

Impact of integrated marketing communications (IMC) on modern postal service customers in Iran Post

Mohammad Ali Haghighi¹, Mohammad Khosravi²

¹Assistant Professor of Management in the University of shahid Beheshti, Iran, Tehran

²student of Business Administration in International Islamic Azad University Naragh

ABSTRACT

The purpose of this study is to examine the effect of integrated marketing communications (IMC) to attract customers of modern postal services in Iran Post. The methodology used in this study was descriptive and correlational. The statistical population this study consisted of all personnel Iran Post that number was 3920 people, morgan used to determine sample size of 350 participants have been selected. Sampling was done randomly. Standard questionnaire reliability using Cronbach's alpha of 0.85 was obtained. Finally, the data sets were analyzed using structural equation modeling with LISREL software. The results showed that of integrated marketing communications has significant positive impact on customers.

Keywords: Integrated Marketing Communications, Attracting Customers, Iran Post

INTRODUCTION

Iran Post has long experience and detailed knowledge of the growing and have been formulated by changing needs of customers, programs compiled by the Ministry of Information and Communication Technology in the form of a comprehensive regulatory and infrastructural Posts to basic infrastructure services company, the international community has been able to achieve much like the post, many postal services, including the creation of new services. Accordingly, the Company attempts to introduce new services to attract more customers while maintaining the current market share of its action. identify and postal services, including proxy services to organizations, facilitating communication, transport, logistics and freight forwarding to large companies, with the development of Internet services from traditional postal services layer providing banks and postal code information to be included in all trade and public places, among those who felt the public should be informed.

The problems facing the Company can be pointed to the existence of competition and private sector companies in parallel, counter to government offices, government offices or police 10+, agencies, airlines, shippers parallel posts and a variety of motorcycle couriers that many organizations have been established within their and the Company's primary mission and duty cycle are inherent, also cause unnecessary traffic in urban and intercity.

Definitely rates approved by the government and supervised by the Company with better quality and lower rates is able to do this type of mission in fact, it is a brand trusted state and the ability to intercept and track at any given moment, there's all the couriers employed. The company also has a duty to protect their own markets to meet the financing needs of its personnel.

Formal concept of integrated marketing communications was introduced at Northwestern University in 1998 for the first time. A research team from the American Association of Advertising companies have offered a definition of integrated marketing communications as follows: "The concept of marketing communications planning that recognizes the added value of a comprehensive plan and the key role of various communication tools, such as advertising, direct response, sales promotion and public relations and evaluation tools to achieve transparency, consistency and maximum effect of the composition"(Blech, 2001).

What is the main problem in this study as the researcher's mind is preoccupied is how to attract new customers for the service and the postal service is Iran Post. It seems a lot of potential and capacity of the company is that they are less used and the services that the company has more applicants than they have been neglected. Evaluation of integrated marketing communications to increase as a way to attract customers in Iran Post will be tested.

The question will be essential and fundamental problem in this study, the point is, how an integrated marketing communications can in order to attract new customers and postal services in Iran Post could be used

Integrated Marketing Communications is one of the concepts in strategic management, marketing and market planning and for the integration of all marketing dynamics of the relationship with customers and other stakeholders until ensure that these activities are not isolated acts and all predetermined goals in the scope and mission of the organization. Companies and business leaders are trying to influence the advertising messages, corporate image, brand and consumer attitudes and behavior of these concepts for their purchases. This assessment is based on your organization's marketing communications programs can be arranged. Such programs are organized to give management activities. The most important elements of marketing communications are:

1. Advertising
 2. Sale promotion
 3. Direct Marketing
 - 4-Public Relations
- Elements of integrated marketing communications in the industry

Direct marketing

Using direct marketing in service industries is new concepts of marketing. In service industries, primarily due to the use of direct marketing, major reconstruction refers to the deregulation of the markets. One of the challenges in this area is preventing negative attitudes toward direct marketing efforts (Ljunger, 1989).

Direct marketing is a form of aggressive marketing tactics that are commonly used to direct communication tool tries to reach new customers. Direct marketing can be done about the past or current clients. A key factor in direct marketing "call to action" that direct marketing campaigns are provided to Triggers message or deceptive to consumers to get an answer (ACT). In other words, direct marketing is businesses efforts to provide and motivate potential customers. (Mohammadi Masoud , 2013)

Advertising

Advertisement is to establish a connection with the audience and impersonal messages through different media, to promote and to provide products, services or ideas (Brassington, 2000). With the rapid development of computer-based business, many companies used the Internet as part of mixed-media advertising to attract online technologies. In addition, evaluations show that the number of Internet users worldwide, which is about two billion people, 800 million of whom are Asian. The number of Iranian users at the end of the third

quarter of 2011 was about 37 million. (Hanafi Zadeh, 2012).

Through marketing communications and influence a wide range of customers who are looking for the best service we can to enhance the company image and promote the products.

Sales promotion

Sale promotion is short-term incentives to encourage the purchase or sale of products and services that fact includes various marketing activities in connection with the customer takes (Belch, 2004). The use of sales promotion in the service industry is growing, as more challenging marketing service organizations need to communicate with their customers (Skinner, 1984). Marketing is the next big challenge for customers to do business with companies justifies and encourages current customers to buy loyalty and even increase. In this respect, loyalty programs ((promoting loyalty)) are very effective. (Lovell, 1999)

Public Relations

Director of public relations for the better implementation of the directive, the publication of news and information, job training and other services should be constantly and different ways to communicate with employees. The interaction with the staff, thereby increasing the knowledge of public relations director of new ideas, suggestions, complaints, grievances and intimate communication with the employees and their families. Communication with employees in companies and other entities is known as reciprocity, which means the exchange of information. PR professionals, in addition to reciprocity, are obliged to respond to all the questions. In fact, most of the questions of journalists, newspapers, radio and television propose and receive information from PR professionals. (Farhangi, 2006).

New postal services

1. Purchase and Internet sales service:

Customers are present in virtual store through the internet and purchase their desired goods. Currently the Company in partnership with the private sector and the use of virtual advertising panels in corporate portals covers large shop and post purchased goods and services to homes applicants and through their distribution network.

It is mentioned www.Pardahkt.com paying customers through the site will be possible.

2. Electronic Market

Post Electronic marketing company is a service in which retailers, manufacturers and suppliers of goods and services utilizes electronic and virtual platform that puts the Company in possession and rent them; attempt to offer and sell their products on the Internet are virtual. The electronics market

purchases in all provinces by allowing applicants to the geographical area of the country and possible payment after receipt of the goods purchased using the service ((payment against delivery or COD)).

3. Postal Code Database (Web Service):

Considering that all parts of the state, public and private are known by address and postcode and and classified through recognized address and postcode details on the banks of the Post-recorded, including homes, businesses, etc. are a service which database to use postal code in the form of contract provided for corporate customers. This network service and website will be provided electronically. By using this service organizations under contract to communicate with Web services using point to point connection over the internet, national intranet, wireless, and MPLS may be feasible. Postal code database contains all of the public, private, public, corporate and is proved by address, telephone and postal code are and on a regular basis and are widely held by the Company.

4- Logistics Posts

In this service, the Company's manufactures and logistics and distribution companies working with product owners and as an attempt to block the storage of the product in various units across the country according to drafts issued by the employer, product distribution, customer address, and then the employer will pay the bill. It is now widely among workgroups specialized programs have been developed and are equipped fleet managers lines are located. Many shippers, transport, bus terminals are considered contenders for this service.

3. Research Questions

The main hypothesis

Integrated marketing communications services influences on attract customers and modern postal services in Iran Post affect.

Sub-hypothesis

1. Advertising has effect on attract new customers and postal services
2. The advance sale has effect on attracting new customers and postal services.
3. Direct marketing has effect on attract new

customers and postal services.
4. Public relations services has effect on attract customers and modern postal services.

4. Research Methodology

The methodology used in this study was descriptive and correlational. Data was collected through questionnaires and are distributed among the target population. The instrument used in this study, a questionnaire of 26 questions based on components and the research that has Likert (too high or too low). Also, all questions asked by the Sever acetone spectrum (from low to high numbers) have validity and academic experts and postage is applied, the reliability of each well was determined.

The statistical population this study consisted of all personnel Iran Post that number was 3920 people, morgan used to determine sample size of 350 participants have been selected. Sampling was done randomly.

Statistical data analysis in this study was conducted with LISREL 8.53 software to test the hypothesis of structural equation modeling was used. The main assumptions of the model and sub-hypotheses are tested in separate models. In fact, a model of the effects of independent variables on the dependent variable studied and the subsequent effect of the independent variable on the dependent variable is studied.

5. Research Findings

Before testing relationships between variables, be sure to check the normality of the variables. one way to examine the normal distribution of variables is using the Kolmogorov - Smirnov. test results of the Kolmogorov - Smirnov in this study indicate that the most significant variables is less than 0.05 and also, according to the central limit theorem Spss software has detected the results of the questionnaire are normal.

After determining the measurement model to evaluate the conceptual model and also to ensure the presence or absence of a causal relationship between variables and review of the conceptual model fit the observed data, the research hypotheses are tested using structural equation modeling. Hypothesis test results are reflected in the chart.

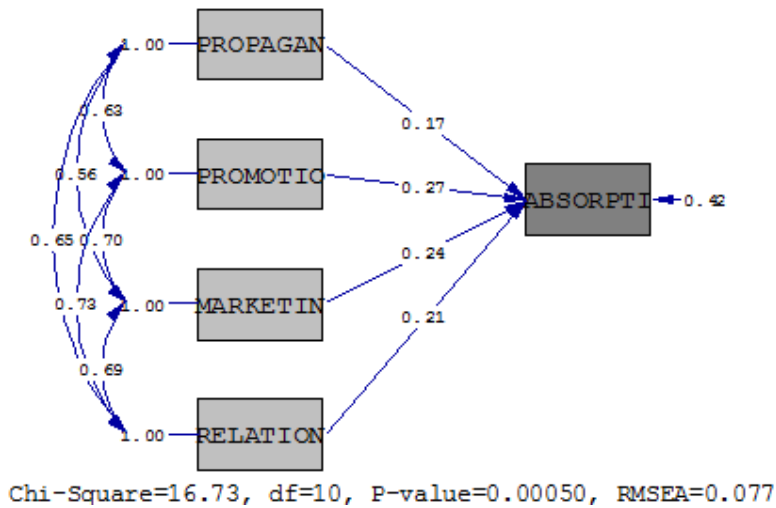


Figure 1- Measurement of the overall model and assumptions results in standard mode

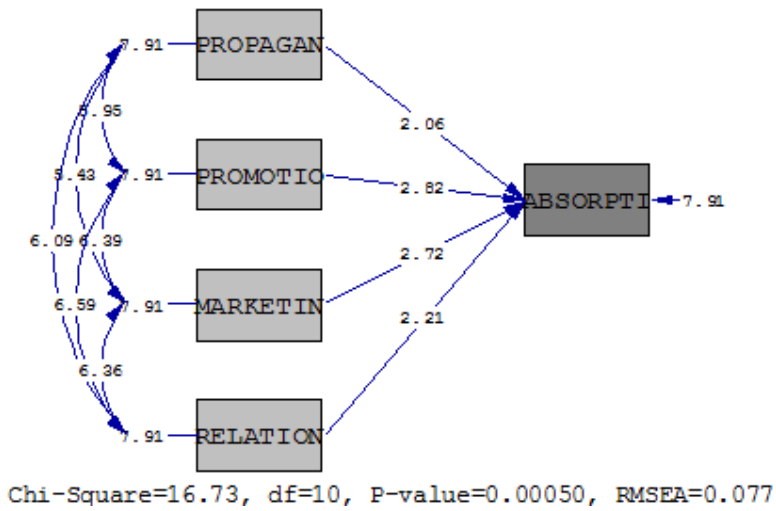


Figure 2- Measurement of the overall model and assumptions result in significant

Table 1- Indicators fitness conceptual model

X2/df	RMSEA	RMR	GFI	CFI	NNFI	IFI
1.67	0.077	0.046	0.99	0.94	0.95	0.91

Our distribution was diagnosed as normal (Kolmogorov-Smirnov test) using LISREL software, test the correlation between variables. To examine the causal relationship between independent and dependent variables and path analysis were used to confirm the model. The path analysis was performed using the software LISREL8.5. Results of LISREL output shows that the ratio of Chi- square toward degrees of freedom

is less than three, and other fitness indicators of model are confirmed.

First hypothesis: advertising has effect on absorbing customer service and modern postal services.

According to 0.99 confidence level, T-Value (2.06) is more then 1.96. Hypothesis Zero (lack of impact of advertisement on absorbing customer’s services and modern services) is denied and the relationship between advertisement on absorbing services customers and modern services are accepted. In

other word, advertisement has significant and positive impact on absorbing services customers and modern services. This correlation is positive (0.17) and these variables are moving in one direction, it means they are interacted. The results could be generalized to other society. This study is consistent to studies of Bashokouh (2012), Amirshahi et al (2012), Dawison (2005) and Badin Adya (2002)

Second hypothesis: sale promotion has effect on absorbing customer service and modern postal services.

According to 0.99 confidence level, T-Value (2.82) is more than 1.96. Hypothesis Zero (lack of impact of sale promotion on absorbing customer's services and modern services) is denied and the relationship between sale promotion on absorbing services customers and modern services are accepted. In other word, sale promotion has significant and positive impact on absorbing services customers and modern services. This correlation is positive (0.27) and these variables are moving in one direction, it means they are interacted. The results could be generalized to other society. This study is consistent to studies of Bashokouh (2012), Amirshahi et al (2012), Dawison (2005) and Badin Adya (2002)

Third hypothesis: Direct marketing has effect on absorbing customer service and modern postal services.

According to 0.99 confidence level, T-Value (2.72) is more than 1.96. Hypothesis Zero (lack of impact of Direct marketing on absorbing customer's services and modern services) is denied and the relationship between Direct marketing on absorbing services customers and modern services are accepted. In other word, direct marketing has significant and positive impact on absorbing services customers and modern services. This correlation is positive (0.24) and these variables are moving in one direction, it means they are interacted. The results could be generalized to other society. This study is consistent to studies of Bashokouh (2012), Amirshahi et al (2012), Dawison (2005) and Badin Adya (2002)

Fourth hypothesis: Public relation has effect on absorbing customer service and modern postal services.

According to 0.99 confidence level, T-Value (2.21) is more than 1.96. Hypothesis Zero (lack of impact of Public relation on absorbing customer's services and modern services) is denied and the relationship between Public relation on absorbing services customers and modern services are accepted. In other word, Public relation has significant and positive impact on absorbing services customers and modern services. This correlation is positive (0.21) and these variables are moving in one direction, it means they are interacted. The results could be generalized to other society. This study is consistent to studies of Bashokouh (2012),

Amirshahi et al (2012), Dawison (2005) and Badin Adya (2002)

6. Proposals Research Practical suggestions and recommendations:

effective and ongoing communication with customers and use their ideas and views on how to integrate communications tools as appropriate, and appropriate to the target audience.

- To hire creative, innovative and skilled staff in marketing, to develop and implement innovative tools and communication factors in competition.
- training courses related to culture and familiarize staff with the concept of integrated marketing to attract more customers and strategic importance in the field of modern intensive competition
- Benefit from the possibility of intelligent decision support system design and implementation of integrated marketing communications and integrated marketing
- Due to the positive effects of advertising to attract customers, The Bank with proper market segmentation and selection, media habits to identify the target market and advertise your properties will be changed
- Due to the positive effect of direct mail marketing can use more electronic gadgets, innovation and use of new technologies and the Internet on how to communicate with customers, due to the speed and the need to update the target audience, are leading the way to attract customers and earn their corporate reputation.
- use of public relations, such as the creation of exhibitions and conferences, publication of brochures, magazines and catalogs, press meetings and associated with considerable impact of mass media can be increased by attracting customers.

Suggestions for future research

Help to guide future research in this area will be carried out by other researchers, the following suggestions are offered:

1. The relationship between market orientation and internal marketing integrated marketing communications
2. Examining the effect of integrated marketing communications, brand personality, brand associations and brand performance
2. The effect on customer loyalty marketing mix.
3. You can also do research on Populations and given the demographic, social, culture and aspirations of the people of the community to achieve different results.

References

1-Amirshahi, Mir Ahmad et al. (2012). "Evaluation of integrated marketing communications and factors affecting and affected by it (the sample Mellat

- Bank)," *Vision of Business Management*, 10, (pp. 51 -68).
2. Bashokouh, Mohammad. *Shekaste band*, Mitra (2012). "Effect of integrated marketing communications on brand strength in the banking industry (Case Study: Melli Bank of Ardabil province)", *Tehran University School of Management*, Vol. 4, No. 3, (pp. 21-42).
- 4-Hafez Nia Mohammad Reza (2004). "Introduction to Research in the Humanities", Samt, tenth edition, Tehran
- 5-Hosseini, khodadad and Rezvani, Mehran (2008). "Design of a fuzzy model of integrated marketing communications (medical equipment manufacturing industry and sports)," *Landscape Management Journal*, Winter, Title 29, (pp. 89 -137).
6. Hosseini Kia, Seyyed Mohammad (2009). "Analytical Model for Integrated Marketing Communications (combined promotional and incentive) for attracting more tourists to the tourist area and the waterfall Tangeh Washi Savashy city of Firouz kooH" *magazine Tadbir*, 146, (pp. 33-37).
- 7-Khalili Shourini, Siavash, (2009). "Methods of research in the humanities," *Tehran: Memorial Book*, p. 15.
- 8-Soleimaniyoun (2009). "Integrated marketing communication model is designed to optimize of gasoline consumption" *Tehran University*. MA thesis.
- 9-Sekaran, Uma (2009). "Research Methods in Management" translated Saebi and Mahmoud Shirazi, Higher Education and Research Institute of Planning & Management, Sixth Edition, Tehran.
- 10-Dehdashti et al (2009). "A model for assessing the reliability of their impact on the Bank's commitment to customer loyalty", *Journal of Business Studies*, 35 (pp. 14-20).
- 11-Ranjbarian, Bahram and Barari, Mojtaba (2013). "The effect on customer loyalty and relationship marketing fundamentals: a comparison of public and private banks," *Journal of Business Management*, Volume 1, Number 2, S83-100.
- 12-Ghafari Ashtiani, Peyman and Mir, Saeid (2011). "The Effect of Brand Personality on the consequences associated with it (trust, dependence and obligation) case study in health pharmaceutical company BrmVn" *Journal of Business Research*, 10, (pp. 12-20).
- 13-Farhangi, (2006, June). Seminar on "The Role of Public Relations in the 21st Century" *Faculty of Management*.
14. Kalantar zadeh , Maryam (2011). "The causes of the failure of the manufacturing companies to achieve strong brand and customer reviews about the Iranian goods" MA thesis.
15. Kotler, Philip and Armstrong, Gary (2005) "Principles of Marketing" translated Bahman Foroozandeh, Atropat book, Isfahan,
- 16-Kia manesh, Alireza (2003). "Statistical Methods in Education and Psychology", Second Edition, Bader published, p. 75.
- 17-Kia kojouri, Dawood and Kia kojouri, Karim, (2007) "Research Methods in Management", Tehran, Negar publication.