

Research article

# Researching 4Ps Roles toward Each Other from View of Customers to Achieve Success in Marketing by Domestic Aluminium Producers

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## Abstract

In our today competitive world, customers are the main focus of attentions for organizations; and their satisfaction is the main factor of acquiring competitive advantages for the companies. Also to attract customers' satisfaction and meet the needs of them would not be achieved unless you have the exact recognition of customers' requirements, expectations, tendencies, abilities and their limits in purchasing products. So by access to such information and using effective factors, making proper decisions, success in marketing and corporation progress will be achievable. To know different dimensions of customers' tendencies and prioritize the related indicators in a standard frame is the most considerable, which in this study; the mentioned frame is marketing mix (the major variable) and its subdivision. By presenting the primitive model of research, according to the fact that in real world the variables have effect on each other, the first questionnaire is used to find out the quality of variables relations and to finalize the research method by means of DEMATEL method. The next two questionnaires are used to find out the weight of variables in marketing success and access to competitive advantages by means of ANP (analytical network process) and AHP (analytical hierarchy process) methods. Due to the study results, it is proved that the variable of product has the most influence on marketing success. **Copyright © WJCMR, all rights reserved. USA**

**Keywords:** " Customers' Satisfaction ; Marketing Mix ; Analytical Network Process (ANP) ; Marketing Success "

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## Introduction

Iranian Aluminum Company ( Iralco ) is one of the most important factories in aluminum production which attempts to improve quality services based on customers' evaluations about services and products. Appropriate marketing mix has a vital role in achieving marketing strategy of agency.

The most usual definition of marketing mix in order to correct placing is in target market which is as: offering correct product in correct place with correct price on sharp time. In fact, marketing mix can define functional way of institution based on some controllable variables in an environment in which there are a lot of non-controllable factors.

In this research, some weak points and successes of Iralco marketing as well as importance degree of 4ps in this company are considered.

To mention the methodology of the present research, it is necessary to explain that man has attempted to find the ways and rules of phenomena around the world from the beginning of Creation. So man has reached the rules, principles and theories ruling the events. It should be noticed that these rules are valid under certain circumstances.

In a general look, the goal of selecting method is to determine the best, easiest and fast way to reach possible answers (Naderi and Naraghi, 1381). Since the goal of research is to reach relation between variables that in a different variables method can affect selection of the strategy of standard marketing. The present paper by itself and its method is known as descriptive and it is applicable on its goal for finding ways to statistical society.

### **1<sup>st</sup> Hypothesis**

Among independent variables of marketing mix( product, price, promotional propaganda and distribution channels), product is the most important factor in marketing success.

### **2<sup>nd</sup> Hypothesis**

Among minor variables of products, quality is the most important factor in marketing success.

### **3<sup>rd</sup> Hypothesis**

Among minor variables of price, policy of price fixing is the most important factor in marketing success.

### **4<sup>th</sup> Hypothesis**

Among minor variables of distribution, on time delivery has the most important role in marketing success.

### **5<sup>th</sup> Hypothesis**

Among minor variables of promotional propaganda, advertisements, verbal selling and propaganda gifts have the most influence on marketing success.

### **General Goal**

Which methods and approaches can lead to competitive advantages in Iran productive factories of Aluminum?

### **Applicable Goals**

- 1) planning for better use of present production capacity in Iralco.
- 2) understanding customers' needs, appropriate policies, studies and evaluations to meet their needs.
- 3) paying attention to this point that unsatisfied customers may leave the institution without complaint. So this research can prevent many faults which lead to customers' unsatisfaction.
- 4) customers' satisfaction can lead to loyal customer, so marketing success enhances institution fame, validity and profit making.

### **Model & Analysis**

In the first model, minor and major variables of marketing mix are considered as the scope of research. Then, Dimatel method is used in order to get the relation between variables and the way of influence on each other. To do so, experts' ideas, their average viewpoints, linear collection of average ideas, intense matrix of direct relations and relative intense matrix of direct and indirect relations are used as following:

**Table 1. Average Experts Ideas**

|           | product | Price | distribution | Promotion |
|-----------|---------|-------|--------------|-----------|
| Product   | 0       | 3.60  | 0.9000       | 2.000     |
| Price     | 3.1000  | 0     | 1.1000       | 1.8000    |
| Place     | 1.1000  | 1.90  | 0            | 1.6000    |
| Promotion | 1.1000  | 2.20  | 2.000        | 0         |

**Table 2. linear collection of average ideas**

| N | 6.5000 | 6.000 | 4.6000 | 5.2000 |
|---|--------|-------|--------|--------|
|---|--------|-------|--------|--------|

**Table 3. intense matrix of direct relations**

|           | product | Price  | place  | Promotion |
|-----------|---------|--------|--------|-----------|
| Product   | 0       | 0.5538 | 0.1385 | 0.3077    |
| Price     | 0.4769  | 0      | 0.1692 | 0.2769    |
| Place     | 0.1692  | 0.2923 | 0      | 0.2462    |
| Promotion | 0.1538  | 0.3385 | 0.3077 | 0         |

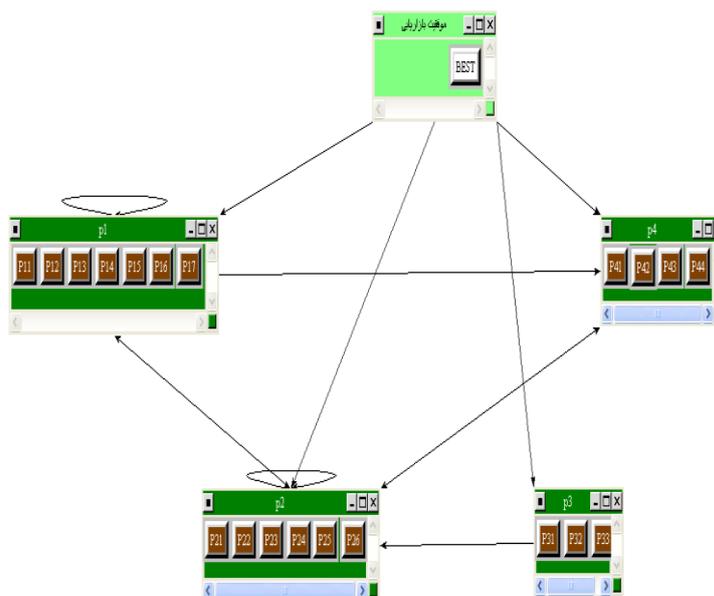
**Table 4. intense relative matrix of direct and indirect relations**

|           | Product | Price  | Place  | Promotion |
|-----------|---------|--------|--------|-----------|
| Product   | 1.7787  | 2.6052 | 1.4181 | 1.9255    |
| Price     | 1.9954  | 2.1163 | 1.3612 | 1.8120    |
| Place     | 1.4335  | 1.8502 | 0.9529 | 1.4342    |
| Promotion | 1.5439  | 2.0248 | 1.2798 | 1.3508    |

Average number: 1.6801

Then with comparison of average numbers in the late matrix, the research model which shows correct relations of variables can be determined as the following figure:

**Figure 1. Network of effective factors in marketing success**



The structure result from Dimatel method shows that product factor can influence itself, price factor, and promotion factor. In addition to it, price and promotion have influence on each other. Price has also influence on price.

In this stage the weight of minor and major variables can be determined by Analytical Network Process ( ANP) in figure 2.a. Regarding that major variables have no influence on place, it is seen that the weight of minor variables p31, p32, p33 in table1 equals zero. So importance and priority of minor variables for major factor of place cannot be determined by ANP method. Therefore, an analytical hierarchy process (AHP) as figure 2.b can be used to determine importance of minor variables:

Figure 2. a - Network Structure

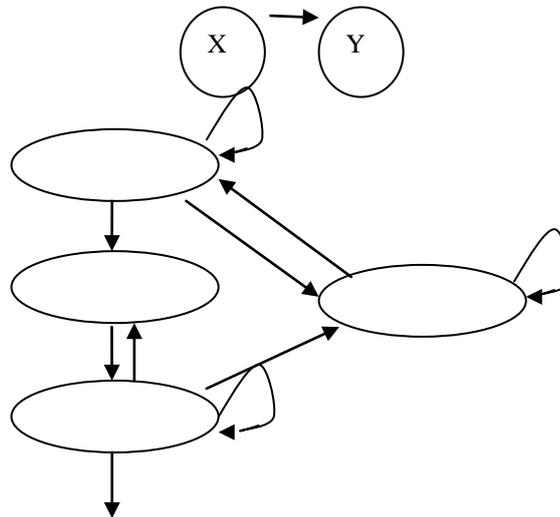
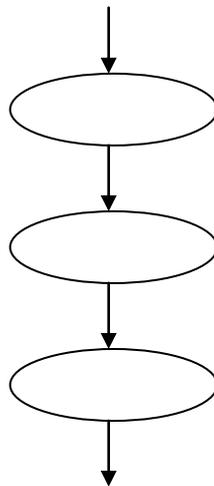


Figure 2. b - Hierarchical Structure



In this stage, regarding influences of effective factors on each other in marketing success, importance degree of each factor is determined. In this way, ANP method has been used. To do this method, the questionnaire number 2 which is a pair comparison questionnaire is used and regarding model minor indexes, relation structure and influences of major indexes which are determined in above stage, minor and major factors, and effective factors can be compared as pair. Questionnaire number 2 is completed by 10 experts and their average viewpoints are used. Average experts' viewpoints are analyzed by software of Super Decision. Results are shown later. It should be mentioned that abbreviation letters are used in following table as this order:

**Table 5. Minor indexes and related abbreviation letters**

| Letter | Minor and major indexes  |
|--------|--|
| P1     | Product  |
| P2     | Price  |
| P3     | Place  |
| P4     | Promotion  |
| P11    | Brand  |
| P12    | Quality  |
| P13    | Importance of considering customers' opinions                            |
| P14    | Customers' ideas of product related to other competitors                 |
| P15    | Packaging  |
| P16    | Appearance   |
| P17    | Possibility of distribution with other products                          |
| P21    | Policy of price fixing   |
| P22    | Price of new product   |
| P23    | Importance of present product price                                      |
| P24    | Emphasis on rise in quality with lower production costs by keeping price |
| P25    | Demand attraction  |
| P26    | Crisis in price influenced by competitors                                |
| P31    | Sellers' normal behaviors  |
| P32    | On time delivery   |
| P33    | Physical distribution, place and delivery method                         |
| P41    | Influence of high budget on high selling degree                          |
| P42    | Taking advantages of advertisements, verbal selling, propaganda gifts    |
| P43    | Propaganda profits of one institution compared with another one          |
| P44    | Influence of participation in exhibitions to rise demands                |

In this method, first super matrix without weight, weight super matrix and finally converged super matrix are resulted by software. At the end, table of minor and major weights in marketing success is shown as following:

**Table 6. weight of major variables in marketing success**

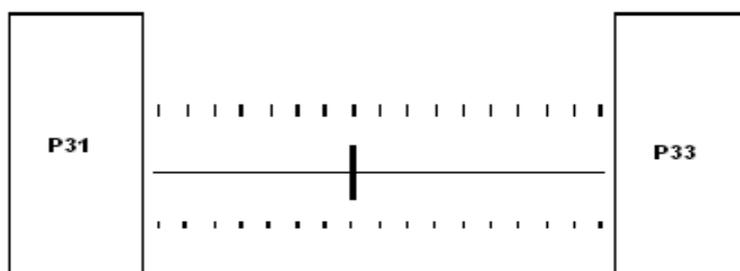
|    | P1       | P2       | P3    | P4    | Marketing success |
|----|----------|----------|-------|-------|-------------------|
| P1 | 0.724349 | 0.736895 | 0.000 | 0.000 | 0.485266          |
| P2 | 0.132316 | 0.168104 | 1.000 | 1.000 | 0.355095          |
| P3 | 0.000    | 0.000    | 0.000 | 0.000 | 0.084110          |
| P4 | 0.143335 | 0.095001 | 0.000 | 0.000 | 0.075529          |

**Table 7. weight and priority of minor variables**

| Here are the priorities. |      |  |                       |          |
|--------------------------|------|--|-----------------------|----------|
| Icon                     | Name |  | Normalized by Cluster | Limiting |
| No Icon                  | P11  |  | 0.09372               | 0.060352 |
| No Icon                  | P12  |  | 0.21323               | 0.137309 |
| No Icon                  | P13  |  | 0.22863               | 0.147221 |
| No Icon                  | P14  |  | 0.19237               | 0.123872 |
| No Icon                  | P15  |  | 0.07022               | 0.045218 |
| No Icon                  | P16  |  | 0.10527               | 0.067787 |
| No Icon                  | P17  |  | 0.09656               | 0.062179 |
| No Icon                  | P21  |  | 0.32631               | 0.078600 |
| No Icon                  | P22  |  | 0.10914               | 0.026290 |
| No Icon                  | P23  |  | 0.20393               | 0.049122 |
| No Icon                  | P24  |  | 0.13905               | 0.033495 |
| No Icon                  | P25  |  | 0.12631               | 0.030425 |
| No Icon                  | P26  |  | 0.09526               | 0.022946 |
| No Icon                  | P31  |  | 0.00000               | 0.000000 |
| No Icon                  | P32  |  | 0.00000               | 0.000000 |
| No Icon                  | P33  |  | 0.00000               | 0.000000 |
| No Icon                  | P41  |  | 0.38945               | 0.044858 |
| No Icon                  | P42  |  | 0.21979               | 0.025316 |
| No Icon                  | P43  |  | 0.24315               | 0.028007 |
| No Icon                  | P44  |  | 0.14761               | 0.017002 |
| No Icon                  | BEST |  | 0.00000               | 0.000000 |

**Table 8. Pair comparison of minor factors of distribution**

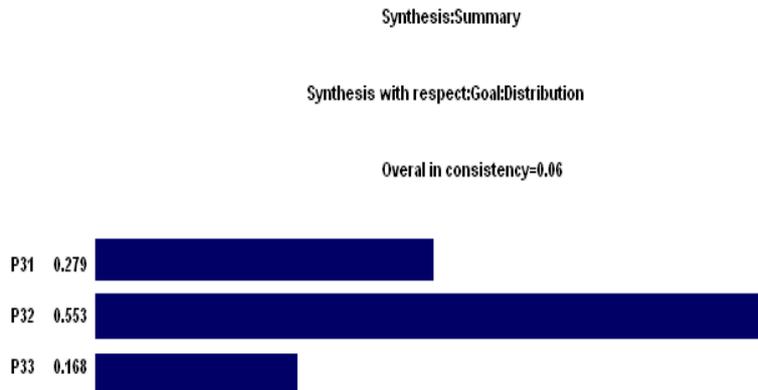
**Numerical Assesment**



**Compare the relative importance with respect to : Goal:Distribution**

|            | P31 | P32    | P33  |
|------------|-----|--------|------|
| <b>P31</b> |     | (2.54) | 2.12 |
| <b>P32</b> |     |        | 2.57 |
| <b>P33</b> |     |        |      |

**Chart 1. Weight of minor distribution factors in comparison with each other**



## Conclusion

### 1<sup>st</sup> hypothesis result

1<sup>st</sup> hypothesis: among independent variables of marketing mix( product, price, place, promotion), product is the most important factor in marketing success.

Regarding results from ANP method and considering amount of major factors on table 6, the first hypothesis is accepted since product factor has allocated itself the most weight and it can be said that product is the most influential factor in marketing success.

### 2<sup>nd</sup> hypothesis result

2<sup>nd</sup> hypothesis: among minor variables of products, quality is the most important factor in marketing success.

Regarding results from ANP method and considering amount of major factors on table7, second hypothesis is rejected. Since quality factor has not allocated itself the most weight, it can not be said that quality- among other minor factors of product- has the most influence on marketing success.

Considering table7, it is concluded that the most grade among product minor variables is related to importance of evaluating customers' ideas which should be emphasized.

### 3<sup>rd</sup> hypothesis result

among minor variables of price, policy of price fixing is the most important factor in marketing success.

Regarding results from ANP method and considering amount of major factors on table7, 3rd hypothesis is accepted. Since the most weight -among minor factors of price- is allocated to policy of price fixing , it can be said that among price variables, policy of price fixing has the most influence on marketing success.

### 4<sup>th</sup> hypothesis result

4<sup>th</sup> hypothesis: among minor variables of distribution, on time delivery has the most important role in marketing success.

Regarding results from AHP method and considering amount of major factors on table8, 4<sup>th</sup> hypothesis is accepted. Since the most weight- among other minor factors of distribution- is allocated to punctual delivery, it can be said that among distribution variables, on time delivery has the most influence on marketing success.

### 5<sup>th</sup> hypothesis result

5<sup>th</sup> hypothesis: among minor variables of promotion, advertisements, verbal selling and propaganda gifts have the most influence on marketing success.

Regarding results from ANP and amount weight of minor factors considered in table7, 5<sup>th</sup> hypothesis is rejected. Since the most weight among minor factors is not allocated to verbal selling, advertisements and propaganda, it cannot be said that these are influential in marketing success.

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