Impact on the Performance of Unit Trust in Branded Goods Marketing (Company Snowa)

Mohammad Reza Dalvi Esfahan[1], Mohammad Taleghani[2], Mostafa Hashemi*[3]

Assistant Professor of Management, Dehaghan Branch, Islamic Azad University of Dehaghan, Esfahan, Iran
[2]Associate Professor, Department of Industrial Management, Rasht branch Islamic Azad University, Rasht, Gilan, Iran
[3]Master of Business Management Islamic Azad University, Rasht, Gilan, Iran

ABSTRACT

Trust in each period of business history, is one of the concepts underlying the transactions and exchanges. The same can be said of the marketing performance marketing unit to the organization's ability to increase sales, improve competitive positioning, new product development, improve product quality, etc. Compared with other competitors in a particular industry refers. The present study sought to determine the presence or absence of trust in the relationship between branded goods marketing department is functioning. This descriptive study – survey. And theoretical methods of collection of the library, as well as information to realize the objectives of this study were collected using a questionnaire. In this study, the Spearman correlation test and multiple regression analysis is used and data analysis software spss and lisrel used. The study population consisted of all city employees are Snowa that their number is 2322 people. Of this number 1534 were males and 788 females, based on calculations for the population, the adequacy of sample size equal with 231 employees marketing and sales departments were selected as sample. Correlation between independent variables, function results suggest that the marketing unit trust between all components of the variables significantly associated with brands and marketing unit there.Results obtained in this study shows that in order to answer the central question the impact of trust the brand and performance marketing unit Snowa appropriate responses using the identified variables and the overall effect is provided by the structural equations. All five hypotheses were accepted.

KEYWORDS: Trust, Brand goods, Performance marketing unit, Company Snow.

1.INTRODUCTION

Inrecent years, companies are faced with the challenges and the most important of these challenges, expand and increase the level of competition between them is customer knowledge. Companies have developed. Among the factors that impact on customer loyalty, companies are able to trust. In fact, when customers are able to compare the services of different companies, such images are usually what they have to decide to use. Hence, the tangible features with intangible characteristics should be considered in studies comes.In this study, the effect on yield trusted brand product marketing unit Snowa has been studied. In the twenty-first century, with significant changes in all areas of the world, especially in market competition, technological innovation and customer needs were met.. Success strategies of each company can be reflected in the company's performance and Performance success of the company can be part of a company that customers trust.

2.LITERATURE REVIEW

2.1.Trust

Trust is a concept that has received attention in several different areas of social science literature such as psychology, sociology, political science, economics, anthropology, history, and sociobiology (Ratnasingham,1998). Despite the vast amount of writings on trust and its related concepts, no formal definition is evident. Barber (1983),for instance ,argues that the concept to ftrut has Weigert (1985) similarly found a "conceptual confusion" in the literature on trust (Ramo, 2004). Whilst trust is a concept in everyday colloquial use, it has proved notoriously difficult to define in the organizational literature (Connell and Mannion, 2006). Indeed, trust is a complex concept with a variety of dimensions. Despite the difficulty in defining the concept of trust, a comprehensive analysis of the literature reveals some consensus. Many researchers posit that trust is general confidence and optimism in occurring events or believing in others in the absence of compelling reasons to disbelieve (Smith and Birney,

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*Corresponding Author: Mostafa Hashemi, Master of Business Management Islamic Azad University, Rasht, Gilan, Iran

2005). Doney and Cannon (1997)define trust as the perceived credibility and benevolence of the trustee (Yee and Yeung, 2002).Research on trust has identified an abundance ofdimensions of interpersonal trust, such as integrity, competence,consistency, loyalty and openness (Butler and Cantrell, 1984; Robbins, 2003).

2.2 .types of trust

Schindler and Thomas (1993), state that interpersonal trust in organizations, can be directed in any or all of three directions from the individual:

(a) Upward (from subordinate to manager/ supervisor)
(b) Downward (from manager/ supervisor to a subordinate)
(c) Laterally (from co-worker to co-worker)

Baird and St-Amand (1995) add external trust to this list, which refers to trust
relations between an organization and its clients or suppliers. They add that a
successfulorganization is built on all four of these forms of trust.

In addition, research has indicated some difference in terms of importance of the different dimensions of trust within upward, downward and lateral trust relationships (Gabarro, 1978; Butler & Cantrell, 1984; Schindler & Thomas, 1993). Differences in the sample of these three studies reflected possible reasons for differences in results, with Gabarro using a sample of corporateexecutives, Butler and Cantrell using a sample of students and Schindler andThomas using a sample of managers and executives within the health care industry. Gabarro's (1978) results indicated that integrity, competence and consistency were most important for trust in one's subordinates while integrity, loyalty and openness were most important for trust in one's superior.Butlerand Cantrell's (1984) results indicated the same relative importance of the fiveidentified trust components (integrity, competence, loyalty, consistency and identified trust components (integrity, competence, loyalty, consistency andopenness) irrespective of whether referring to trust in a supervisor or trust in a subordinate. The research of this components has been used as theindependent variable. Schindler and Thomas' (1993) results indicated a difference for consistency and openness, which were more important for formation of trustwith peers than with subordinates or supervisors.

These results appear to indicate differing importance of the components oftrust within the different types of trust relationships based on the sample used.The salience of the different dimensions of trust appears to depend on thesample of employees surveyed as well as the industry from which the samplewas drawn.
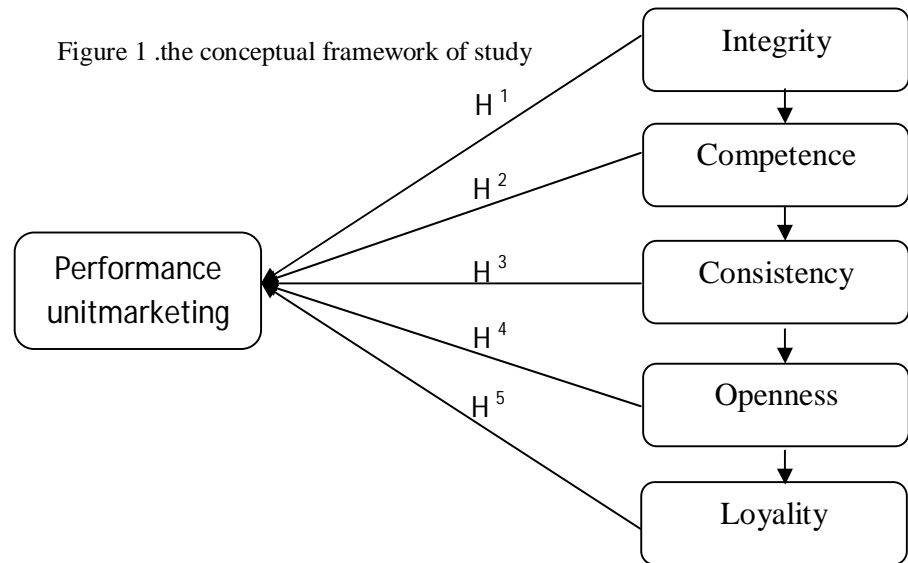
2.3.Market performance

Since 1959,withpublication of the first edition of Bain 's seminal book on industrial organization ,several authors have outlined dimensions of market performance which must in some way be measured to evaluate a particular industry or make among industries.criteria proposed by five writers 1-technical efficiency 2-profits 3-output4-promotion costs5- product character. So snick, 1968 selected sets of criteria for evaluating market performance 1-technical efficiency 2-progressinveness3-product suitability4-profits 5-level of output 6-exchange efficiency 7-promotion costs 8-conservation. Hidreth, Krause and Nelson (1973) proposed by five writers 1-progressinveness2-magnitude and distribution of externalities 3-efficiency(a. Technical ,b. economic, c.pricing) 4-values of participants

5-income and power distribution. Padberg(1975),proposed by two writers 1-quantitative (a.technicalefficiency,b.profit,c.promotion costs) 2-qualitative (a.avilability of economy alternative ,b.product safety ,c.constructive product image ,d.adequacy of consumer information).(Javrsky and Kohl, 1990) aspects of the marketing function has been divided into three categories, including sales volume growth, market share growth, improve the competitive position of the company.To measure marketing performance should consider the factors that may have positive effects on the following four concepts(1-Attract customers ,2-Retention customer ,3-Revenues ,4-Business development).The present research was considered as the dependent variable.

2.4.brand

The central concern of brand building literature experienced a dramatic shift in the last decade. Branding and the role of brands, as traditionally understood, were subject to constant review and redefinition. A traditional definition of a brand was: "the name, associated with one or more items in the product line, that is used to identify the source of character of the item(s)" (Kotler 2000, p. 396). The American Marketing Association (AMA) definition of a brand is "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (p. 404). Within this view, as Keller (2003a) says, "technically speaking, the n, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand" (p. 3). He recognizes, however, that brands today are much more than that. As can be seen, according to thesedefinitions brands had a simple and clear function as identifiers. Before the shift in focus towards brand s and the brand building process, brands were just another step in

the whole process of marketing to sell products. "For a long time, the brand has been treated in an off-hand fashion as a part of the product" (Urde 1999, p. 119).Kotler (2000) mentions branding as "a major issue in product strategy" (p. 404). As the brand was only part of the product, the communication strategy worked towards exposing the brand and creating brand image. Aaker and Joachimsthaler (2000) mention that within the traditional branding model the goal was to build brand image ; a tactical element that drives short-term results. Kapferer (1997) mentioned that "the brand is a sign -therefore external- whose function is to disclose the hidden qualities ofthe product which are inaccessible to contact" (p. 28). The brand served to identify a product and to distinguish it from the competition. "The challenge today is to create a strong and distinctive image" (Kohli and Thakor 1997, p. 208). Concerning the brand management process as related to the function of a brand as an identifier, Aaker and Joachmisthaler (2000) discuss the traditional branding model where a brand management team was responsible for creating and coordinating the brand's management program. In this situation, the brand manager was not high in the company's hierarchy; his focus was the short-term financial results of single brands and single products in single markets. The basic objective was the coordination with the manufacturing and sales departments in order to solve any problem concerning sales and market share. The model itself was tactical and reactive rather than strategic and visionary (Aaker and Joachimsthaler 2000). The brand was always referred to as a series of tactics and never like strategy (Davis and Dunn 2002).

Figure 1 .the conceptual framework of study

3.Research hypothesis
H1. Seem to have the integrity and performance of the branedgoods marketing unit Snowa are related
H2. seem to have the competence performance of the branded good s marketing unit Snowa are related
H3. seems to have the consistency performance of thebrandedgoods marketing unitSnowa are related.
H4.Seems to have the openness performance of the branded goods marketing unit Snowaare related.
H5.Seems to have the practice of loyalty marketing company of branded goods there are Snowa are related.

4.RESEARCH METHODOLOGY

The objectives of this research, applications, and data collection in terms of descriptive, analyticalUsed methodology in this research is descriptive in correlation branch and survey method.The population of all consumer products in Isfahan Snowa During the period from January 2011 to June 2012 .The number of cases is 2322., Of 1534 males and 788 females.Sample size equal to 231 people is enough.According to the calculation of 231 questionnaires were distributed among consumers, but the returned questionnaires and 218 completed questionnaires.The sampling method used in this study, a stratified random sampling.In this study impact on the performance of unit trust in brandedgoodsmarketing (company snowa),The questionnaire consists of two parts, is used. We used a 5-point Likert–typescale ranging from 1 (strongly disagree) to 5 (strongly agree) for all items

To measure trust branded goods In the first part of the questionnaire consisted of 25 questions to assess the trust in branded goods marketing.In the second part of the questionnaire consisted of 15 questions to assess the performance of the unit marketing.

5. ANALYZE DATA AND RESEARCH FINDINGS

Describe demographic variables. Based on data collected from the questionnaires, the percentage of respondents based on demographic variables in Tables 1,2,3 and 4 is coming.

Table 1. Frequency distribution of age groups

Indices / Age	Frequency	Percentage
20 to 35	73	31,6
36 to 50	96	44,6
50 and over	51	22,1
No answer	11	4,8
total	231	100

Table 2.based on the sample distribution of education

Indices / Education	Frequency	Percentage
Diploma	30	13
Above diploma	65	28,1
Bachelor	67	29
master	58	25,1
No answer	11	4,8
total	231	100

Table 3.based on the sample distribution service

Indices / Service	Frequency	Percentage
7 to 14 years	115	49,8
14 to 21 years	54	23,4
21 years and over	55	23,8
No answer	7	3
total	231	100

Table 4.based on the sample distribution of marital status

Indices / Marital	Frequency	Percentage
Married	86	37,2
Single	145	62,8
total	231	100

5.1.Assessment of the current state variables

Based on data collected from questionnaires and analyzed using spss in Tables 5 and 6 have been determined

Table 5.describe the results of the questionnaire component of performance of unit marketing

Statistical component	average	SD	variance	middle	minimum	maximum
Attract customer	15,74	2,40	5,78	15	12	20
Retention customer	12,04	2,54	6,47	10	8	16
revenues	14,30	3,27	10,71	13	10	20
Business development	10,35	1,55	2,40	10	8	13

The results of the variance of therevenues of scores for the highest and lowest Business development of the component elements of communication are scattered in.

Table 6.a description of the components trust in branded good marketing   questionnaire

Statistical component	average	SD	variance	middle	minimum	maximum
integrity	23,76	3,27	10,47	25	17	29
competence	18,10	3,66	13,37	17	10	24
consistency	20,26	4,14	17,17	22	12	25
loyality	19,07	4,16	17,35	20	10	23
openness	11,67	4,10	16,85	16	7	20

The results of the variance of theloyaltyof scores for the highest and lowestintegrityof the component elements of communication are scattered in.

6.Experimental model

The data collected was analyzed using LISREL which is a multivariate modeling technique. LISREL aims to explain the structure or pattern among a set of latent (unobserved or theoretical) variables, each measured by one or more manifest (observed or empirical) and typically fallible indicators .The LISREL model assumes a causal structure among a set of latent variables. These latent variables appear as underlying causes of the observed variables.

Figure 2. Conceptual framework of study
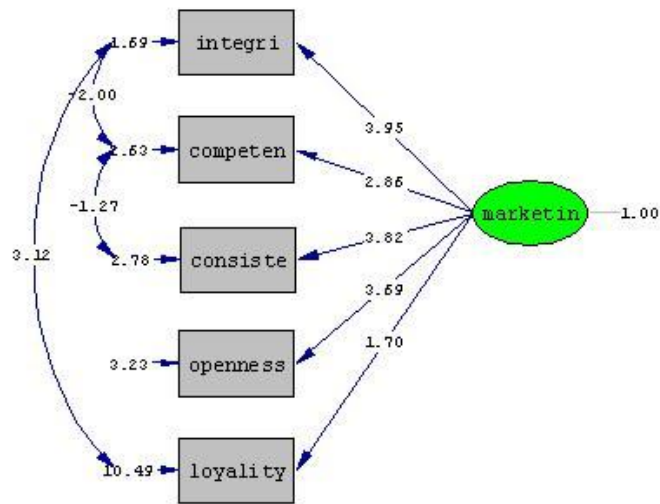
Chi-Square=4.06, df=2, P-value=0.13137, RMSEA=0.067

Figure 3.t-test of the model
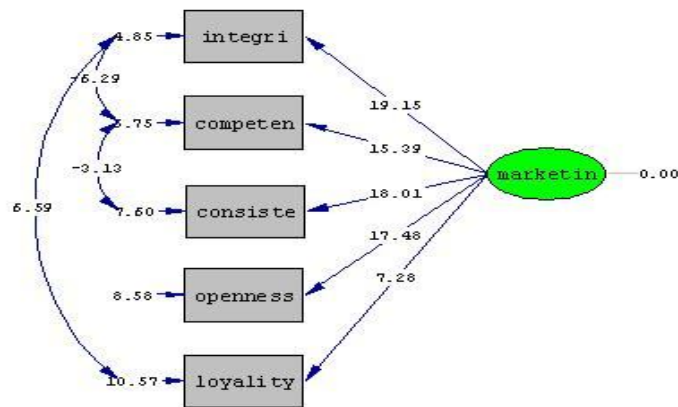
Chi-Square=4.06, df=2, P-value=0.13137, RMSEA=0.067

Result test	t-value	Path coefficient	Structural effects	structures
Reject the null hypothesis	19.15	3.95		integrity
Reject the null hypothesis	15.39	2.86		competence
Reject the null hypothesis	18.01	3.82		consistency
Reject the null hypothesis	17.48	3.69	performance of unit marketing	openness
Reject the null hypothesis	7.28	1.7		loyality

Thus all hypotheses are accepted ,because t- values greater than 1.96 are calculated.

7.DISCUSSION AND RECOMMENDATIONS

7.1.Discussion of the findings

Results obtained in this study shows that in order to answer the central question the impact of trust the brand and performance marketing unit Snowa appropriate responses using the identified variables and the overall effect is provided by the structural equations. All five hypotheses were accepted.so 1-have the integrity and performance of the brand goods marketing unit Snowa are related.2- have the competence performance of the branded good s marketing unit Snowa are related.3 have the consistency performance of the branded goods marketing unit Snowa are related.4-have the openness performance of the branded goods marketing unit Snowa are related.5-have the practice of loyalty marketing company of branded goods there are Snowa are related.

7.2.Recommendations Based on Hypothesis of the Research

● Managers are advised to attend company Snowa 1 - the ethics and adherence to commitments made to customers who are consistently maintain and attract customers.2 - Always keep in mind that trust and dependence creates up to its obligations to its customers products.

● The company is proposing to senior executives Snowa 1 - a decent raise the quality level of the product. Customers are more inclined to buy the company Snowa.2-The costs spent on staff training so they are talented, skilled professionals are trained in this manner can increase their own customers.

● Senior managers Snowa recommended that legislation, policy and institutional norms specified. Lack of consistency in the words and deeds of trust reduces this aspect is important to attract and retain customers.

● Snowa companies with a competitive advantage (healthy product, with a level of high quality, reasonable price) can be effective in attracting and retaining customers.Managers should note that Snowa As brand loyalty increases, consumers are less sensitive to price changes in particular are worth, which enables the company to maintain market share, the greater the amount of charge in exchange for their name to.

● Snowa corporate executives have thoughts, opinions and transparency within consider, when employees trust their managers expect of their rights and interests are protected. high level of confidence always starts and if this is an example and role model for others who are senior managers Snowa Inc.

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