



## **The Impact of Marketing Strategies B.I.P.C Company in Performance With Approach Supply Chain Management**

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### **ABSTRACT**

Currently, the main goal of any organization is to maintain a competitive advantage in the intense market of competition. In fact, in today's competitive market, organizations should maintain their superiority over competitors and take steps for development, while maintaining their competitive position in the market. The main objective of this study was to evaluate the impact of mix marketing strategies on performance of company with mediating role of supply chain in Bandar Imam Petrochemical Company. All hypotheses of study were analyzed based on methodology by using SPSS software. The results of this analysis suggest that marketing mix has significant and positive impact on supply chain performance. Supply chain performance has significant and positive impact on performance of company and supply chain performance plays mediating role in the relationship between marketing mix and performance of company.

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### **INTRODUCTION**

In the current turbulent environment associated with rapid environmental growth changes, management of various other organizations with regard to the uniform conditions does not matter. Therefore, every organization requires a strategic plan. This plan is continuous, dynamic, and developing. One of the main problems that in the planning led to the development and promotion of a strategic management perspective was environmental conditions and its impacts on competitiveness and the need for homogeneity and alignment of operational systems of institute with chosen strategy for survival in such circumstances. The success of many private organizations, public and military, depends on their ability to provide approved outputs and providing better products with wide variety and at low cost and performing it quickly. Ideal providing of these outputs (cost, quality, performance, delivery, flexibility, and innovation) depends on organization's ability to manage the flow of materials, information, and money within and outside the organization. This process is known as supply chain.

### **HYPOTHESES**

The impact of marketing strategies at the marketing mix dimension on the company's performance with the mediating role of the supply chain in Bandar Imam Petrochemical Company is positive and significant.

#### **Method of study**

The current study is applied in terms of objective, and descriptive-survey in terms of method. In this study, cross-sectional method was used to collect data from population using simple sampling method.

#### **Population of study**

The population of this research titled as "experts" included all senior managers, middle managers, and some of the staff chiefs of the organization that worked in 2015. According to the obtained data, the total number of them was 45 people. Therefore, due to the small population, there was no need to select the statistical sample.

Investigating the reliability of measurement models

In this study, all measurement models are reflective type. In assessing the reliability of these models, one-dimensionality of blocks should be determined. Cronbach's alpha is used to determine one-dimensionality of the measurement models. When Cronbach's alpha is greater than 0.7, internal consistency and one-dimensionality of the block is approved. In the total data, the estimated Cronbach's alpha in fact provides lower limit of reliability. Results of PLS software for these two indicators are provided in the following table.

**Table 1: Investigating the reliability of measurement model**

	Composite reliability	Cronbach's alpha
Price mix	1.000	1.000
Product mix	0.831	0.695
Promotion mix	0.886	0.742
Distribution mix	0.832	0.727
Supply chain performance	0.846	0.759
Company performance	0.918	0.880

As you can see, the values obtained for two indices of Cronbach's alpha and composite reliability index became more than 0.7 after removing the price mix (Prc1, Prc3, Prc4) and product mix (Prd1, Prd2) and promotion mix (Prm2, Prm4), indicating desired reliability of research variables. Therefore, measurement models have acceptable reliability.

**Table 2: Check the reliability of reagents**

company's performance			Chain performance	Distribution mix		Promotion mix		Product mix		Mixed price	
0.631	P1	0,756	T1	0.667	Pl1	0.882	Prm1	0.751	Prd3	1.00	Prc2
0.905	P2	0.742	T2	0.765	Pl2	0.901	Prm3	0.815	Prd4		
0.657	P3	0.802	T3	0.794	Pl3			0.798	Prd5		
0.797	P4	0.726	T4	0.735	Pl4						

**Investigating the internal model of study**

After testing the external model or confirming the reliability and validity of model, internal model that is structural model of study is evaluated. Using internal model, we can investigate the research hypothesis. R<sup>2</sup> has been provided for latent variables of study in Table 3.

**Table 3: value of research variables**

	Supply chain performance	Company performance
<b>R<sup>2</sup></b>	0.55	0.59

As shown, R<sup>2</sup> value is not provided for independent latent variables. R<sup>2</sup> value for supply chain performance and company performance is at the moderate and acceptable level.

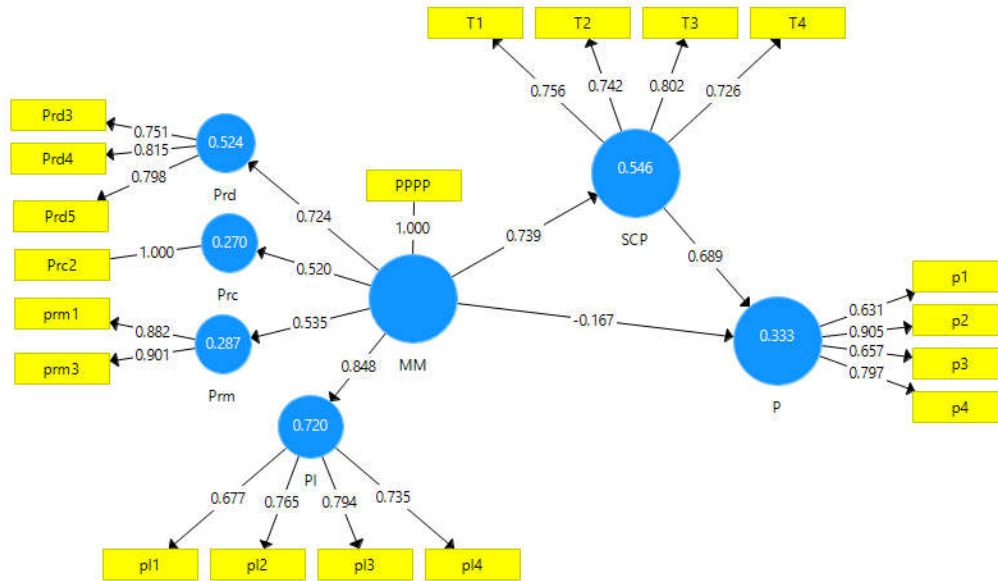


Figure 1- research measurement model in the standard state

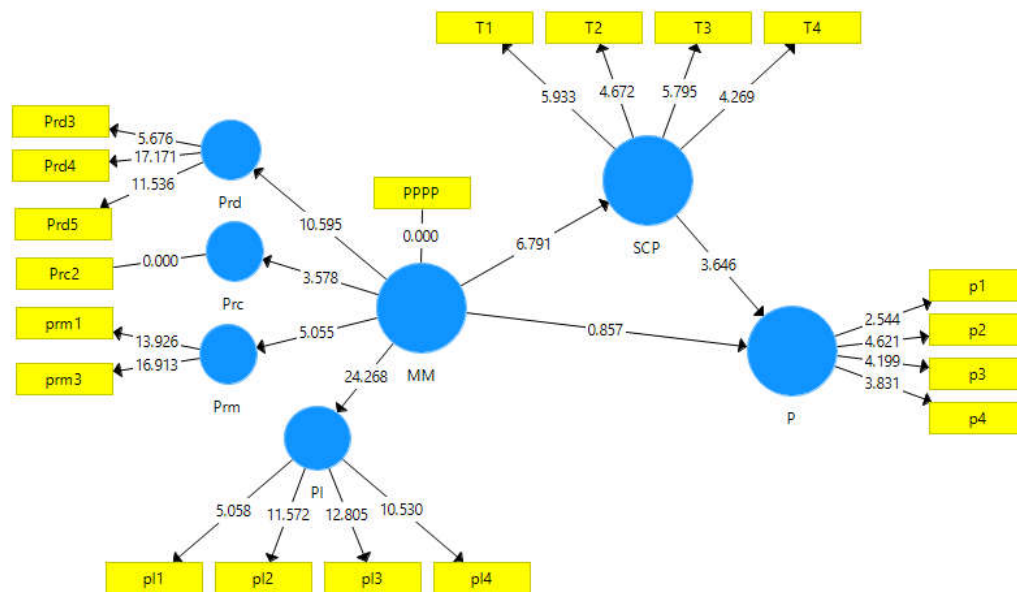


Figure 2- Research measurement model in the significance state

Bootstrap (BS) test was used to test the significance of hypotheses tests and T-Value was also used. T values for the research model are presented in Figure 2.

First hypothesis: the marketing mix has positive and significant impact on supply chain performance. Since T-value is greater than the 1.96 (8.55), at 95% level, it can be said that the relationship between these two variables is significant, so this hypothesis is confirmed. It means that the marketing mix has positive and significant impact on supply chain.

The second hypothesis: supply chain performance has positive and significant effect on company performance.

Since T-value is greater than the 1.96 (2.81), at 95% level, it can be said that the relationship between these two variables is significant, so this hypothesis is confirmed. It means that the supply chain performance has positive and significant impact on company performance.

The third hypothesis: it states that marketing mix has a positive and significant impact on the performance of the company and as T-value is greater than 1.96 (2.65), at the level of 95 percent, it can be said that the relationship between these two variables is significant.

The fourth hypothesis: supply chain performance has a mediating role in the relationship between marketing mix and performance of company. The results of tests Sobel equal to 2.59 and as it is larger than 1.96, at the 95% level of confidence, it can be said that the mediating variable impact of performance of supply chain in the relationship between marketing mix and company performance is significant.

**Table 4- Summary of results of testing the hypotheses**

Effects	Research hypotheses	Direct coefficient	T statistic	sig	Hypothesis result
Direct	chain performance <- Marketing mix	0.735	8.55	0.000	Conformed
Direct	company <- chain performance performance	0.476	2.81	0.000	Conformed
Direct	company performance <- Marketing mix	0.349	2.65	0.39	Conformed
In direct	company <- chain performance <- Mix performance	0.35	2.59	0.001	Conformed

## CONCLUSION

Hypothesis 1 states that the marketing mix has positive and significant impact on supply chain performance. Since T-value is greater than the 1.96 (8.55), at 95% level, it can be said that the relationship between these two variables is significant. Results of this test are in line with studies conducted by studies conducted by [1-3].

Hypothesis 2 states that supply chain performance has positive and significant impact on company performance. As T-value is greater than the 1.96 (2.81), at 95% level of confidence, it can be said that the relationship between these two variables is significant. Results of this test are in line with results of studies conducted by [5-9].

Hypothesis 3 states that marketing mix has a positive and significant impact on the performance of the company and as T-value is greater than 1.96 (2.65), at the level of 95 percent, it can be said that the relationship between these two variables is significant, so this hypothesis is confirmed. Results of this test are in line with results of studies conducted by [10-12].

The hypothesis 4 states that supply chain performance has a mediating role in the relationship between marketing mix and performance of company. As T-value of indirect relationship between marketing mix and company performance with mediating role of supply chain has been confirmed and direct impact of marketing mix variable on company performance was rejected at the 95% level of confidence, it could be concluded that supply chain performance has the mediating role in this relationship.

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