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Identifying and Prioritizing Factors Effecting on Developing E-Marketing with Educational Approach

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ABSTRACT

Background: Today, increasing progress of IT, invites the organizations to a hard & aware competition & we can say firmly the organizations are triumphant in this qualitative & quantitative competition whose managers have adapted their organization with environmental conditions & improved the inner conditions. **Objective:** Goal – The research "Recognition and Prioritization of the Factors Affecting the Development of the Electronic Marketing with an Educational Approach in Mazandaran Province" was designed with the aim of education mechanism's impact on the development of electronic marketing. **Results:** The obtained results show that all of the hypotheses have been confirmed and their contents have been significant in the process of electronic marketing development in Mazandaran Province. **Conclusion:** The fact that electronic facilities and equipment in organizations and commercial establishments are up to date in addition to having more individuals and experts have been confirmed which shows that it is necessary to pay attention to these cases.

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INTRODUCTION

Today, increasing progress of IT, invites the organizations to a hard & aware competition & we can say firmly the organizations are triumphant in this qualitative & quantitative competition whose managers have adapted their organization with environmental conditions & improved the inner conditions. As the internet has changed the basic principles of business as the main technology for IT facilitator, one of the main business activities is marketing which is harshly affected. Electronic market is more dynamic than traditional one and customers have more chance to bargain because of the easy and quick access to competitive information. To face these dynamics & new competition conditions, it is necessary that the companies revise their marketing ability and Take steps towards e-marketing. As regards the companies are following to transfer from traditional marketing toward web marketing, the important note in this transfer is realism and avoid of impulse changes in activities. Historical experience has proved that gradual and phased change is often more successful. Of course, the effectiveness and the role of training to achieve to this development are important and essential. Undoubtedly, training is one of the most important and the most effective measure and factor to improve organization affairs. Achieving to organization objectives depends upon staff's ability to do their duties and their conformity with variable environment, performing training & improving human resources is caused the individuals continue their activities effectively and accordance with organizational & environment changes and increase their efficiency.

It is obvious that creating such attitude & intellectual in management and administrative system can overcome to all preventive ideas & it guides the organization to enhance the expertise level & job skills & at last organizational improvement in business & marketing.

In Iran, e-commerce and e-marketing are developing day to day & this development needs professional-technical recognitions skill to apply all types of software, hardware, web and communication models (ICT & IT) & certainly, in order to deeper development, it needs designing, planning & continuous performing of basic and main educational programs that should get one of the main solutions in commerce & trade and e-marketing. Surely companies and organizations change all of their functions to electronic business & do the activities electronically, & it is the newest and may be the most credible strategy that all companies and organization's

approaches will be focused on it (Turben *et al*, 2006). There is the question that what is the status of developing informational & communicational applies, especially in the field of e-commerce and e-marketing? And whether state geographical regions such as provinces can benefit from unrivaled performance of technologies as an economic chance? So the most important question is that how is the relationship between educational, expertise professional programs, & developing & enhancing e-marketing in Iran and in the state's provinces? And to what extent does it develop with mechanism of professional technical trainings of e-marketing in Iran & economic and trading regions of Iran?

The research done under the title "Identifying & prioritizing factors effecting on developing electronic marketing with educational approach in mazandaran province" research was designed with the purpose of training mechanism in the development of e-marketing which at first has had a brief review on the relevant literature relating to marketing in general, e-marketing & training in particular & then it has considered related hypothesis to identify the effect of training on e-marketing development in the province which the results of it have analyzed, described and derived the different aspects of relation between training & e-marketing development. Surely, all companies change their business to electronic and do their activities electronically; they are the newest and maybe the most credible strategy that enable all to implement it (Turben *et al*, 2006). In this essay, there may be brought up this question that where the world position in developing communication and information technology applies especially e-commerce and e-marketing and what is the way that Iran is accompanied in this path? Can provinces, especially mazandaran province, benefit from e-commerce as an economic chance?

Therefore, the most important question is whether e-marketing will be developed with educational approach? On the other hand, to what extent will developing & widening e-marketing be possible with formal & informal (professional-technical) educational mechanism?

This research has been formed with the purpose of studying e-marketing development with the use of electronic training mechanism in mazandaran province. Although, the electronic development & implementation of these programs are developing quickly, it has been done little work in the field of studying effective factors on this development. The main approach of this research is emphasized on training as a major factor in e-marketing development which has been studied in mazandaran province case by case. Accordingly, the main objectives are as follows: studying effective factors on e-marketing development in mazandaran province, identifying formal & informal trainings effects on e-marketing development, identifying strategies and practical solutions to present to companies' officials to enhance the relationship between training & e-marketing.

Research literature:

Today, technology progress & globalization has put companies exposed to fierce competition. Internet presence has brought substantial and fundamental changes for organizations all over the world & marketing has accepted profound effects for internet presence as one of the main activities of per profit & non-profit organizations (Esmaeeli, naqi pour, 1387) (Ephrojective *et al*, 1385).

Internet & technologies related to it have been proved as a deformable structure. While these technologies pressure all sections of one group, marketing performance may have the most effect. At the present, Web sale holds significant portion of the global company's warehouses sales. Internet has been known as the most rapid global developing market with unlimited chances for marketing products & services (Gilmor *et al*, 2007) (Krishnamurthy, Singh 2005) (ruyter *et al* 2008) (hadizadeh *et al* 1387) (azizi, mirhosseini 1383). There have been presented different definitions of e-marketing which each of them have been concerned this topic from a specific view point. Some know IT as a tool in marketing & some have defined it marketing on the net & some have entered technical viewpoint in definition & considered as a new mixture. Re the buying stages of a product by a customer which is consist of: 1. Awareness, 2. Info searching, 3. Selection, and 4. buying which is resulted in ownership of goods, we should see what is the role of marketing in each of the above stages? Marketing process in these stages includes transferring or selling the goods, if transferring is done electronically it is called electronic advertisement but if the selling process is done electronically it is called electronic sale (saeedi & mirabi 1383) (nik tehrani 2008). Internet has changed our life & ways of communicating with others. Fundamentally, internet has changed all aspects of human community more or less. In recent years, internet & IT importance have been increased significantly both in commercial & private space (especially by increasing internet users and internet services). Undoubtedly, organization staffs and their working environment are affected by internet & IT in job design, working conditions and many other cases. Completing available knowledge & gaining new knowledge are one of the Strong motivational factors for a person who has covered his primitive needs. So as gaining new knowledge, it is an important factor for a person's successfulness, it is significant for organization's successfulness too. Technology based on internet suggests many chances to find new knowledge & skills. For instance, at first in the company level, internet provides more quick access to technologic & future scientific innovations toward other companies & research institutions (jerma-blazic 1996). For, an organization is raised in the field of international trade, the required trainings should be provided for its successfulness. The skills that are more needed to be trained are: customer service, ability to work in

virtual groups, electronic trade, e-marketing and skills related to IT & communications (fathi 1383). What seems clear is that re daily increasing of electronic tools usage in business & marketing, the traditional business & marketing will be voided in near future for being too costly and time consuming. So we need to move toward new methods and use the most modern tools & coordinate it with state economic & cultural conditions to obtain Greater share of the huge volume of global trade (which e-commerce has accounted a huge volume of it to its own & it is increasing every day & there is no limitation on it unlike past). Creating cultural development fields, National Continuity, Public welfare need the state economic correct performance. Economic development is also depends upon production volume & competition in global markets. Economic developments are also obtained from National Advantages, human Logic, force and thought in each state. Technical equipments, Methods and Operations are all authentic tools available for human being that are applied for human community objectives & they just define intelligence in activities, value & credibility of functions & determine productivity, so it is necessary to recognize the importance of all main factors which help or prevent productivity at a macro level. The factors which encompass Business cycles, policies and strategies of economic, social and structural changes. Therefore, not only creating commercial structures are effective in increasing organization's efficiency and performance by using IT in community but also organizing knowledge & skills in community help the Intellectual power of human creativity to be focused and it causes economic innovations of that community.

Conceptual model of Research:

To analyze and clarify the above questions, we can imagine the below Analysis – Conceptual model as a conceptual one that have been used of theoretical models contents as integrated & it clarifies that training (formal & informal) besides equipments & ICT & IT technologies on the one hand & organization and customer on the other hand, put e-marketing developments in the center of approaches that are surely training core, technologies' training, computer, internet, models systems related to it.

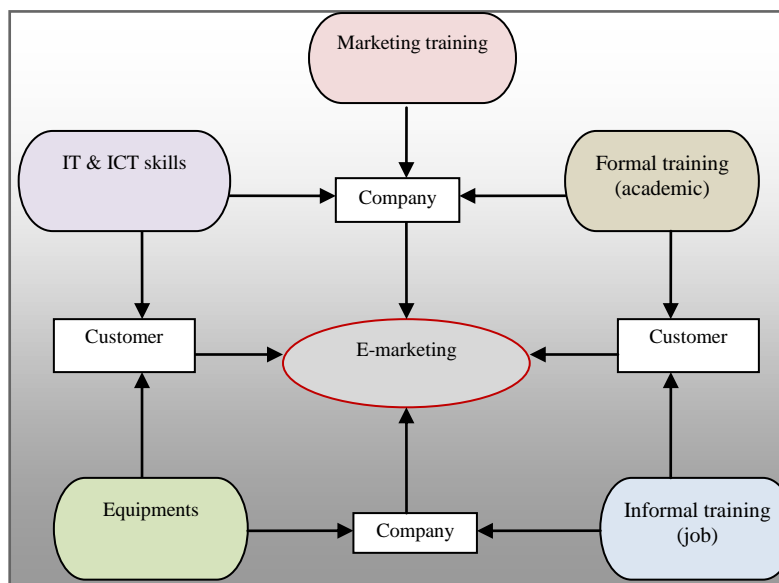


Fig. 1: Conceptual model of Research.

Dependant variable of this research is “e-marketing development “and independent variables are as follow: 1. Formal training (academic), 2. Owners of ICT & IT skills in business-commercial sections, professional-technical informal trainings (job-skills), 4. Proportionality between electronic equipments and professional-technical trainings, 5. E-marketing trainings in business-commercial companies.

Based on research objectives, some assumptions were made as follows:

First assumption: it seems formal trainings are effective in e-marketing development.

Second assumption: it seems Owners of ICT & IT skills in business-commercial sections in organizations and companies are effective on developing marketing.

Third assumption: it seems professional-technical informal trainings (job-skills) of business company's personnel are effective on e-marketing development.

Forth assumption: it seems Proportionality between electronic equipments and professional-technical trainings of business company's personnel are effective on marketing development.

Fifth assumption: it seems E-marketing trainings in business-commercial companies are effective on e-marketing development.

Research Methodology:

This research is applicable in objective viewpoint and is descriptive-survey in viewpoint of doing and collecting info. Measurement tool used in current research re more efficiency is a researched questionnaire which consists of 8 public & demographic questions & 60 questions in line with research assumptions documented with review of research thematic literature. As usual, at first questions were asked to define private features or demographic information of understudying people.

Special features or demographic information in this research are: “sex, age, marital status, educations, experience, accessing to internet in organization, having website” other questions were designed in line with research assumptions that is to say “ formal trainings, owners of ICT & IT certificates in organization, professional-technical informal trainings, Proportionality between electronic equipments and professional-technical trainings, E-marketing specialist trainings “. In the under studying case in mazandaran province which has been measured by using the indicators mentioned in questionnaire, these indicators are forming each of these cases as independent variables which have been rated By five Likert range from very high to very low. In order to arrange & codify questionnaire, the made researches in e-marketing field & also training relating to it, were studied & after exact identification of variables that can test assumptions, the questions were prepared. After exact consideration of designed questions by honorable supervisors and consultants & also other experts, by deleting & modifying some ambiguous parts, the final questionnaire was designed. The most important methods of gathering information in the current research are library studying & field researches. The current research Statistical population consists of three categories including marketing experts and managers in manufacturing & industry companies which have at least 20 staffs and 5 years experience & commercial organization and specialists Chamber of Commerce Experts in mazandaran province. Of the total employees in manufacturing-industry companies under studying, re surveys and statistics obtained, chamber of commerce has announced the number of experts who have experience and related responsibilities in marketing & sale as they can be used in gathering data & information required for research are 200 man jack, the statistical sample resulted from these numbers was calculated as categorical and below formula:

$$n = \frac{N Z^2 P (1 - P)}{\epsilon^2 (N - 1) + Z^2 P (1 - P)}$$

$$n = \frac{200 \times (1.96)^2 \times (0.5 \times 0.5)}{(0.07)^2 \times (200 - 1) + (1.96)^2 \times (0.5 \times 0.5)} = 99$$

There have been 145 persons of marketing experts in companies, 40 persons of commercial organization experts & 15 persons of mazandaran province commercial chamber experts. Sampling method in this research is categorical. As regards statistical population has composed of three homogenous classes, for sampling, we should sample fit to volume of each class. With $n_i = n (N_i / N)$ formula which is sampling Formula with proportional allocation, there have been required 72 companies of the first class which consisted of commercial companies of province, 20 persons of the second class which were experts of province commercial organization & 8 persons of the third class which were experts of province commercial chamber under studying for sample volume with given formula. At last 101 complementary questionnaires were collected and the inserted data was analyzed by spss software. In order to describe and analyze the collected data both Descriptive statistics and inferential statistics were used. There has been applied cronbach's Alfa test to define research questionnaire reliability, Friedman test to rank variables, binomial test to confirm or refute research assumptions. Research questions are valid because the measured variable parts have been derived from research objective literature (bazargan *et al* 1377, page 171) and have been studied and revised in several stages. In the current research reliance capacity of measurement tools has been 0.96. So measurement tools have adequate stability because the calculated Cronbach's alpha coefficient has been more than 0.7(bazargan *et al* 1377, pages 166-170).

Analysis and research findings:

In this section, at first we will discuss research descriptive statistics based on demographic features of sample members, more we use Friedman test to rank each variable's importance, binomial test to confirm or refute research assumptions and finally successfulness coefficient and score percentage of each assumption.

Analysis & deriving statistics findings:

Re descriptive statistics findings of sample features, 77.2 % of participants were men and 22.8 % were women. Regarding age variable, 25.7% were between 20-30 years old, 57.4 % were between 30-40 years old and 16.8% were between 40-50 years old. In the statistical sample, 79.2% were married and 20.8 % were single. Regarding job status variable, 5% were goods owner, 2% were company representative, 25.7 % were managers and 67.3 were experts. Regarding education variable, there were 4% diploma or less, 10.9% upper diploma,

77.2% B.A, 7.9% M.A. Regarding experience variable, there were 22.8% equal to 5 years or less, 36.6% 5-10 years experience, 26.7% 10-15 years, 7.9% 15-20 years, 5.9% equals to 20 years or more. Regarding access to internet 96% voted positive & 4% voted negative & at last regarding having website 61.4 % replied yes and 38.6% replied no.

Analysis & deriving statistics findings:

Binomial test:

The research first assumption:

Imposing zero: formal training factor isn't effective on e-marketing development with educational approach in mazandaran province for individuals in organizations, companies and other commercial institutions.

Imposing 1: formal training factor is effective on e-marketing development with educational approach in mazandaran province for individuals in organizations, companies and other commercial institutions.

Statistical assumptions

Imposing zero $3 c > \rightarrow H_0: p < 0.70$

Imposing 1 $3 c > \rightarrow H1: p \geq 0.70$

Table 4: Binomial test output relating to first assumption question of research

Binomial Test						
	Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)	
VT1	Group 1	<= 3	1	.0	.7	.000 ^{a,b}
	Group 2	> 3	100	1.0		
	Total		101	1.0		

a. Alternative hypothesis states that the proportion of cases in the first group < .7.
b. Based on Z Approximation.

Re made test the zero assumption is passed because OP is more than TP and it means that formal training factor is effective on e-marketing development with educational approach in mazandaran province for individuals in organizations, companies and other commercial institutions.

The research second assumption:

Re made test the zero assumption is passed because OP is more than TP and it means that frequency factor of ICT & IT skills holders is effective on e-marketing development with educational approach in mazandaran province for individuals in organizations, companies and other commercial institutions.

Table 5: Binomial test output relating to second assumption of research.

Binomial Test						
	Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)	
VT2	Group 1	<= 3	0	.0	.7	.000 ^{a,b}
	Group 2	> 3	101	1.0		
	Total		101	1.0		

a. Alternative hypothesis states that the proportion of cases in the first group < .7.
b. Based on Z Approximation.

The research third assumption:

Re made test the zero assumption is passed because OP is more than TP and it means that job-skills professional-specialist trainings factor of personnel is effective on e-marketing development with educational approach in mazandaran province for individuals in organizations, companies and other commercial institutions.

Table 6: Binomial test output relating to third assumption of research

Binomial Test						
	Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)	
VT3	Group 1	<= 3	5	.0	.7	.000 ^{a,b}
	Group 2	> 3	96	1.0		
	Total		101	1.0		

a. Alternative hypothesis states that the proportion of cases in the first group < .7.
b. Based on Z Approximation.

The research forth assumption:

Re made test the zero assumption is passed because OP is more than TP and it means that e-equipments proportionality with professional-specialist trainings factor of personnel is effective on e-marketing development with educational approach in mazandaran province for individuals in organizations, companies and other commercial institutions.

Table 7: Binomial test output relating to forth assumption of research.

Binomial Test					
	Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
VT4	Group 1	<= 3	2	.0	.7
	Group 2	> 3	99	1.0	
	Total		101	1.0	

a. Alternative hypothesis states that the proportion of cases in the first group < .7.
b. Based on Z Approximation.

The research fifth assumption:

Re made test the zero assumption is passed because OP is more than TP and it means that e-marketing trainings factor is effective on e-marketing development with educational approach in mazandaran province for individuals in organizations, companies and other commercial institutions.

Table 8: Binomial test output relating to fifth assumption of research.

Binomial Test					
	Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
VT5	Group 1	<= 3	1	.0	.7
	Group 2	> 3	100	1.0	
	Total		101	1.0	

a. Alternative hypothesis states that the proportion of cases in the first group < .7.
b. Based on Z Approximation.

Friedman test:

Question: how is ranking of effective variables in brought assumptions in responders' viewpoint?

Zero assumption: ranking of effective variables in brought assumptions in responders' viewpoint is similar.

1 assumption: ranking of effective variables in brought assumptions in responders' viewpoint is not similar.

Statistical assumptions

Imposing zero $H_0: \mu R_1 = \mu R_2 = \mu R_3 = \dots = \mu R_k$

Imposing 1 $H_1: \mu R_1 \neq \mu R_2 \neq \mu R_3 \neq \dots \neq \mu R_k$

Table 9 represents ranking of e-marketing development variables with educational approach of responder's viewpoint:

Table 9: Friedman test to rank variables.

Test Statistics ^a	
N	101
Chi-Square	20,690
df	4
Asymp. Sig.	,000

a. Friedman Test

The test result shows that since calculated significance level is less than 5 so zero assumption is refuted it means that ranking of effective variables in brought assumptions in responders' viewpoint is not similar.

Table 10: Variables ranking sorted output

variable	Ranking average
Vt1	3.58
Vt5	2.95
Vt3	2.92
Vt4	2.88
Vt2	2.66

Table 11: variables ranking output.

Ranks	
	Mean Rank
VT1	3,58
VT2	2,66
VT3	2,92
VT4	2,88
VT5	2,95

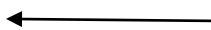


Table 12: Descriptive output of research variables.

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
VT1	101	4,2000	,46989	3,00	5,00
VT2	101	4,0141	,47230	3,14	5,00
VT3	101	4,0226	,53595	2,14	5,00
VT4	101	4,0619	,49338	2,92	5,00
VT5	101	4,0737	,48972	2,89	5,00

Score coefficient & success percentage:

In this part, re two given formula to gain score coefficients & success toward brought factors in questionnaire, these coefficients have been defined for each assumption and its subset variables.

Slightly frequency

Success percentage $P = \frac{\text{Slightly frequency}}{\text{Total frequency}} \times 100$

Total frequency

Slightly frequencies X its score

Score percentage $R = \frac{\text{Slightly frequencies X its score}}{\text{Total score}} \times 100$

Total score

Table 13: Score coefficient & success percentage of research assumptions.

$P_1 = 66.08 > 0.50$ $R_1 = 75.83 > 0.50$	Success & score coefficients toward first assumption
$P_2 = 68.97 > 0.50$ $R_2 = 77.05 > 0.50$	Success & score coefficients toward second assumption
$P_3 = 68.83 > 0.50$ $R_3 = 77.41 > 0.50$	Success & score coefficients toward third assumption
$P_4 = 77.64 > 0.50$ $R_4 = 85.85 > 0.50$	Success & score coefficients toward forth assumption
$P_5 = 72.35 > 0.50$ $R_5 = 80.05 > 0.50$	Success & score coefficients toward fifth assumption

Re the obtained results of computing score & success percentage by dividing assumptions, we see that values obtained from both coefficients shows that test attitude toward all assumptions and their subset factors are positive.

*Research Final results:**Binomial test final results:*

Test results show that in viewpoint of experts among the subset factors of the first assumption the following factors are effective on e-marketing development with educational approach in mazandaran province: factors, having experts who are educated in organizations such as business & commercial chamber, having manufacturers and industry owners who are educated and have passed formal training, using educated people in designing & implementing e-programs for organizations and institutions, presence of educated people in departments related to adjust and define financial & credit allotments in organizations and commercial institutions, The presence of university-trained individuals in decision making, design & programming departments in organizations and institutions and other factors which are including the following factors haven't been effective on e-marketing development with educational approach in mazandaran province : having academic certificate for buyers and consumers of goods & services, having academic official training of Employed people in the public relations department, using educated people in transferring fields and transporting of goods and services, presence of experts in sales and distribution of goods and services departments, educated people who are active in supplying goods & services in organizations and institutions, having professional certificates of people who are in local business and foreign trade, educated people in commercial field in active departments of post and telecommunication areas.

Test results for subset factors of the second assumption have represented that from viewpoint of experts, Interactive collaboration between IT & ICT centers with business – commercial organization, High percentage of records and ordering supplies and IT & ICT specialist manpower training to training centers, having qualified teachers for IT & ICT training in the region, presence of specialist & expert people in ICT field in designing & programming departments of organizations and institutions, presence of experts of IT among industry owners and manufacturers, The high number of vocational training centers in IT & ICT holding training courses of IT & ICT for consumers to familiarize more with this technology applies effect on e-marketing development and the other factors as below don't effect on this development including: applying principles, rules and different tools in IT for business and commercial departments, people with IT certificate in organizations, commercial

institutions and active departments in this field, presence of IT experts who are familiarize with IT topics among consumers and families, usage of ICT experts in holding training courses for personnel and staffs to familiarize with updated technology development topics, experts and active people who have IT & ICT in sales and distribution areas in organizations and institutions.

Test results have shown that in view point of experts among subset factors of the third assumption, the following factors have been effective: high volume of educational investment for professional-technical trainings in each of manufacturing-commercial organizations, holding professional-skilled training courses for staffs in commercial departments, organizations & institutions, granting scholarship & optimum & special terms and conditions for passing professional-technical courses for staffs and experts in organizations and allocating financial considerations for holding commercial-professional training courses in organizations & institutions, type of conditions of training courses such as being verbal or non-verbal of trainings, presenting special terms & suitable discounts to attend in professional-technical classes for businessmen and commercial organizations, providing financial considerations of organizations and active institutions in trading field by relevant institutions and below factors have been ineffective : common cooperation among different departments which are active in the field of trading in order to create optimum conditions for holding professional training courses, presenting training resources related to MBA and e-commerce in professional-skilled training courses, presence of post & telecommunications unit's staffs & personnel in professional-technical courses, holding professional-technical courses for practitioners in credit & financial organizations, having priority of organization staffs and expert's presence to attend in special commercial courses.

Test results have presented that in viewpoint of experts, among subset factors of forth assumption all the factors have been confirmed including: being up-to-date of facilities and e-equipments in organizations and commercial business institutions, allocating financial considerations by commercial organization to create suitable infrastructures to take advantage of e-tools, cooperation of financial credit organizations with commercial departments to purchase electronic equipments, easier access of goods suppliers & services to facilities and e-equipments, fitness and coordination between organizations and institution's equipments with professional training courses of organization, presence of sales mechanism without money to encourage consumers to buy or sell in distance, cooperation of private sector and market to provide facilities and equipments and its availability for consumers and families, expansion of selling and buying mechanism by internet & cell phone, high Number of electronic stores & electronic selling and buying mechanism in institutions and organizations, being up-to-date & synchronous of internal trade with the countries around the Caspian Sea, allocating financial considerations to tool programs & prepare organizations and institutions to electronic tools, Taking into account the specific and suitable conditions for families and slight consumers to provide electronic facilities.

Test results have shown that in expert's view point among subset factors of the fifth assumption, the following have been confirmed as effective factors: factors, cooperation, creating facilities by commercial organization and related institutions for companies and merchants in holding e-marketing courses, holding specialized courses in e-marketing for mediating & advertising institutions, designing comprehensive plans by commercial chamber & organization to hold specialized courses of e-marketing, holding training courses of e-marketing for commercial organizations according to competitive condition of today business world, holding training courses of e-marketing for industry owners & manufacturers on e-marketing development, , holding training courses of e-marketing for goods & services importers, wide advertisement for holding training courses of e-marketing and necessity to familiarize with these topics, holding specialized courses of e-marketing for scholars & practitioners involved in importing & exporting goods & services, necessity for planning & programming to hold training courses of e-marketing in organizations and commercial institutions & other factors mentioned below have not been confirmed as effective factors: holding & expanding specialized courses of e-marketing & e-commerce in rural areas, holding training courses of e-marketing for goods & services transportation companies, people involved in sales & distribution of goods & services directly or indirectly in organizations and institutions should pass training courses of e-marketing.

Re obtained results of tests & figures by computing score & success coefficients by dividing each assumption, it can be seen that general attitude toward assumptions and their subset factors is positive and all the designed assumptions are effective on e-marketing development by educational approach in mazandaran province.

Final results of Friedman test:

In Friedman test, the test results have shown that responder's ideas of statistical sample haven't been similar about research variables. It means that statistical sample responders have got the meaning & concept of variables & understood the questions correctly and replied them and also regarding the effect amount of each of assumptions, it has been clarified that the first assumption, which has been formal training effect on e-marketing development with educational approach, has had the highest score among other assumptions and the four others

have had similar scores & equal effects on e-marketing development with educational approach in amzandaran province.

In ranking effective variables in viewpoint of experts in the first assumption, the test results have shown that V1 variable, in which people & experts are educated in commercial organization, commercial chamber and other institutions, with rating average of 3.65 has had the most effect and V11 variable, with educated experts in departments relating to arranging & defining financial & credit considerations in organizations and commercial institutions, with rating average of 2.25 has had the least effect among selected variables.

In ranking effective variables in viewpoint of experts in the second assumption, the test results have shown that V13 variable, which has been interactive collaboration among IT & ICT training centers and business commercial organizations, with rating average of 4.94 has had the most effect & V24 variable, which represent holding IT & ICT training courses for consumers to get familiarize more with this technology applications, with rating average of 3.51 has had the least effect among selected variables.

In ranking effective variables in viewpoint of experts in the third assumption, the test results have shown that V25 variable, which has been high volume training investment for professional-technical trainings in each of manufacturing-commercial organizations, with rating average of 4.76 has had the most effect & V28 variable, representing allocation of financial considerations to hold business professional training courses in organizations and institutions with rating average of 3.37 has had the least effect among selected variables.

In ranking effective variables in viewpoint of experts in the fourth assumption, the test results have shown that V37 variable, which has been being up-to-date and synchronous of internal trade with the countries around the Caspian Sea, with rating average of 8.76 has had the most effect & V40 variable, representing more & easier access goods and services suppliers to facilities and electronic equipment, with rating average of 5.69 has had the least effect among selected variables.

In ranking effective variables in viewpoint of experts in the fifth assumption, the test results have shown that V49 variable, which has been cooperation and creation of facilities by commercial organization and relating institutions for companies and merchants to hold marketing courses, with rating average of 6.05 has had the most effect & V56 variable, which represent holding e-marketing training courses for industry owners and manufacturers with rating average of 4.45 has had the least effect among selected variables.

In Freidman test which was done for confirmed factors by experts by dividing each, being up-to-date of facilities and e- equipment in organizations and business commercial institutions and also being educated experts in commercial organization and commercial chamber and other institutions, have had high rating which shows our concern and attention to them and also being educated manufacturers and industry owners with formal trainings and interactive collaboration between IT & ICT training centers and business commercial organizations effect on e-marketing development and experts considered them more.

Factors such as: cooperation and creation of facilities by commercial organization and related institutions for companies and merchants to hold e-marketing courses, high volume of training investment for professional-technical trainings in each of manufacturing-commercial organizations, allocating financial considerations by commercial organization to create suitable infrastructures to benefit from e-tools. cooperation and creation of facilities by commercial organization and related institutions for companies and merchants to hold e-marketing courses & granting scholarship & optimum & special terms and conditions for passing professional-technical courses for staffs and experts in organizations, all were other factors which had high rating and other brought factors with similar scores were considered next.

Discussion and comparison with other researches:

Manian & gol mohammadi in their research considered effective factors on web measurement as a tool in marketing department of Iran trading companies and cases including: presence of a significant relationship between teaching of marketing measurement to staffs to work with web and its measurement effect and between staff's computer knowledge and skills in marketing department and web measurement effect in marketing & considering significant relationship between technical complexity of products and services offered in web measurement effect in marketing. This research similarity with current research is consideration to training role in marketing and their difference is in research objectives and their confirmation is on web measurement effect in marketing, so the current research has educational approach. Veris & yabroog considered marketing capabilities in achieving competitive advantage & stressed that to reach to such competitive advantage, the organization should expand processes to apply specialized knowledge of its staffs and merge that knowledge with tangible resources in ways that transfer the value to organization and customers, thereupon, capabilities have empowering role. Stress on teaching & specialized knowledge of staffs in developing marketing and organization attempt to create required conditions have been the cases which have been considered in the current research too, the difference is that attention to these factors and their effects on e-marketing has been considered.

Farzad *et al* considered the effects of marketing internal criteria on organizational commitments of staffs among Iranian state banks & while defining internal marketing, they brought up the effect of coordination and

integration among structure, teaching & motivation in organizational commitment and teaching has positive effect on organizational commitment & education and stimulation have positive effect on staff's commitments. The subject of this thesis research is attention to human resources teaching role in marketing like the above research but the difference is in type of selected marketing and field of study, the research has been made in the field of e-marketing & manufacturing commercial companies were studied as the called research studied the state banks.

Conclusion:

In the era of prosperity of .coms, many companies start to make online system for their business main core in an emotional competition. Some have done it for enhancing efficiency and some did it merely for not dropping behind of this competition. The important aspect to create a business online channel is e-marketing. Today, website is a prominent factor in changing global economy and play a role as a great media in business deals & e-marketing. Web not only provides interaction possibility but also provides different Media for users such as: text, image, online conversation, sounds and videos and issues without censorship, in fact it amplifies marketer information and customer gain more info. Re the above issues, what concluded of this research is that implementing e-marketing strategy practically is more than just copying advertisement in the website. Incuriosity to different nature of these media groups is only followed by transfer fallacy and usage of this technology. The results obtained from research shows the importance of educational approach in e-marketing & expresses that for using practically and continually of web site facilities and gaining competitive advantage, the companies should note the marketing concept and training in e-marketing more than before. The issue which expresses the positive role of innovation applied in this research which is considering training role in e-marketing development.

Suggestions:

There has been attempted in this research that the effective variables in the way of e-marketing development with an educational approach & purposing teaching as an important factor achieving this development are considered and importance amount of each variable is measured toward others & by gaining ranking and priority of effective variables, the main cases are clarified for e-marketing development in mazandaran province.

Re the obtained results of this research, the following cases are presented as suggestions in line with more attention and emphasis to e-marketing forasmuch as training as an important & determining factor to do required basic acts according to state management issues & settings in organization. Re today, human resources of an organization are as the most significant wealth of it & have the main role in implementing all its policies, so that it can be firmly stated that organization success or failure in implementing its plans is largely depends upon the capabilities of its staffs in doing their duties. So, it is suggested that companies for effective usage of internet in the recruitment process consider the indicators such as level of computer literacy, their familiarity with internet, working power & applying different features of internet & employ in marketing unit the people who have these features.

Having the personnel familiarized with different aspects & capabilities of internet & web is surely an important factor in more effective usage of these tools in marketing unit. So, it is suggested that companies present training classes to familiarize their staffs with the diverse functions of this media.

It is suggested that companies establish & enhance positive attitudes among its staffs to declare internet advantages in marketing unit or easy apply with these tools compared with traditional tools, perform the necessary proceedings to do duties of marketing unit. These proceedings are consisted of expressing successfulness story of similar internal & external companies, who use these tools, replacing or employing new staffs with positive attitudes toward these tools or teaching staffs to change their attitudes toward these tools.

It is suggested that re being effective, availability & being up-to-date of organization's facilities and equipments and plans related to it, the decision making and planning managers and experts take note to giving priority necessity towards allocating credit for providing & updating companies and organizations equipment.

Among other recorded replies in open question at the end of questionnaire, some respondents pointed to some basic factors that if experts take note to them, it can help largely in e-marketing development with educational approach in mazandaran province, some of their most important are: lack of suitable infrastructures in business and e-marketing, high effectiveness of economic conditions on e-plans successfulness, the need for theoretical discussions are identified with practical experiences & emphasis on effective factor's bond on e-marketing to be success in this field.

In summary, we can express in this way that managers and experts involved in commercial affairs in mazandaran province, can find effective factors on e-marketing development with educational approach in the province with special attention to this research & also by considering available indicators launch to create required infrastructures for implementing commercial plans and e-marketing in mazandaran province, removing

barriers, considering useful strategies to align the state's capabilities to keep pace with e-plans and optimize the implementation conditions of these strategies.

Descriptive data resulted from ideas measurement:

Respondents were asked to mention any special idea in the questionnaire. In replying this question the following data were given:

Applying the experiences of merchants who are more active and using educated people in commercial & e-marketing fields.

Bond necessity of mentioned issues in the answer sheet in e-marketing to stress that if some of them are ignored the working process encounters problem.

Economic conditions are effective in successfulness of e-plans.

Re the state economic system, it is necessary that these theoretical discussions are identified with practical experiences in production field and market.

Lack of suitable infrastructures in this field in the state is important reason in the lack of e-marketing development.

Many cases in e-plans in developing countries are less possible to be done executively.

People's ideas in marketing field are yet face to face in marketing.

Low internet speed is an important factor for unsuccessfulness of electronic plans.

Suggestions for future researches:

Documented With the pointed cases in this essay text, the following are presented the suggestions to make future researches relating to this essay subject:

Identifying effective factors on marketing unit staff's conformity with internet as marketing tools.

Identifying indicators to measure commercial websites effectiveness.

Considering effective factors on organizational empowerment to implement e-plans.

Considering e-marketing barriers.

Considering effective factors on internet improvement as a distributive channel.

Identifying available barriers in creating required infrastructures to develop electronic.

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