

INVESTIGATE THE RELATIONSHIP BETWEEN MARKETING STRATEGY CREATIVITY AND MARKETING STRATEGY IMPLEMENTATION EFFECTIVENESS OF THE EEVA TRADING COMPANY

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Abstract: The purpose of this study was to investigate the effects of creativity marketing strategy and the effectiveness of the commercial strategy on performance of Eeva Trading Company. This study is applied and the causal-descriptive method. The statistical population included all managers and commercial experts of Eeva Trading Company, which include sales managers, marketing, market development, market research, trade, export, distribution and their number has been estimated in accordance with the request of 80 members. The sampling method used for sampling and the sample size was calculated based on Morgan table size of 63 people were recovered. To analyze demographic variables of SPSS 20 software research and statistical analysis and data analysis software from SMART PLS 2 were used. Data was collected using a standard questionnaire Stanley et al (2010). To determine the validity of convergent and divergent validity, as well as for the reliability of factor loadings, Cronbach's alpha and composite reliability of the results obtained. Results of the criteria examined in the study suggest that the predictive power of the model is high. This amount component of the effectiveness of the implementation of the strategy and operations strategy is moderate assessment. As a result of creativity marketing strategy on the effectiveness of strategy implementation in Eeva Trading Company has a significant positive impact. The findings suggest that the effectiveness of the implementation of the performance strategy and there is a significant positive impact on Eeva Trading Company and a positive impact on the performance of creativity marketing strategies through effective strategy implementation in Eeva Trading Company was established.

Keywords: marketing strategy, creativity marketing strategy, effectiveness of strategy implementation, performance strategy

INTRODUCTION AND PROBLEM STATEMENT

Marketing strategies are the best tactics to ensure use of resources and meet the objectives and part of the organization. (Islam, 2007) The main focus of marketing

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strategy is to allocate and coordinate marketing activities and resources to meet operational objectives. To determine the proper handling of marketing strategy, marketers should focus on the several tasks (such as identification and evaluation of environmental factors, to identify and analyze market opportunities, strategy implementation, efficiently manage marketing activities) (Walker, 2001) marketing strategy execution subject to two tools: functional level strategy and organizational structure. This means that the structure must be designed so that the company's strategies, advocacy and support. The successful implementation of the company's marketing strategy is only possible from functional competencies necessary for the implementation of the strategy and with possession substantial resources to the resources available to competitors, it merits support and appropriate mechanisms to coordinate the efforts and conflict resolution among sectors or multitasking at its disposal. (Walker, 2001)

Market orientation plays an important role in marketing and management and creates competitive advantage (James, 2008) and crystallized organizational success (Tialor et al., 2008) and to the creation of a new intelligence in marketing programs. (Aim et al., 2008) Market orientation focused on staff and the organization's efforts on creating superior value for customers and performance. Market-oriented organizations to continually examine the needs of our customers and strive, while maintaining and increase profitability, and understand customers' needs and satisfaction. (Pankirakis and Teodorridis, 2007)

Creative or innovative marketing strategy make the company's situation in a way that is unique and the model puts the problem by competitors. Creative marketing strategy creates new value, new pricing models, customer value and network-wide solution which respond to the interests and preferences of the particular client. These elements of the marketing mix can provide unique value the customer or provide reasons for the customer to buy. So company's innovative strategy is in a position that is unique and modeled by competitor's problem and may be a source of competitive advantage.

In this research is intended to examine the company's marketing strategies in Eeva Trading Company. Accordingly, to the impact of creativity on the performance of Eeva Trading Company is evaluated. Eeva Trading Company is active in the field of importing home appliances and to stay competitive in the market and sale of the need for a just and orderly marketing strategy and the effectiveness of the implementation of these strategies. So this study aimed to put creativity in marketing strategy and performance measurement strategy will be developed.

HISTORY OF RESEARCH

Stanley Slater (2010) examined the relationship between creativity marketing strategy and effective strategy implementation. Although cultural tensions and

resource make it hard or impossible. Probability theory says that in the market or companies, there may be an impact that makes one find more important than the other two. Therefore, it is important for researchers that this conditions and effects of such a review to be leaders in terms of where to allocate the funds themselves. This study obtains the effect of environmental conditions on the relative importance of creativity and business unit strategy, marketing strategy and effective marketing strategies.

The results of Masoud Hasan and colleagues (2013), shows that when organizations expand their creativity strategy and effectiveness of strategy implementation performance is improved.

Besharat Naeem et al (2011) evaluated the impact of creativity marketing strategy and effectiveness of marketing strategy implementation on business performance in the various industries in Pakistan. This study for investigate the relationship between creativity and effectiveness of the strategy implementation of marketing strategy with business unit performance in the corporate sector in Pakistan is the first of its kind (the best students, researchers). In addition, findings improve our understanding of how business performance will help.

Gima, et al (2006) examined entrepreneurial behavior by examining the relationship between innovation in technology-based marketing strategy and new product performance, new investments in China. In particular, in our contingent resource-based view argues that the company's innovative marketing strategy that should be associated with external management relations and the environment will be deployed to ensure its success. Our foreign industrial relations team and dynamic market, the impact of innovation marketing strategy on new product performance, we found that in contrast, the relationship management team in the industry, financial and technological relations dynamic obstacle is the impact of new product innovation, marketing strategy performance.

Based on the results, Guinness and-Green and colleagues (2012), managers to improve the performance of their organizations should work with partners in the supply chain that is aligned with their marketing strategy. This is one of the first experimental studies to evaluate the relationship between the adjustment of marketing strategy, supply chain performance and organizational performance.

Kiristian Muller and Petri Parvien (2015) believe that serious concerns are about the gap between theory and practice in marketing research. One of the key aspects is communication and implementation of the ability of the results. The purpose of this study is "value in use of the framework strategy: the implementation of strategies and theories of B2B marketing and sales management", increasing understanding of performance management. We have four objectives in the

preparation of this article. First, we talk about running as a concept, we offer different perspectives and considerable ambiguity. Second, we recognize the challenges of implementation and the potential impact of management research and analyze it. As a result, we propose to use the framework of the implementation of the third task to offer: the introduction of specific articles in this research. We provide a work plan to increase marketing business relationship in the future as a result of our management.

Results of Alex Marcus and colleagues (2014) indicate that the characters of sellers are all variables that have the greatest impact on delivery performance.

Results Shafi'i Ghahdarjani and Rezaei Dolatabadi (2013) shows that marketing resources / human on the effectiveness of the implementation of the marketing strategy and creative marketing strategy and a significant positive impact on the effectiveness of the implementation of the marketing strategy and creative marketing strategy is effective.

In research by Sheikhan et al (2009), multiple linear regression analysis showed that market orientation is positive and significant effect on the financial performance and the performance of the banking market and customer orientation and greater coordination between duty to respectively impact on financial performance and the performance of market and technology trends and tendencies dimensions of the competitors are the next priority. Effectiveness of marketing strategies and creative marketing strategy have significant effect on the performance of the financial and market performance of the bank. The results also indicate that there is a significant relationship between market orientation, the effectiveness of marketing strategies and creative marketing strategy.

The test results stepwise regression for data analysis Reza Zadeh (2009) confirms the hypothesis of this study that there is a positive relationship between ((effectiveness of)) and ((effectiveness of the implementation of marketing strategy)) and a negative relationship between ((conflict between functional)) and ((effectiveness of the implementation of marketing strategy)).

Research Hypotheses

(A) The main hypothesis

1. Creativity marketing strategy has a significant positive impact on the effectiveness of strategy implementation in Eeva Trading Company.

(B) Secondary hypotheses

1. Creativity marketing strategy has significant positive impact on the effectiveness of the implementation strategy Eeva Trading Company.

2. Creativity marketing strategies has a significant positive impact on the performance of Eeva Trading Company.
3. The effectiveness of strategy has a significant positive impact on the performance of Eeva Trading Company
4. Creativity marketing strategies has a significant positive impact on commercial performance in the company's strategy to Eeva through effective strategy implementation.

RESEARCH METHOD

This research is investigated the performance, implementing the marketing strategy and the impact of the application of variable quality and creativity of the marketing strategy for the practical purpose. In terms of gathering and analysis of the present study is causal. Statistical society of the present study consisted of managers and employees of Eeva Trading Company. According to the request of the Company, their number is estimated at 80 people. Statistical sample of this included all managers and experts, which include sales managers, marketing, market development, market research, trade, export, distribution and broadcast. In order to obtain the sample size Morgan table was used. Due to the size of the population sample size in the table, 63 questionnaires were distributed to the following 59 healthy questionnaires were collected for analysis. Sampling method, sampling is available. Also, in this study, a combination library and field use and refer to books, journals and specialized, reputable foreign sites, the research and related literature has been calculated using constant inventory, the field of information gathering is collected. The data collected in this survey questionnaire has been proven that the standard questionnaire Stanley et al (2010) has been extracted. To assess the validity of divergent and convergent validity of the study and Cronbach's alpha and composite reliability were used.

Table 1
Value of average variance extracted (AVE)

	<i>Average variance extracted</i>
Marketing strategy creativity	0.628
Effectiveness of strategy implementation	0.709
Strategy performance	0.727

Table 2
Alpha values

<i>Component</i>	<i>Cronbach Alpha</i>
Marketing strategy creativity	0.926
Effectiveness of strategy implementation	0.898
Strategy performance	0.907

To analyze the data collected, descriptive statistics for demographic variables and using SPSS 20 software research and to investigate the hypothesis and proof of structural equation modeling software using Smart PLS 2 used.

RESEARCH FINDINGS

(A) The descriptive findings

Table 3
Descriptive results related to research (summary of research)

<i>Results</i>		<i>Investigated factors</i>	
<i>Percent</i>	<i>Number</i>		
54	27	Men	Gender
46	32	Women	
<i>Percent</i>	<i>Number</i>		
24	14	Diploid	Education
68	4	Associate degree	
49	29	BA	
20	12	Ma	
<i>Percent</i>	<i>Number</i>		
63	37	Married	Marriage status
37	22	Single	
<i>Percent</i>	<i>Frequency</i>	<i>Year</i>	
39	23	0-7	Work experience
37	2	7-14	
15	9	14-21	
9	5	Upper 21	

28	17	30	
34	20	30-35	Age
20	12	36-40	
14	8	Upper 40	

(B) Inferential findings

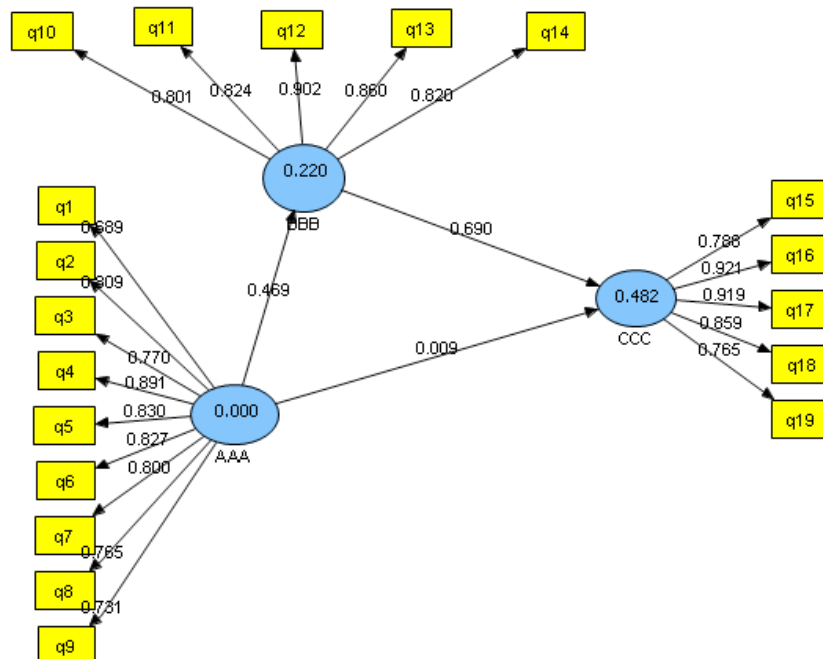
After Kolmogorov-Smirnov test which showed significant results, the present study are normally distributed. The hypotheses are examined.

1. Review Model Fitting

1-2 assessment factor loadings

Value of criterion for the suitability of the coefficient is the factor loadings 0.4. (Hulland, 1999) Figure 1 as can be seen, all the questions with a load factor of 0.4 is more appropriate that this is standard.

Figure 1: The path coefficients to structural equation model overall research



1-2 general model fitting (standard GoF)

To search for general model that controls both the measurement model and structural, standard GoF is calculated as follows:

$$GoF = \sqrt{\overline{Communalities} \times \overline{R^2}}$$

Value of $\overline{Communalities}$ is achieved from mean values of hidden variables first shared the creative marketing strategy, effectiveness of strategy execution and performance strategy. As a result, the average value of shares is: 0.567

Table 4
common values of hidden variables first order

Component	Common values
Marketing strategy creativity	0.550
Effectiveness of strategy implementation	0.622
Strategy performance	0.529

To calculate $\overline{R^2}$, R^2 values for the endogenous latent variables model both first and second order should be considered and the mean values calculated. R^2 values of variables are shown in Table 4.6. So average of these values ($\overline{R^2}$) are: 0.351.

As a result, Value of GoF criteria is:

$$GoF = \sqrt{\overline{Communalities} \times \overline{R^2}} = \sqrt{0.567 \times 0.351} = 0.446$$

According to the three values of 0.01, 0.25, and 0.36 as the values of weak, medium and strong for GoF, the result of 0.446 for GoF showing a strong overall fit of the model.

1-3 Sobel Test

In addition to the material presented above to examine the impact of a mediator, a test widely used to test for significant influence Sobel there is also a mediator in the relationship between two variables is used. One of the drawbacks of this test is that it requires a lot of data to obtain an accurate and valid result. a value of Z-value obtained by Sobel test the formula in case of increasing the Value of from 1.96 at 95% significance of the impact of the approved intermediary of a variable.

$$Z - value = \frac{a \times b}{\sqrt{(b^2 \times S_a^2) + (a^2 \times S_b^2) + (S_a^2 \times S_b^2)}}$$

a: path coefficient value between independent variable and the mediator

b: path coefficient value between mediator and affiliates

S_a: standard error of the path between the independent variable and the mediator

S_b: standard error of the path between the mediator and affiliates

So we have:

$$Z\text{-value} = \frac{.469 \times .69}{\sqrt{(.69^2 \times .06^2) + (.469^2 \times .056^2) + (.06^2 \times .056^2)}} = 5.143$$

As can be seen from z-value is 5.143 by Sobel test due to the greater of 1.96 it can be stated that the 95% effective mediator effect in the relationship between the creative strategy and performance marketing strategy is significant.

1.4 Determine the Severity of the Impact of Mediator

In addition to Sobel test, to determine the extent of the indirect effect through the mediator of the statistics used to name VAF provides value between 0 and 1, and the higher the value is closer to 1 indicates the stronger the impact of the mediator. In fact, this Value of measures the indirect effect to the total value.

VAF value is calculated by the following formula:

$$VAF = \frac{a \times b}{(a \times b) + c}$$

a: path coefficient value between independent variable and the mediator

b: path coefficient value between mediator and affiliates

c: path coefficient value between dependent and independent variables

$$VAF = \frac{.469 \times .69}{(.469 \times .69) + .119} = .1731$$

This means that 1.73% of the total effect on the performance of creative marketing strategies through indirect mediator by the effectiveness of the implementation

of the strategy explained. Thus, because this value is closer one shows a strong indication of the impact of the mediator.

2. Testing Hypotheses

After reviewing fitting measurement model, the structural model and the overall model, according to data analysis algorithm PLS method will allow researchers to investigate and test their own hypotheses and to achieve results. In the software SMART PLS 2 to test the hypothesis, we used the following two methods:

1. Reviews significant factor z corresponding to each hypothesis (test t)
2. Examine the standardized coefficients routes of the hypotheses

Hypothesis 1: Creativity marketing strategy affect on the effectiveness of implementation in Eeva Trading Company.

Using the significant factor z (7.884) between the two latent variables determined the impact on the effectiveness of the strategy is positive and significant creative marketing strategy. As well as standardized path coefficient creative marketing strategy and the effectiveness of implementation (0.469) shows ranging creative marketing strategy 46.9% of variance in order to directly explain the effectiveness of the strategy. So at 95%, based on the results, given that the t-statistic greater than 1.96, so, we can say that hypothesis 1 is accepted and creative marketing strategy has a significant positive impact on the effectiveness of implementation in Willow Trading Company.

Table 5
Test results Hypothesis 1

<i>Test results</i>	<i>Statistic t</i>	<i>Route coefficient</i>	<i>First hypothesis</i>
Accepted	7.884	0.469	Creative marketing strategy has a significant positive impact on the effectiveness of implementation in Eeva Trading Company.

Hypothesis 2: Creativity marketing strategy has a significant positive impact on strategy performance in Eeva Trading Company

Using a significant factor z (0.118) between the two hidden variables reveals that the impact of creative marketing strategy on the positive strategies is not significant. As well as standardized path coefficient creative marketing strategy and the strategy of (0.009) indicates that 0.9% of the variance of the variable creative marketing strategy in order to directly explain the strategy. So at 95% according to

the Zero table because the t-statistic is less than 1.96, so we can say that Hypothesis 2 is rejected and creativity marketing strategy has no significant positive impact on the strategy performance in Eeva Trading Company.

Table 6
Test results Hypothesis 2

<i>Test results</i>	<i>Statistic t</i>	<i>Route coefficient</i>	<i>First hypothesis</i>
Rejected	0.118	0.009	Creative marketing strategy has a significant positive impact on strategy performance in Eeva Trading Company.

Hypothesis 3: the effectiveness of the implementation of the strategy has a significant positive impact on strategy performance in Eeva Trading Company.

Using a significant factor z (11.666) path between two specific hidden variables shows that influence of effectiveness of the implementation of the strategy is positive and significant. Also, standardized path coefficient value effectiveness of the implementation strategy and operations strategy (0.690) shows that 69% of the variance of the variable effectiveness of implementation strategies in order to explain the place. So at 95%, based on the results, t-statistic is greater than 1.96, so H3 can be accepted. Effectiveness of the implementation strategy has significant positive impact on the performance of Eeva Trading Company.

Table 7
Test results Hypothesis 3

<i>Test results</i>	<i>Statistic t</i>	<i>Route coefficient</i>	<i>First hypothesis</i>
Accepted	11.666	0.690	Effectiveness of the implementation strategy has a significant positive impact on the performance of Eeva Trading Company there.

Hypothesis 4: creativity marketing strategy has a significant positive impact on business performance in Eeva Trading Company through effective implementation of the strategy

Two coefficients 0.469 and 0.690 show the variable indirectly creative marketing strategy and implementation of the strategy through effective mediation of 32.4% (0.690×0.469) variable on the strategy are effective. Also the results

hypotheses 1 and 3 showed that creativity marketing strategy, the effectiveness of the implementation of the Strategy is a positive and significant impact on Eeva Trading Company and the effectiveness of implementation strategies yield positive and significant impact on Eeva Trading Company. So we can say hypothesis 4 is accepted and creativity marketing strategy has a significant positive impact on strategy performance in Eeva Trading Company through effective implementation of the strategy.

Table 8
Test results Hypothesis 4

Result of test	Statistic t		Route coefficient		Hypothesis 4
	The effectiveness of the implementation of the strategy on performance strategy	Creativity marketing strategy on effectiveness of the implementation strategy	The effectiveness of the implementation of the strategy on performance strategy	Creativity marketing strategy on the effectiveness of the implementation strategy	
Accepted	11.666	7.884	0.690	0.469	Creativity marketing strategy has a significant positive impact on business performance in the Eeva Trading Company's strategy to through effective implementation of the strategy.

DISCUSSION AND CONCLUSION

The first hypothesis results show the impact of creativity marketing strategies on the effectiveness of the implementation of the strategy is positive and significant. In comparing the results of this hypothesis can be said similar results on studies Slater and colleagues (2009) have been obtained. In addition to comparing the results with research Mirzaee (2011) are consistent and similar results have been obtained.

According to test results of the second hypothesis, creativity, marketing strategy had a direct impact on the performance of the company's strategy Eeva Trading. In comparing the results of this assumption can be said that the results of this hypothesis with the results of Slater and colleagues (2009) have been different. In addition to comparing the results with research Mirzaee (2011) also did not match the different results obtained.

According to the third theory, the effectiveness of the implementation of the strategy showed the impact on company performance. In comparing the results of this assumption can be said similar results in studies Slater and colleagues (2009) have been obtained. In addition to comparing the results with research Mirzaee (2011) are consistent and similar results have been obtained. According to research results through effective creativity marketing strategy on the performance of the strategy has been effective strategy implementation. So this variable indirectly through mediator on the implementation of the strategy has been effective. In comparing the results of this assumption can be said similar results in studies Slater and colleagues (2009) have been obtained. Also, in comparison with research results Mirzaee (2011) are consistent and similar results have been obtained.

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