



Investigation and identify of marketing process knowledge-based companies inside of Iran

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Abstract

This study has been made to understand from the marketing situation of products and services knowledge-based activities inside of the country and with case studies of three mega-city namely Bandar Abbas, Shiraz and Tehran. In order to assess the quantitative and qualitative marketing firms we prepare a questionnaire composed of seven questions, including five options questions and seven explanatory questions, these questions are designed to have been measures the marketing process with the seven basic questions at 32 knowledge based companies from the community sampled by saturation. For statistical analysis, was used content analysis method. Some important findings of the study are: 1. to pay special attention to the customer and their needs were evident in all stages of marketing process

2. Check the behavior and thoughts of customers and determining marketing goals was more through from interaction, Poll form and strong relationships with permanent and old customers 3. implementation and assessment of marketing programs, according to research conducted, had weak evaluated, and companies doing passively, because their programs limited to reaction and customer satisfaction.

4. comparative study shows that the use of guerrilla marketing and direct marketing is more compatible to marketing of new born knowledge-based companies inside of country.

Key words: marketing, target marketing, commercialization, science and technology parks, knowledge based-companies, creativity and innovation.



1. Introduction

the economy in the new era has been far from the Resource-based economy and close to the knowledge-based economy .the knowledge-based economy is directly based on the acquisition, production, distribution and application of knowledge in all economic activities. Currently access to the knowledge-based economy of the requirements of all countries in the world. requisite knowledge-based economy, activities and industries is knowledge-based .so starting point and the location of these companies is to keep pace with new technologies and rapidly changing global and extends is knowledge based companies (Bamdadetal.,1387).

The science and technology parks with the mission of creating a relation chain between university, industry and society as a responsible corporate knowledge-based are expressed in the country, and plays an important role in the context of the support and growth of knowledge-based activities, is performed as the main essence of working to develop technology companies (azarkesht, 1387).

Our study examines how marketing companies deal with knowledge-based activities in the country. With this study, employees of knowledge-based activities, especially their managers achieve a clearer understanding of the marketing of these companies with regard to the status and their activities.

2. research literature

2-1 marketing in knowledge-based companies

The most important factor of prosper to knowledge-based companies is create and stimulating market by marketing activities; triangle of money, program and market is the important needs of the knowledge-based companies activities that most of them have a probleme in the market side of the triangle. Creating a sales market for technological products is cause of strategic development for the country. But The marketing knowledge-based firms is the early stages in the country and must to be made variety of business models in it.

Business models are experienced recently in the world, but as yet some of the international companies registered ideas in this field,that able to use of them. suppose to untill 1404 more than 50thousands will perform knowledge-based of these firms in the country.at the present 2700 knowledge-based companies and incubators are operating by support of science and technology parks.

Forecasts suggest that by 2030 more than 90% of the world economy based on knowledge-based products. This fact shows the importance of technology and knowledge economy. In our country, the importance of using knowledge and technology in economic development and avoid of sale crude have been attention from the policy makers and economic planners ,and the result was given access to the achievements in the fields of nanotechnology, biotechnology, stem cells, nuclear and Some other areas.



With regard to increase science and technology share won't sustainable in the government economy and knowledge-based economic must be made by capability of private section. so solving the major problems of these companies will be the first step for the knowledge-based economic in the country (Asghari, 1392).

Marketing and sales challenges in knowledge-based companies by high technological that produced and supply technological products has a vital importance. Several studies, including Mac Marty and Mav (2003) and Grant (2006) on the marketing of knowledge-based activities have been conducted in the business refer to the two fundamental issue, first, understand marketing management as the capital in the company and second attention to marketing as continuous and comprehensive process. According to Gridingz (2005), product or service of such companies, innovation in economic development in order to increase the wealth society, produced and supply and ultimately lead to encourage innovation and changes in customer tastes.

According to Shaw and colleagues, knowledge-based activities that most of them located in to science and technology parks are faced with difficult to access customers. They usually begin their work by developing an idea and then beat innovation. But many of them have fail to access an active, strong and large enough market to achieve stability. As a result of continuation of companies, in the product development process, enhance of knowledge and attention to the factors affecting to the performance of marketing in this business is action imperative and inevitable (Albino et al., 2004).

2-2 research history

Abbaspoor et al (1391) definition of guerilla marketing as one of the commercialization methods to achievements knowledge-based companies and have shown a significant relationship between marketing and direct positive trend on the principles of guerrilla marketing and commercialization positive trend of new achievements in knowledge-based companies.

Fakhari and salmani (1392) with new perspectives on leadership focused based on the engineering side, and indicated that the approach of leadership based on engineering, leadership skills training centers to grow as the mainstream development of knowledge-based companies play a major role in the success of the company. In addition, show that the most appropriate leadership style for contingency and continuous improvement based on lessons learned leadership skills to the company's manager approach is the best management method.

Hans Samhain (1386) in technology management in technology-based organizations, after the speech challenges of technology, to review the organizing of knowledge-based firms, and synchronous engineering and development of product integration and, project evaluation and selection, leadership and management as well as risk management examined in the knowledge-based technologies.



Cutler et al. (2006), Valkokari and Hlandr (2007), marketing core activities in science and technology parks described in this way: development of position and strong image and appealing for the society and customers with design of the best appropriate of products mix and, creation motivation and incentives attractive to domestic and foreign customers of products, providing an effective and accessible products and promote sales with a focus on increasing the attractiveness, image and product interests, so that potential buyers are aware of the benefits of the products completely.

Albino (2004) the most important factors influencing the marketing process in knowledge-based businesses to interact with customers understand the business; in this regard, according to De Long (1997) and Grant (2006) Consumer awareness of the features and target customers is considered necessary for marketing management.

3. Accomplish method of research

The aim of this study is exploratory - descriptive, the type of data is qualitative research , type of the Location is field research, the results is applied research, as well as the research method is a case study.

1-3. sample and statistical universe

statistical universe this study accomplished of 42 companies selected knowledge-based under the cover of science and technology parks from three province, including, Hormozgan, Fars and Tehran. representative samples also selected from experts of these companies are listed companies. sampling method is theoretical saturated with 32 persones from statistical universe of targets population have been achieved. In other words, as a result of have not new information, and theoretically have reached saturation, the amount of sample is sufficient.

2-3. data collection

The data collection was conducted in two phases. In the first stage, to gather data about the theoretical foundations were used 34 of the library and papers. In the second phase, which includes field studies in order to collect data for analysis were used of the questionnaires. The questionnaire consists of three parts:

A) Demographic questionnes : general information (age, gender, etc.) offers in relation to the respondents.

B) five-choice questions (Closed): the overall shape and points to questions in the following range:

Very much (5) high (4 points), medium (3 points), low (2 points), very low (1 point)

C) Descriptive questions (open): the following five options for each question asked related explanation is hereby given answers to why and how we have discussed methods of content analysis.

3-3. Data analysis



After the validity and reliability of questionnaires is approved based on the reliability and validity of qualitative research, to distribute we were it among the 32 people volunteer experts who represent the population and the relative knowledge of the marketing process. After collecting the questionnaires and analysis and summary of responses to the statistics, the results for total scores (Table 1) as well as the number of text messages and analyze responses to essay questions,also extracted the general topics (Table 2). Detailed results as tables and graphs come in the below.

Table 1. concessions obtained from five-choice questions based on the statistical results after applying Coefficients

questionnaire	Very low	low	medium	high	very high	non-response	Total score
1-identify the needs of customers	0	0	15	60	60	135
2-situation of	4	2	12	68	30	116



environment, customers and competitors (market research)							
3-techniques of segmentation and target of market	3	12	24	40	20	1	99
4-Marketing and sales targets	1	8	15	48	40	1	115
5-examine the behavior and thoughts customer	2	6	21	60	25	114
6- determining the marketing mixed (price, product, distribution and advertising)	3	14	30	32	15	1	94
7- evaluation and control of the implementation of marketing programs	5	12	12	48	20	1	97

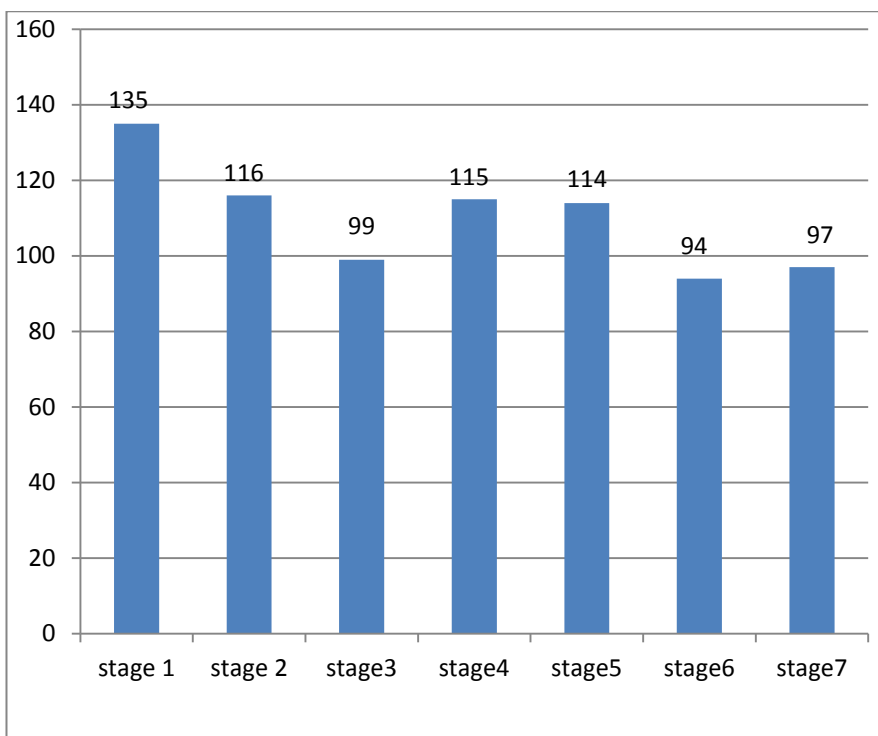


Diagram of marketing processes stages obtained from 5 option questions in knowledge-based firms

- stage 1-identify the needs of customers
- stage 2-situation of environment, customers and competitors (market research)
- stage 3-techniques of segmentation and target of market
- stage 4 -Marketing and sales targets
- stage 5 -examine the behavior and thoughts customer
- stage 6- determining the marketing mixed (price, product, distribution and advertising)
- stage 7 - evaluation and control of the implementation of marketing programs

Table 2. Specify the general topics of open questions (explanation) from the marketing process knowledge-based companies studied



row	Descriptive questions (marketing process steps)	item or general topics based on responses from experts representing the population	Number of frequency	percent
1	If in your company doing to identify customer requirements, which methods or procedures that give you get to work?	1. The long-term communication with customers	14	44%
		2 domestic and international exhibitions and tenders	7	22%
		3-employing people with experience in the marketing and sales	5	16%
		4. Use the forms or software analyzes of customer requirements	5	16%
2	How about the state of the environment, customers and competitors are doing market research? How to explain it?	1. Put the successful marketing team in the company to market surveys and recognition the emarket.	5	16%
		2. Determine the position in the market and identify the competitive advantages in firm.	5	16%
		3. gathering information about the market, competitors and their products, business records and	8	25%
		4. Statistical analysis of the value of manufactured goods company in the market and competitive environment, the estimated volume of sales and profit, and	5	16%
		5-relation with research institutions and participate in conferences.	6	18%
		6. No need for marketing research for various reasons, including the uniqueness of the product, the limited number of competitors, the economic conditions and...	3	9%
3	How to use the segmentation and targeting techniques to describe your	1. Based on customer needs and the demographic and psychological issues, and customer behavior and.....	19	59%
		2-based products and services, or diversity of	14	43%



row	Descriptive questions (marketing process steps)	item or general topics based on responses from experts representing the population	Number of frequency	percent
	company?	product or specific product offerings.		
		3-divided according to specific geographic areas and target market.	7	21%
		4. Understanding of competitors and their strategies in the delivery of products to market.	3	9%
		5. On the basis of cost and market demand.	2	6%
		6. Failure to understand the problem or lack of specific techniques	3	9%
4	how to set goals in your company's marketing and sales explain?	The majority of companies have considered this matter and believe that this should be done on a customer focus. Interact with customers, strengthen relationships with old and permanent customers gain customer satisfaction through quality products, actual price and ...	28	90%
5	how study of the behavior and thoughts of your customers in your company?	1. Almost all companies need a comprehensive understanding of the needs of there customers and acknowledge to respect the customers and his believe .	28	90%
		2.provider survey, interact with customers on the phone or the Internet and ...	15	45%
		3. no study behavior and thoughts of customer following reasons: A) because of the specialized nature of the problem to investigate the thoughts and behavior of customers B) lack of familiarity customers with new products C) equate the behavior and thoughts of the customers .	8	25%



row	Descriptive questions (marketing process steps)	item or general topics based on responses from experts representing the population	Number of frequency	percent
6	ways to describe how to determine the marketing mix in your company? (Price, product, distribution and advertising)	1.agreement with the client and determine the price based on the ability and willingness of customers - determine the price based on the value and cost of goods and ...	13	40%
		2.using the advertising based on consumer tastes, creating representation and ... Provide licenses to customers, after sales services and promotional gifts, etc.	10	31%
		3. a place and adequate equipment for storage and distribution services to customers quickly (supply chain).	3	9%
		4.High quality of goods	7	21%
7	techniques and methods to assess the situation of your company marketing programs are implemented?	1.reactions and feedback from customer satisfaction, as well as statistics on the volume of sales and profitability assessment.	8	25%
		2. The lack of systematic evaluation of programs and marketing.	8	25%

4. research findings

1-4.results of demographic Reviews

Studies demographics show that the majority of the population forming the study, is the men (about 72 percent), well above the 90% of respondents education had undergraduate and more than it, and this education of the employees can confirm that requirement companies knowledge-based activities, is knowledge and knowledge workers it.

The precedence according to the results, the majority of the people as representatives of, experts knowledge-based companies, with precedent are less than ten years (about 44 percent, the highest percentage rating) and this reflects the lack of enough experience, moreover be newborn the knowledge-based companies in the marketing activities. and probably these company



unable to compete with other large and active and thoroughbred companies in the market.

The age of around 68 percent from a population is young and younger than 40 years old and this is a way for a few of experience is weakness, and also because of the need for these companies to mobility and currency accounted the point of strength in these firms.

2-4. Compare the results with previous research

Comparing this study with previous research results, were reached the following conclusions: Identify customer needs as the first stage of the marketing process that in accordance with the findings of this research is ranked first (135 points) of the importance of the implementation and priority activities of companies studied, also in other previous studies the investigators had referred to that, so The MAC-Marty and Mav (2003), understanding the needs of your clients think beyond have expressed what is one of the most important factors for successful supply products and services to market in a knowledge-based activities of the Institute. As Albino (2004), Modamby and Aggarwal (2003) and De Long (1997) and Grant (2006) are all of them stressed the need for awareness of the characteristics of consumers and their interaction with target customers Marketing companies are in the process of knowledge-based activities.

The recent study by Amir Muhammad Golabi and others (1390) in this regard and the conceptualization of marketing business management process knowledge-based activities in science and technology park in the Arak city has been confirmed that the first stage of the process of managing these business marketing is "to identify and understand the needs of customers".

Market research phase of the seven stages of the marketing process evaluated in the present study were analyzed, it was found that businesses and knowledge-based activities extensive measures to assess the environment, customers and competitors are doing (second importance with 116 points). Due to the nature of the creative and innovative products that are knowledge-based activities, strongly influenced by environmental changing factors, according to D'Souza and Avaza (2006) businesses knowledge-based activities more than of other companies with emerging changes in the environment Consistent business and try to survive in a competitive environment. Farjadi and Riahi (2006) and Davis (2003) also managed these companies in the highly dynamic response to their ability to provide technological and innovative products to the market know. Studies Amir Mohammad Golabi and others (1390) also design products according to customers' needs, identify competitors and ensure customer satisfaction, respectively, as the second, fourth and sixth in the marketing process based on knowledge-based activities companies have found Arak Science and Technology Park. Also, in a study entitled "Challenges and problems with exports of goods and services by knowledge-based activities" by Khadija Khedmati in the National Exhibition of resorting to action November 92 to



show that environmental factors (economic, social, political, technological), according to Friedman, First business problems and things like that.

3-4. Discussion and conclusion

The overall conclusion of the process analysis and marketing companies based on knowledge-based activities to collect and analyze data from questionnaires distributed in 32 companies, from three of the province hormozgan, Fars and Tehran:

A total of seven following results is deduced content analysis of seven questions:

1. All companies form do the first stage of the marketing process the same to identify customer needs. According to statistical data, this time with 135 points, the highest level of importance in the marketing process. In other words, based on the theoretical model developed by the author, the performance of companies in the knowledge-based activities to identify customers 'need assessed very well.
2. In the second stage of the marketing process. Studies show that the majority of company, are doing the market research from the environment, customers and competitors. This is also important with a score of 116 in the second stage of the marketing process. And by default is determined the performance of these companies in good range there performance.
3. qualitative and quantitative studies show that the companies of the third stage of the marketing process, means the portition and targeting the market to do in customer-focused . This stage of the marketing process, firms, according to the respondents and the results are average evaluated statistically.
4. In the fourth stage of the marketing process, marketing and sale of the majority of companies have been highlighted to set goals based on customer needs. The results show that at this stage the business performance knowledge-based activities ranked third with 115 points and the importance are evaluated of good corporate actions.
5. Esteemed In the fifth stage almost all the companies directly or indirectly considered behavior and ideas of customers. however The fifth stage of the marketing process, companies with more than 114 points, had a good corporate performance in the process.
6. In designing marketing mix (price, product, place(distribution) and promotion companies were consciously or unconsciously in this knowledge-based activities in the process of marketing and selling their goods. The company's advertising budget and taking care of other elements. According to the obtained scores this stage of the marketing process with 94 scores, are evaluated in last and the average rating. The reason for this also, according to direct observation by the author due to lack of accurate and complete familiarity with the concepts of specialized marketing companies, knowledge-based activities such as the marketing mix.



7. The final step involves evaluating marketing programs, the results suggest that companies in knowledge-based activities it is less important than any other previous steps (with a score of 97 in the category of the penultimate and average performance). It also briefly reasons can be inferred:

- A) lack of familiarity with the issues of marketing ,scientificly and systematicly.
- B) non-use of marketing techniques to sell products and services.
- C) lack of marketing and sales section in knowledge-based activities due to limited financial ability.
- D) the lack of experts and specialists in marketing knowledge products.
- E) New Products customer or unfamiliarity with these products or services.
- F) young emerging knowledge-based activities of companies, inexperience or lack of development and the full development of marketing and sales at these companies.

It should be noted, information and results obtained show that the marketing process as a critical issue in the development of every business considered, in the majority of companies studied knowledge-based activities (Hormozgan, Fars, Tehran) not used a scientific and practical, or at least coherently and systematically less likely to pay it and to say most of these companies do not have a complete understanding of the process, which was this deficit more evident in the hormozgan province.

4-4. Offers

Proposals emanating from the findings of the study and a separate questionnaire, available on all companies, especially companies in knowledge-based activities, for marketing their products and services as follows: In the first stage of marketing, subjects were shown two more than any other matter:

- A) communication and long-term relationships with customers, 44 percent.
- B) national and international exhibitions to introduce their products and services, 22 percent.

In the **second stage** of the marketing process, according to the findings of the investigation, gathering information about the market, competitors and their records (25 percent) had the highest rate at this stage. In the **third stage**, the use of partitioning techniques and targeting the priorities are: A) demographic and psychological problems, are 59 percent of customers. B) based on the diversity of products and services 43%. C) the market segmentation based on specific geographic regions with 21% frequency.

In the fourth stage of the marketing process to determine marketing objectives and sales, interacting with customers and build strong relationships with customers, especially, permanent and old customers, and satisfying them that almost 90 percent of the population mentioned are examples that companies should be note.



In the **fifth** (check the thoughts and behavior of customers), using a survey when presenting products and services to customers (with a frequency of about 45%) and communicating with the customer after the sale of the product (service sales) are the most important issues noted by experts in population, that the company's proposal to be aware to investigate the thoughts and behavior of its customers.

The **sixth stage** to design of the marketing mix elements refer to: A) determine the price based on the ability and willingness of customers, value-added products and cost of goods (40%). C) high quality and acceptable product to satisfy consumer market, 21%. D) have an equipment and adequate space, improve the distribution network to provide fast service for customers and maintain regular supply chain (9%).

in the **seven stage** about 25% of experts from knowledge-based companies to evaluate the situation of implementation there marketing programs sufficient to volume of sells and amount of benefit. Also 25% of them said that have not a systematical programs.

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