

## SCIENTIFIC RESEARCH CENTER

International Journal of Business Economics and Management Studies  
Vol. 7, No. 1, 2019, pp. 1-8.

ISSN 2348-3016

---

---

International  
Journal of  
Business Economics  
and  
Management Studies

---

---

www.scientificrc.com

### Identification and ranking of marketing strategies (Case study Fashion and Apparel industry in Tehran city)

Mehrdad Nourmohammadi<sup>1</sup>, Latif emani<sup>2</sup>, Hashem Nazarnia<sup>3</sup>

1. *Ilam Bakhtar High Institute Education, Department of Business Mangement, Iran*
2. *Ilam Bakhtar High Institute Education, Department of Business Mangement, Iran*
3. *Department of Management, Bakhtar University, Ilam, Iran*

---

#### Abstract

World is constantly changing. Creating new industries and products show this fact. Emerging new products needs new markets and finding new markets needs new marketing that called modern marketing. So in the globalization age, we need to consider the concept of modern marketing and its role and place at the companies and organizations. The present research aims to rank marketing strategies in the fashion and apparel industry in Tehran. In the present study, we have designed and distributed a questionnaire for field study. Data was analyzed using SPSS and LISREL software. Finally, after studying the research literature, the following components are known as marketing strategies:

- ✚ PRODUCT STRATEGY
- ✚ PRICING STRATEGY
- ✚ PROMOTION STRATEGY
- ✚ PLACE STRATEGY
- ✚ PACKAGING STRATEGY
- ✚ AFTER SALES SERVICE STRATEGY

**Keywords** PRODUCT, PRICING, PROMOTION, PLACE, PACKAGING, AFTER SALES SERVICE:

---

## **1- Introduction**

Marketing as a discipline has evolved over the years, duly reacting to the different trends that emerged from the marketplace and the larger domestic and global milieu. It is the reconceptualization and the movement from a transactions based approach to that of building relationships with different stakeholders that has shaped the 21st century marketing domain. The focus on relationships ultimately redefined what constitutes marketing as a whole (Kotler (2011; Sheth and Parvatiyar, 1995). Economic behavior and social interactions emerged as two extreme independent determinants of market trends (Hedaa and Ritter, 2005) leading to a paradigm shift from mass marketing to relationship orientations. From the myth of the production era, the sophistication of marketing in present times reveals a clear advancement in contemporary marketing development. Marketing is a central concern of entrepreneurial research, even though entrepreneurs are not typically marketing experts (Martin, 2009; Jones, 2010). A number of literature streams in management and strategy have stressed the crucial function played by marketing in constructing and sustaining competitive advantages (Bettiol et al., forthcoming). According to Collinson and Shaw (2001), entrepreneurship can look to marketing as the key function within the firm, which can encompass innovation and creativity. Since the mid-1980s a steady stream of research has examined the marketing/entrepreneurship interface in small and medium-sized enterprises (SMEs) and much of that work has concentrated on issues surrounding the implementation of marketing in entrepreneurial companies (Hill and Wright, 2000). The term “Entrepreneurial Marketing” (EM) has come to describe the marketing activities of small and new ventures (Kraus et al., 2010).

## **2- Literature Review**

### **PRODUCT STRATEGY**

Kotler and Armstrong (2006) define a product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. They further define a consumer product as the product bought by the final consumer for personal consumption. Consumers buy products frequently, with careful planning, and by comparing brands based on price, quality and style. Borden, (1984) sees a product as about quality, design, features, brand name and sizes. Mohammad et al, (2012) also say that product is the physical appearance of the product, packaging, and labeling information, which can also influence whether consumers notice a product in-store, examine it, and purchase it. Past researchers have clearly suggested that product influences have a significant impact on business performance (Kazemand Heijden, 2006; Kempainen, Vepsäläinen, and Tinnilä, 2008; Ogunmokin and Esther, 2004; Owomoyela et al, 2013),

### **PRICING STRATEGY**

Kotler (2007) defines price as a cost of producing, delivering and promoting the product charged by the organization. Zeithaml (1988) is of the view that monetary cost is one of the factors that influence consumer's perception of a product's value. Price can be stated as the actual or rated value of a valuable product which is up for exchange; some define it as amount of money paid for product (Kotler et al, 2005). In the studies of Colpan, (2006); Doole et al., (2006) and Owomoyela et al, (2013) they establish significant relationship between price and business performance. The price you set for your product or service plays a large role in its marketability. Pricing for products or services that are more commonly available in the market is more elastic, meaning that unit sales will go up or down more responsively in response to price changes (Jones, 2007).

### **PROMOTION STRATEGY**

Zeithamlet al. (1995) describe promotion as part of specific effort to encourage customers to tell others about their services. According to Duncan (2005), promotion is the key to the marketexchange process that communicates with present and potential stakeholders, and the generalpublic. Every firm or store must cast itself into the role of communicator and promoter. Hakansson (2005) also reports that promotion appears as an issue of how to create an optimal mix of marketing communication tools in order to get a product's message and brand from the producer to theconsumer. Borden, (1984) defines promotion as sales promotion, advertising, personal selling, public relations and direct marketing. Kotler, (2007) discovers that Promotions have become a critical factor in the product marketing mix which consists of the specific blend of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objective. Previous researches (Amine and Cavusgil, 2001; Francis and Collins-Dodd, 2004) have established significant relationship between promotion and business performance.

### **PLACE STRATEGY**

Jones, (2007) defines place as any way that the customer can obtain a product or receive a service. Bowersox and Closs (1996) give distribution as another name for place. According to them, it is the third element of the marketing mix, and it encompasses all decisions and tools which relate to making products and services available to customers. Kotler and Armstrong (2006),also define place or distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers. Place strategy calls for effective distribution of products among the marketing channels such as the wholesalers or retailers (Berman, 1996). Owomoyela et al, (2013); Amine and Cavusgil, {2001}; and McNaughton,( 2002) agree that place has significant effect on business performance.

### **PACKAGING STRATEGY**

Packaging is a crucial component of the "marketing mix" for a product. It is the "least expensive form of advertising" and is of particular importance at the point of sale, as the package is the manufacturer's last chance to convince the customer to purchase the product (Sajuyigbeet al, 2013). Packaging is a very important marketing strategy to glamorize product in order to attract the consumer's attention. Sometimes packaging is so important that it cost more than the product itself in order to lure the consumers to buy it (Sajuyigbeet al,2013).Olayinka and Aminu (2006) see packaging as all activities of designing and producing the container or wrapper for a product. Kottler (2007) defines packaging as all materials products used for the containment, protection, hard delivery and presentation of goods. Packaging is the protecting products for distribution, storage, sale and use, packaging also refers to the process of design evaluation and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing information and sell. It is fully integrated into government business, institutional, industry, and personal use (Diana, 2005).Sajuyigbeet al, (2013) point out that packaging is one of the inevitable communication tools that influence buying behavior and enhance business performance.

### **AFTER SALES SERVICE STRATEGY**

After sales service involves a continuous interaction between the service provider and thecustomer throughout the post-purchase product life cycle. At the time the product issold to the customer, this interaction is formalized by a mutually agreed warranty orservice contract. Urbaniak, (2001) defines after sales service as those activities that enhance or facilitate the role and use of the product. (Asugman, et al.,

1997) also define after sales service as those activities in which a firm engages after purchase of its product that minimize potential problems related to product use, and maximize the value of the consumption experience. Past researchers (Ruben, 2012; Saccani, et al., 2007;; Raddats, 2011; Goffin and New, 2001) agree that after sales service is a marketing strategy that enhance and establish strong and long relationship with customers, which in long run lead to customer satisfaction, retention and profitability.

### **3- Methodology**

Each research begins with the problem design. The research question poses questions in the minds of the researchers and leads to the hypothesis. Therefore, the main task of each researcher is to verify or reject the hypotheses. The method of this research is based on the purpose of the research type and is based on the method of data collection as a descriptive method from the survey branch.

According to the quadruple methods, the theory of the theory:

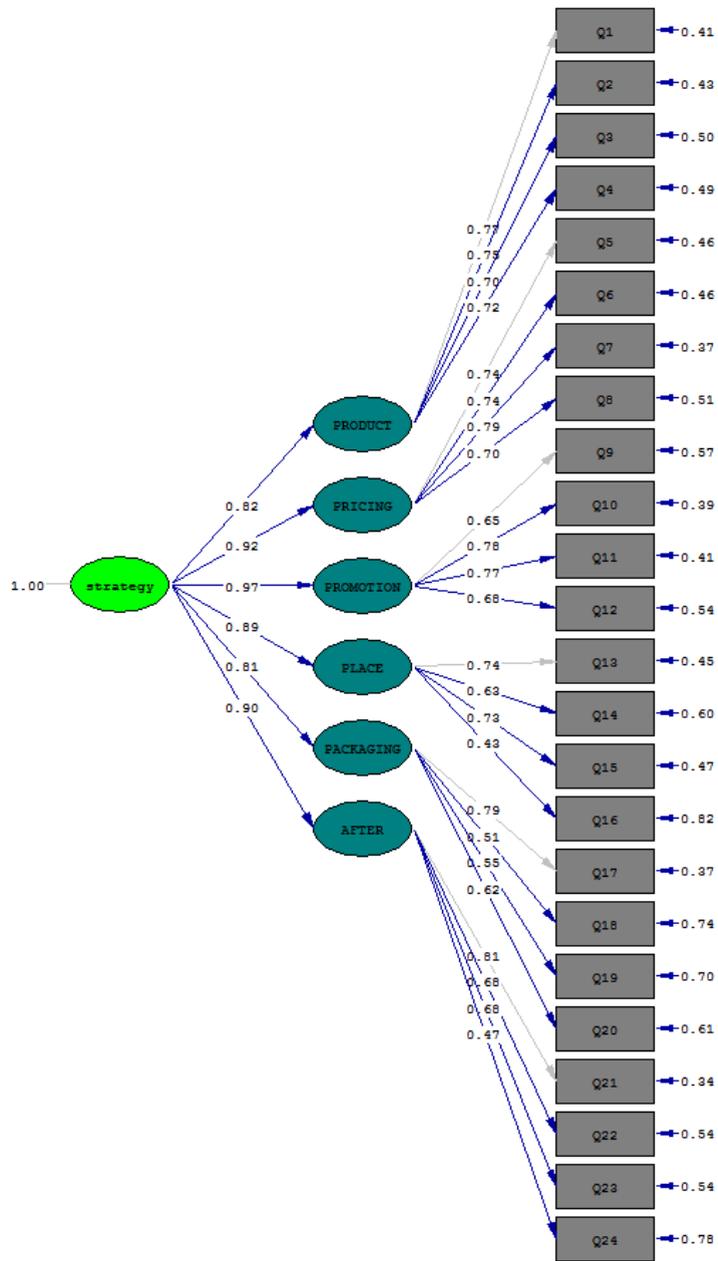
1. Expansion or improvement of existing theories
2. Comparison of theoretical views
3. Study of specific phenomena using different theoretical views
4. Finally, the study of documentary and repetitive phenomena in a new environment (Feldman, 2004)

The research is in the fourth group. In this research, analytical hierarchy analysis and Excel-Chuis software will be used for analysis. The executive steps of this study are:

1. Library studies (review of the literature),
2. Extract marketing strategies,
3. Designing a measurement tool,
4. Preliminary field studies,
5. Adjustment and modification of measurement instruments,
6. Collection of field data,
7. Analyzing the collected data and testing the hypotheses,
8. Conclusion and suggestions.

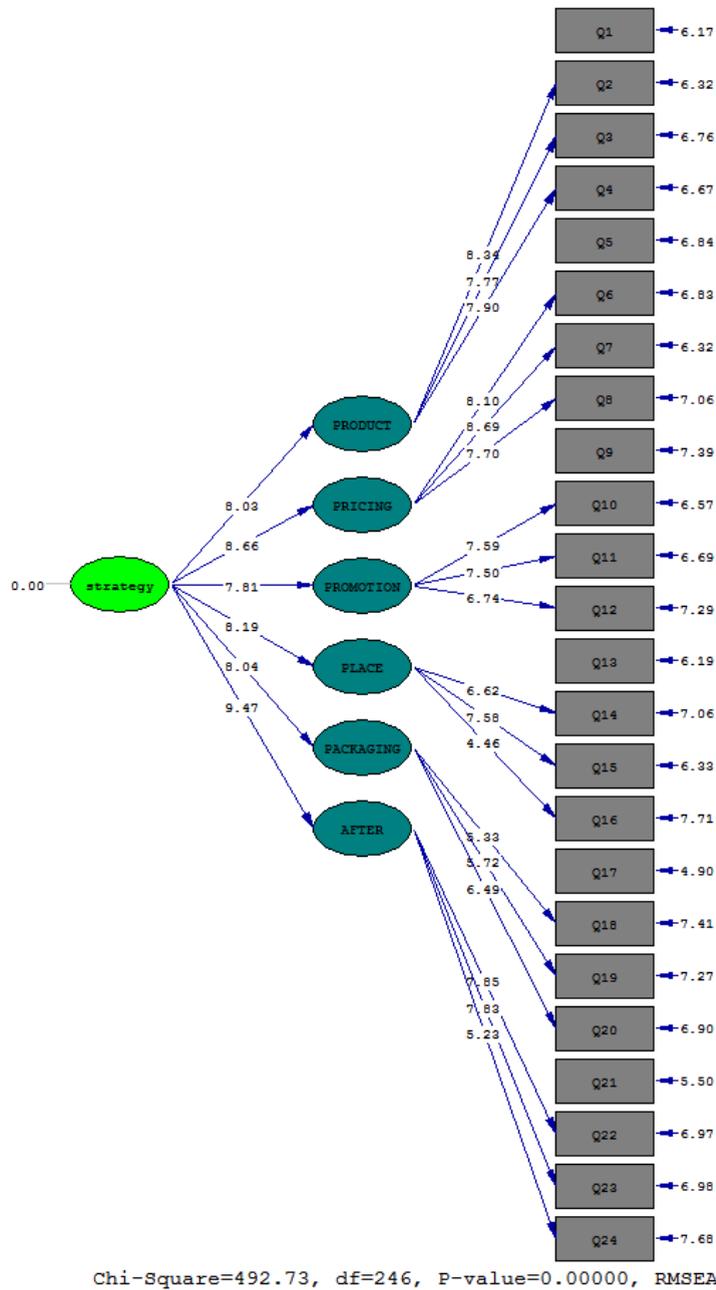
### **4- Finding**

After determining the measurement models in order to evaluate the conceptual model of the research and also to ensure the existence or absence of causal relationship between the research variables and the study of the appropriateness of the observed data with the conceptual model of the research, the research hypotheses using the structural equation model were also tested They were The hypothesis test results are reflected in the chart.



Chi-Square=492.73, df=246, P-value=0.00000, RMSEA=0.073

**Figure 1)** Measure the general model and the results of the hypotheses in the standard state



**Figure 2)** Measurement of the overall model and the results of the hypotheses in a meaningful state

**Table 1:** Conformity Model Indicators of Research

X2/df	RMSEA	RMR	GFI	CFI	NNFI	IFI
2.01	0.073	0.039	0.95	0.94	0.94	0.93

The path analysis method was used to study the causal relationship between independent and dependent variables and to validate the whole model. Path analysis in this study was performed using LISREL8.5

software. The results of the LaserL outputs show that the Chi-square ratio to the degree of freedom is less than three, and other fitness indicators confirm fit of the model.

After entering matrix model in Expert Choice and paired comparisons, the weight of criteria and sub criteria were as shown below. As you see in 1 diagram, the relative weight of its most important AFTER SALES SERVICE factor is 0.315. PRODUCT factors the relative weight of 0.181 in the second priority and the third PRICING is to manage the relative weight of 0.167. PACKAGING in fourth with 0.139 and 0.100 of the PLACE weight is in the end. 0.06 paired comparisons mismatch rate is achieved because less than 0.1, the comparisons are acceptable.



**Figure 1:** Prioritizing main factors through using Expert Choice software

**Table 2:** Prioritizing main factors affecting capital attraction marketing in Petrochemical Industry

Priority	Weight	Criterion	Row
2	0.181	PRODUCT	1
3	0.167	PRICING	2
6	0.098	PROMOTION	3
5	0.100	PLACE	4
4	0.139	PACKAGING	5
1	0.315	AFTER SALES SERVICE	6

## 5- Conclusions

The use of any of the above strategies, advantages and limitations that are created, but experience has shown that the use of even one of these strategies pressure decrease and can be a competitive advantage for business creation and development Two strategies are possible at the same time. The study investigates the Identification and ranking of marketing strategies (Case study Fashion and Apparel industry in Tehran city). The study found that marketing strategies (product, place, price, packaging, and after sales service) were significantly independent and joint predictors of business performance. The study however, discovered that promotion has no positive significant effect on business performance. The study conforms to the positions of Shaharudinet al, (2009); Muhammed, et al (2011); Sajuyigbeet al (2013); Francis & Collins-Dodd, (2004); Shamsuddoha and Ali, (2006); Chilyaet al, (2009) and

Owomoyela et al, (2013) except the result of promotion which has contrary opinion to the previous researches. Therefore Fashion and Apparel industry operators should produce quality products; charge competitive prices, position appropriately, use attractive package for the product, engage in after sales service and provide other distinctive functional benefits to consumers.

### **References**

- Aremu M.A and Lawal A.T, (2012). Exploring marketing strategy as a catalyst for performance in Nigerian telecommunication industry. *IJMBS* 2 (4), 65 – 71.
- Long- Yi .L and Ya-Huei.C (2012).The Impact of New Product Marketing Strategy on New Product Performance: The Moderating Effects of Competitive Intensity and Product
- Mohammad A.H, Wang A and Sunayya B (2012). Investigating on Tourists satisfaction: An empirical study on East Lake. *European journal of business and management*. Vol.4 No.7
- Oyebamiji F.F, Kareem T.S and Ayeni G.O, (2013).Impact of job satisfaction dimensions on job performance in a small and medium enterprise in Ibadan, South Western, Nigeria.*Interdisciplinary Journal Of Contemporary Research In Business*. 4 (11), 509 – 521.
- Owomoyela S.K, Oyeniya K.O and Ola O.S, (2013).Investigating the impact of marketing mix elements on consumer loyalty: An empirical study on Nigerian Breweries Plc.*Interdisciplinary Journal Of Contemporary Research In Business*. 4 (11), 485 –496.
- Ruben J (2012). Managing after sales services: Strategies and inter firm relationships. PhD Thesis of Diph-KfmTechnic., Universitatstuttgart.
- Sajuyigbe A.S, Ayanleke S.O and Ola O.S (2013).Impact of packaging on organizational sales turnover: a case study of PatterzonZoconist Cussons (pz) Plc, Nigeria.*Interdisciplinary Journal Of Contemporary Research In Business*. 4 (11), 497 – 508.