table 1 shows that from viewpoint of managers, activation of available associations in the field of available industries in villages with minimum change coefficient is regarded as most effective social factors on marketing livestock products and is regarded as first priority. Moreover, from viewpoint of directors being informed of new methods, enabling members, recognizing members among fundamentals and principles of marketing, using available information resources in the field of marketing and customer orientation are among other effective social factors on management of marketing livestock products.



Table 1: Prioritizing of viewpoint of managers of food industry in relation to effective social factors on management of marketing livestock products

Social Factors	Mean	Standard Deviation	Coefficient of Variation	Rank
Activation of available associations in the field of available industries at villages	4	0.91	0.228	1
Awareness of new methods	4	0.91	0.228	2
Enabling members, recognizing members from fundamentals and principles of marketing	4	0.92	0.230	3
Using information resources in the field of marketing	4	0.93	0.232	4
Customer orientation factor	4	0.93	0.232	5
Continuous relationship with customers for improving quality	4	0.94	0.235	6
Level of education	4	0.94	0.235	7
Strong and effective relationship with similar companies	4	0.94	0.235	8
Improving partnership morale among members of company	4	0.98	0.245	9
Improving communication between involving factors on process of marketing	4	0.98	0.245	10
Increasing cultural level of society	4	0.99	0.248	11
Experience of members	4	1.07	0.268	12

Evaluation Range: very low= 1, low= 2, partial: 3, high= 4, very high= 5

First Goal: Prioritizing of viewpoint of experts of food industry in relation to effective social factors on management of marketing livestock products

Table 2 shows that from viewpoint of experts, enabling members, recognizing members from fundamentals and principles of marketing with minimum change coefficient is regarded as most effective social factor on

marketing management of livestock products and is regarded as first priority. From viewpoint of experts, being aware of new methods, creating partnership morale among members of company, continuous relationship with customers for improving products, activation of available associations in the field of available industries in villages, customer orientation are regarded among other effective social factors on marketing management of livestock products.

Table 2: Prioritizing of viewpoint of experts of food industries in relation to effective social factors on marketing management of livestock products

Social Factors	Mean	Standard Deviation	Coefficient of Variation	Rank
Enabling members, recognizing members from fundamentals and principles of marketing	5	0.89	0.178	1
Awareness of new methods	4	0.91	0.228	2
Creating partnership morale among members of company	4	0.95	0.238	3
Continuous relationship with customers for improving quality	4	0.95	0.238	4
Activation of available associations in the field of available industries in villages	4	1.00	0.250	5
Customer orientation factor	4	1.01	0.252	6
Using information resources in the field of marketing	4	1.02	0.255	7
Increasing cultural level of society	4	1.02	0.255	8
Level of education	4	1.02	0.255	9
Facilitation of communication between involving elements at marketing process	4	1.06	0.265	10
Strong and effective communication with similar companies	4	1.13	0.282	11
Experience of members	4	1.14	0.285	12

Evaluation Range: very low= 1, low= 2, partial: 3, high= 4, very high= 5

Conclusion

Nowadays there is no doubt in role and importance of small enterprises on economic growth and development countries and small companies with low capital and high employment opportunities, have more share in economic growth of country in comparison to large companies. Food industry is among industries that due to having relative advantage for export, creating added value and job opportunity, may have effective role on economy of country. Studying results of research from viewpoint of managers in relation to effect of social factors on improving marketing livestock shows that activation of available associations in the field of available industries in villages have the highest influence on management of livestock products and is regarded as first

priority and results of viewpoint of experts show that enabling members, recognizing members from fundamentals and principles of marketing have the highest influence on management of marketing livestock products. Generally, from viewpoint of managers, the level of influence of social factors on improving marketing livestock products is at medium to high level and from viewpoint of experts there is high level of influence of social factors. Studies by Simpson et al (2006), Carsen et al (2009) reveals that social factors are influential on marketing management among small rural enterprises and in this research this issue was confirmed.



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